How to build a startup factory
The people I run through the forest with.
Usertech is part agency part innovations hub.

Digital+Social Agency
Being able to deliver anything digital to our direct clients or partner agencies is our core strength...

Tech Innovations
...It is translated into undertaking bigger innovation projects (~months of dev) that require agility and business thinking...

Ventures
...and we try to reinvest most of our profits to our products and startups to deliver better services and share equity among our employees.
Sečteno is a product which gives you an understandable overview of your finances online. It connect directly to your accountant’s system and helps you get taylor-made deals from Raiffeisen Bank.
We were responsible for the whole look and feel as well as programming of the application. We are still continuing development of additional features.

Ongoing since Jan 2014
Team of 6 developers and designers
Client - Raiffeisen Bank
Technologies - Python, PostgreSQL, D3.js, Google Clojure
Kupnajisto is bringing the Point of Sale experience to online shopping. You can order your goods at a partner eshop without paying anything. When you are satisfied with the product you will pay an invoice supplied by Kupnajisto, or you will return the product. We are facilitating the whole technical platform, scoring mechanisms and CRM system in the background.

Ongoing since Jan 2014
Team of 5 developers and designers
Technologies - Python, PostgreSQL
We are responsible for redesigning and development of E.ON web self-care, utilizing social media in communication with current customers and nurturing its knowledge base, interactive FAQ, etc.
We joined with Czech version of Forbes magazine to build their new fully responsive website. We monthly build “specials” for their online edition and take care of the online presence.

Oct 2014+
Team of 2 developers and designers
Technologies - HTML5, CSS3, PHP, MySQL
Here are stories you may like, ranked in order of potential traffic.

Don’t like what you see? Train me!

News from last 12 hours, influenced by just what’s going to be popular from my sources

<table>
<thead>
<tr>
<th>Story suggestions</th>
<th>Score</th>
<th>Pageviews prediction</th>
<th>Facebook prediction</th>
<th>Similar articles</th>
<th>Competitor coverage</th>
<th>Train me</th>
<th>Write this one</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video shows vicious chair attack on gay couple at NYC barbecue joint</td>
<td>10</td>
<td>Average</td>
<td>10000+</td>
<td>2</td>
<td>1</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Watch Amy Schumer Flawlessly Take Down Men's Judgment of Women's Bodies</td>
<td>8</td>
<td>High</td>
<td>1000+</td>
<td>34</td>
<td>3</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Hostage saves herself via Pizza Hut app: &quot;Please help. Get 911 to me.&quot;</td>
<td>7</td>
<td>Average</td>
<td>1000+</td>
<td>53</td>
<td>0</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>NFL Finds Patriots Employees Probably Deflated Balls</td>
<td>6</td>
<td>Average</td>
<td>1000+</td>
<td>58</td>
<td>1</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Baltimore mayor requests federal investigation into city’s police</td>
<td>6</td>
<td>Average</td>
<td>1000+</td>
<td>91</td>
<td>4</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Kamala Harris aide arrested for running imaginary police force</td>
<td>6</td>
<td>Average</td>
<td>1000+</td>
<td>14</td>
<td>1</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Andreas Lubitz, Co-Pilot On Doomed Germanwings Jet, Reportedly Did A Practice Run Before Crash</td>
<td>5</td>
<td>High</td>
<td>1000+</td>
<td>77</td>
<td>0</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Oculus Rift Release Date Announced: Q1 2016</td>
<td>5</td>
<td>Low</td>
<td>1000+</td>
<td>19</td>
<td>0</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Owl poops on other owl, then sprints away like the garbage friend he is</td>
<td>5</td>
<td>Average</td>
<td>1000+</td>
<td>0</td>
<td></td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Social Media Guidelines of All Top Marketers: How to do it Right</td>
<td>5</td>
<td>Average</td>
<td>1000+</td>
<td>0</td>
<td></td>
<td>+</td>
<td></td>
</tr>
</tbody>
</table>

Hatchery - Predictable.ly.
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THE DAILY BEAST
Top 5 US publisher
IAC Company

People
Top 5 US publisher
TIME INC company
#1 Time Inc publication

M MAN'S LIFE
New investor backed
Veteran editor

Kicker
New site
Former NY Times Editor
Belief
The golden circle - Simon Sinek.

**Why = The Purpose**
*What is your cause? What do you believe?*

Apple: We believe in challenging the status quo and doing this differently.

**How = The Process**
*Specific actions taken to realize the Why.*

Apple: Our products are beautifully designed and easy to use.

**What = The Result**
*What do you do? The result of Why. Proof.*

Apple: We make computers.
NY Angels chair Brian Cohen - who will you give your money to.

1. I believe...
2. Know the market
3. Execution not idea
Prototype / Test
WHY "YOU CAN'T TEACH AN OLD DOG NEW TRICKS" IN TWO GRAPHS

- HOW MUCH YOU FEEL
- HOW MUCH YOU'RE LEARNING
- FEAR OF LOOKING STUPID
- AGE
“We’ve always done it this way.”
“Everybody will buy this!”
“We need a CMO!”
“Solar system of artists and their followers = stars and planets.”
The Hatchery way.
Two ways to create an understandable website.

**Information architecture and wireframing**
- Industry standard approach which focuses on structuring the information in a logical way
- Wireframes then help convey this structure into visual layouts
- This respects the way the company is thinking about its business but not the way customers understand it.

**Comprehensive User Experience process**
- We use a proven method of business analysis, combination of best practices, workshops, prototyping, testing and user feedback to guarantee an outstanding result
- Our method aligns the company with the needs of the customer while respecting the company’s targets

Note: included in standard price.

Note: priced extra in the pricing section.
Corporate approach.

**Collection of materials**
Identifying availability of materials related to the topic throughout the company. Setting up a research and workshop plan.

**Research**
Mystery shopping, interviews with employees and customers, best practices from around the world, our own experience.

**Workshops**
Internal materials and research is mixed into prototypes. These are gradually discussed at particular workshops. Outputs are integrated to further prototypes.

**Iteration of prototypes**
Creating an information architecture, testing of individual layout elements, copywriting. And bringing the results again to discuss at workshops.

**Integration**
Information collected from testing and workshops result in final prototype which is being developed into a real product.
Nakupujte cokoliv z českých e-shopů
Na splátky a bez navýšení

Vložte odkaz na produkt sem a nakupujte

Zadejte webovou adresu produktu (URL adresa)

Přidat do košáku

Jak to funguje?

1. To chci
2. To je ona
3. Počít s plátky
4. A je to!

Vyhledávání produktu
Zkopírujte adresu
Zvolte počet splátek
Hotovo

Vyberte si zboží na libovolném e-shopu (až 5 kusů z různých
Zkopírujte URL (webovou)
zvolte počet splátek tak, jak vám
Nákup všech produktů a žádost
adresu vybraného produktu do
vám ty vyhovuje (1-12 měsíců)
o spotřebitelský úvěr vyřešte
Persistence
“Startups are cool”
To succeed you need to be boring sometimes.
Q did not go to that party.
"Exponential growth".
Climbing up the mountain.
1. I believe...
2. Persistence
3. Prototyping/Testing
Thank you

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