

Challenges of Portuguese Startups going global

UTEN | Portugal Workshop #2

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OPPORTUNITIES

#1

Top Engineering

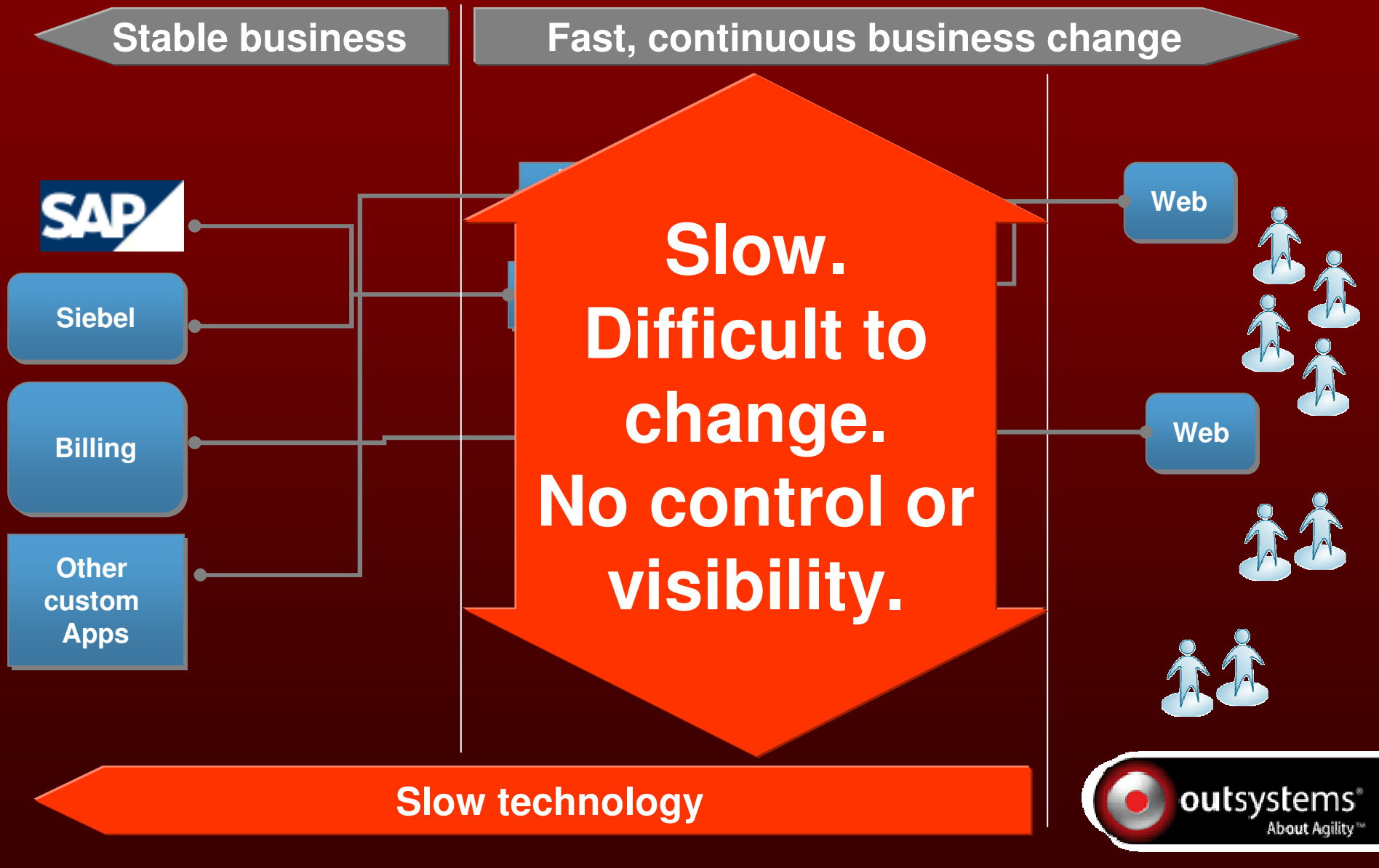
#2

Longer term
business

Application Delivery via Agile Technology & Methods



Typical alternative solution



Agile Platform

Stable business

Fast, continuous business change



Siebel

Billing

Other
custom
Apps
(BSS/OSS)

assemble
integrate
deploy
manage
change



Web



Web



Slow technology

Agile technology

Systems[®]
About Agility[™]

The market

**Enterprise
Software
Industry**

**Enterprise Custom
Software Industry
(IT software services)**

“How did you guys
got this idea?”

“How come I have
never heard of
you?”

