



# build! Up #6

02.12.2025 Kick-Off

# agenda

## Questions

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## Roadmap

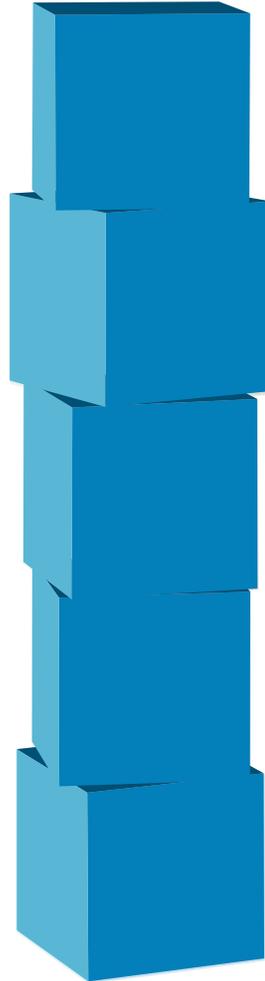
What are your goals?

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## Welcome

general information

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## Team

Insights about the team

## About build! Up

Why?

# Confidence!

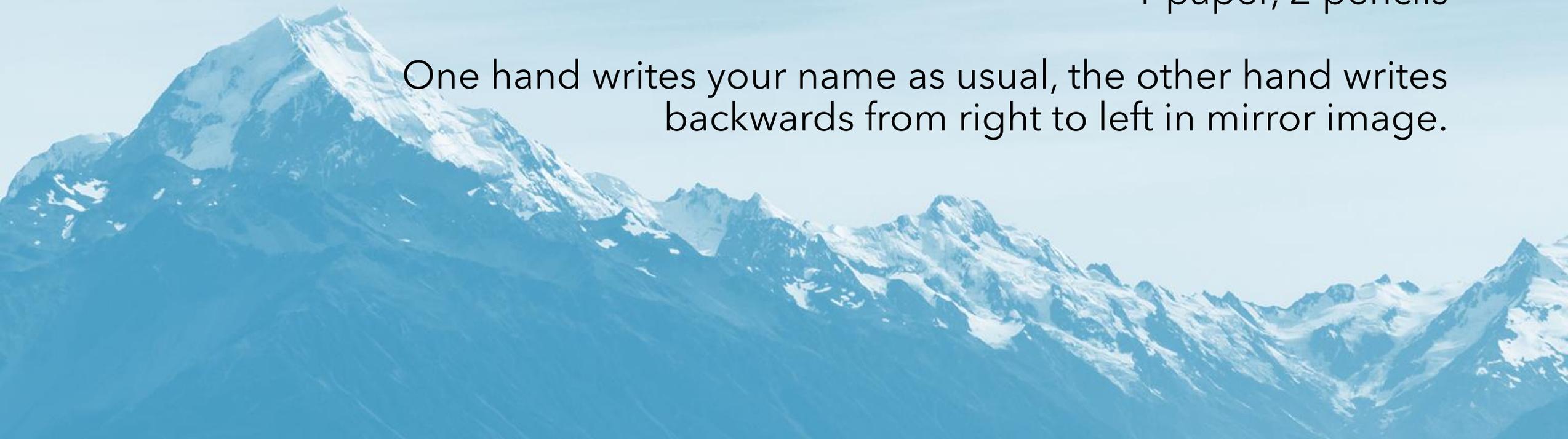
- Confidentiality and discretion as a shared value
- Contractual obligation
- Give and take



# Two-handed drawing

1 paper, 2 pencils

One hand writes your name as usual, the other hand writes backwards from right to left in mirror image.



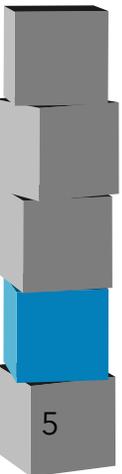
# Why build! Up program?

