



INTRODUCTION



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Freelance Community Manager

**Let's demystify the
ecosystem of startups**



Christian MUGISHA

Senior Key Account Manager



STATION F

Agenda



1. Definition of a startup
2. Business models
3. Stakeholders of an ecosystem
4. Biggest unicorns in the world
5. Valuation and fundraising 101
6. Bonus



1. Definition

One definition among many



Steve Blank

- 8 times startup co-founder
- Co-founder of the Lean Startup Methodology
- Professor of Entrepreneurship @ Stanford and @ UC Berkley
- Senior fellow for Entrepreneurship @ Columbia University
- "One of 12 Masters of Innovation", Harvard Business Review

One definition among many

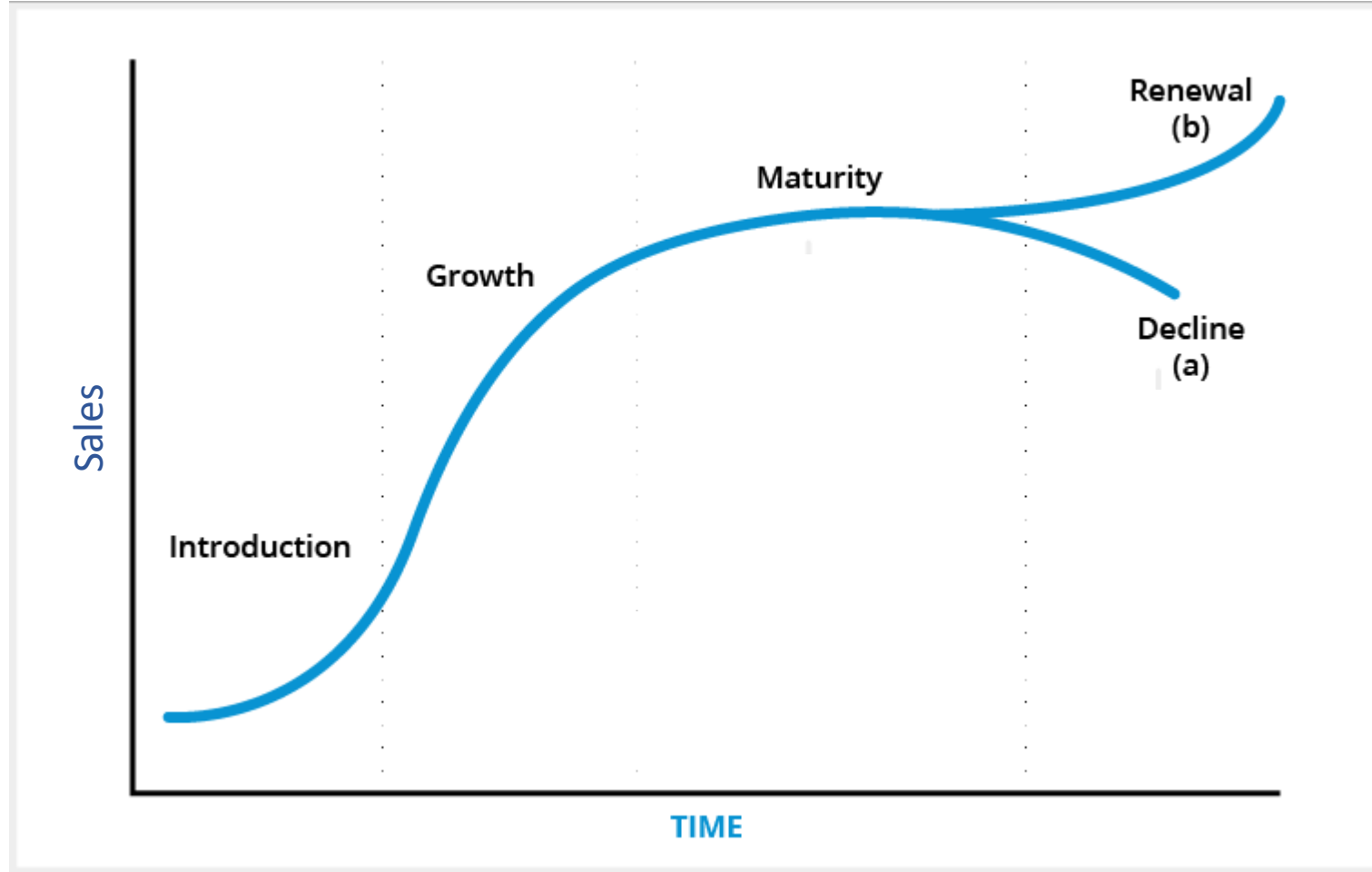


A startup is a **temporary** organization designed to search for a **scalable business model**

