

The journey of an entrepreneur

Story of a product startup

18 June 2019



ME

- Koen Bos, 31 years
- Entrepreneur for ~13 years
- Currently CTO at Relay42



ABOUT RELAY42

- Founded in 2011
- SaaS product focused on enterprise market
- Marketing technology



OUR STRATEGY

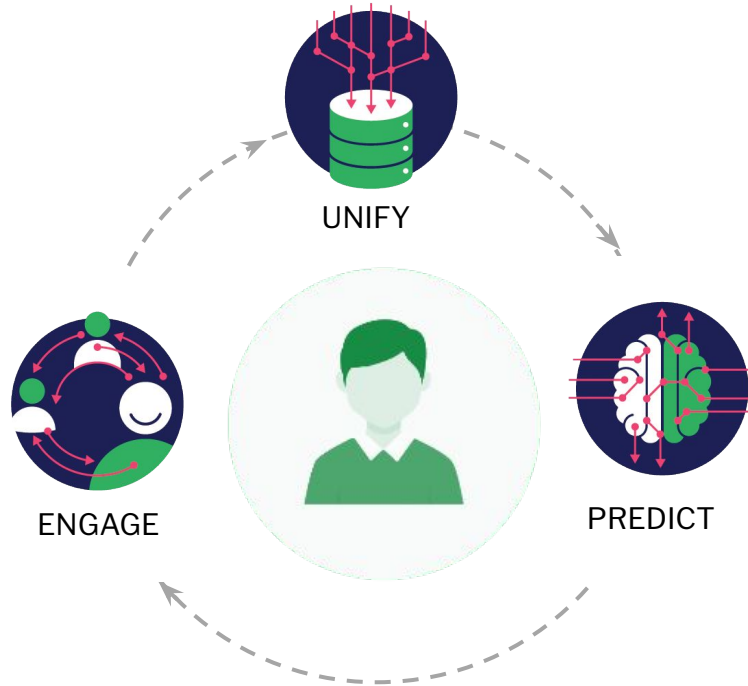
Vision

Building a future where both consumers and businesses embrace the use of data and technology as fundamental to mutually beneficial relationships.

Mission

We empower businesses to create meaningful customer relationships, by developing smart technology to transform fragmented interactions into seamless journeys.

OUR SOLUTION



Unify

Collect and combine customer data to activate across any online marketing channel or technology.

Predict

Smarten every interaction through data-driven decision making.

Engage

Transform fragmented interactions into personalized journeys in real-time.

CUSTOMERS

AIRFRANCE



Soundbites from marketing
movers making a positive
difference with our platform.

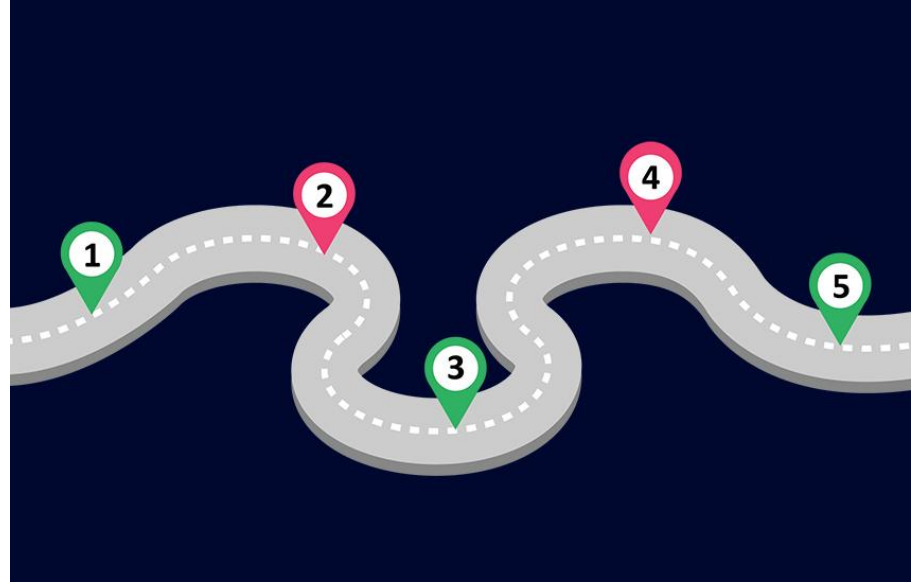


Zwitserleven



OUTLINE

- People
- Product
- Profit
- Key takeaways
- Q & A



PEOPLE



FOUNDING TEAM



FOUNDING TEAM - IN DETAIL

- Mix between technology & marketing expertise
- Prior entrepreneurial experience
- No product experience
- Prepare for the long-run

