

Ask the (former) CEO

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Agenda

- Porters value chain model
- Marketing and Sales
- Firm infrastructure

Porters value chain model



Michael Porter



- Professor at The Institute for Strategy and Competitiveness, based at the Harvard Business School
- Mostly known for
 - Value chain
 - Generic strategies
 - Competitive advantage of nations

Porters value chain model

Figure 1: Porter's Generic Value Chain



- Generic model for a (production) company
- Two sets of activities
 - Primary
 - Support

In this talk

Figure 1: Porter's Generic Value Chain



Marketing



Marketing and Sales

- What we think



What marketing also is...

- Customers
- Business model
- Licensing
- Pricing
- Requirements
- Communication
- ...

Communication - Web site

- Wix.com
- € 186.25 for one year

Communication – News letters

- Mail chimp
- Basic version is free

Communication – Logo

- 99 designs
- Brand Identity Pack
- ~ 2000 USD for platinum

Communication – Social media

- LinkedIn
- Twitter
- (Facebook)

Communication strategy

- Post news every week on www.effektor.bi
- Post short hand version on twitter and LinkedIn
- Send out news letter every month

Communication analytics

- Google analytics
- Bitly

Courses

- Coursera
 - <https://www.coursera.org/course/whartonmarketing>
 - <https://www.coursera.org/specialization/entrepreneurship/26>

Sales



CRM

- Pipedrive
- ~ 8 euro per user per month

Business model

- Sales and partner strategy is a vital part of your business model

Firm infrastructure



Microsoft Bizspark

- Up to 5 visual studio Ultimate ed licenses (and MSDN) for free

Invoices

- E-conomic
- ~ 20 euro per month

Payroll and payments

- Kit

Courses

- <https://www.coursera.org/course/whartonaccounting>

Email, intranet, calendar

- Office365

Other

- TFS 2015
- Build server, lab management
- GotoMeeting