

My Start-Ups

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2 companies, 2 ways to do it

- 1st: mElement (now Fifth Element)
 - 2000/2001 - 2004
- 2nd: eTaika Oy
 - 2004



mElement (now Fifth Element) in brief

- IT Company (multi- channel messaging (UI, Gateways etc..)
- Founded 2000/ 2001
- Supported by Capital Investment
 - Erja Yhtymä
- Based on technical innovation
 - Plans based on positive market expectations
 - From beginning 7 partners, 6 employees
- Main target group: Operators and Software Developers
- Distribution channel: Partners



eTaika in Brief

- Started 2004
- No external money, no loans
 - 2 employees (now 4)
 - No external money, no loans
- Business started by collective customer project (3 companies).
Result: A product for Event Managements
- Main target group: Top 200 companies, Event management companies, big organizations
- Distribution channel:
 - 1st phase step: face- to- face
- Other
 - outsource all non- core business,
 - strong partner networks
 - max. use of Open Source - software

we develop only customers' core processes



Important Keys Before Start

- Use Business plan as working document
 - Potential market?
 - Sales?
 - Sales expenses / incoming money –ratio?
 - Distribution channels?
 - Competitors
- Resolve carefully business model candidates
- Mentors are helpful
 - Acid Testing is healthy



Important Keys Before Start

- Use
 - External consults
 - Their role is to ask: what if?
 - advisory board
- Select carefully partners
 - If you don't know them very well, be aware!
- Is there Real customer needs?
- Background studies "with prospects" is necessary
- SWOT is important



KEY TO SUCCESS?

- Believe & Trust Your Idea
- Don't underestimate your business plan
- Tight expense control
 - Absolutely from beginning
 - “Remember the worst case“
 - Minimize continuous expenses then you don't lose flexibility
- Don't develop the product without real customer
- Do not underestimate sales needs
- Do not hesitate to do uncomfortable decisions

