



Business and Innovation



What We Will Talk About

- Few words about me
- Current timing
- Creation of a company
- What next..
- Questions..

Me...



והעיקר ליהנות מהדרך...

We Live in a Time of Kairos



- July 13, 2008, the App Store had 800 apps, 10 million downloads
- 2 months later, there were 3,000 apps and 55 million downloads
- 12 months later, 1.8 billion downloads had generated \$1.2 billion in Apple revenue, and more than \$4 billion in revenue for 3rd-party developers
- Today, more than 500,000 apps are available, with over 18 billion downloads

The 5th Wave

2000's

Mobile Internet
10 Billion Units



1990's

Desktop Internet
1 Billion Units



1980's

PC
100 Million Units



1970's

Minicomputer
10 Million Units



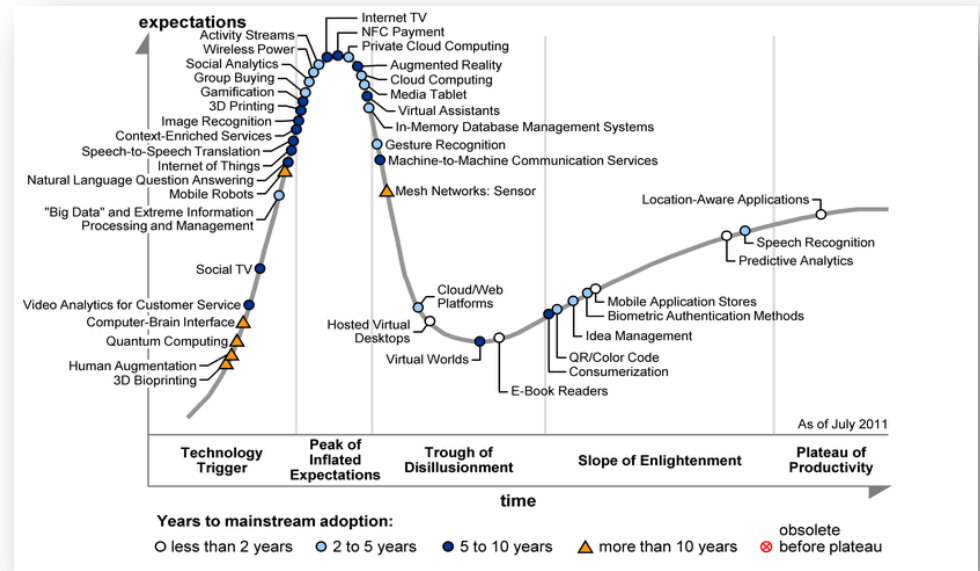
1960's

Mainframe
1 Million Units

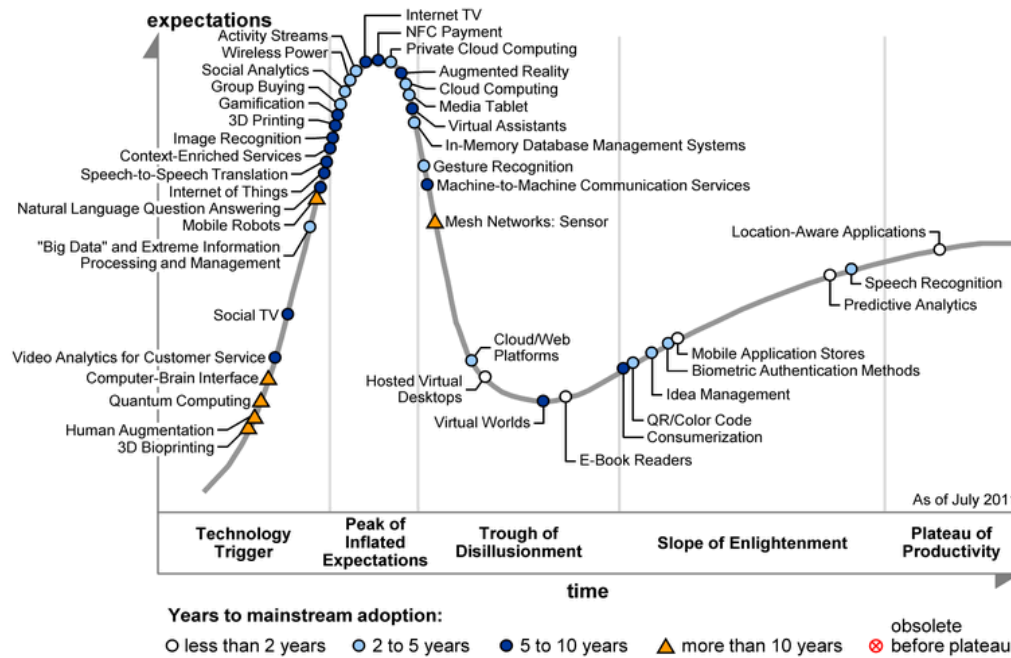
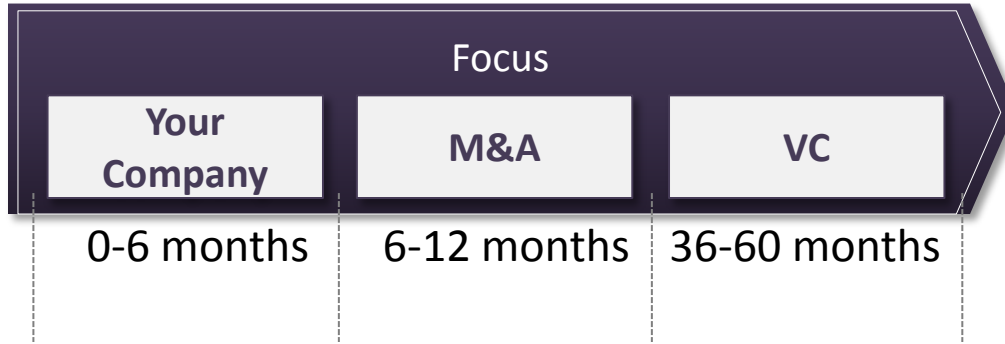


