

SILICON VALLEY TOUR



TAKKTAG

CORPORATE DIGITAL ENTREPRENEURS

INTRODUCTION

If you are going to San Francisco...then make sure to be well rested and receptive to all the great technologies and business models in San Francisco and Silicon Valley.



On August 20th, 2017, the CDE team and two Board Members - Dr. Claude Tomaszewski and Dirk Lessing - kicked off the Silicon Valley Tour that we all have been waiting for.

During this week, we had 31 activity points of which 18 were visits of companies. We met inspiring people, had passionate discussions and were amazed by the creativity and hands on attitude of this area.



OUR PERSONAL HIGHLIGHTS



CLAUDE'S HIGHLIGHT



LUCID VR

“My highlight was the meeting with Han Jin from Lucid VR. It was highly impressive to learn about Han’s way of presenting and developing himself, impacted a lot by his multi-cultural background. Even though he is being chased by the Google’s of this world and the development of his product only having a head start of 9 to 12 months, he remains very positive about turning his business into a successful exit.”

PETER'S HIGHLIGHT



THE SECRET SAUCE: PEOPLE, PURPOSE, SHARING

“My highlight was the insight that always people, purpose and sharing are key.

People are seen as most important assets. All go for best talent instead of recruiting just good people. This makes a big difference.

Purpose: A strong vision and a meaningful story guides (and motivates) managers and employees, and convinces investors – not a business plan. Some even start without a clue how to do it and learn along the way, every day – all knowledge is available in the Internet. Test, measure and learn is superior to planning.

Sharing of information: Communication is key, full transparency essential. Weekly all-hands meetings are the minimum, even in very large organizations with many physical locations. Avoid secrets, be open.”

MARTINA'S HIGHLIGHT



TEMPO AUTOMATION

“My Silicon Valley highlight was the visit of Tempo Automation. We met with Shashank Samala the Co-founder and VP of Product & Sales, an incredibly humble and smart person. His idea disrupts the electronics development industry. With their software-driven process they create a world where electronics development can move as fast as software development. Customers get their quotes within 2 hours and they have a 3-Day Turnaround. All this in the manufacturing industry - that’s incredible!”

CHARLINE'S HIGHLIGHT



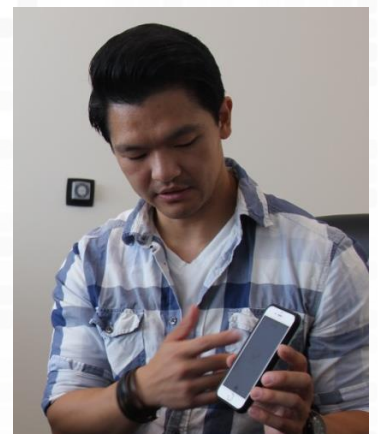
LUCID VR



"My Silicon Valley highlight was meeting Han Jin, Founder & CEO of Lucid VR. He is originally from Hamburg, his parents are from China. It was truly inspiring to see Han present his product vision to us and to discuss the importance of managing

cultural differences between China, Germany and the Silicon Valley to be successful.

Another motivating point he made is that with all the technology and resources available to us, we can learn almost anything."