BUILDING THE TEAM

- There is no I in team
- Acknowledge your strengths and weaknesses
- Have fun

BUILDING THE TEAM - IN DETAIL

- Technology choice
- Define clear roles
- People development

OUR TEAM TODAY

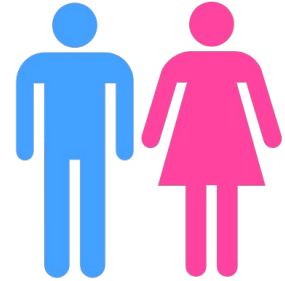
Employees

+69

Nationalities

+25

Ratio



64% 36%

SET YOUR VALUES

**We build the
future**

**We build
relationships**

**We love the
journey**

We own it

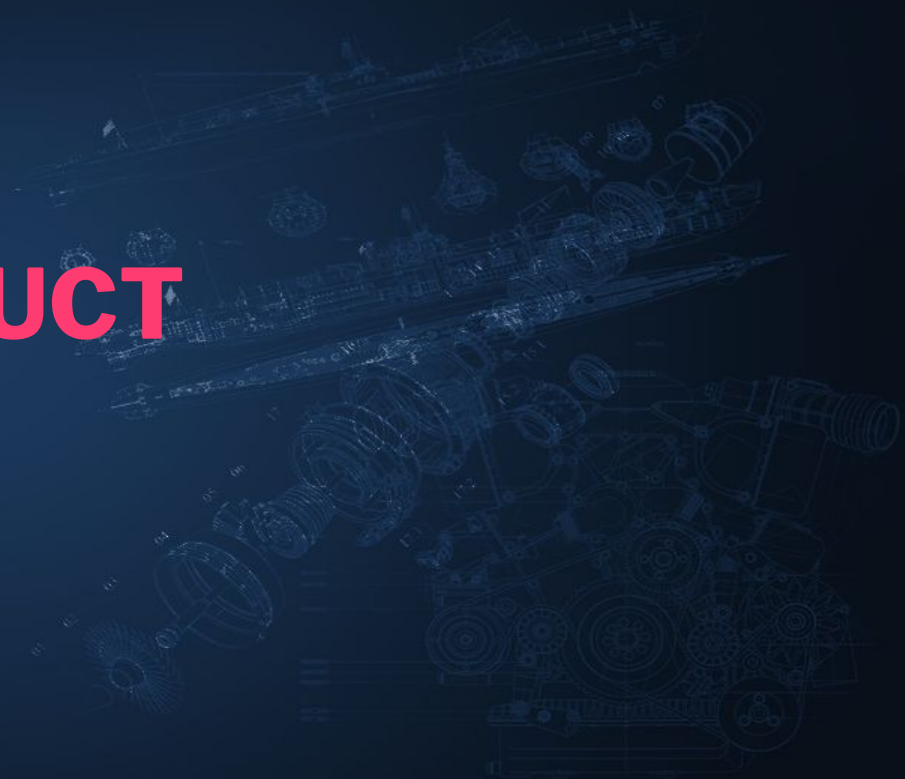
RECRUITMENT

- External vs in-house
- Costs
- People match
- Brand

REFLECT ON YOURSELF

- Nobody is perfect
- What does the company need from you and does it fit?

PRODUCT



FOUNDATIONS

- Think before you start
 - Market research
 - Competitor analysis
 - Value proposition

FOCUS

- Stick to your target audience and proposition or not?
- Don't get lost in customer requests
- Drive your customers in what they want

EMBRACE TECHNOLOGY

- Look beyond current beliefs
- Experiment

DIALECTICS OF LEAD

(wet van de remmende voorsprong)

