Session ID: 16829

Building a Start-Up in the SAP HANA Space

Community session

Goals

- Introduction

- SAP Startup Focus program

- The Realities, Challenges & Rewards

- Encourage you to consider building a company in the enterprise space

Introduction

- Paul Aschmann @paups

- Paulaschmann.com

- Enterprise + Development

- 8 other web apps (read: failures)

- 1st successful startup in 2007 (Social Media)
    > 6 Million Users

Introduction

- Started Lithium Labs in 2010

  - Enterprise Mobility Bandwagon
  - 12 App Store, 25 private/white label apps
  - > 50K Users

- Success in Enterprise Space

Introduction

+ Powered by **SAP** HANA **+** **Go-to-Market**
(SAP Customers)

startup.focus.

Opportunity to connect with **SAP VENTURES**

Presentation overview

- A Primer
- SAP Startup Focus program
- Metric2
  - About
  - Timeline of events
  - Team/Development
  - Challenges
  - Funding
  - Partnership
  - Roadmap

A Primer

- What is considered a "Startup"?

A Primer

- What is considered a "Startup"?

- "A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed,"

  Neil Blumenthal, cofounder and co-CEO of Warby Parker.

- Startup is a mindset, more than anything else

A Primer

- An estimated 137,000 companies are founded globally each day, subsequently around 120,000 are also dissolved.

- 88% Failure rate

Startup Stages

1) **Discovery** (MVP, initial validation and value proposition)
2) **Validation** (early business model validation, beta tests, pivots)
3) **Efficiency** (business model refinement, customer acquisition channels and process)
4) **Scale** (high-growth, scalability, organizational changes and management systems)
5) **Sustain**
6) **Conservation**

A Primer

My company (company name) is developing (a defined offering) to help (a target market)
(solve problem) with (secret sauce)

The famous Adeo Ressi Elevator Pitch

Value Proposition

Startup Stages

The Process

TechCrunch of Initiation

Wearing Off of Novelty

Trough of Sorrow

Wiggles of False Hope

Acquisition of Liquidity

Upside of Buyer

The Promised Land!

Releases of Improvement

Crash of Ineptitude

startup.focus.

SAP
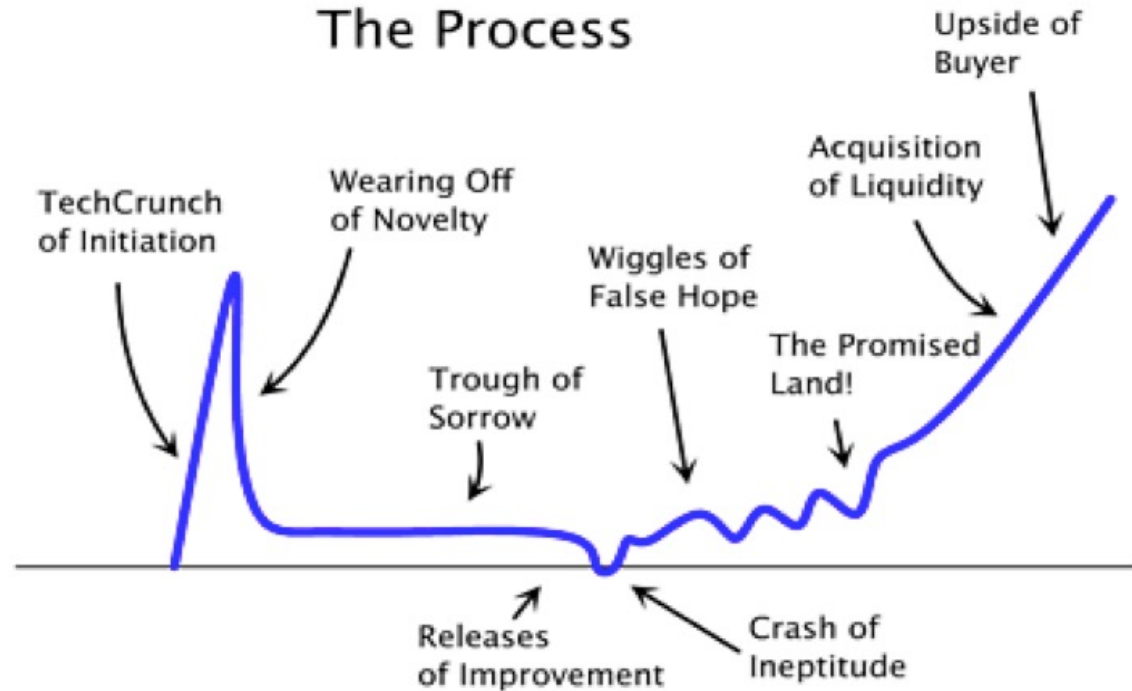
Interested in developing their solutions on top of the in-memory database and application platform SAP HANA

