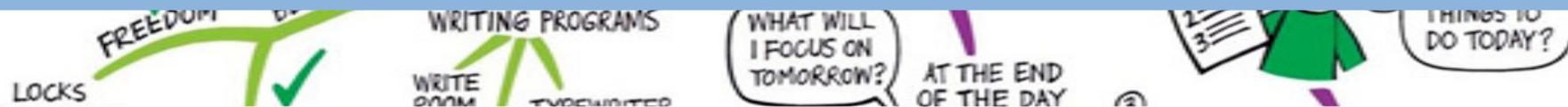
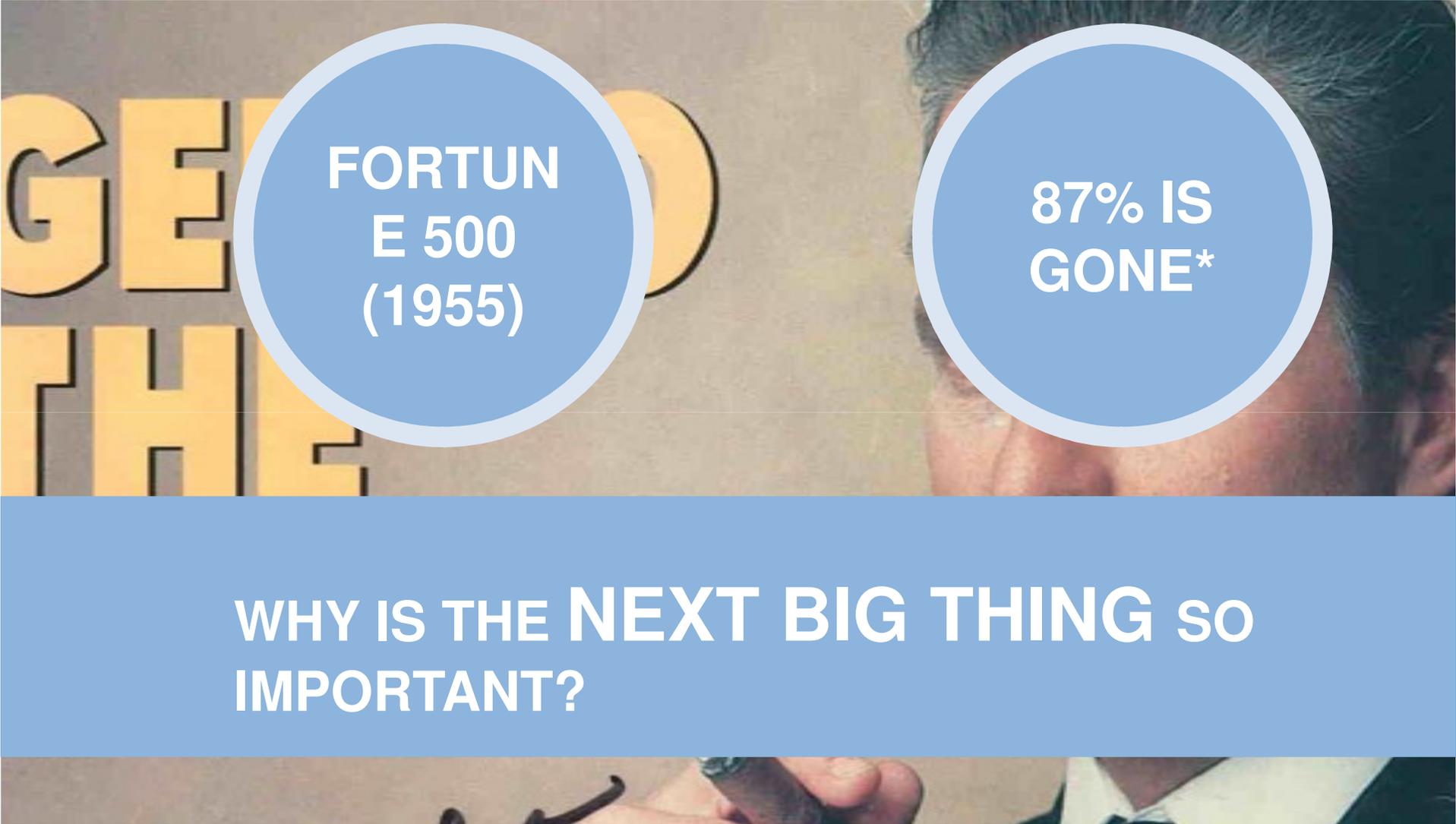


WHERE'S MY BUSINESS MODEL?