- Cassandra
- Kafka / Streaming
- Cloud
- Containers



CHOOSE TECHNOLOGY WISELY

- Maturity
- Continuity
- People with experience
- Need

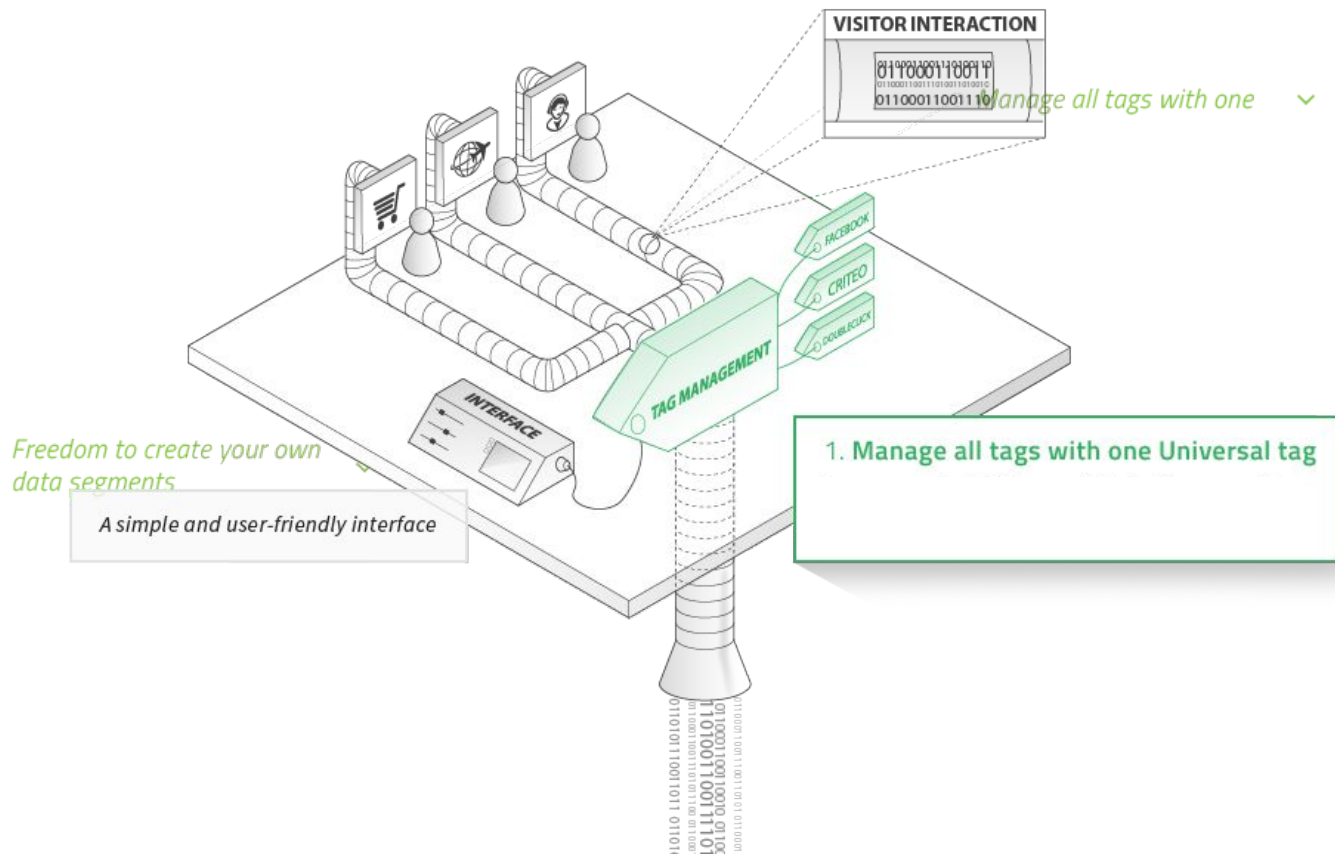
TECHNOLOGY HEALTH

- Balance between features and maintenance
 - Monitoring
 - Tests
 - Quality metrics
 - Documentation