Discover

1. STARTUP FORUM

- Live and Virtual Events all around the world
- Connect within the Startup Community
- Learn about SAP HANA
- Create a HANA Solution Use Case

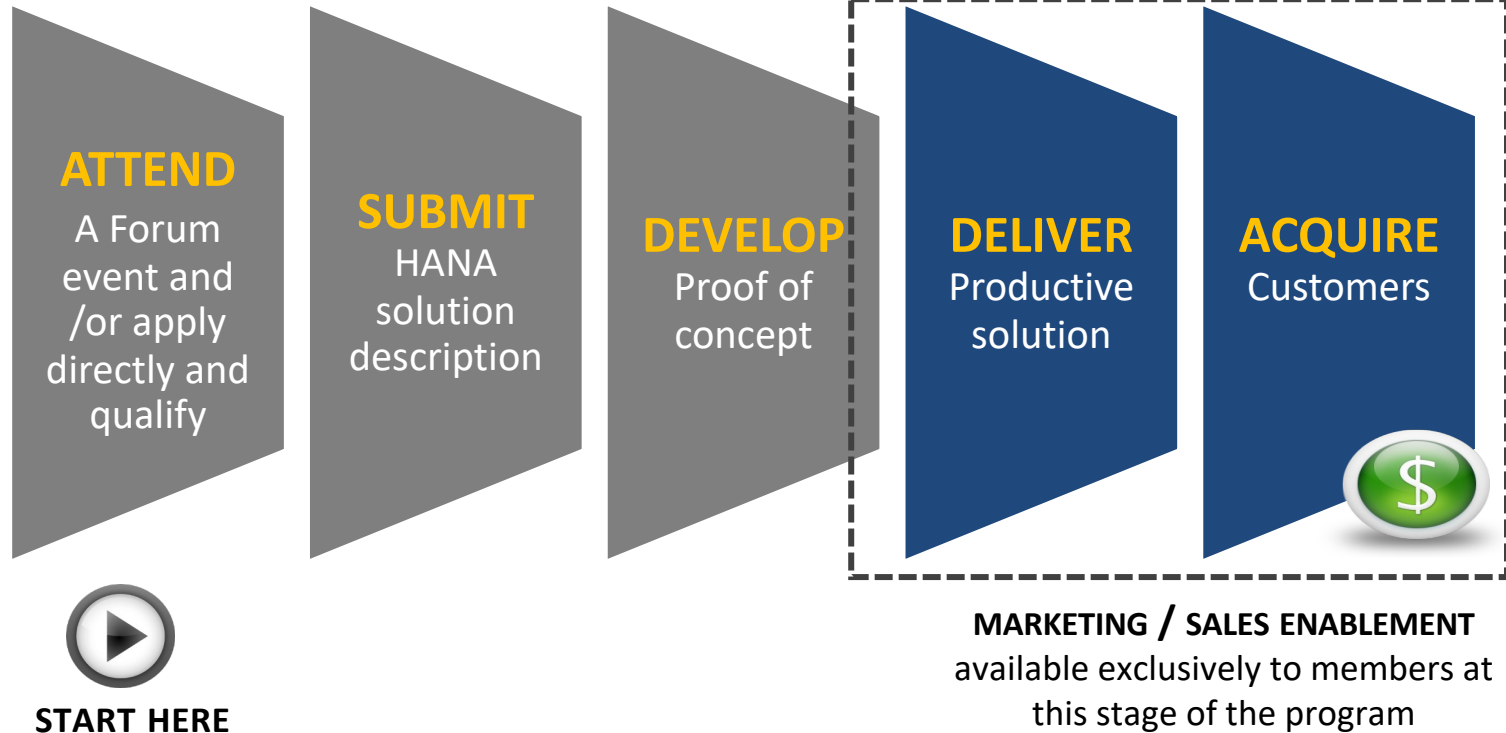### Validation

2. DEVELOPMENT ACCELERATOR

- Live and Virtual SAP HANA Boot Camps
- Technical Enablement and Coaching
- Build a Proof of Concept on SAP HANA
- Deliver a Commercial Solution on SAP HANA

Efficiency

3. GO TO MARKET

- SAP HANA OEM Agreement
- Participate in SAP and SAP Sponsored Big Data Events
- Develop a GTM approach with SAP and Startup Solution

How does SAP Startup Focus work?

ATTEND
A Forum event and /or apply directly and qualify

SUBMIT
HANA solution description

DEVELOP
Proof of concept

DELIVER
Productive solution

ACQUIRE
Customers

START HERE

MARKETING / SALES ENABLEMENT
available exclusively to members at this stage of the program

What are the benefits for a startup under this program?

Technology
Immediate access to cutting edge HANA technology platform - free

Resources
Access to technical HANA experts and marketing & sales enablement support - free

Customers
Access to our 225,000+ global customer base to sell market-ready solutions - free