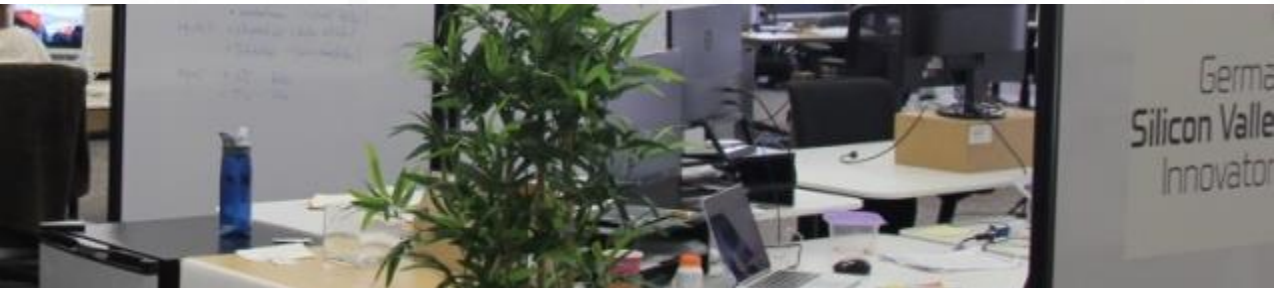
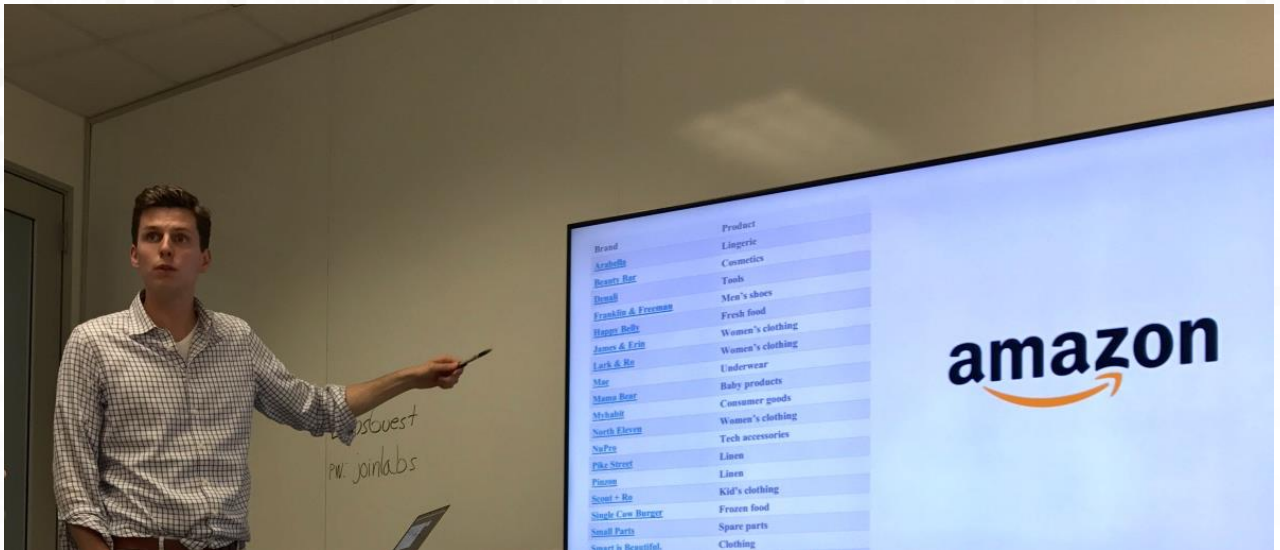
WILL'S HIGHLIGHT



PASCAL LEVENSOHN

“My Silicon Valley highlight was meeting Pascal Levensohn, lead investor with the Dolby family. It was really exciting to have the opportunity to hear the story of a successful investor, especially some of the failures he had throughout his career. One of the things that stood out to me the most was that one of the characteristics of a successful startup CEO was being coachable. I thought this was very interesting, and really lends to the truth behind the saying “learn from the mistakes of others.””

CORNELIUS' HIGHLIGHT



THE SILICON VALLEY SPIRIT

“My silicon valley highlight was to understand that the most important thing as a an Entrepreneur is simply to start and to be aware that you most probably pivot the direction of your business model. Furthermore I became aware that there is no optimal point of time to kick-off as everything develops so fast. As an Entrepreneur you cannot do everything by yourself and therefore you have to be open for discussion but finally you have to be brave enough to execute your own path through the jungle of opportunities. Furthermore you realize that there is life cycle for every company due to brave Entrepreneurs who leapfrog slow companies: innovate or die.”

KONSTANTIN'S HIGHLIGHT



JÜRGEN MATHWICH



“Over dinner with Juergen, Co-Founder of Authentic Vision, we discussed brand piracy, vineyards in Austria and Napa Valley, and how to break down a big vision into smaller goals. It was truly inspiring to learn about Juergen’s journey from Salzburg to San Francisco and how he always has the bigger picture in mind. TAKKT can be very proud to work together with innovators of such high caliber!”