The Investment... (If...)

- Investment types:
 - Bootstrapping
 - F&F
 - Angels
 - Incubators + CSO
 - VCs
 - IPO



Timing



Innovation, Business

- It is very personal



- Who are you ?



Risk taker?

Experienced or first timer

Business skills?

Techi?

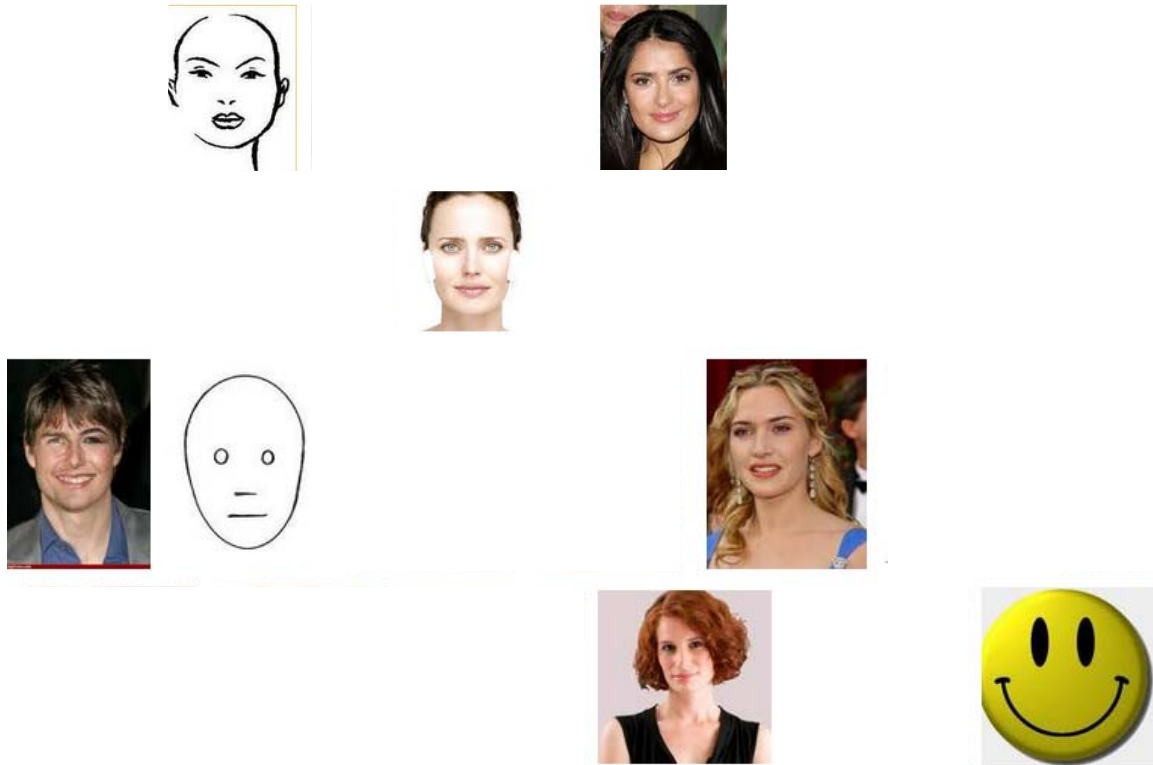
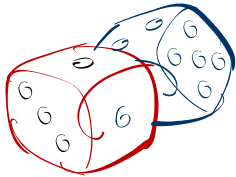
Do you have time?