Money
Opportunity to pitch to the venture community via the HANA Real Time Fund and SAP Ventures - free

Community
Of entrepreneurs, partners, investors and thought leaders – free

No Equity
SAP Startup Focus does not take equity from participating startups

SAP Startup Focus participation summary

1,500+ startups in the program

120+ production ready solutions

26 Industries

57 countries

9 Lines of Business

60% of use cases from outside SAP's traditional domain

120+ Startup Forum outreach events to-date

metric²

Simplifying #BigData on SAP HANA

Powered by
SAP HANA

metric²

- *A big data, real-time, self service BI platform providing business insights which end-users can build from predefined enterprise based dashboards, metrics and templates.*

ELEVATOR PITCH

metric²

- *To any potential investors in the room … anything you want to hear …*

- *A big data real-time, self service BI platform providing business insights which end-users can build from predefined enterprise based dashboards, metrics and templates.*

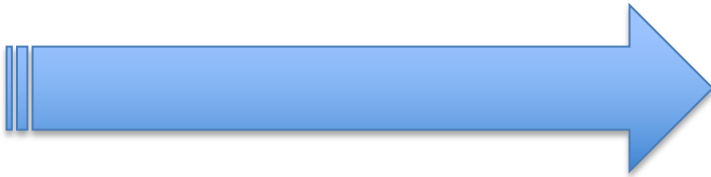**ELEVATOR PITCH**
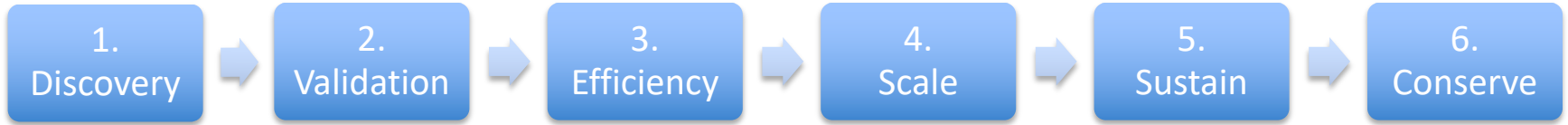
About metric^2