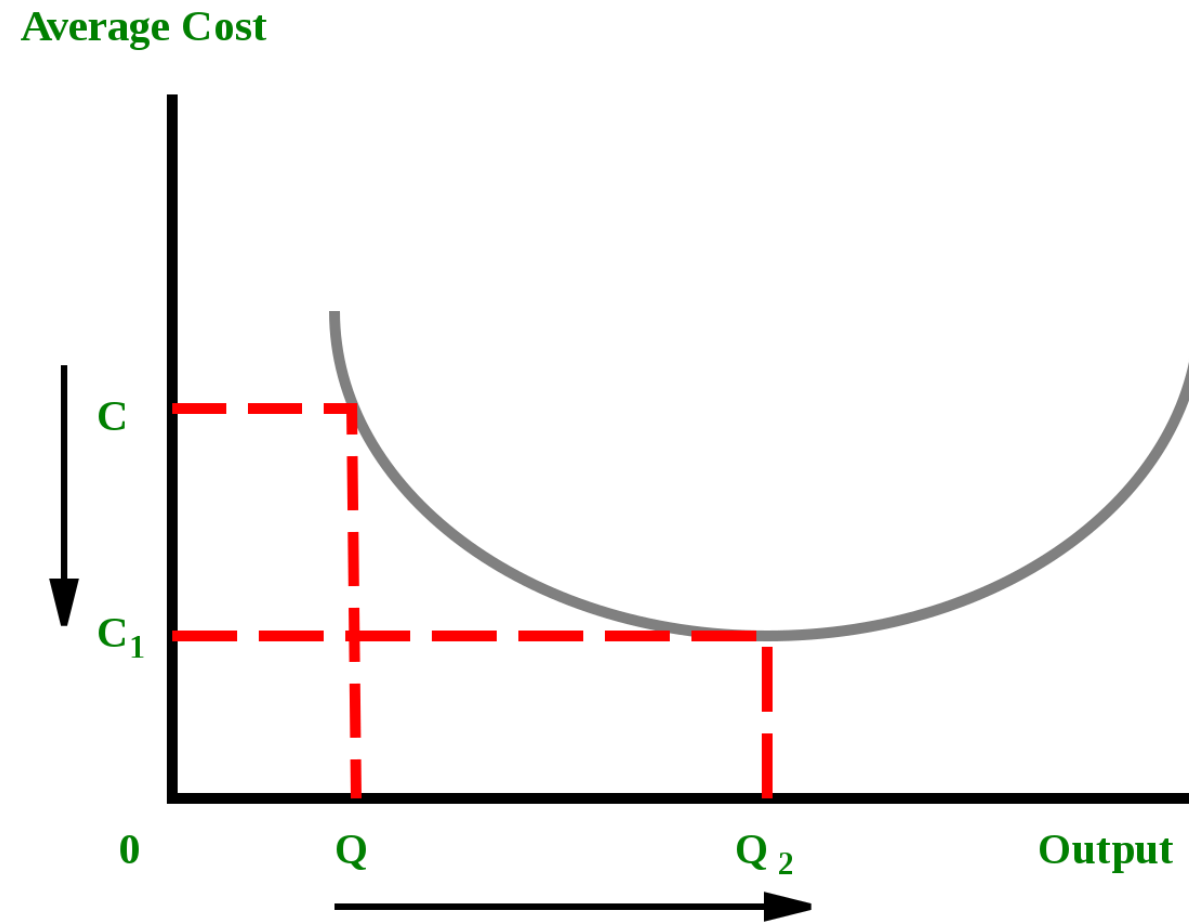
1

2

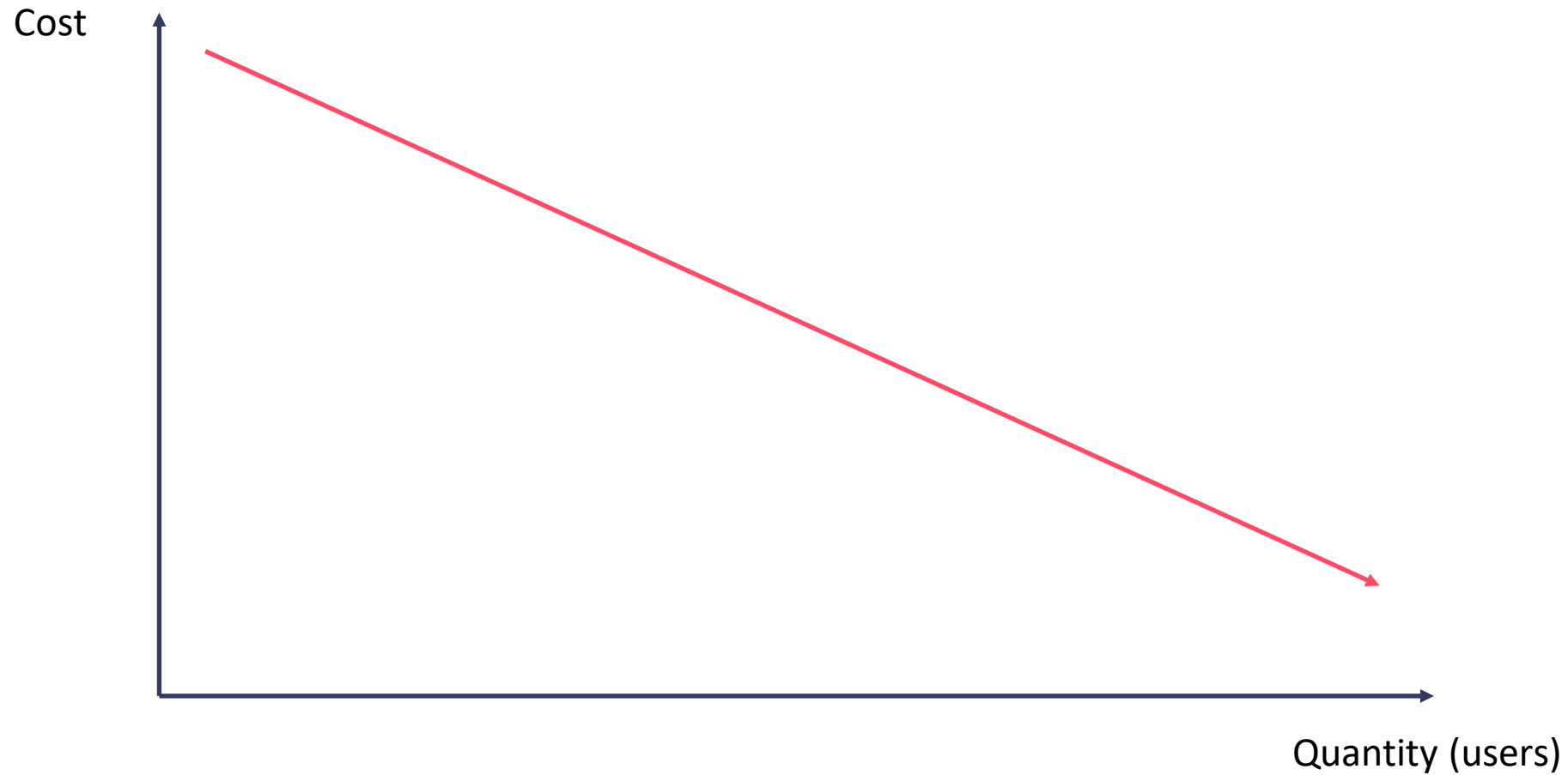
Startups don't last



Traditional business model



Startup - Scalability is tech related



Example of tech scalability (2019)