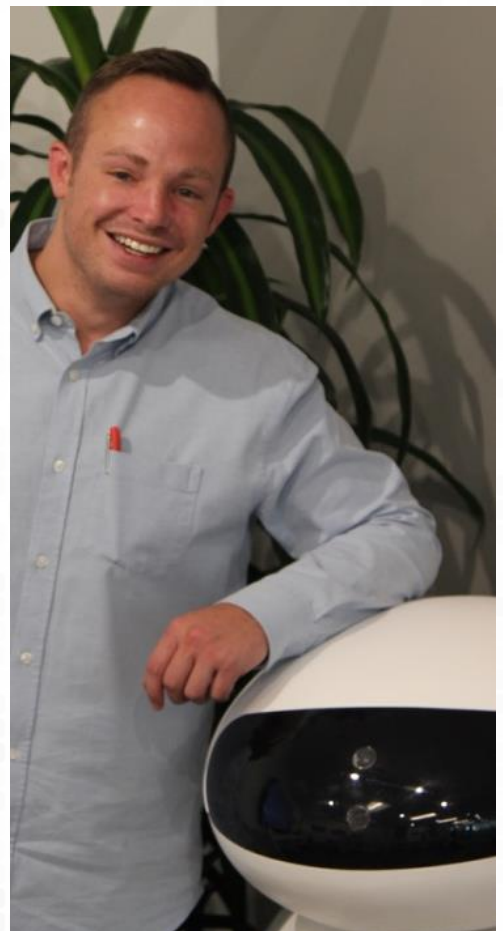
**Authentic
Vision**

NICK'S HIGHLIGHT



TRADESHIFT

“My Silicon Valley highlight was visiting Tradeshift and having the opportunity to hear their Founder & CEO, Christian Lanng’s story. I saw this company as a true disruptor and someone that could potentially help TAKKT in many ways that I look forward to exploring in further detail. Overall, I found the culture and speed of Silicon Valley fascinating when comparing it with some of the things that we are currently trying to overcome. There is a lot of opportunity in the digital space for us and this trip helped prioritize some of those opportunities and exposed us to many new tools and ways of working.”





COMPANIES & MEETINGS



LEAP MOTION

“Leap Motion's mission is to remove the barriers between people and technology. Our unprecedented hand tracking lets you reach into virtual and augmented reality to interact with new worlds.”



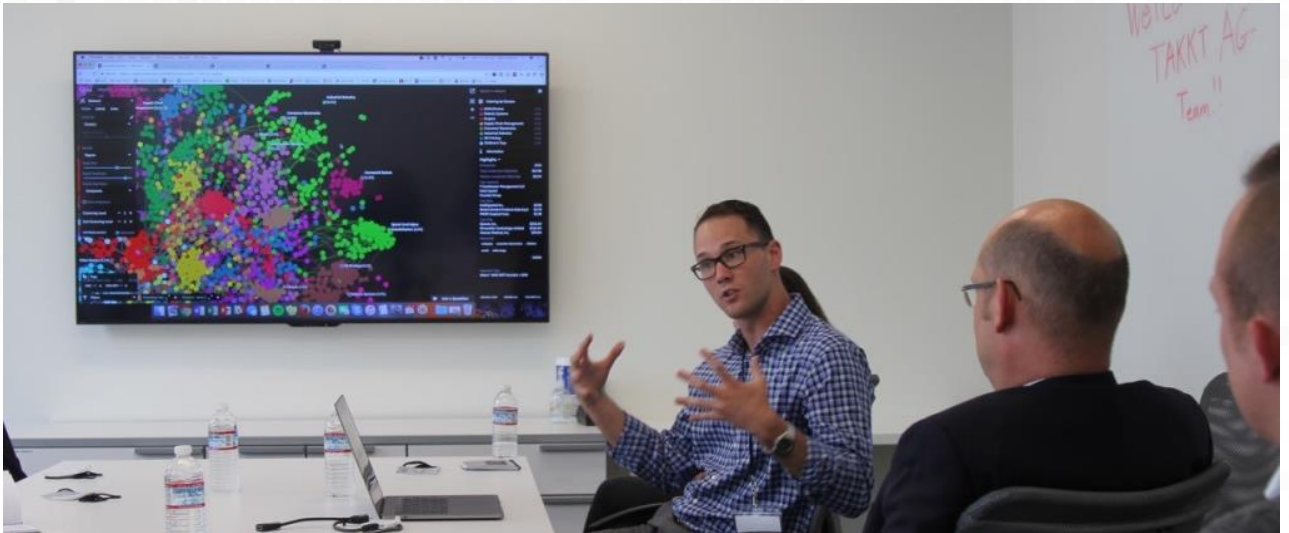
QUICK FACTS

- Company's main focus is on sensor technology that will be sold to VR headset companies that allows tracking of hands within a VR environment without sensor touch points on your hands.
- Leap Motion provides the tool, so others can create the system.
- Company was started because the founder wanted to be able to mold clay in virtual reality.
- Big push for mobile VR and mixed reality is seen as the future
- VR simulations and trainings are a large part of their business (pilots, crane operators, etc.).
- Goal is to bridge the gap between humans and technology and to make robotics more human.
- Weekly town hall is a big factor in company success and morale.