**The workshop program is designed to give you structure.**

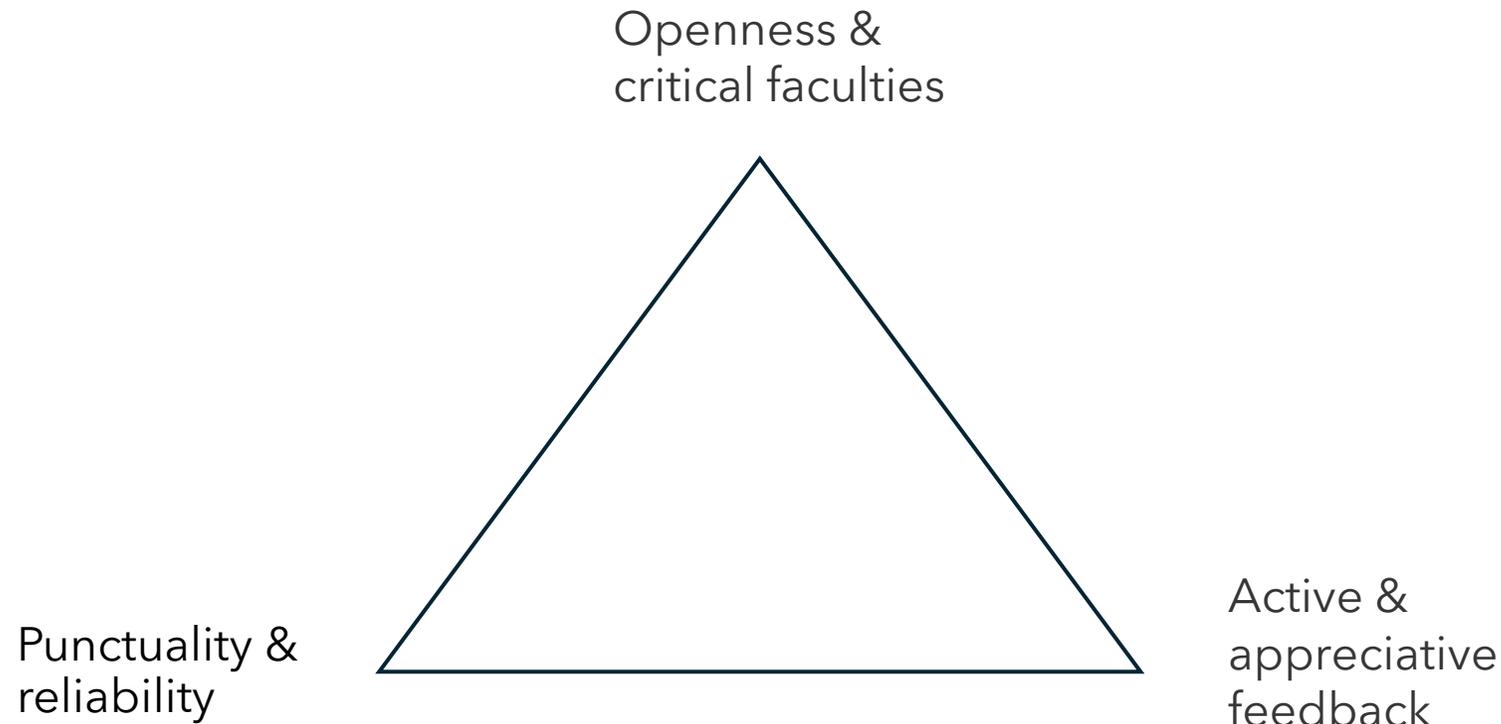
Workshop-Slides:  
XX

**We meet TUESDAYS from 14 - 17 @ Lakeside B01a, Klagenfurt**

Di, 02.12.2025	Kickoff + Team
Di, 09.12.2025	Customer Problem
Di, 16.12.2025	Customer + Target Group
Di, 13.01.2026	Market + Hypothesen
Di, 20.01.2026	Testkonzept + Roadmap (Milestones)
Di, 27.01.2026	Pitching Demo Day



# Shared values create a good atmosphere.



# Who am I, and if so, how many?

2er-Teams

5 Minuten exchange

One introduces the other + presentation of the other's idea in 1 sentence.



**What is your vision of your startup?**

**What is your biggest milestone in 3  
years?**

Take 5 minutes. Write it down and share it with the group if you want.

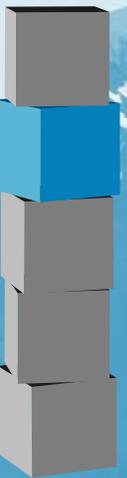
# Mission, Vision & Purpose

- Mission - What are we doing?
- Vision - Where do we want to go?
- Values - Attitude & behaviour, ethics of trade



# Why do startups fail?

discussion



# The idea is only one factor in the big picture.

Startups evaluated the factors for their success.