- Intended to be a open source free app for the HANA community

- Demojam at Teched 2013

- Goal to be on every single HANA instances

About metric²

- 200+ Downloads
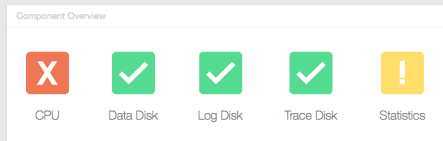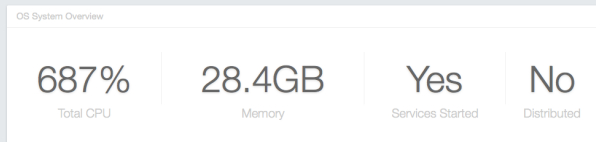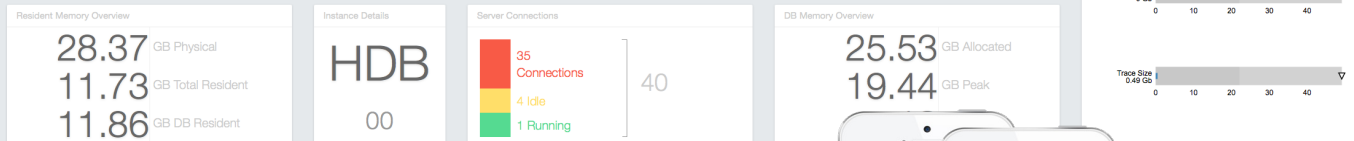- 100+ "known" users
- Interesting customers

metric^2

| 1. Discovery | → | 2. Validation | → | 3. Efficiency | → | 4. Scale | → | 5. Sustain | → | 6. Conserve |

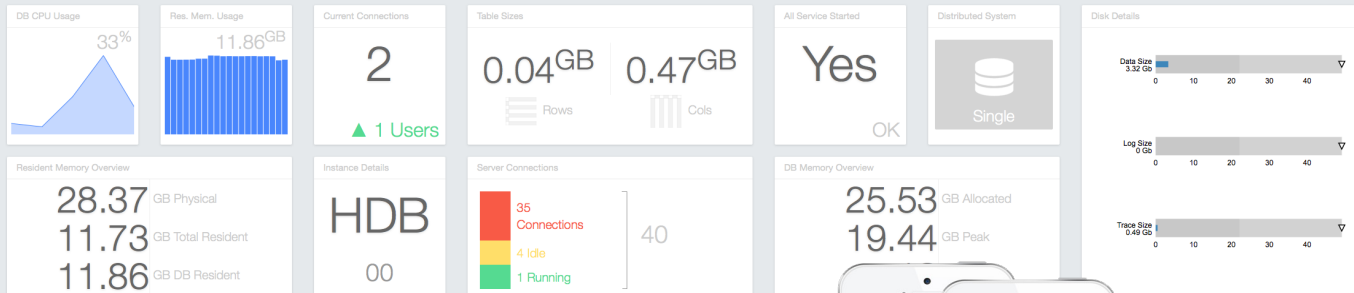## Startup Stages

1) **Discovery** (MVP, initial validation and value proposition)
2) **Validation** (early business model validation, beta tests, pivots)
3) **Efficiency** (business model refinement, customer acquisition channels and process)
4) **Scale** (high-growth, scalability, organizational changes and management systems)
5) **Sustain**
6) **Conservation**

HANA Dashboard | Sales Dashboard | Internet of Things

DB CPU Usage
33%

Res. Mem. Usage
11.86GB

Current Connections
2
▲ 1 Users

Table Sizes
0.04GB   0.47GB
Rows   Cols

All Service Started
Yes
OK

Distributed System
Single

Disk Details

Data Size
3.32 Gb
0   10   20   30   40

Log Size
0 Gb
0   10   20   30   40

Trace Size
0.49 Gb
0   10   20   30   40

Resident Memory Overview
28.37 GB Physical
11.73 GB Total Resident
11.86 GB DB Resident