QUID

The QUID Vision:

“We power human intuition with machine intelligence, enabling organizations to make decisions that matter”

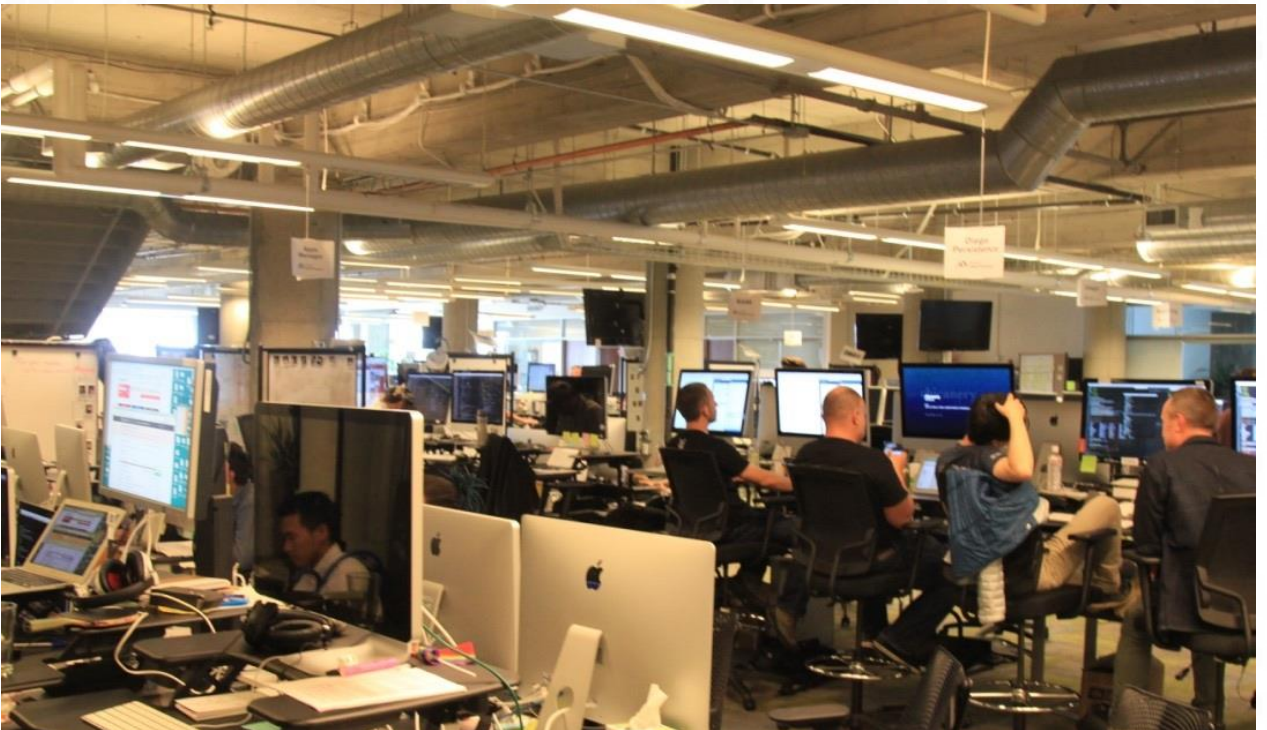


QUICK FACTS

- Platform that helps to visually map trends and connections within data.
- Human intuition at superhuman scale.
- Quid screens data (80% text), to read patterns/trends and structure it.
- Customers can either use the platform via licensing or a consulting service where Quid derives data-driven, customized business strategies.
- Assumed that we used Salesforce and stated that a modern ERP was the most important thing for success in using data
→ How can we start to use top-notch technologies to improve our business and become a data-driven company? Collect and store data in a way that helps us work with them.

PIVOTAL LABS

“Pivotal is changing the world by building great software companies. Only Pivotal combines the best of the Silicon Valley state of mind with a business’ core values and expertise to innovate and disrupt”



QUICK FACTS

- Teaches companies/tech teams within companies to learn how to implement agile methodologies into their everyday work (standups, backlog grooming, etc.).
- Focus on PAAS (Platform as a service) and IAAS (infrastructure as a service).
- Work in teams to train agile methodology and ways of working on site at their offices.
- Clear differentiation between the different roles in development teams is essential for their success.