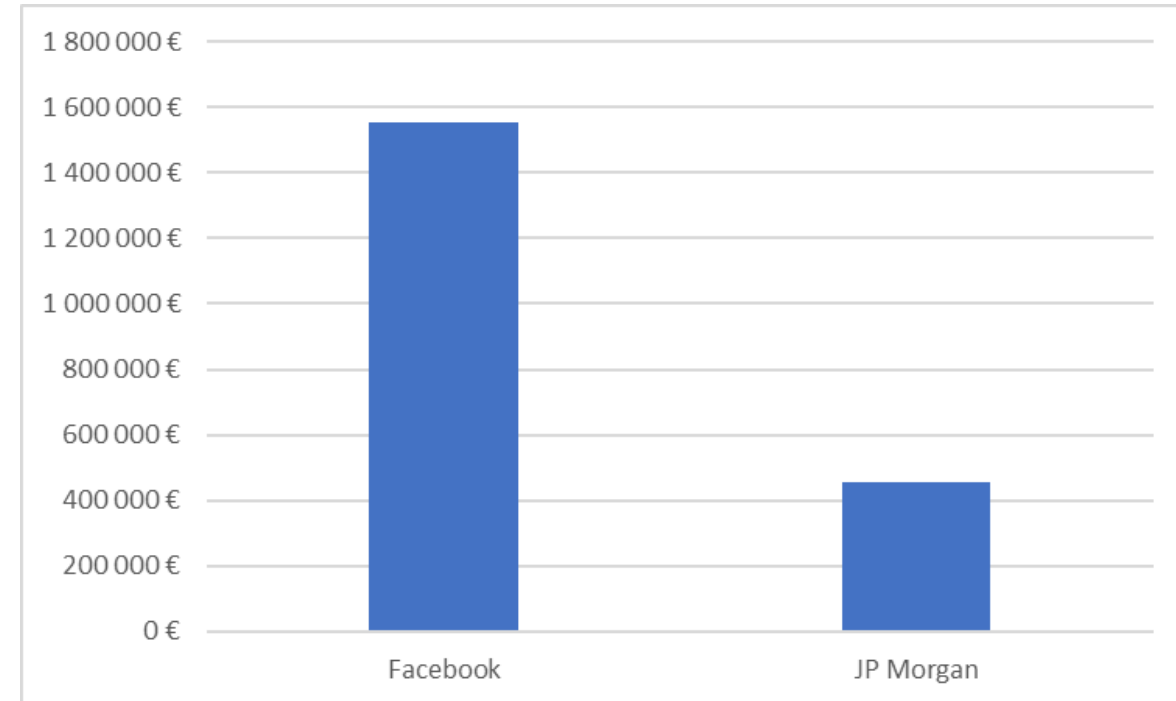


	Facebook	JP Morgan
Valuation (USD)	512 billions	368 billions
Employees	45 000	241 000
Revenues (USD)	70 billions	110 billions

Revenue per employee (2019)



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3,4x more profitable



2. Business models



SaaS

Marketplace

Consumer app

1) SaaS model



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❑ Key features

- Key metrics: ARR & MRR
- Faster implementation for clients (web based)
- Reduced hosting costs (AWS)
- Ability to offer free trials
- Product updates in real time

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Etsy

 malt

UBER

amazon

leboncoin

Medium

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3. Stakeholders of an ecosystem



Incubators

Accelerators

**Startup
studios**

**Financial
partners**



	INCUBATOR
Pre-requisites	Business idea/plan
Application	Not that complicated
Timeline	Up to 2 years, flexible
Purpose	To build the right foundations
Support	Office space, admin, legal, business planning, prototyping,...
Business model	Monthly rent



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Portfolio of YC



CUMULATIVE VALUATION
OF TOP COMPANIES

\$155B+

COMPANIES VALUED
AT \$150 MILLION+

102

JOBS CREATED
(TOP COMPANIES)

50K+



coinbase



mixpanel



webflow



Startup studios



- ❑ **Definition:** also known as a startup factory, or a startup foundry, or a venture studio, is a studio-like company that aims at **building several startups** in succession.¹
- ❑ **Business model:** equity
- ❑ **Famous studios:**



eFounders – Futur of Work



Spendesk — take control of your company spending.



Forest — the Admin Interface your application deserves.



Hivy — office management made painless.



illustrio — editable stock images at your fingertips.



Aircall — the best phone system for your teams.



Front — the easiest way to work with team inboxes.



Mention — media monitoring made simple.



TextMaster — your professional, online translation service.



Mailjet — an all-in-one email delivery engine.