Instance Details
HDB
00

Server Connections
35 Connections
4 Idle
1 Running
40

DB Memory Overview
25.53 GB Allocated
19.44 GB Peak

OS System Overview
687%   28.4GB   Yes   No
Total CPU   Memory   Services Started   Distributed

Blocked Transaction List
HOST   SCHEMA   OBJECT

Component Overview
X   ✓   ✓   ✓   !
CPU   Data Disk   Log Disk   Trace Disk   Statistics

warning
metric2.com
2014-08-13 12:49 PM

HDB System   00 Instance   6 High

Platform   SUSE Linux Enterprise Server 11:3
Version   1:00.70.00.388119
Start time 2014-08-13 11:40:28.406
Distributed No

CPU Usage

Memory

Free

metric² for iPhone
Monitor your SAP HANA instance from anywhere using the metric² mobile app.

Powered by
SAP HANA

Available on the iPhone
App Store

HANA
ARDUINO
SAP CRM
Hadoop
SAP ERP
{JSON}
YAHOO!

98%

Team/Development

- 2 developers

- (not data scientists)

- Teched talk on Thursday at 10:30am (Enterprise Design)
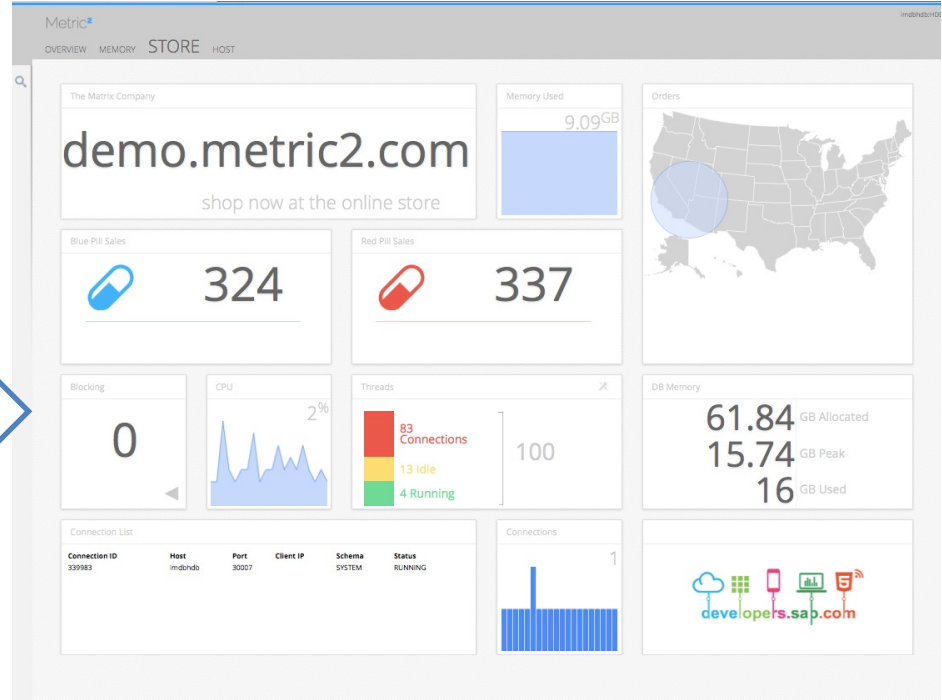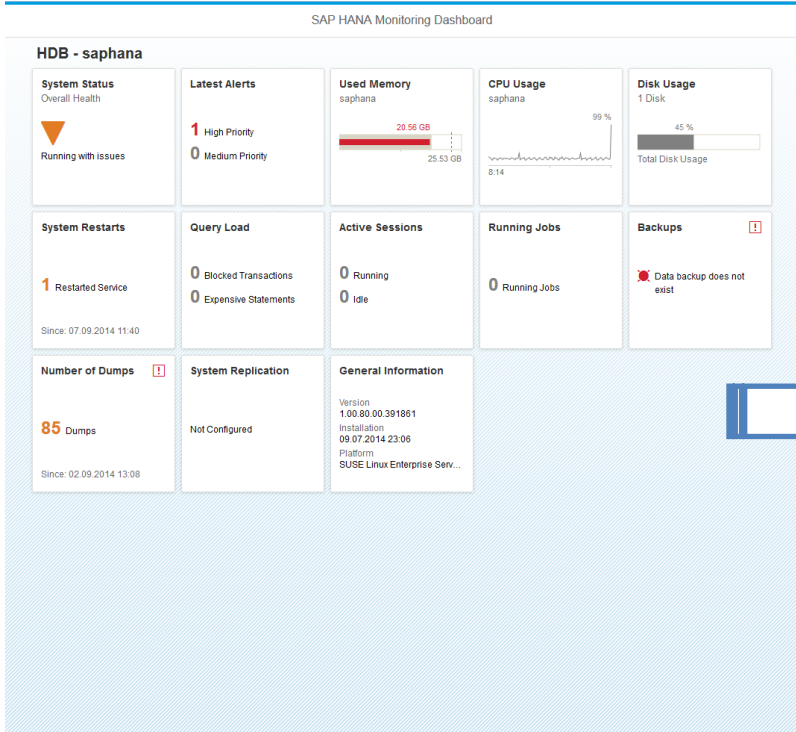
- You NEED a secret weapon