Fund?



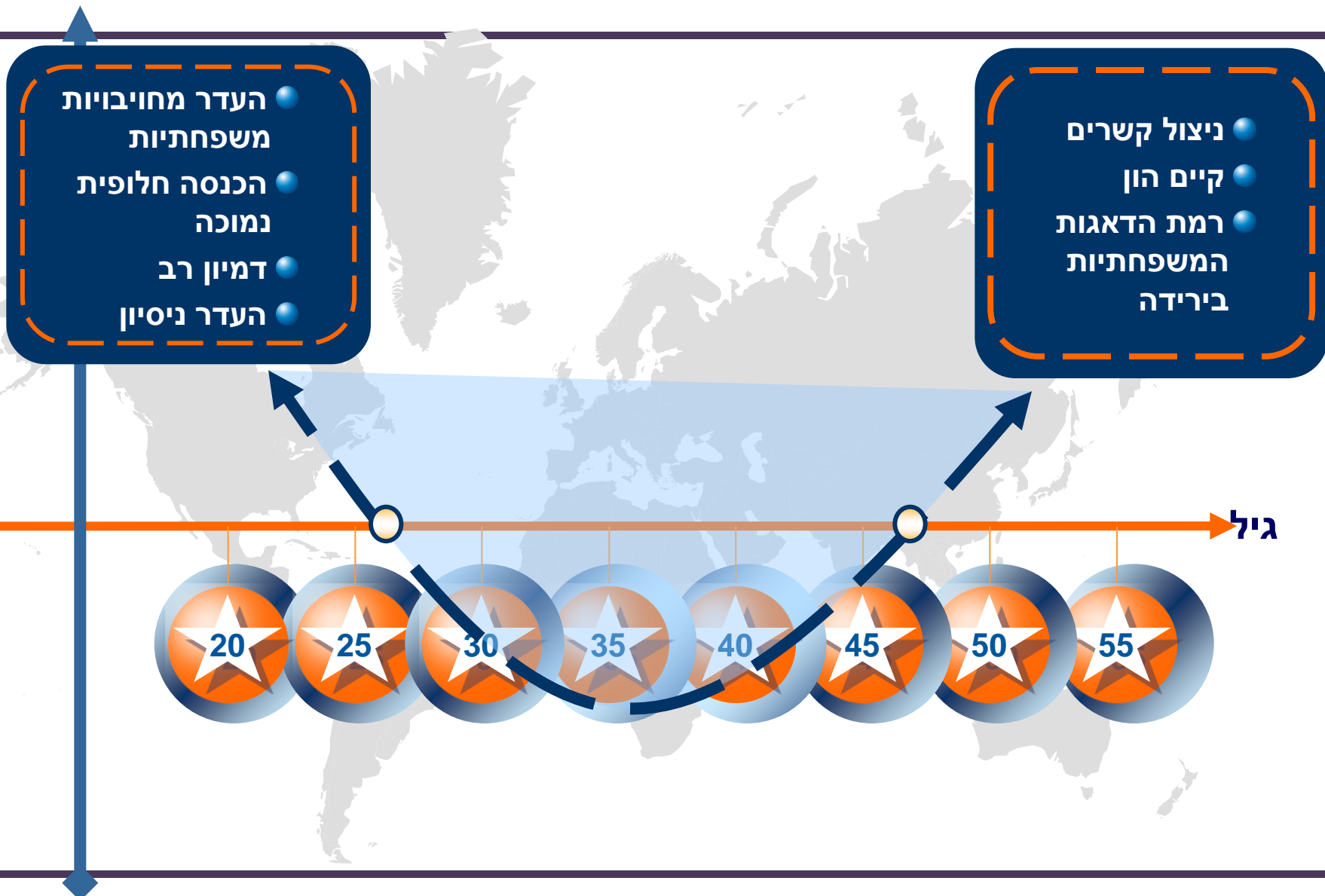
Innovation, Business

- The business will look like a function of the team, talent, passion, product – and some luck..





