



Agenda

- Who am I
- Why am I an entrepreneur
- My entrepreneurial journey
- Internet startups
- What did I learn

Who am I?

Education:

- DTU: Msc. EE (2008). Master Thesis: "Fractal Yagi-Uda Antenna"
- Msc. EE (2006) (Barcelona)

Professional:

- 2008-2010: Nordic/European Market Manager, Lenovo
- 2009: CEO & Co-Founder, Billetto
- 2010: Co-Founder, Bloggers Delight
- 2010: CEO & Co-Founder, Mewe Group
- 2011: CEO & Co-Founder, Art Workers United

Venture Companies



- Revenue 2011: 30M DKK
- 25 Employees
- Operating in Denmark, Norway, Sweden and Hong Kong
- Copenhagen's most entrepreneurial office environment

Why am I an entrepreneur?

Freedom



Making a difference



Intellectual Stimulation



Making a better world

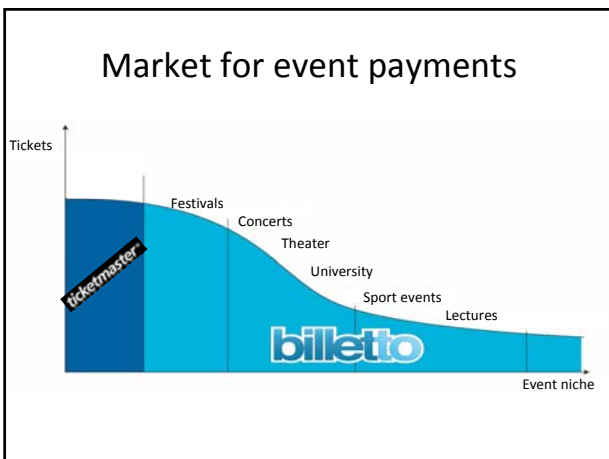


My entrepreneurial journey

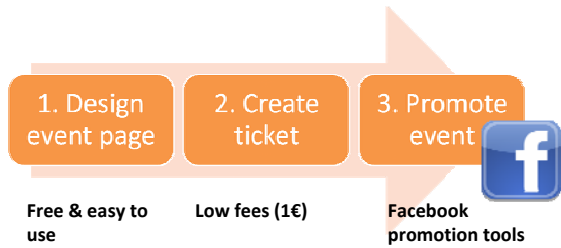
www.billetto.dk



Market for event payments



Billetter Solution



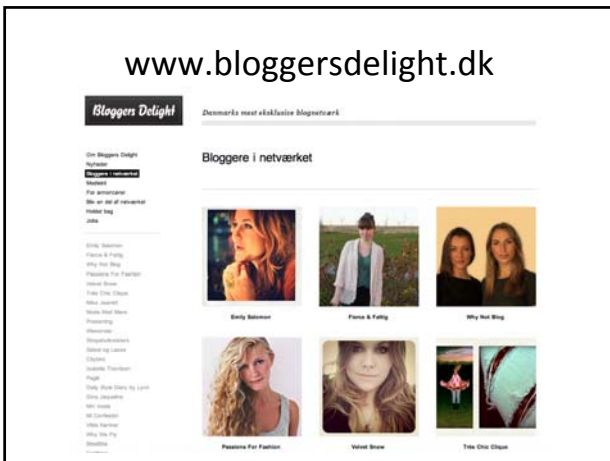
Business Model

- Billetter is free to use for organisers
- Billetter charges a small fee per ticket
- Billetter holds the whole ticket revenue, and pays out the amount after the event.
- No capital binding. Positive cash flow model.