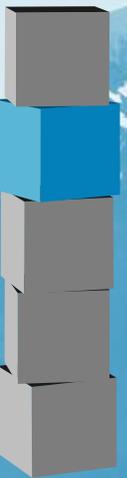
1. Timing
- 2. Team**
3. Idea
4. Business Model
5. Financials

Why do startups fail?

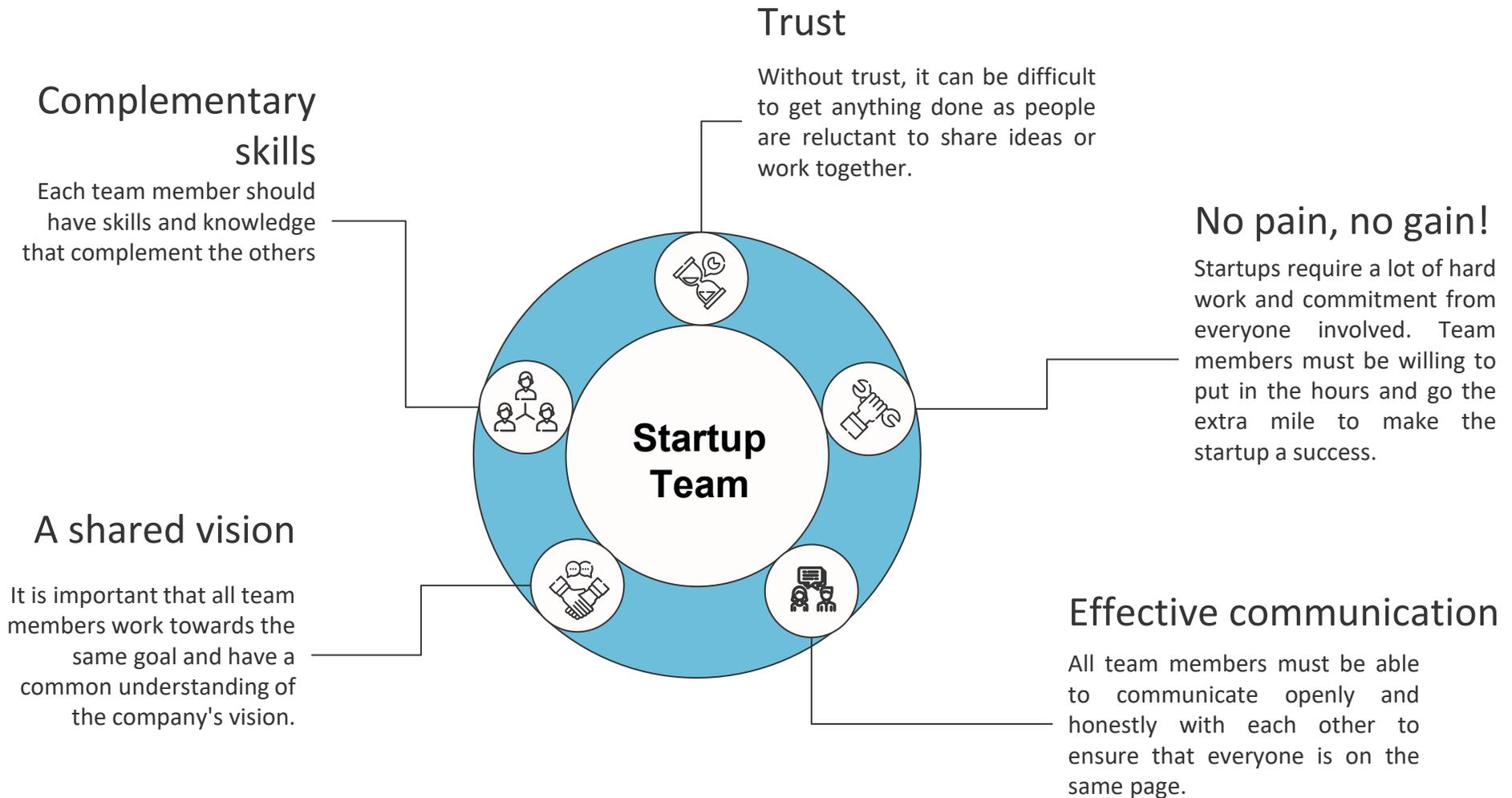
- 20% idea
- **80% execution**

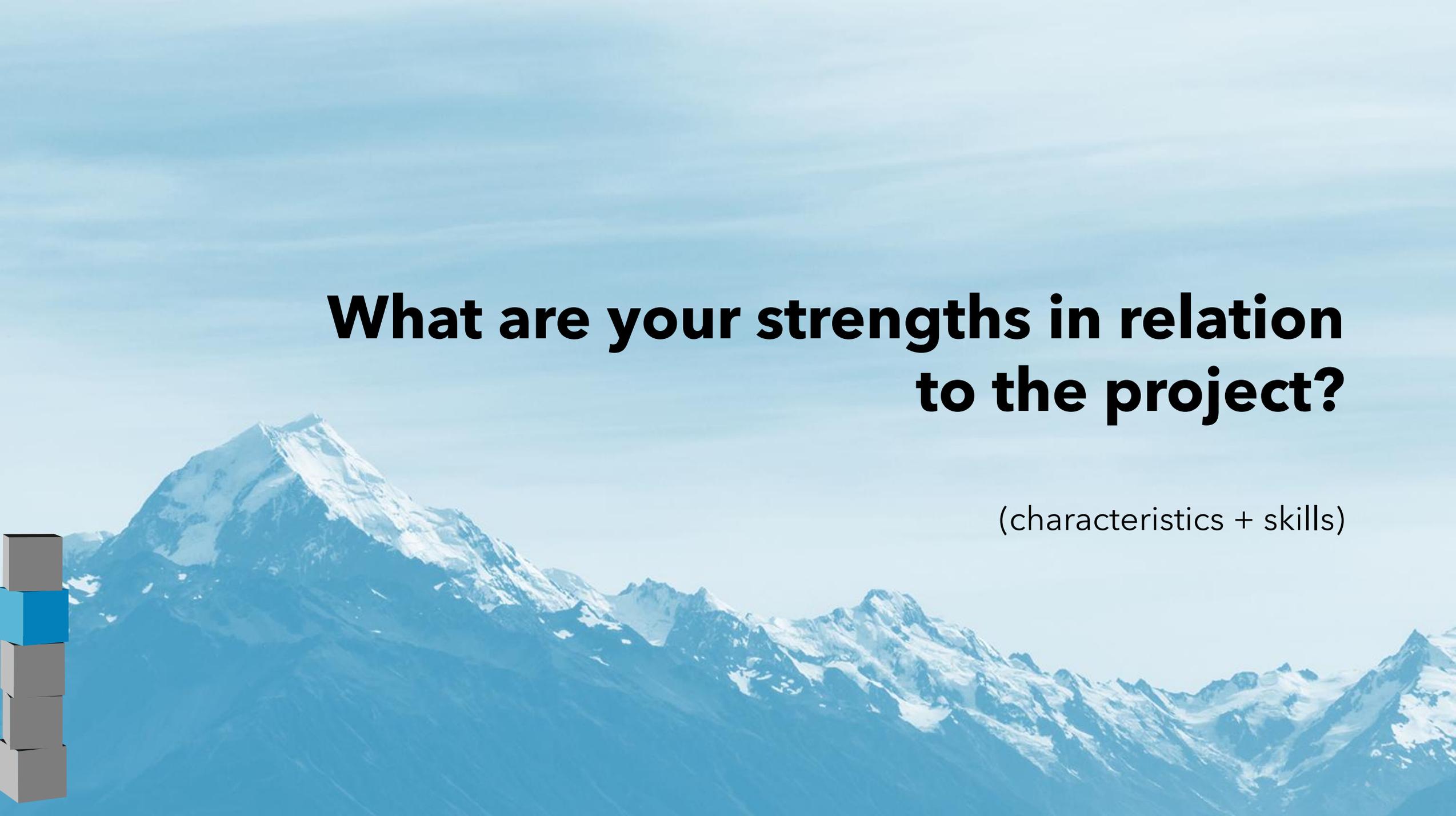
# What characterises successful founders?