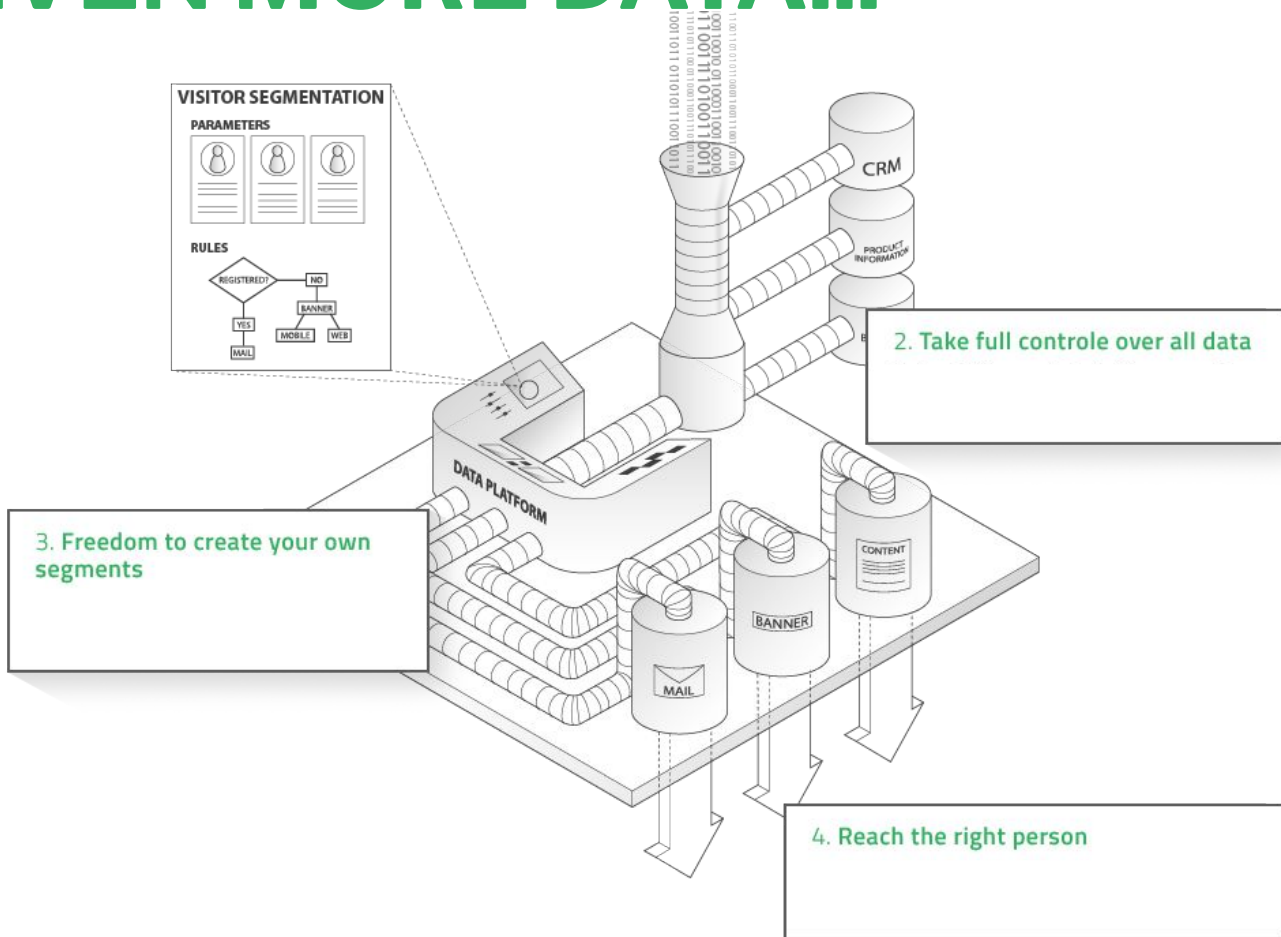
BRAND

- Synovite
- Technology driven

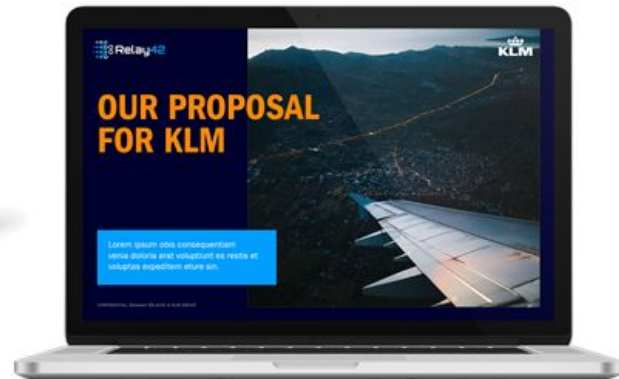
SOMEWHERE IN THE PAST



AND EVEN MORE DATA...



TODAY



THE BIGGER PICTURE

- Building a product is one thing, but what about:
 - Support
 - Consulting
 - Marketing
 - Sales
 - HR

PROFIT



BUSINESS CONTINUITY

- Running a company is not cheap
- Don't forget to sell your product
- Don't be afraid to put a price on your product

CUSTOMERS

- Define your true potentials
- Stay in touch
- Continuously show your value

PROFIT?

- Not a goal
- Invest in the company
- Don't be afraid

VENTURE CAPITALISTS

- American vs European model
- Pros & Cons
- Small letters...
- Ask advice

KEY TAKEAWAYS



Don't be afraid

Don't be afraid

Be agile

Don't be afraid

Be agile

Balance

Don't be afraid

Be agile

Balance

Enjoy!

THANK YOU!





Q & A