Ratko Mutavdzic, PROJEKTURA

*or, how to start up the intrapreneurship in the company

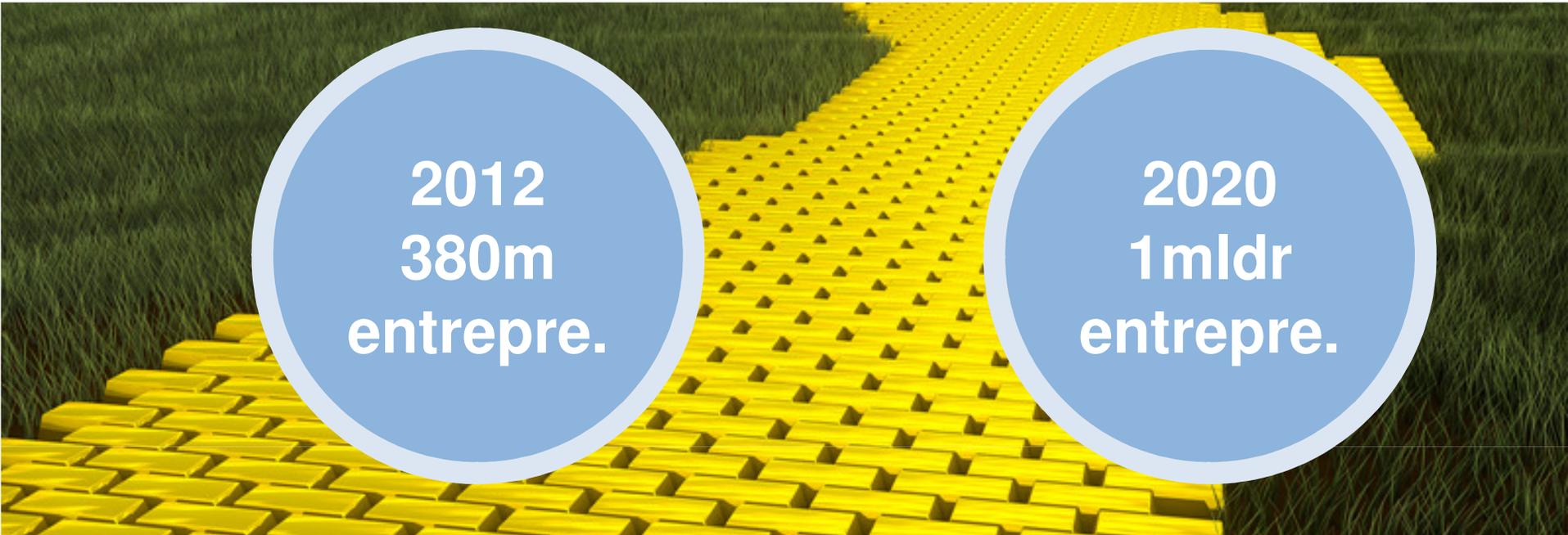




**FORTUNE
500
(1955)**

**87% IS
GONE***

**WHY IS THE NEXT BIG THING SO
IMPORTANT?**



2012
380m
entrepre.

2020
1mldr
entrepre.

GOLDEN AGE FOR NEW VENTURES



**a startup is a human institution
designed to create something new
under conditions of extreme
uncertainty (eric_ries)**

what is lean startup?
entrepreneurship deals with the uncertainty



a startup is an organization designed to
grow fast (paul graham)



what is lean startup?
entrepreneurship deals with the growth



a temporary organization
designed to search
for a repeatable and scalable business
model (steve blank)

what is lean startup?
entrepreneurship deals with the experimentation

A man in a yellow shirt is standing and presenting to a group of people seated at tables in a room with orange acoustic panels. The room is filled with people, some using laptops. A semi-transparent blue box with a grid pattern is overlaid on the top part of the image, containing white text.

TODAY, ENTREPRENURS HAVE THE MEANS, MOTIVE
AND **OPPORTUNITY** TO **DISRUPT** YOUR BUSINESS.
AND THEY'RE OUT TO DO JUST THAT.

A solid blue horizontal banner with white text.

**NUMBER OF EXTERNAL EFFECTS ENABLE
THIS BEHAVIOUR**



Where are you going?

