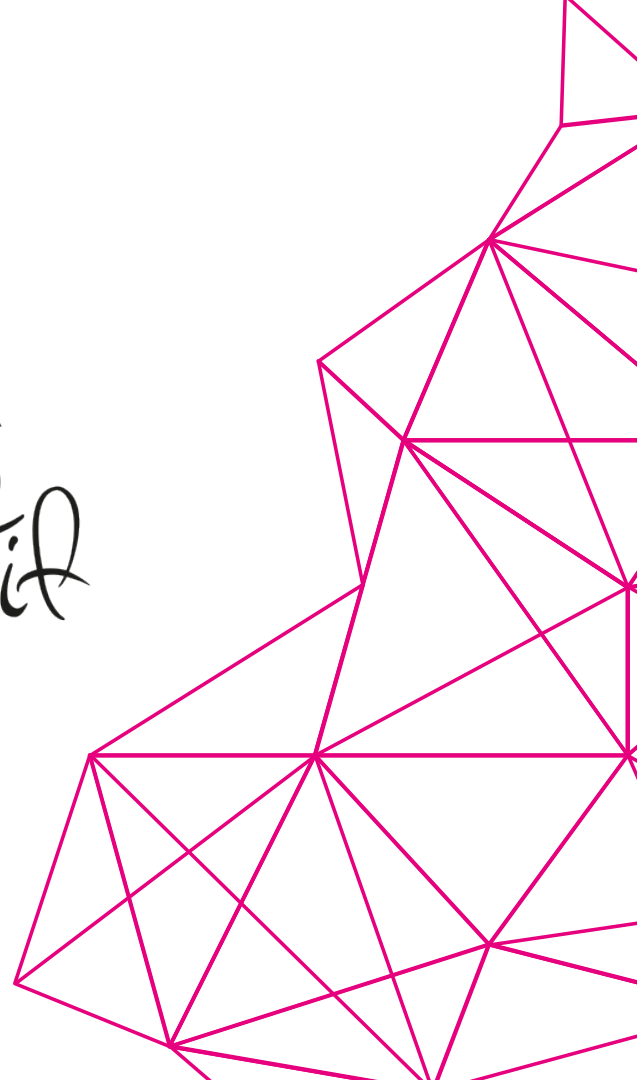


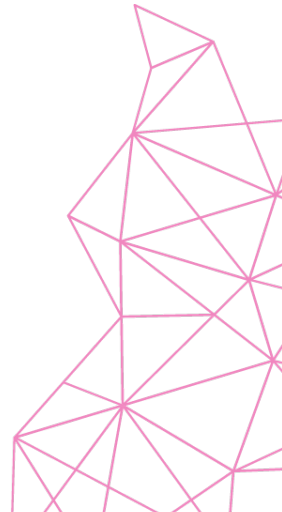
# CHALMERS VENTURES

*what if*



# FOSS NORTH KEYNOTE

startups & open source

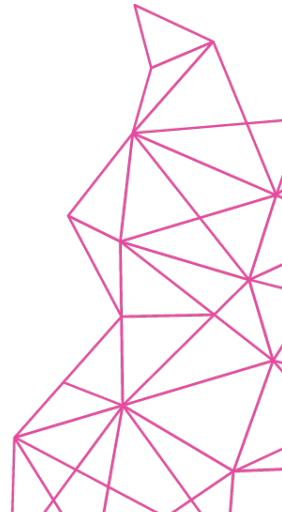




Addicted to mountains  
Massive passion for people & progress  
Venture Creation Champion @ daytime  
Free spirited rebel 24/7

**@carljosefsson**  
**@chalmersventure**

[www.chalmersventures.com](http://www.chalmersventures.com)



A black and white photograph of two young children, a girl and a boy, sitting at a desk. The girl on the left is wearing glasses and a white shirt, resting her chin on her hand. The boy on the right is wearing glasses, a dark suit, and a tie, with his arms crossed. A laptop is open on the desk to the left, and a rotary telephone is on the right. The background is a plain, light-colored wall.

**Startups are *not* smaller  
versions of companies**



A grayscale background image of a Soviet propaganda poster. It features a group of smiling men in hats, one holding a lantern, standing in front of industrial buildings. Large Cyrillic text is visible in the upper left: 'РАБО... У Н... КОЛХОЗОВ' and 'ПРОМЫШЛЕН...'. In the bottom left, a hand is shown writing 'Договор' on a document. In the bottom right, there is a pink geometric line pattern and some small, illegible text.