Financial partners

Funding rounds are linked to maturity growth



Seed Capital

Early Stage

Later Stage

IPO

Public Market

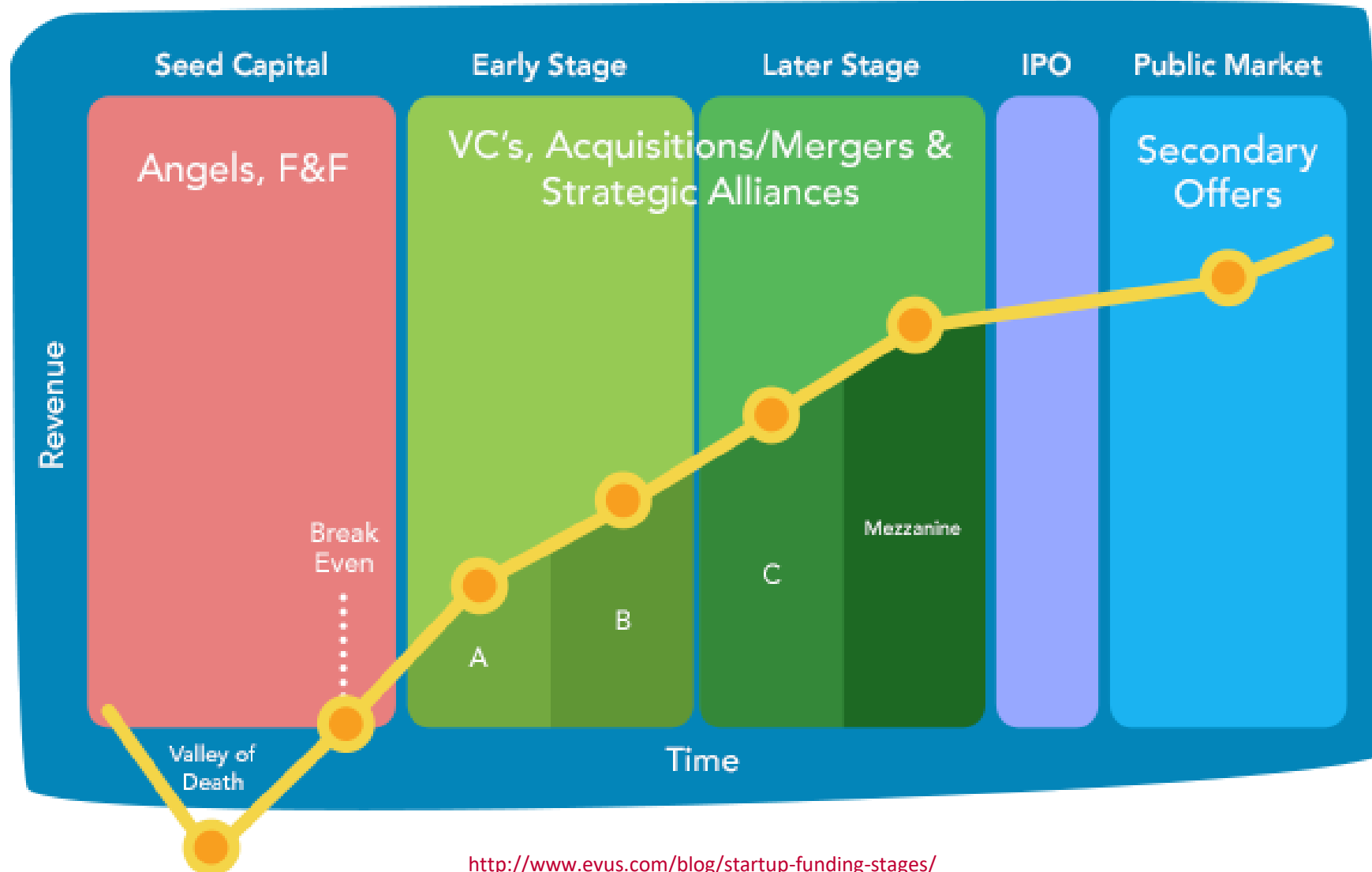
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4. Biggest unicorns in the world

What is a unicorn ?