#3

Good Values

innovative



passionate



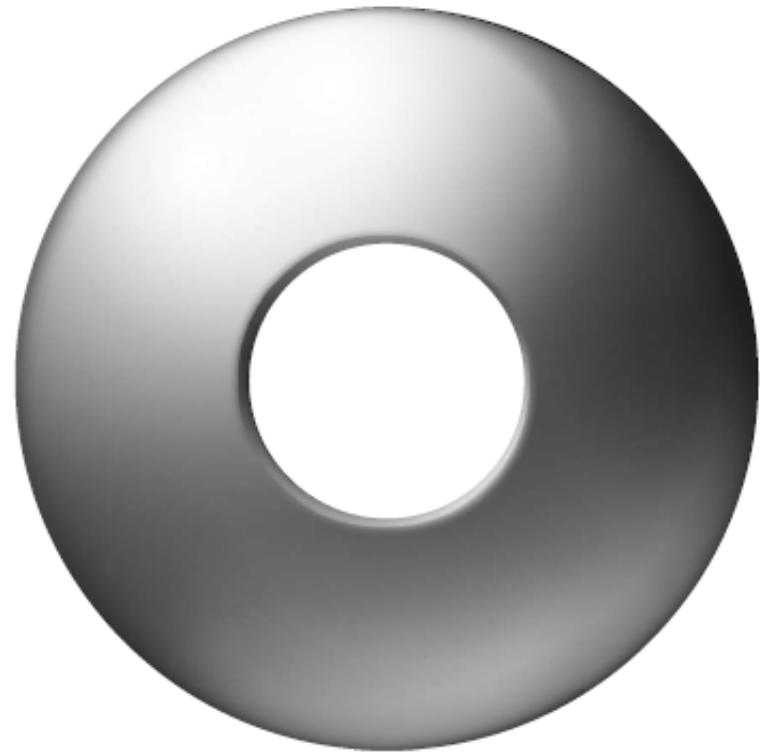


integrity

agile



cool



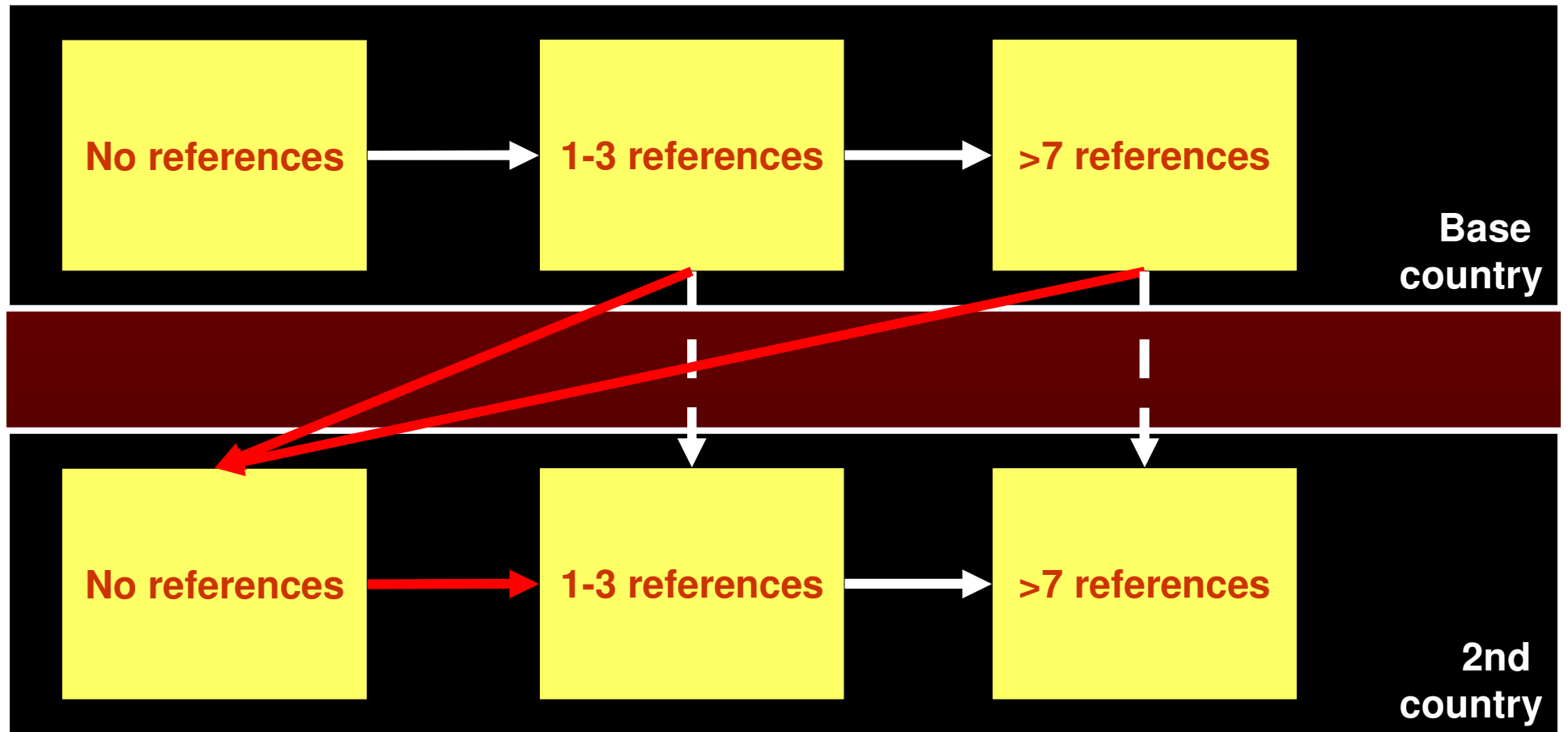
CHALLENGES

#1

Small domestic
market

0.4%

Internationalization



#2

No scale in DNA

Weak industrial past

Customize to
survive locally



Service culture vs. Product culture



Address the smallest target



Reserve energies for scaling

#3

Executive Talent

No startup
experience



Limited high tech
experience



Difficult to
“import”

Generalist VCs

No experienced
advisors

Out of the
industry
“networks”



#4

The

“complicometer”

“this problem is
very complicated”

“the solution
cannot be this
simple”



Hate complexity

#5

Overcoming Noise

Building trust



A networked society



MIT
Stanford, CMU

Marketing before Sales

TYPICAL REASONS TO FAIL

Hire mediocre
people

Do not execute
correctly in the
missionary sales

Misjudge the cost



Get trampled



Go with a big bang



Thank you.