Some Examples From Life





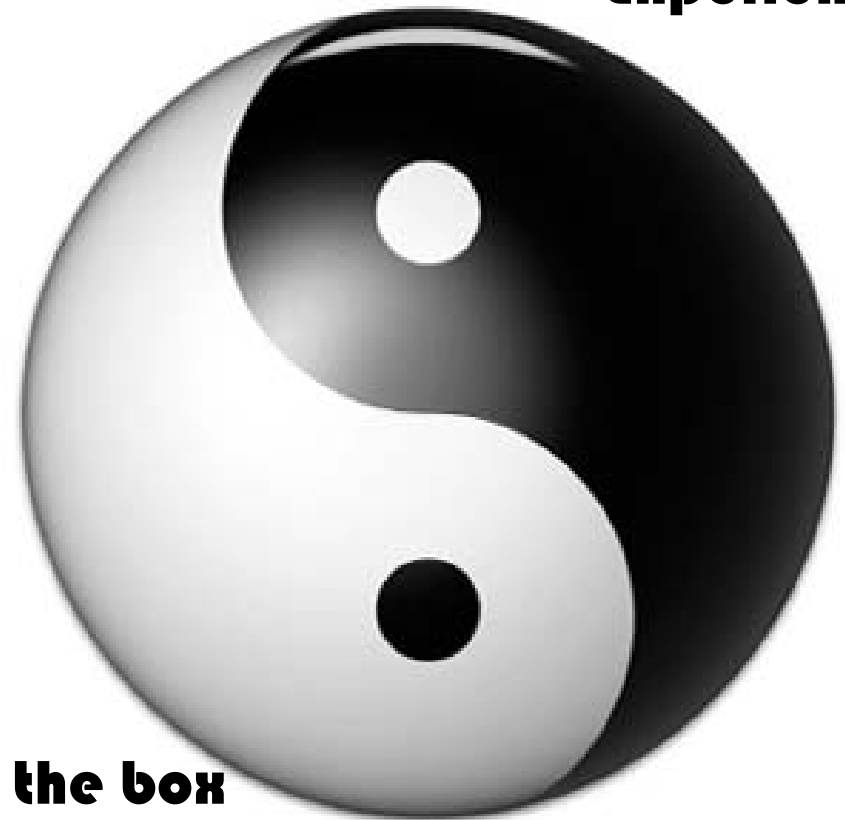
Very Important

- Experience is very important.
- You need to learn how to consume it.



- But.. Not too much.. You need to create the balance.