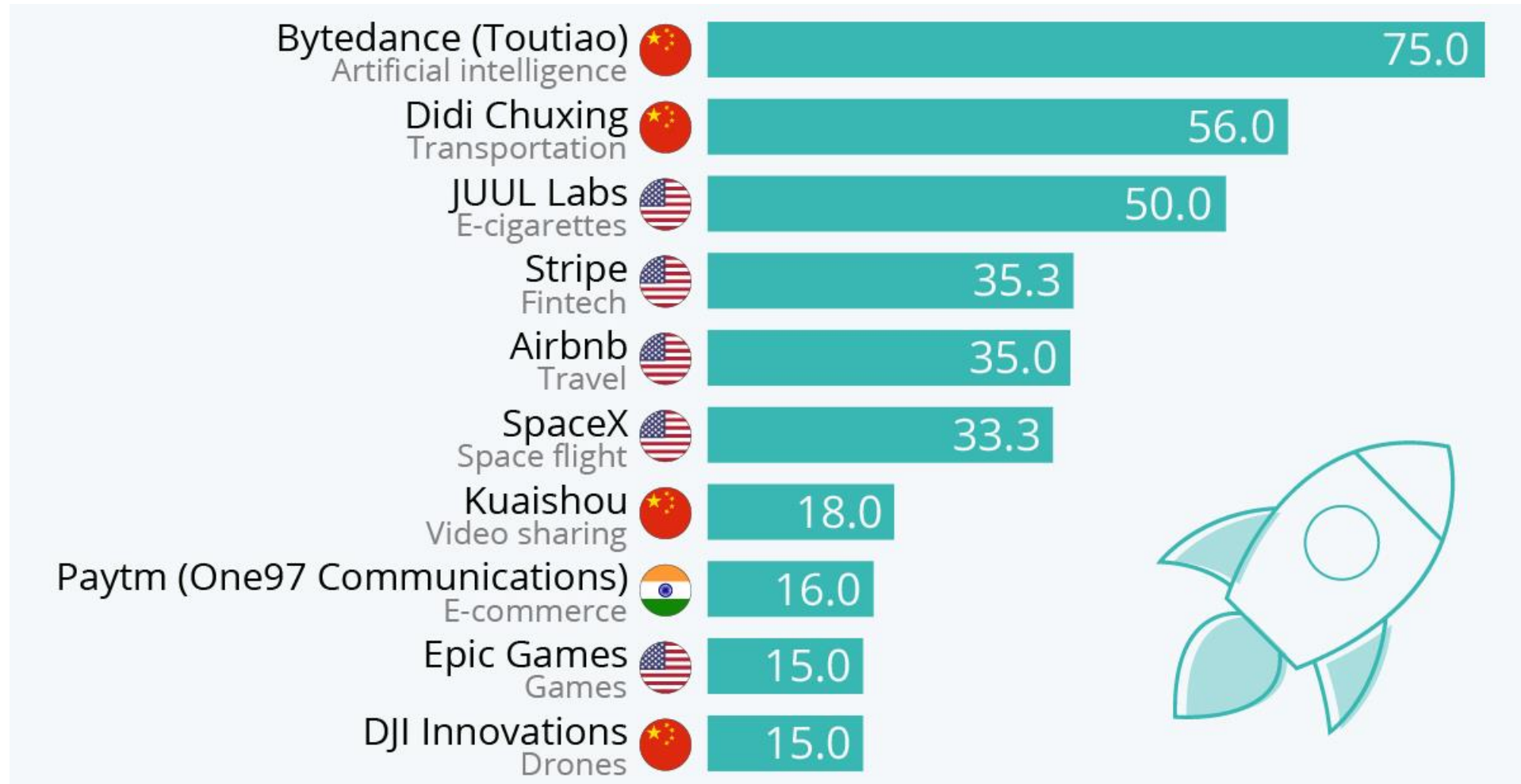


“ A **privately held** company
with a current valuation of
USD 1 billion or more.”



Top 10 worldwide

(valuation in billions USD)



Some European unicorns





4. Fundraising 101

But first...



- ❑ How does an early-stage investor value a startup ?

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Example - Mixello Inc.



	Number of Shares	Percentage
Founder A	500 000	50%
Founder B	500 000	50%
Investor	0	0
TOTAL	1 million	100%

Mixello valued at 1 million USD (pre-money)



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- Number of new shares = 200 000 shares



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	Number of Shares	USD	Percentage
Founder A	400 000	500 000	41,7%
Founder B	400 000	500 000	41,7%
Investor	200 000	250 000	16,6%
TOTAL	1 million	1,25 million	100%