BROWSE

SIGN UP LOG IN HELP LIST YOUR SPA

678.000
IHG GROUP
138
years



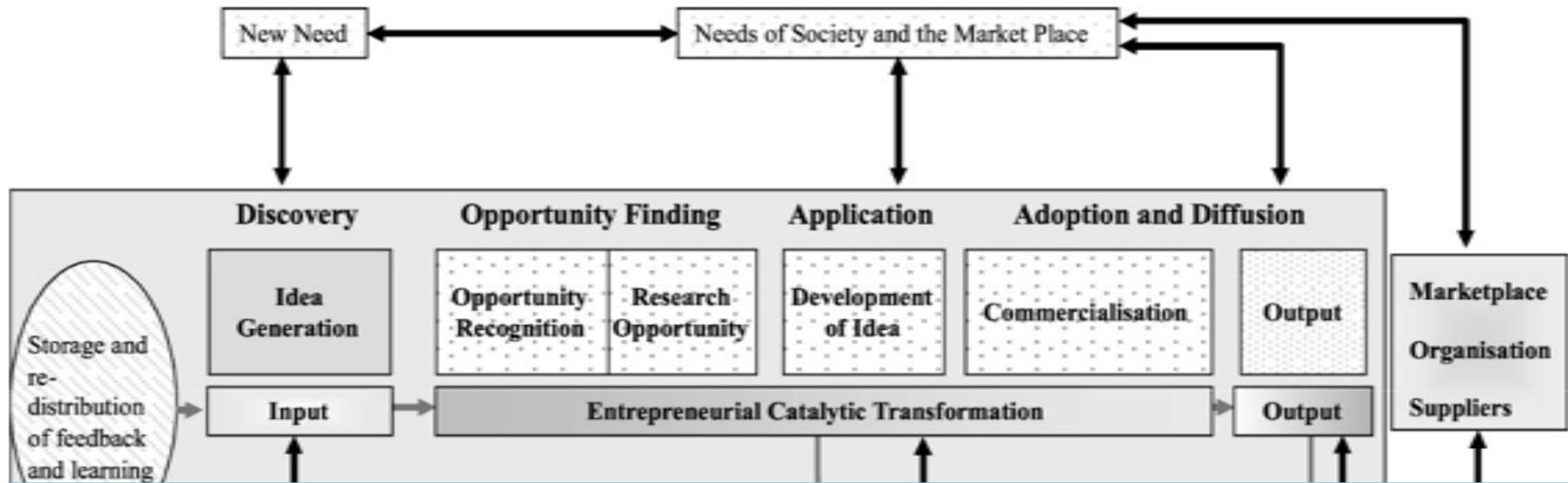
600.000+
AIR B'N'B
6 years

CASE: AIR B'N'B
DISRUPTING THE HOSPITALITY
BUSINESS



Invite friends,
earn travel credit

Innovation project n



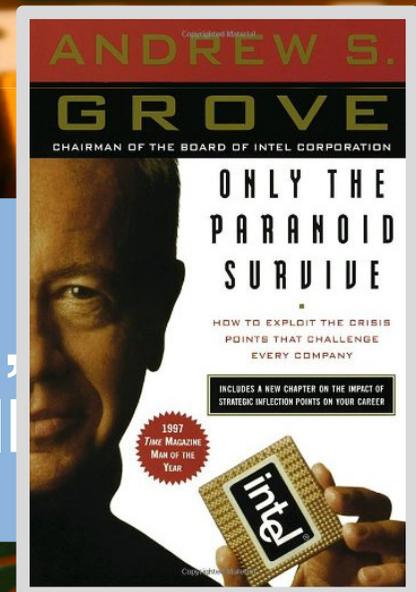
WELCOME TO SOLUTION
CORPORATE INNOVATION ?



WELCOME TO ENTERPRISE DILEMMA

“the dilemma is that **you can’t suddenly start experimenting** when you realize you’re in trouble unless you’ve been experimenting all along. **it is too late to do it once things have changed in your core business.**”

“**ONLY THE PARANOID SURVIVE**”,
ANDREW S. GROVE, CHAIRMAN OF INTEL CORPORATION





**WELCOME TO SOLUTION
CORPORATE INTRAPRENEURSHIP**





**NO
AUTONOMY**

**NO
INCENTIVES**

**NO
FINANCIAL
STRUCUTRE**

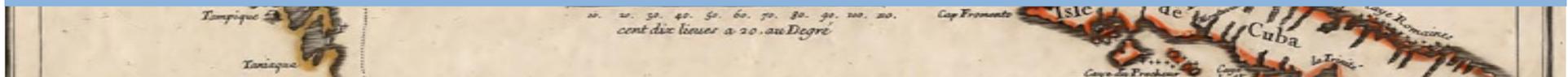
**CORPORATE INNOVATION
WHY INTRAPRENEURSHIP FAIL?**



**YOU NEED
LEAN THINKING & ENVIRONMENT!**



LEAN ENVIRONMENT? AUTONOMOUS, RISK
AVERSE...
„THE COLONY” CASE





CREATE
UNCERT
AINITY

BUILD

LEARN

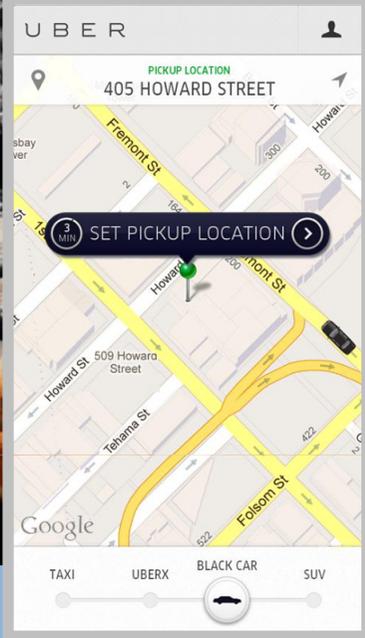
LOOK
FOR
P/M FIT

EXPERIMEN
T

MEASUR
E

HOW TO START ON INNOVATION?
SEEK HIGH UNCERTAINTY

THE TYPICAL AMERICAN CAR
SPENDS 96% OF IT'S TIME PARKED!

