

DIGITAL TOOLS

BY HUBERTKRATIROFF

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hubert@kratiroff.com
@kratiroff



INSPIRING IDEAS AND TALENTS
GEM EXECUTIVE EDUCATION

MASTER DBS
DIGITAL BUSINESS STRATEGY

**DIGITAL TOOLS
BY HUBERT KRATIOROFF**

2017 OCT 12 -14
24 HOURS



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



ROW	First name	Last	QUIZZ1	QUIZZ2	Elevator	SLACK	DEMO	INDIV	ROU	PITCH	NB TOOLS	AGILE	GRUPE	GEN
1	Mehdi	KAIDI	4,5		5	9	0	7,4		5	4	5	9,3	8,8
1	Nathalie	PERRIER	7		5	9	0	8,4		5	4	5	9,3	9,1
1	Colombe	SFARTI	3		5	9	0	6,8		5	4	5	9,3	8,6
1	Camille	SGUBBI	3,5		5	9	0	7,0		5	4	5	9,3	8,6
1	Mathilde	FERRIOL	3,25		5	9	0	6,9		5	4	5	9,3	8,6
2	Valentin	Beau	9	4	6,5	9	0	11,4		5	4	5	9,3	10,0
2	Lucie	Levy	4,5		5	9	0	7,4		5	4	5	9,3	8,8
2	Julie	PELLESTOR	6,5	3,5	6	9	0	10,0		5	4	5	9,3	9,5
2	Emilie	Vele	6		5	9	0	8,0		5	4	5	9,3	8,9
3	Pierre	Mlynarz	6,5		5	9	0	8,2		5	5	4	9,3	9,0
3	Ochanda	ODHIAMBO	6,5		5	9	0	8,2		5	5	4	9,3	9,0
3	Victoria	SEVIN	3,5		5	9	0	7,0		5	5	4	9,3	8,6
3	Nicolaus	FORSTER	5		5	9	0	7,6		5	5	4	9,3	8,8
3	Anne-Sophie	Minart	4,5		5	9	0	7,4		5	5	4	9,3	8,8
3	Romain	Willerval	5		5	9	0	7,6		5	5	4	9,3	8,8
4	Stéphanie	LE NERRANT	4		5	9	0	7,2		5	4	4	8,7	8,2
4	Alizé	Montigny	4,5		5	9	0	7,4		5	4	4	8,7	8,3
4	Tatiana	Corallo - Jackson	3,5		5	9	0	7,0		5	4	4	8,7	8,2
4	Dina	Delic	4		5	9	0	7,2		5	4	4	8,7	8,2
4	Olivia	BABUTY	6		5	9	0	8,0		5	4	4	8,7	8,5
4	Jihane	Kortobi	6,7		5	9	0	8,3		5	4	4	8,7	8,6
5	Cyrille	Le Rolland	5,5		5	9	0	7,8		5	4	4	8,7	8,4
5	Claire	Segond	5,5		5	9	0	7,8		5	4	4	8,7	8,4
5	Sonya	Cercllet	5,5		5	9	0	7,8		5	4	4	8,7	8,4
5	Jordan	Oziel	3,5		5	9	0	7,0		5	4	4	8,7	8,2
6	René	FELDER	8		5	9	10	12,8		5	6	4	10,0	10,8
6	Quentin	LANOË	4,5		5	9	10	11,4		5	6	4	10,0	10,4
6	Samia	OUABDELMOUMEN	4,5		5	9	0	7,4		5	6	4	10,0	9,2
6	Marianne	Sassi	5,5		5	9	0	7,8		5	6	4	10,0	9,3
9	Anna	MIGNOTTE	2,5		5	9	0	6,6		5	4	4	8,7	8,0
9	Ryota	Hirano	5,7		5	9	0	7,9		5	4	4	8,7	8,4
9	Raymonde	CHBAT	4		5	9	0	7,2		5	4	4	8,7	8,2
9	Edouard	Morio de L'isle	5,2		5	9	0	7,7		5	4	4	8,7	8,4
9	Paul	PERRINE	6,5		5	9	0	8,2		5	4	4	8,7	8,5
9	Maï	Pham-Quang	2,5		5	9	0	6,6		5	4	4	8,7	8,0



DAY1

**20+ Tools
demos**

**Don't try to do it
at the same time:
day2 is here for
that**

DAY2

**StartUp
MindSet**

**PC + 4G
connexion
@SocGen**

DAY3

**Strategic &
DemoDay**

**Business Model
and Pitch, Demo,
Elevator Speech**



YC DEMO DAY

In Front of 40 VC :

1/ Team presentation

2/ PITCH (3')

3/ DEMO (max 1' per tool)

4/ ELEVATOR SPEECH (30" individual)



Environ 5 160 résultats



Batch 17 Demo Day | 500 Startups Accelerator | 2016

startups • 9,2 k vues • il y a 1 an

Batch 17 Demo Day 1:54 — Dave McClure intro & stats — 8:32 COSY [https://angel.co/cognitive-operational-systems ...](https://angel.co/cognitive-operational-systems)



HigherMe Demo Day (Y Combinator W15)

Evan Lodge • 10 k vues • il y a 2 ans

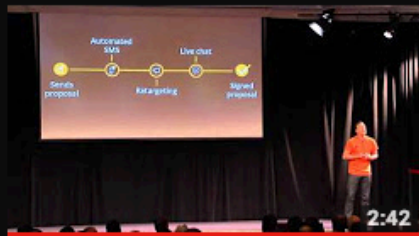
We were very excited to be chosen to present first at the Y Combinators Demo Day. We would lo you more about ...



Y Combinator

103 762 abonnés • 232 vidéos

Twice a year we invest a small amount of money (\$120k) in a large number of startups (recently to Silicon ...



GetAccept - YC W'16 Demo Day

GetAccept • 8,2 k vues • il y a 1 an

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Environ 3 550 000 résultats



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SCHEDULE

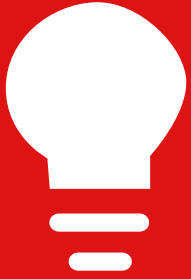
3pm Group 6 & 1 & 2

4pm Group 9 & 5

5pm Group 4 & 3

**Fix technical issues: video, sound,
adapter, size, reboot...**

BEFORE



PITCH

Team presentation and role

(no deck but a sweet smalltalk storytelling, staging or scenography)

3' pitch

2 online « pitch deck » (landing page)

PERSONA

BUSINESS MODEL



3' PITCH

= What is the global problem (customer journey)

What is the precise problem for the persona (pain point)

How many people have the same problem (size of the market)

What is your solution (Value proposition)

How are you planning to make money (business model)

How much investment do you want? What kind of money? What kind of help?



1'max DEMO 0/10

= Demo your tool (individual)

Be prepared to be stopped

Be prepared to answer questions

can you clic on that little CTA?

can you send me the url?

can you reduce the size of the screen?

can you show it on your mobile?



30" ELEVATOR SPEECH

– Catchphrase, punchline: it's ok to lie

Why do we need to read your business plan document?

Why do I have to give you this 30' appointment and listen to you?

Why should we invest in your project?



**Prepare for
changes &
pivots**