**Startups focus on Searching  
and Learning**  
**Companies focus on plans and  
execution**



**No business plan will survive  
first contact with reality a.k.a  
the customer**




**“Everybody has a plan until  
they get punched in the face”**



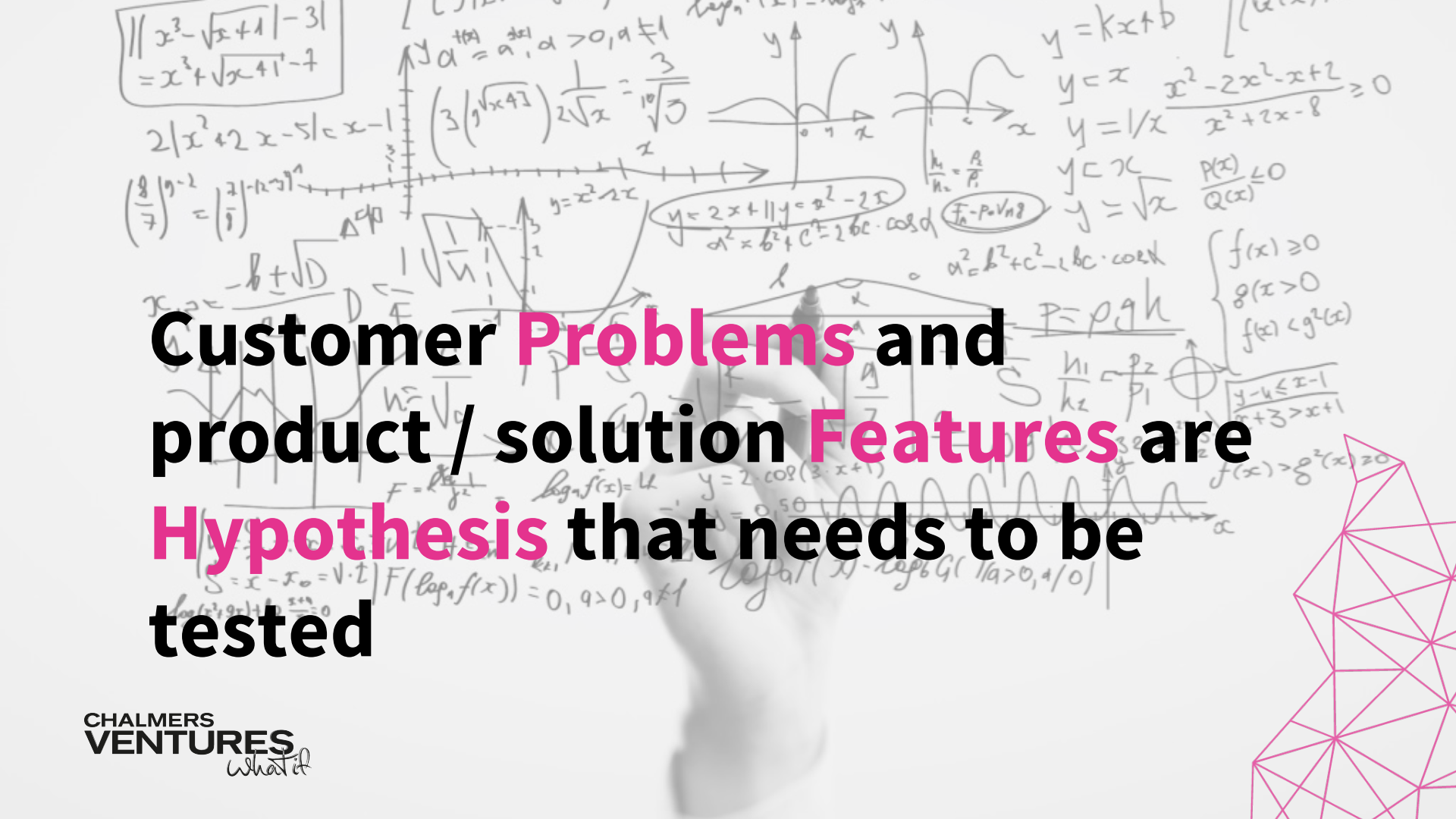


**Searching for a specific need /  
problem for a specific  
customer / user comes before  
executing a business plan**




**A Startup operate when**  
**Problem: unknown**  
**Solution: unknown**

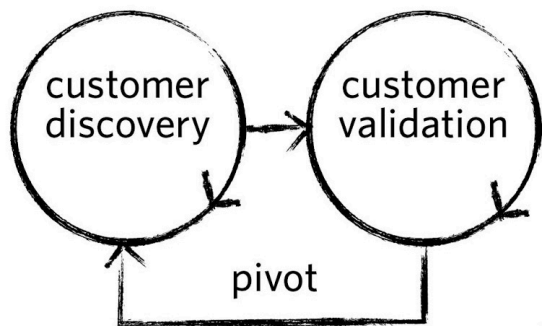




**Customer Problems and  
product / solution Features are  
Hypothesis that needs to be  
tested**



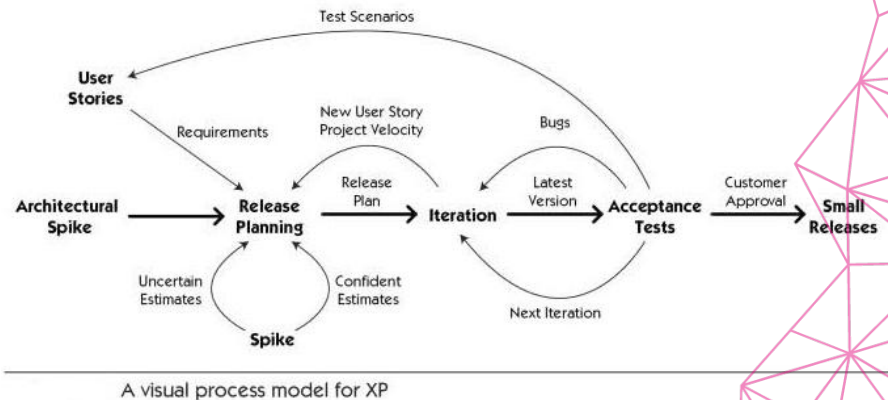
**Formulate Hypothesis on  
customer/user Problems  
Test Hypothesis on customer /  
user, listen and learn**



Data, Feedback, Insights

Hypothesis, Experiments, Insights

CHALMERS  
VENTURES  
*what if*