Experience



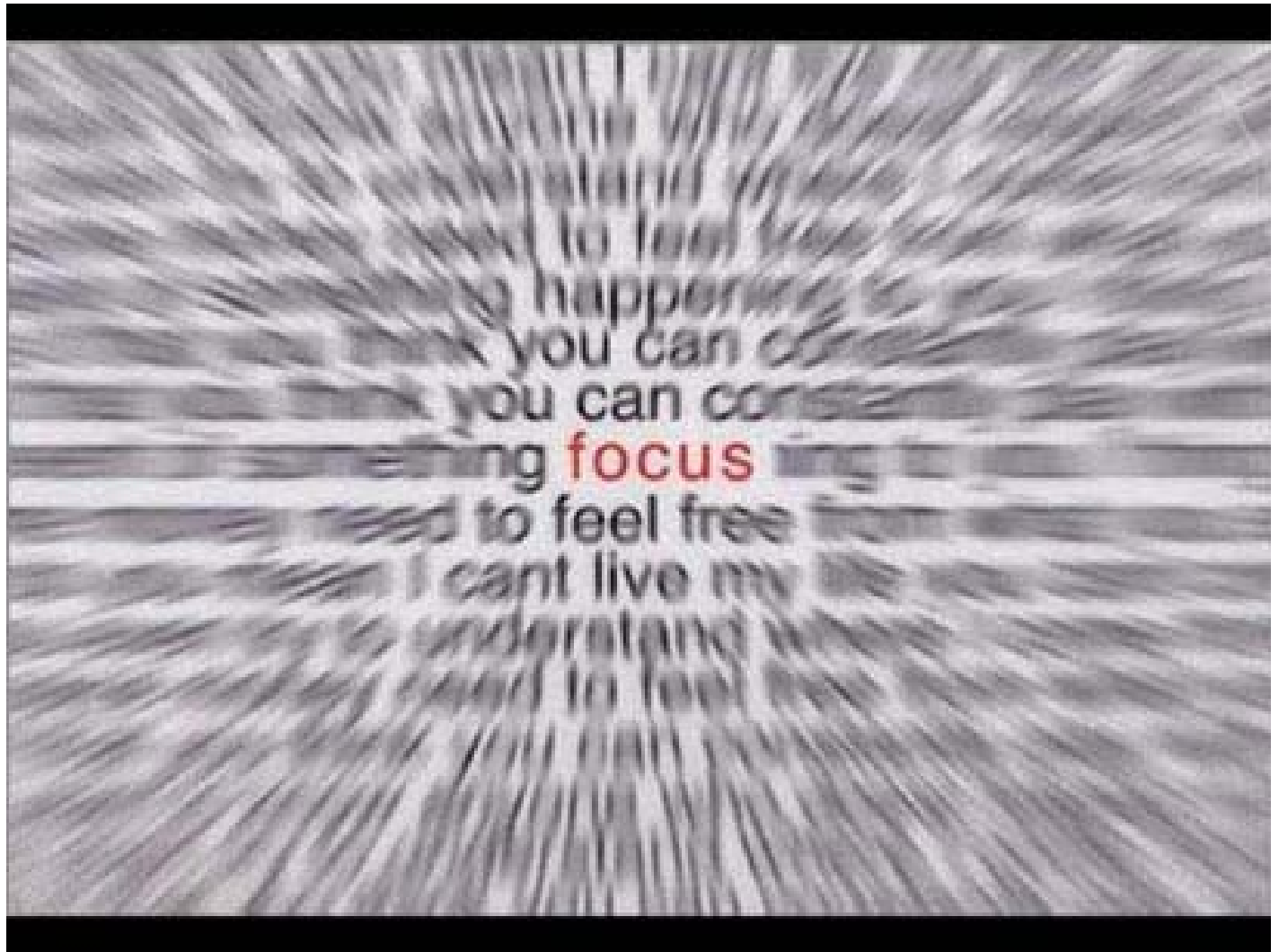
Out of the box

A Threat:

- Not to be focused

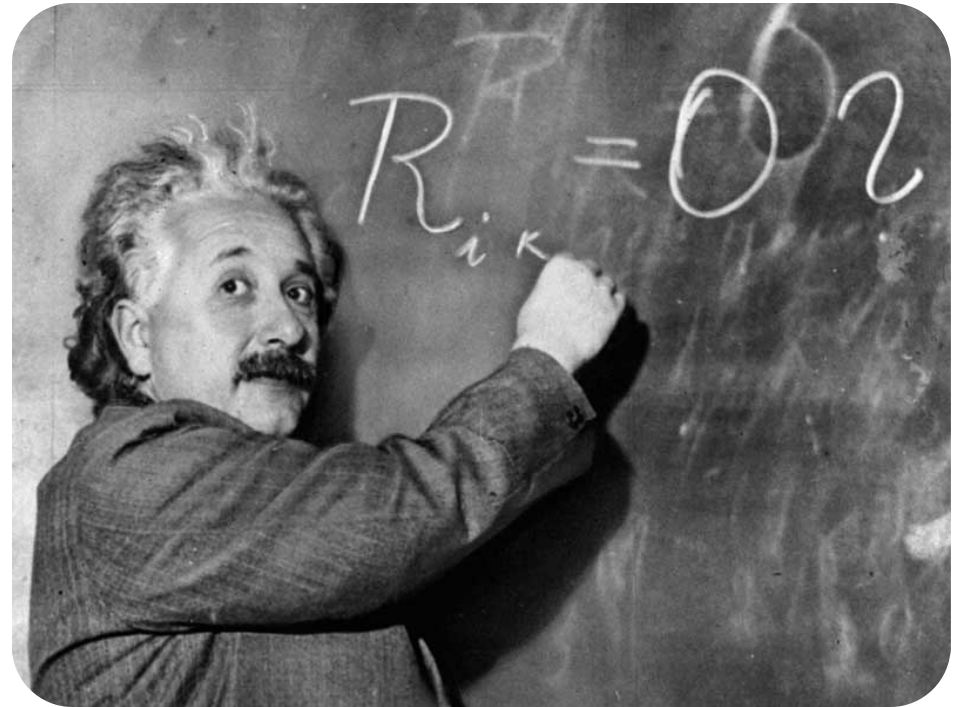
- It's not easy

- B2B / B2C
- Services
- Platform
- Business Model



Einstein definition for stupidity:

- Doing exactly the same thing and expect different results





Thank You
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