discussion



# The team forms the core of every startup.

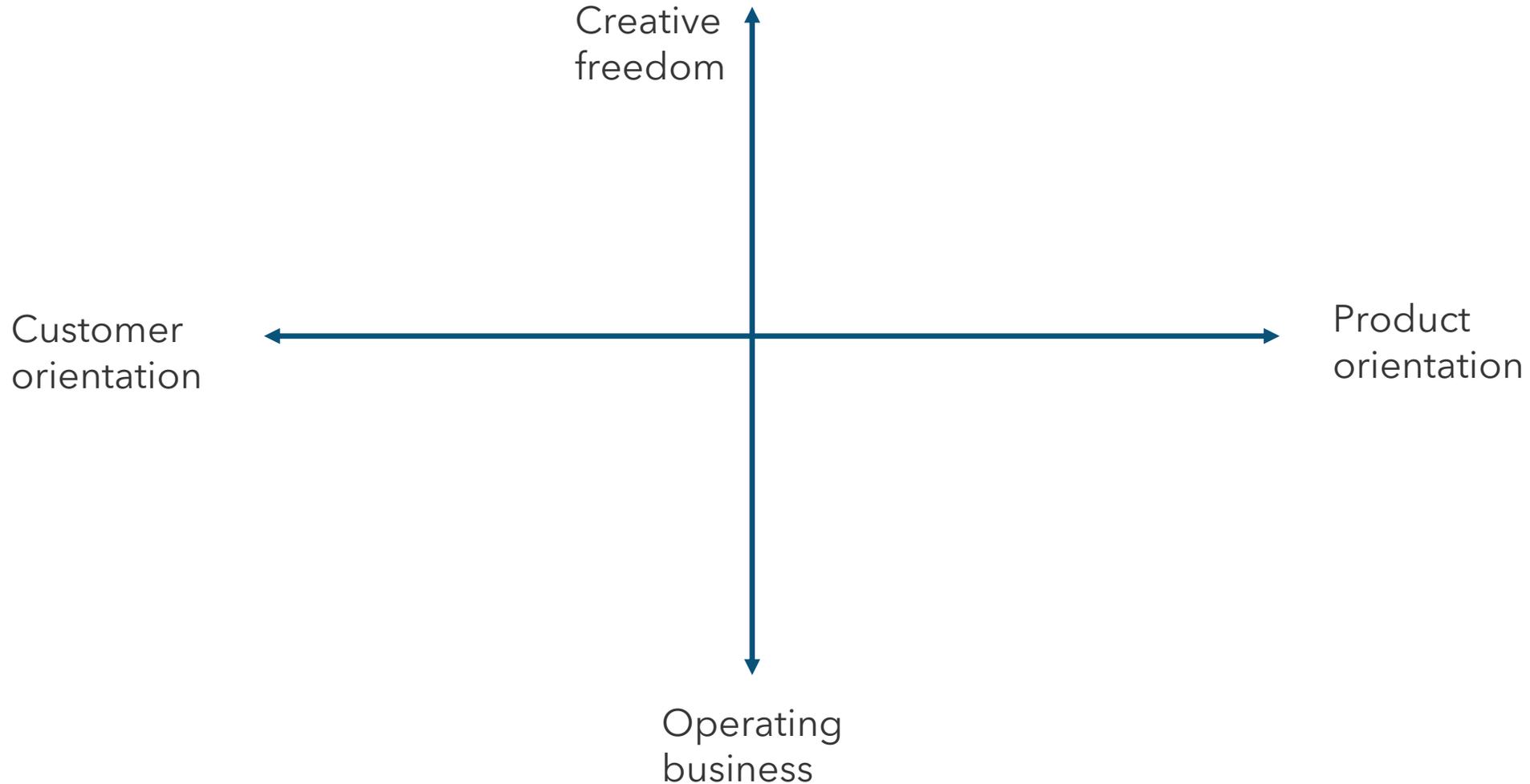




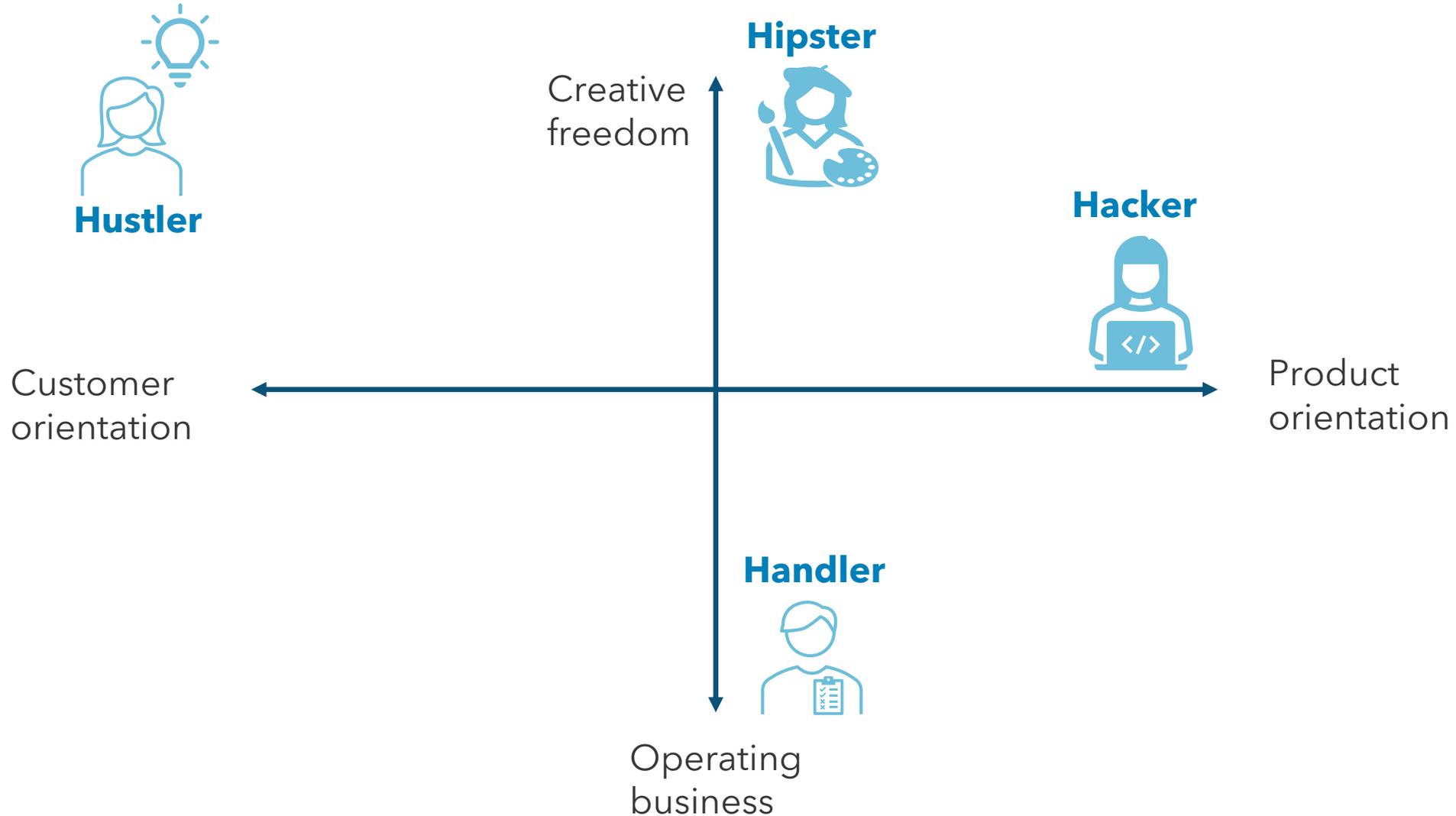
**What are your strengths in relation  
to the project?**

(characteristics + skills)

# Where do you see yourselves?



# Where do you see yourselves?



# 2 core areas characterize every startup.

Business Lead & Sales (CEO)

## Hustler

- Vision & passion
- Customer-oriented
- Communicative outwards to the customer
- Communicative internally - translating what the customer wants
- Active listening
- Astute enough to implement pivots
- Business Lead - Growth

(Software) Developer

## Hacker

- Remarkable problem solver - constantly solution-oriented
- Motivated to find different + more efficient ways to develop products
- Dedication and professionalism
- Must be able to withstand pressure - MVP