**It's not the big ones that out  
compete the small ones...**

**It's the **fast ones** that **beat** the  
slow ones**





SIGMASTOCKS

## Advanced stock management for dummies

Save money without high commissions

1500+ customers

Growing by 22% per month (B2C)

**Yesterday this company did not exist**





**Family & friends can follow your race Split times, expected finish time, distance, speed and fun statistics.**

More than 250 races

More than 120.000 athletes

**Yesterday this company did not exist**





**Extra staff when you need it without  
having to employ a single one**

More than 400 customers

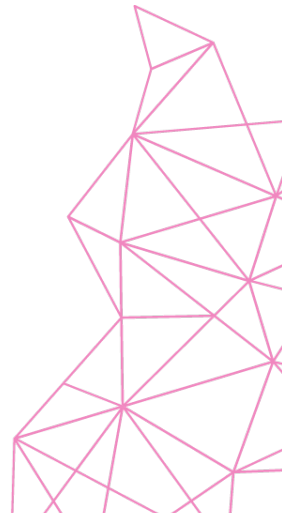
More than 2000 consultants

More than 4000 worked hours delivered

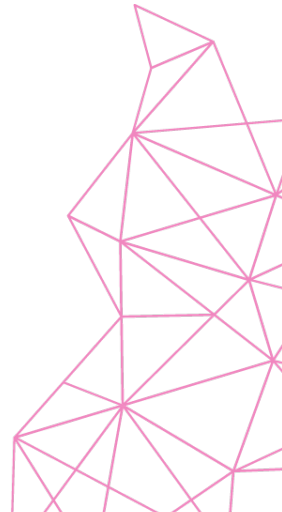
**Yesterday this company did  
not exist**



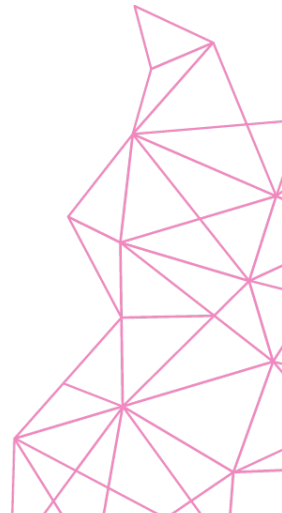
**So what do Bonsai, RaceONE  
and Sigmastocks have in  
common?**