FYUSION

“We are helping build the next generation of the web by introducing a new approach for capturing and storing visual data, allowing the user to have a 3D view of any person, place, or object.”

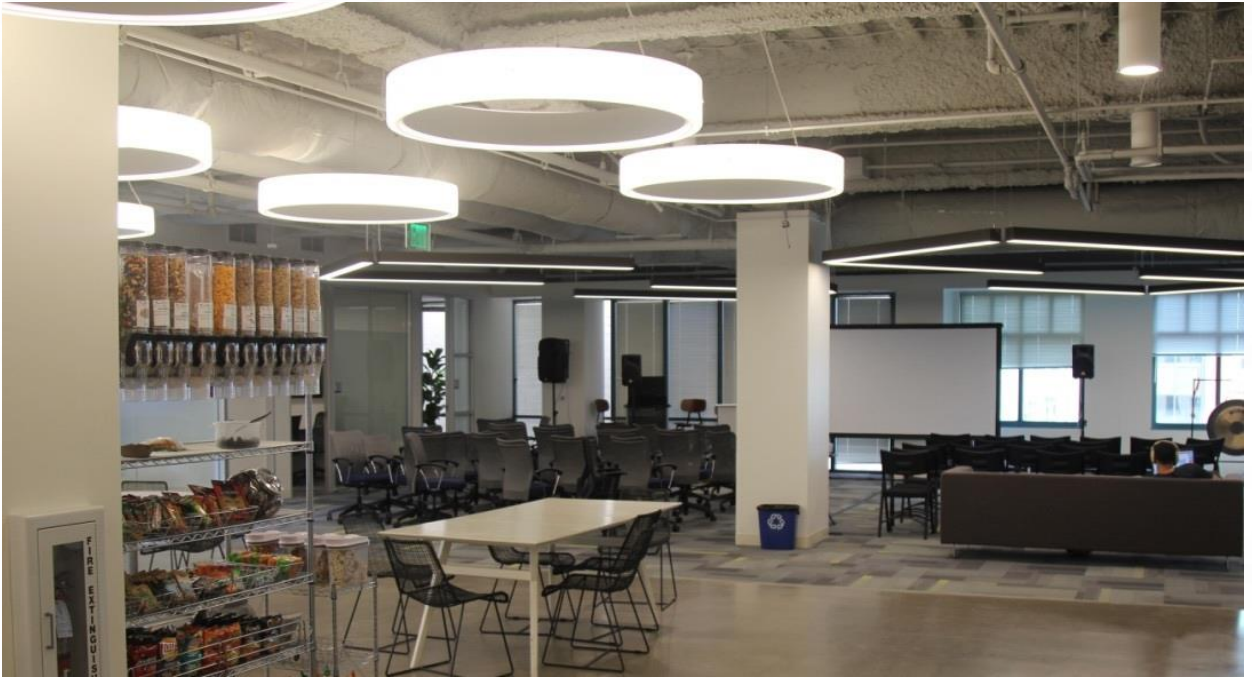


QUICK FACTS

- Technology that allows easy capturing of 3D images using a smartphone - easier and cheaper for future AR/VR applications versus traditional expensive 3D image capturing/rendering.
- Solving hard problems in robotics by applying 3D computer vision and machine learning.
- Ultimate goal - live visual understanding using any object, any camera, anywhere.

VOIQ

“Make each call smarter than the one before.”



QUICK FACTS

- Intelligent scalable sales calls - uber for businesses/sales.
- VOIQ uses data to optimize the Sales Campaigns.
- The Sales Agents operate according to the software, which ensure the same level of quality (no randomness due to different styles of agents).
- Calls every prospect that hits your site within an hour.
- Recording, analysis and transcription of every call → VOIQ uses >90 different parameters to optimize every call they make to improve the success rate.
- Assumed we used Salesforce.

