

Vitor Domingos

BOFH, Psychotic Penguin ... and Disruptive Founder

take off

Inovação e Empreendedorismo na Área das Novas Tecnologias

Vitor Domingos (vd)

1995 – Clorofila
1998 – Jazztel
2000 – Maxitel
2001 – forumB2B
2002 – CGD
2005 – ITIJ/MJ
2007 – 7Syntax

http://paradigma.pt/~vd
http://twitter.com/vd
http://www.linkedin.com/in/vdomingos
vd@7syntax.com http://7syntax.com

7syntax

West Coast of Europe
Innovative
Easy to use
Consumer Market
=
Profit (future)



[tce] how the Apple fanzine/horde like to be owned - in two acts

[tce] how Apple owns you (rant using iPod)

[tce] how apple likes to fuck customers - part II

[tce] how apple customers feel (code translation)

[tce] how apple owns you (part II)

[tce] a minoria da maçã

Syntax Anatomy

ORIGIN late 16th cent.: from French syntaxe,
or via late Latin from Greek suntaxis,
from sun- ‘together’ + tassein ‘arrange.’

cardinal number
    equivalent to the sum of three and four;
    one more than six, or three less than ten;

php+c+java+python+html+javascript+perl
= **7Syntax**

Warming up

2007 – 7Syntax

Celso Pinto & Vitor Domingos

Programing + SysAdmin skills

= OpenSource Consultancy

Warming down

OSS for geeks

Credibillity

Scale

Think + Rethink -----> Idea ?

Summer 2007

Home; Coffee; Google; Analysis; Exploring; Opportunities; Trends; What we need; What consumer has; What consumer hasn't

Uncrippling, Compelling, Global, Information, Simplify, Easy to use, Dazzling, Semantic, Social, Community

Exploring the Idea

google,google,google,google,google,google

.....

.....

.....

reading,reading,reading,reading,reading

.....

.....

.....

now, that's funny VS eureka!

can this work? how ? to whom ?
can we deliver ? do we want to ?

New Lingo

Marketing, Break Even, Capital, Finance, Balance Sheet, ARPU, Equity, Value, Business Cycle, Business Plan, Business *, SWOT, Cost Per Thousand, Click Trough Rate Psychographics ....

..... and many, many more

Startup

Fall 2007

Handivi

Stealth mode (Alpha)

Global mobile service for 3G consumers

Maintain always-on portable internet presence

To date on their social life, all time

That's (not) easy

Walk the Walk vs Talk the Talk

- Team
- Business Plan
- Money
- Technology
- Facilities



A-Team

hard to get some people out of their “great” and confortable chairs

put your work where your mouth is

Do we need a A-Team ?

eases the work; sharing ideas; innovation exists

lone rangers survive better in hard times

Business Plan

Read, Read, Read

Understand the lingo

Trust no one, trust your guts

Be ready to fail

Pitch

Get a mentor

Money talks...

BP on the market

Get in touch

Find a lawyer

Pre-Seed, Seed, Capital, Series

Think Europe

Getting NO

Technology

Trendy Software

OpenSource

Buy as you go

SSS: Stable, Scalable, Simple

Ebenezer Scrooge



Facilities

West Coast of Europe

Everything happens elsewhere

“The plane, The plane”



smile
and
wave

Flashback

Fast learner

Be bold

The grass is always greener on the other side

Portugal nice, Europe nicer

No excuse to try

Kids, Wife, Family are good and valid excuses


IDEIAS QUE VENCEM
COMO CRIÁ-LAS COM SUCESSO
CHIP HEATH E DAN HEATH
17
O Triunfo dos Porcos
GEORGE ORWELL
15312096 1
HIGH TECH START UP
JOHN L. NESHEIM
the New Business Road Test
MULLINS
FT
Prentice
STEVEN LEVY
Hackers
O Mundo é Plano
UMA HISTÓRIA BREVE
DO SÉCULO XXI
Thomas L. Friedman
RULES FOR REVOLUTIONARIES
GUY
with Michele Moreno
Harper Business
The Beermat Entrepreneur
Mike Southon & Chris West
SECOND EDITION
Guy Kawasaki
THE ART OF THE START
The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything
PORTFOLIO
The Financial Times Guide to
BUSINESS START UP
Sara Williams
FT
MINDSET
CAROL S. DWECK, PH.D.


UM DIA NUNCA MAIS
DIGO "UM DIA".
HOJE É O DIA.
NICOLA. ENCONTROS PERFEITOS.
UM DIA ABRO UM NEGÓCIO
SÓ MEU.
HOJE É O DIA.
NICOLA. ENCONTROS PERFEITOS.