The beauty of market places

- "even a monkey could run this business" [ebay]
- Market place: where supply and demand meet
- Slow but steady growth

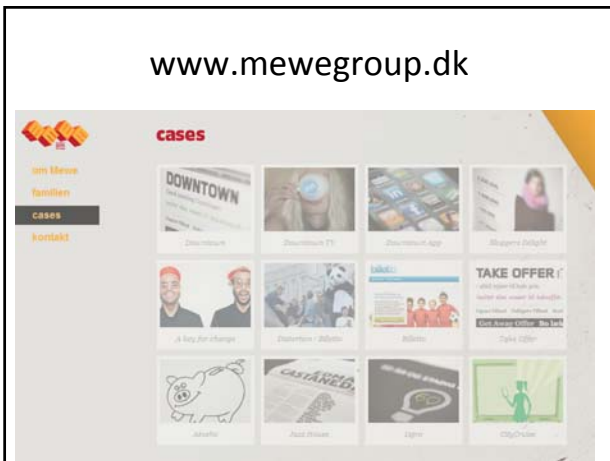
www.bloggersdelight.dk



Bloggers Delight

- 60 blogs – DK’s biggest blog network
- 300.000 unique visits, 4.000.000 pageviews
- Categories: Fashion, lifestyle, food, celebs, beauty, interior design
- Business model: advertising and editorials
- Target: 100 blogs in 2011

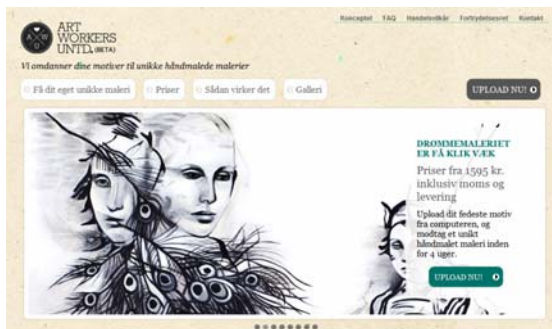
www.mewegroup.dk



360 ° advertising agency



www.artworkersunited.dk



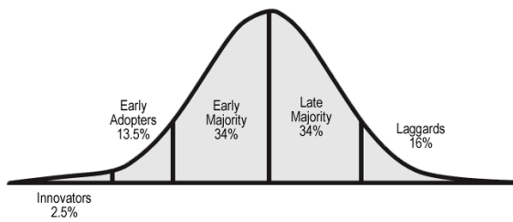
Why internet startups?

- Low entry barriers
- High scalability
- No capital bindings
- Viral growth potential

Marketing experiences

The right start-audience makes a difference

Categories of Innovativeness*



*From E.M. Rogers, *Diffusion of Innovations*, 4th edition (New York: The Free Press, 1995)

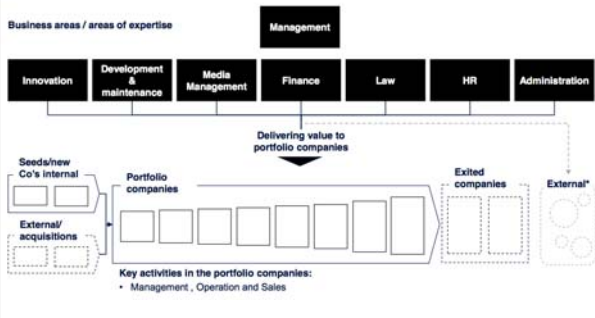
The power of social medias



Wrap it nicely



Goldfish Ventures -Startup incubator



What have I learned?

There are diamonds that are not
found yet



"Good artists copy, great artists steal"
[Picasso]

Do it!
-the unpredictable effects of action




Good decisions comes from
experience
– experience comes from bad
decisions

Work smarter
& harder



SPANKING
Sometimes nothing else will do the job.



DON'T BE AFRAID
I'm not going to steal them, I just want to play with them a little bit

Dont be afraid
of telling
people about
your ideas

Get drunk!

Why You Should Get Drunk – The ROI of Partying
by SHIL PATEL on SEPTEMBER 16, 2011



- <http://www.quicksprout.com/2011/09/26/why-you-should-get-drunk—the-roi-of-partying>

Q&A



Thank you!

Stay in touch:

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