# The team is only complete with 2 additional roles.

## User Experience & Design

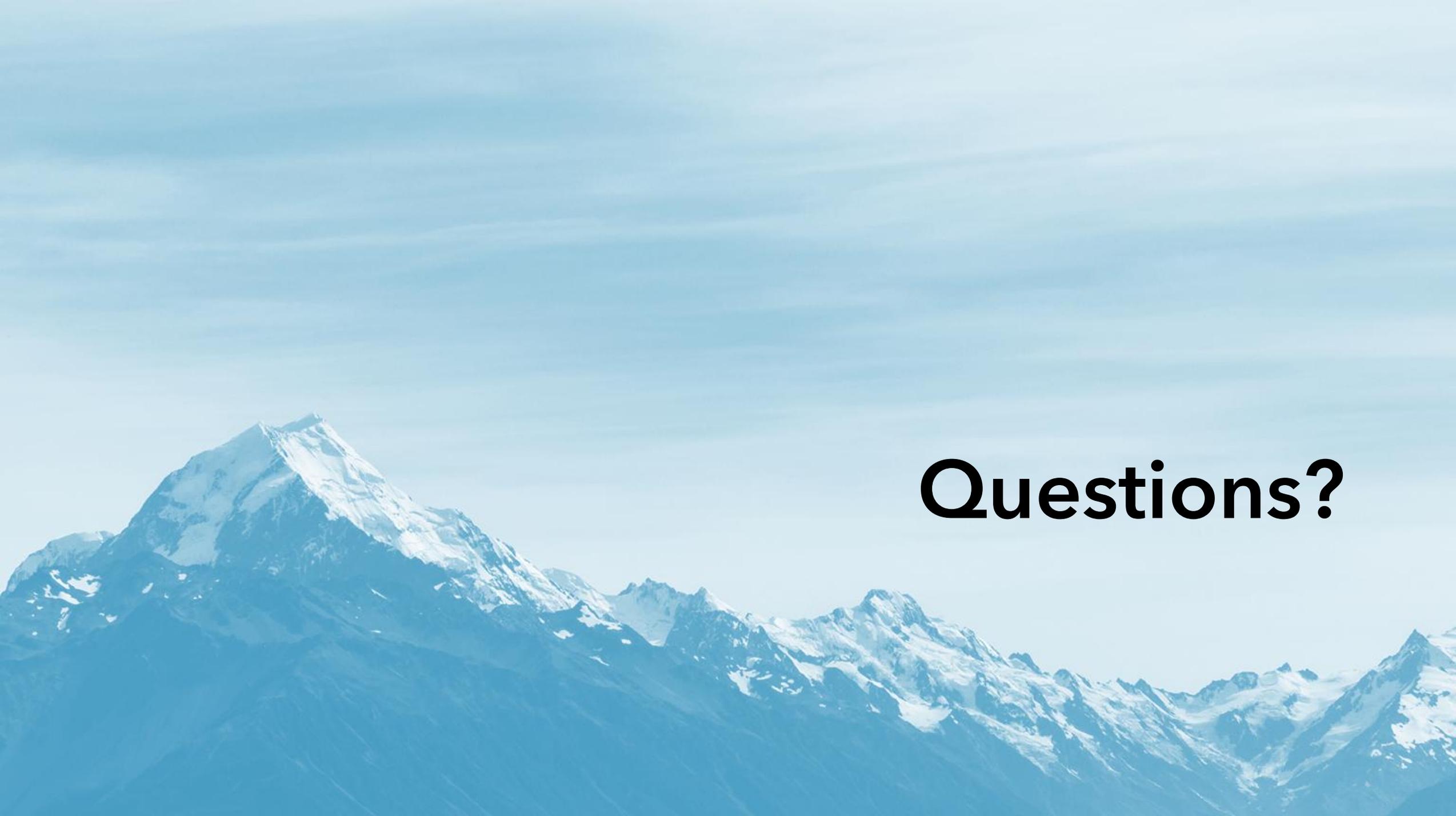
### Hipster

- Creative mind, concerning the design
- Focus on product design & customer experience
- Customer and product-oriented
- Shapes the values of the startup

## Product Management

### Handler

- Combines product development and business development
- Thinks strategically
- Develops new features
- Checks strategies / developments for feasibility
- Implements the vision operationally

A blue-tinted photograph of a snow-capped mountain range under a clear sky. The mountains are rugged and covered in patches of snow, with a prominent peak on the left. The sky is a uniform light blue.

**Questions?**

# Key Learnings

- Be aware of your strengths and trust them!
- In the long term, you should definitely build a team.
- Pay attention to balance. It's the mix that counts!
- Some skills and competences become differently important over time.
- Work regularly on our mission / vision.

# build!

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