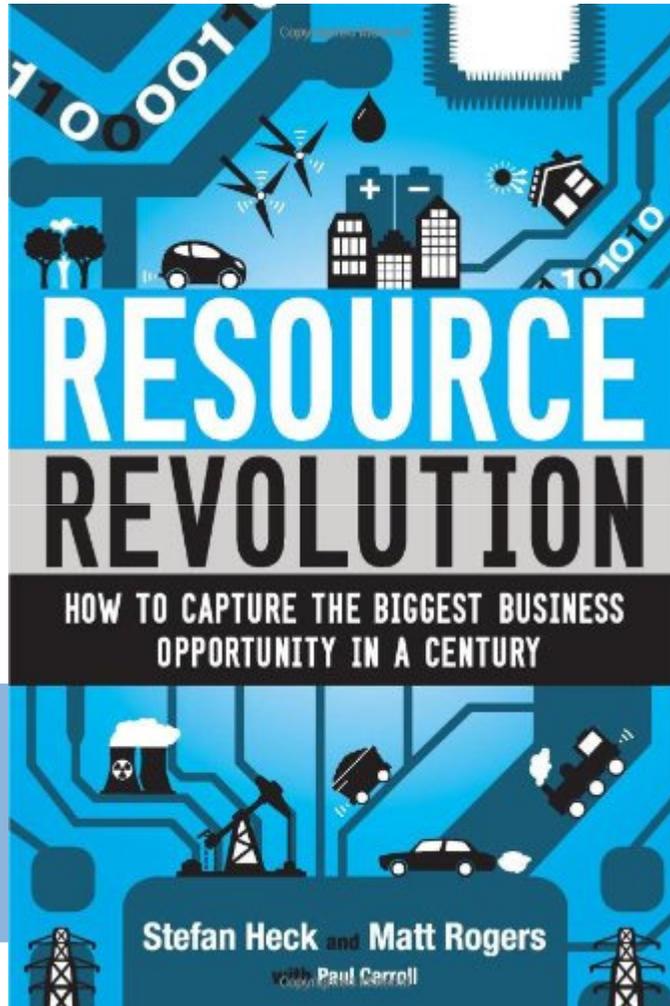


AARON

4.9 ★

Aaron loves driving people. He quit his day job, bought a car, and is now San Francisco's favorite driver with a 4.9 star rating after thousands of completed rides.

CASE: UBER / LYFT VS. TAXI
INCREMENTAL INNOVATION
THINKING



THIRD INDUSTRIAL REVOLUTION

Technologies and industries will collide in an new way

- RADICAL OPTIMIZATION OF LAND USAGE AND NATURAL RESOURCES
- COMPANIES ADOPT NEW TECHNOLOGIES, NEW PROCESSES AND NEW MANAGEMENT PRACTICES

EFFICIENT INDUSTRIES AND
MORE PRODUCTIVE BUSINESS
ECOSYSTEMS



**STEVE JOBS, 2005 STANFORD COMMENCEMENT
ADDRESS**

„STAY HUNGRY, STAY FOOLISH”



INTRO

just a few words about me



- Ratko Mutavdzic is founder of PROJEKTURA, consulting company that work with new and emerging technologies and introduce them to the corporate and enterprise environments. Prior to this one, he spent 15 years Microsoft, starting in a consulting practice and then leading several different sales and technology teams.
- He is the author of number of published papers on different aspects of the technology, successful blogs on new technologies and project management, and active contributor in a number of social networks exploring the use and advance of new ways to connect and share innovation and invention.
- He frequently speaks on conferences, meetings, workshops, coffee shops and generally at every place where people like to explore, challenge, investigate, think and innovate.
- Keywords: **change, project, program, portfolio, innovation, startup**

note: more contact info on a last slide

more info ...

if you feel like you want to know more or just for fun

- WWW www.projektura.org
- FBOOK www.facebook.com/projektura
- TWEET www.twitter.com/projektura
- EMAIL info@projektura.org

- but if it is really, really, really urgent and you really need to connect to people at projektura ...
- SKYPE [projektura](#)

ratko.mutavdzic@projektura.org

dont bite, dont yell at you at all, so please, add me to your ... think network. tnx.