Startegy - all the way to the start

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Athens Information Technology, November 23rd 2010

Startegy 1st Athens Meetup October 23rd 2010....

Startegy - what is it?

Startegy is a non-profit effort to get people to start their own venture (business or otherwise).

Startegy - how?

We run a series of interactive workshop-based events that aim to metaphorically and literally make you get off your seat in order to get the hidden entrepreneur out of you.

During these events we use techniques to:

- unblock imagination
- network with each other
- unleash talent, aspirations and entrepreneurial skill
- form teams
- help others with their ideas and ventures
- develop ideas
- ...get you to realise that your "entrepreneurial itch" can become a venture

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Startegy - our motivation?

What do you think is our motivation?

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Hint: consider the current environment in Greece, what would a SWOT look like?

Startegy - our motivation?

What do you think is our motivation?

We believe that **we will most certainly gain** by making our ecosystem (social, financial, educational, etc) better.

We want to help-out others and thus help ourselves in the future. Because what goes around, comes around.

We've been around long enough to know that this philosophy is the right one.

Startegy - our motivation?

We decided to act in the bleak environment of IMF'ed Greece

We believe that there is a way-out through growth.

More jobs are usually created through startup driven growth than in any other way.

It is our view that some people are "closet case entrepreneurs" and that with them lies hope and potentially prosperity for more!

Our belief is that people (in Greece) should open up, collaborate and unleash their potential rather than dig themselves deeper...

Startegy - who we are?

- ✤ Alice Corovessi
- ✤ Aglaia Dilli
- ✤ Vicki Kolovou
- ✤ Stavros Messinis
- ✤ John Pagonis
- ✤ Eva Topalidou
- ✤ Despina Tsalavouti

Startegy - how it all started!

Well, Vicki had an "itch" to get people to talk to each other and collaborate.

Then she invited ourselves that had never worked with each other (or knew each other) before to pitch this idea of building something towards that goal!!

To do this, we had to bootstrap ourselves, brainstorm, build a team, form the ideas, organise the events, run the workshops, decide on the techniques, argue, argue, argue....... well build a new venture really!!!

sounds familiar?

Startegy - the start

We are very agile and work iteratively.

We did a 'by invitation only' pilot event (after about 3 months of working together) to solicit feedback and see if we could **fail fast**!

We didn't fail, but we got a lot of positive and negative feedback!

So we corrected (and still are) a lot of issues and then invited people through social media, email, calling them on the phone, meeting, begging etc.

Startegy - the big wait...

Saturday 23rd of October 2010, at about 10:30am

(I wonder what she is thinking?)
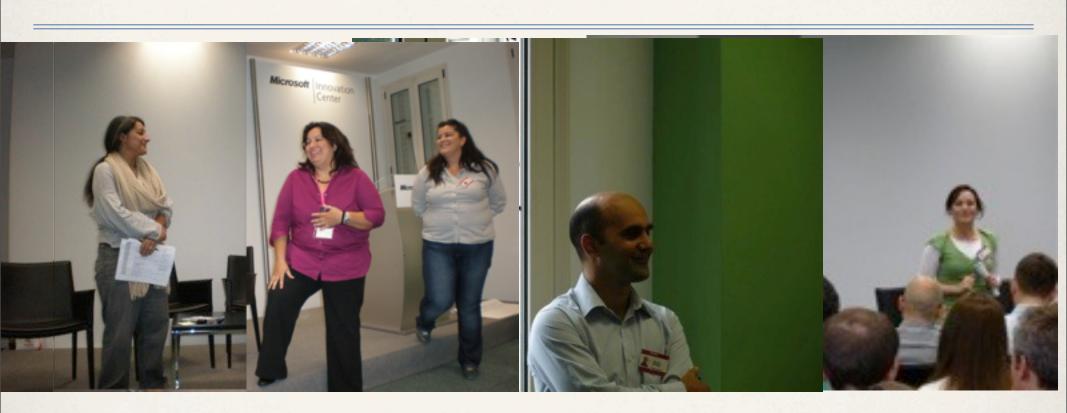
People showed up!!!!

84 actually!!

Of which 14 bothered to write-up a positive review on Meetup.com

Most participants said they will come again and that they will recommend Startegy to others!

So someone was really happy :-)

...and so we kicked-off the event

Networking, networking, networking

After a brief intro we asked Startegists to get off their seats (really!) and join pre-assigned teams (of randomly selected people).

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..and so made them talk to each other!!!!

- What you do?
- What you want to do?
- Interests, habits, etc
- Why are you here?

Red / Green cards

We gave everyone a red and green card to use them as feedback mechanism for the ideas pitching that ensued.

After a brief explanation we invited everyone to pitch an idea for a new venture that needed to come out!
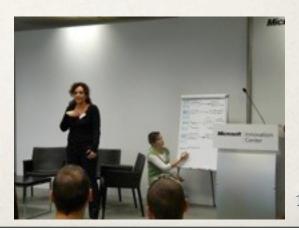
and guess what...

Some decided to pitch their idea...

Startegists rated each pitch...

No discussions or criticisms, just voting
using red / green cards!

You must be to the point and creative...

* Because there is **NO Powerpoint** !!!

* You have just 2 minutes to communicate your brilliant idea

* ..and convince people to help you develop it

* (ok we're not that harsh but you get the picture:-)

...being creative with your pitch :-)

7 most popular ideas move on

* Because we then form seven teams - each team with a facilitator

* There are only 7 facilitators for now (aka The Startegy Team)

* Available space is limited

* Because we have to limit noise in the given space !!

But before we break away, we play

Why the (group) games?

?

Why the (group) games?

- Because it is fun!

- Because it is about communicating and interacting.

- Because it is about collaborating.

- Because looking silly breaks barriers and gets our "guards" down.

- When our "guards" are down we are more receptive and open.

- Because our bodies wake up this way and so do our brains!

Hey, a new venture is not easy

What do you think is the most difficult thing in a (new) venture?

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Hey, a new venture is not easy

What do you think is the most difficult thing in a (new) venture?

It is building and maintaining a winning team!

About teams

Teams typically go through 5 phases

1. Forming
2. Storming
3. Norming
4. Performing (you want to be in this phase as much as possible)
5. Adjourning & Transforming (goto 1.)

Bruce Tuckman, "Developmental sequence in small groups", Psychological Bulletin 63 (6), 1965

At the Startegy event we have to approximate this process in few hours.

It is hard (but rewarding) work!

Break-away teams

People interested in an idea (or not) formed teams to help develop it into a venture.

The worked idea is then re-presented

Newly formed teams present together

Startegists get artefacts (notes, diagrams, etc)

Startegists describe their experience, the feedback received. the knowledge gained, ideas and concrete actions to move forward, state their future intentions and announce collaborations :-)

Wrap-up

At the end of the event we solicit feedback from delegates on how to improve the event.

So the next event will be tweaked. If it works better then we'll keep the tweaks!

We really welcome feedback, ideas, support and we are looking for people to join us in planning and running these events.

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...and the networking continues

After the wrap-up people stayed on for more than an hour!

...and this is without the free beer and wine that we're planning for the next event...

Thank you :-)

http://www.startegy.gr

http://www.meetup.com/Startegy

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