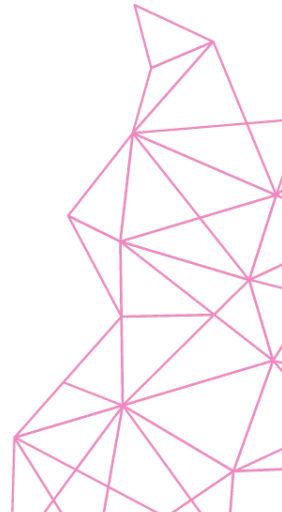
**They do experiments on real  
customers**



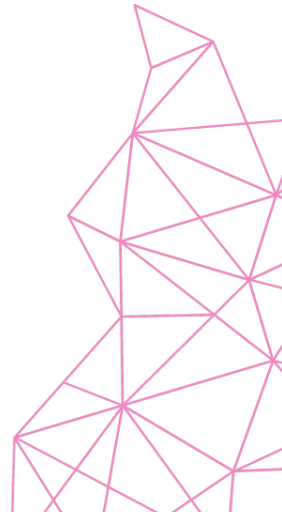
**They do lots of experiments on  
real customers**



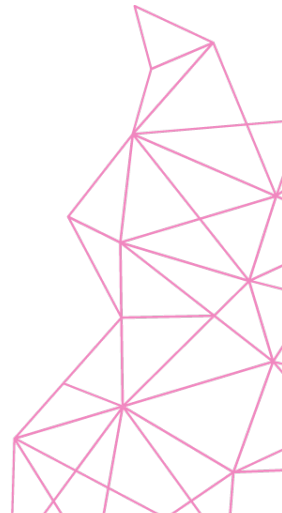
# Testing ideas



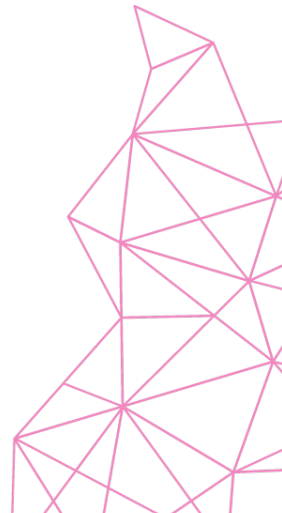
# Testing **ideas** over and over again



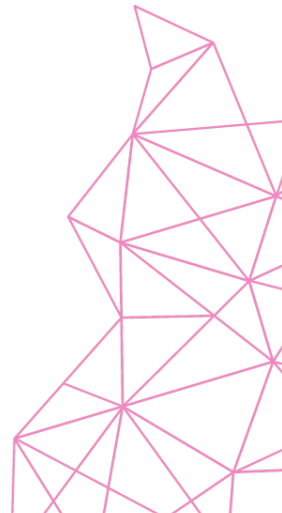
**Making sure that the customer  
is only offered what they  
actually want**



**They really want to disrupt the  
dinosaurs!**



**This wouldn't be possible  
without free and open source  
software**



**Startups**



**Free and Open  
Source Software**

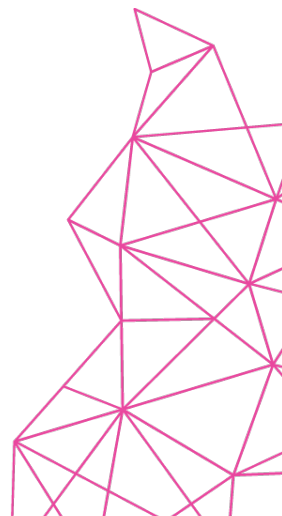




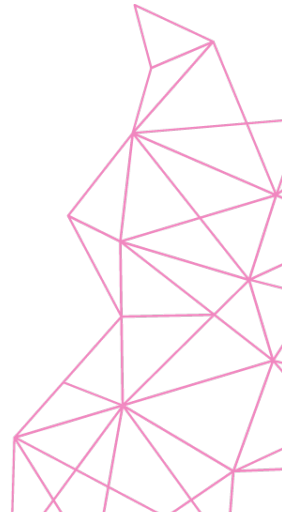
# THANK YOU!

**[carl@chalmersventures.com](mailto:carl@chalmersventures.com)**

**[www.chalmersventures.com](http://www.chalmersventures.com)**



# WELCOME TO OUR WORLD



# CHALMERS VENTURES

*what if*