Dilution

QUESTIONS



Bonus – The PayPal Mafia

Pollination of capital and knowledge



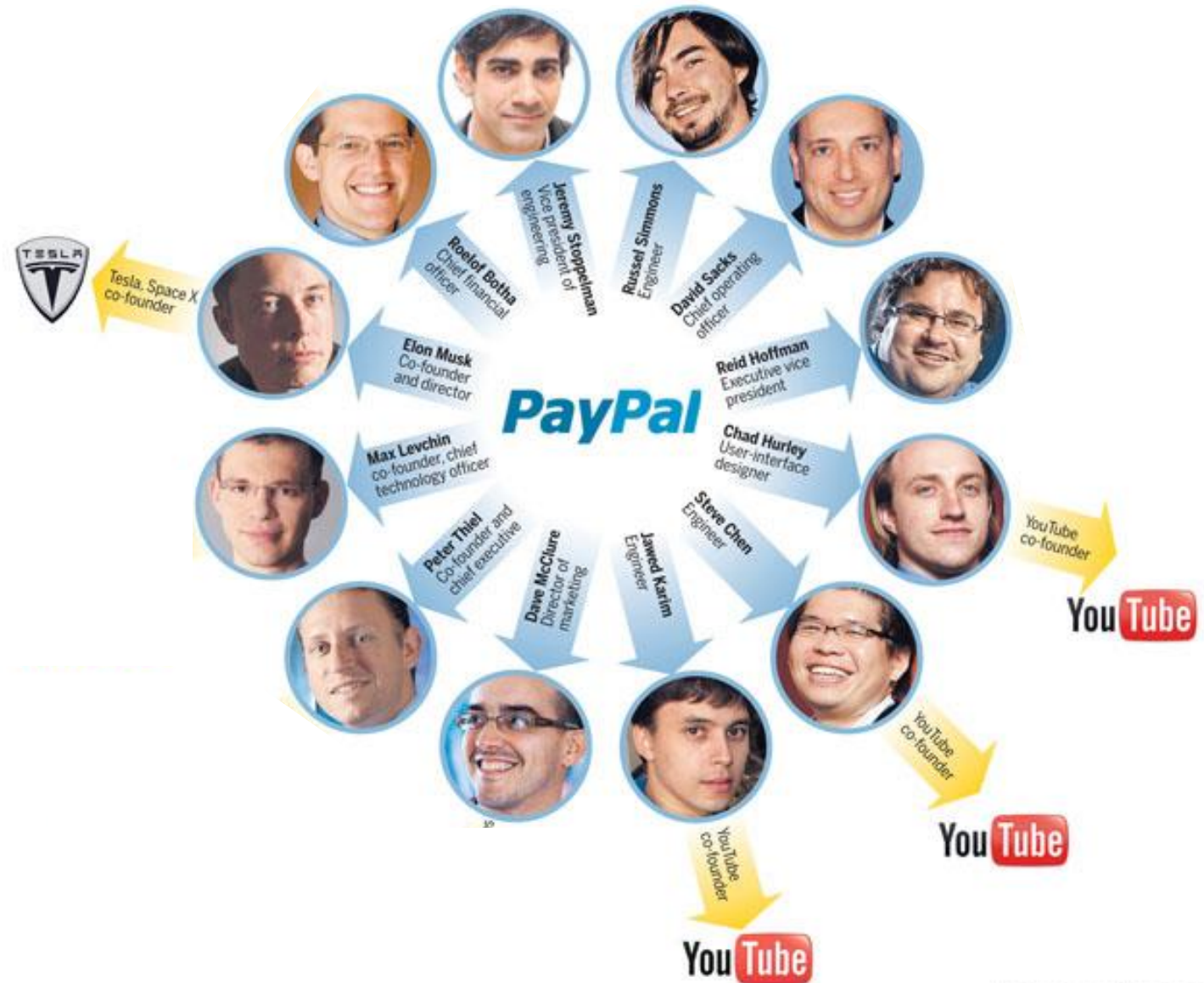
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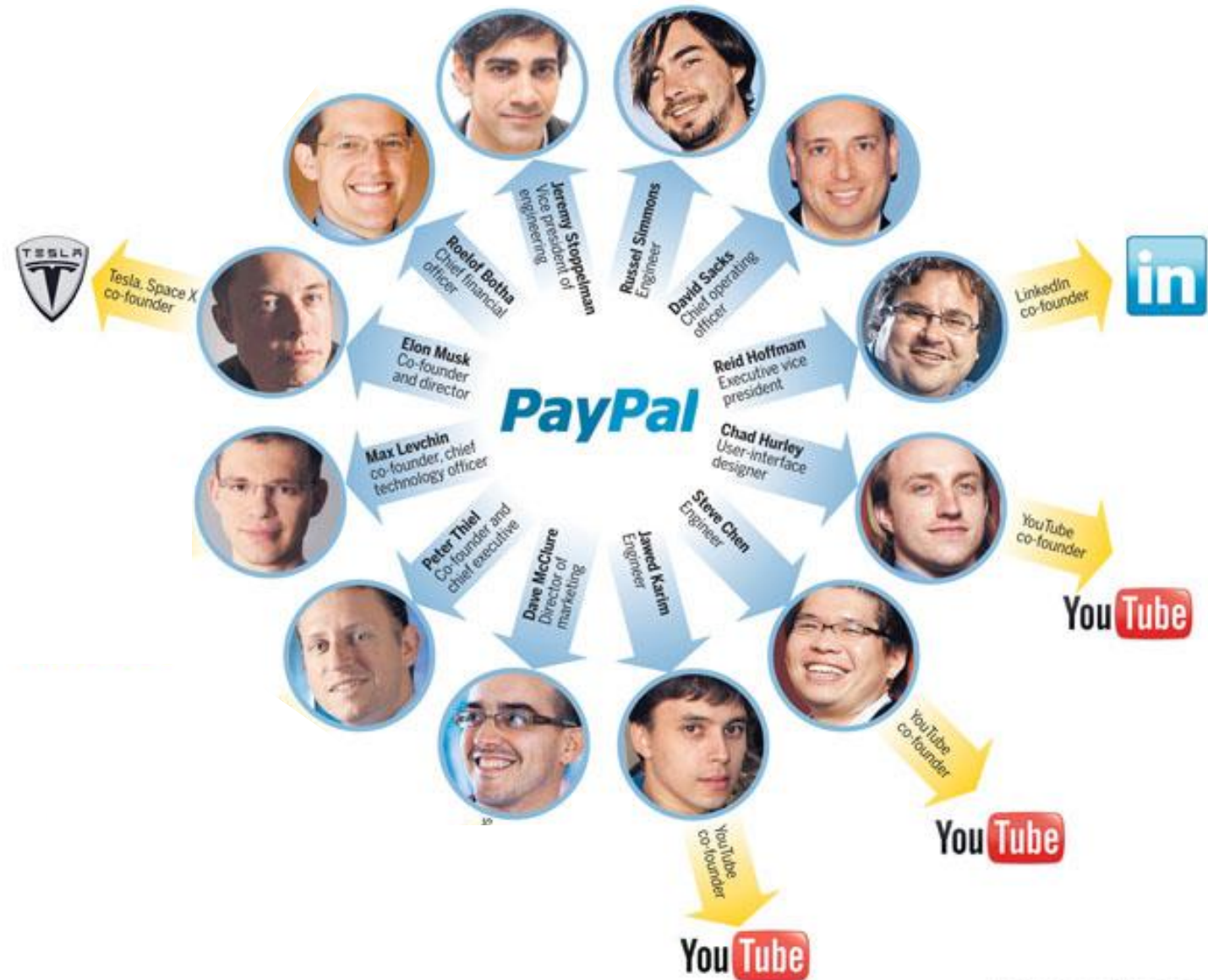