- Building a team

- http://www.inc.com/john-rampton/5-steps-for-building-a-great-startup-team.html

Challenges

- Open source
  - hurts signups

- Free in the enterprise …
- https://blog.kissmetrics.com/selling-to-enterprise/

Challenges

- The SAP space

- Pivoting hurts your brand image & confuses your customer
  - Admin tool to IoT

Challenges

Challenges

- Single founder (aka Superman)
  - Not easy

- Develop first attitude
  - Write pitch deck first

- Definition of product
  - avoid scope creep (Pivoting?)

Monetization

- Free/Open Source

- Product customization

- White Label

- Product add-on packs

Funding

Funding

- Should be under challenges
- Decisions to fund or not
- $60K bootstrapping

- $250k for x% over 2 years

Investor Opportunities

- Looking for drivers/promoters/investors/advisors
  - 0.5 – 2.0% Equity

- Raise +- $250K Seed for 25%
  - Team of 3 people for 1 year
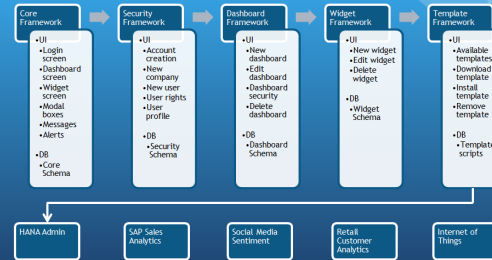 - 3.0% Equity employees

- 2nd year break even, 3rd profitable

Roadmap

- Going forward, funding to take the product further

- June 2015 – cutoff date

SAP PartnerEdge for App Development

- Reasonable price (+- $4k), access to multiple SAP tools for development

- App validation, sales pressure, opportunities etc.

Suggestions for success

- Be social

- Create a angel list profile, techcrunch, betalist, facebook, linkedIn, etc. etc.

- The longer you build a product without customer feedback, the quicker, faster and harder it will fail

- Showing your product is way better than having to tell someone

Suggestions for success

- Sign up for downloads

- Product feedback surveys are gold

- Fans should be employees – pay these people with love, money or first borns.

- TechEd is a great place to pitch ideas/concepts to fellows, get feedback and also morph or pivot your product to appeal to someone or find partners

Feedback

- Please complete a session evaluation for this session!