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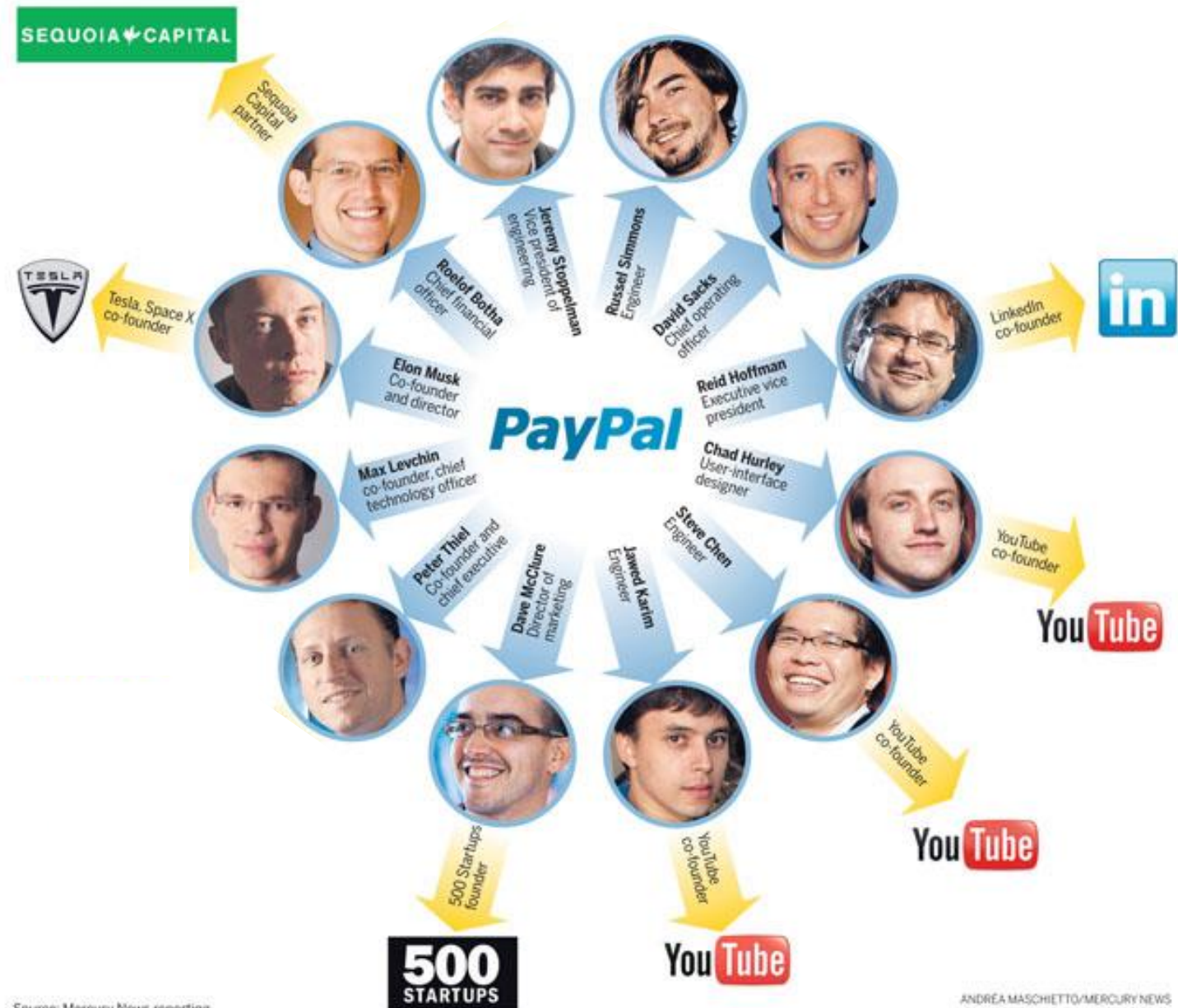
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Moral of the story

➔ We need more unicorns to scale our startup ecosystem



THANK YOU !