PASCAL LEVENSOHN

*“There two different types of entrepreneurs:
the queens and the guys who only want to become rich.
The successful ones are the queens”*

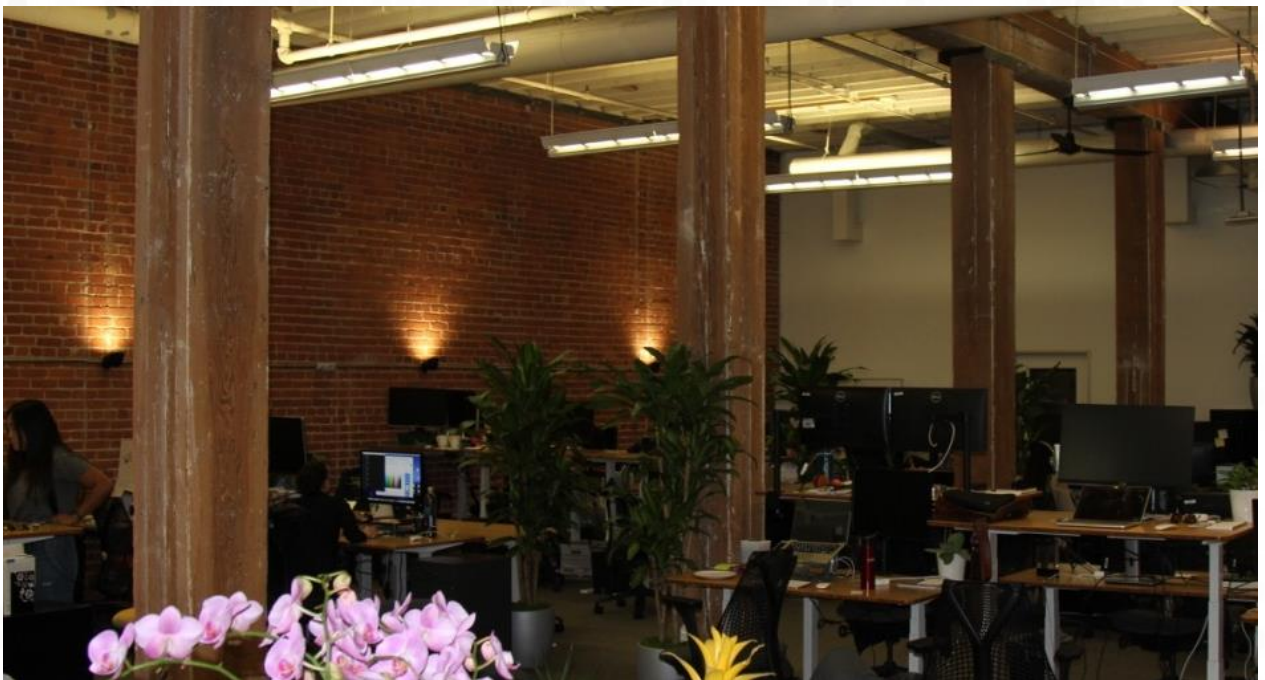


QUICK FACTS

- Main investor for the Dolby family - has managed a number of funds throughout his career.
- One of the main things to look for when investing in a company - CEO/leader has to be coachable.
- His main advice to the younger generation was that we shouldn't be afraid to start big things. He mentioned that he was afraid when he made his first investment. He was sitting next to other investors that he thought were smarter than him. However, that is not the case. To be successful, you only have to get started and be respectful.

GOOD DATA

“Our mission is to fundamentally change how business decisions are made. GoodData leads the way in helping companies gain true insights from all of the data available to them, empowering our customers to take faster, smarter actions that deliver better business results.”



QUICK FACTS

- Digital Enablement - powers transformation of enterprise decisions for every day workers.
- By 2020, 85% of customer interactions will be managed by AI
- Creation of SBAs (Smart Business Apps) which are personalized, data rich and provide recommendations for employees about what to do -> take the human error out of the analysis.
- Structuring of data is not a prerequisite for Good Data.

LOOP AI LABS

“Our mission is to turn any organization into a cognitive business to meet future demand of knowledge workers and to augment the capacity of current ones.”



QUICK FACTS

- Cognitive robotics that simulate human learning and the human thought process.
- Robot learns fully unsupervised - no humans required to train the robot.
- Main problem is that companies cannot see or understand 90% of their data.
- Competitor of IBM Watson.
- Suitable for data with high repetition (slight variations).
- They operate very lean - only a couple dozen software developers on staff.

WICKR

“It is Wickr's mission to enable our users and customers to have access to private communications free from surveillance by increasingly sophisticated actors.”



QUICK FACTS

- Everyone is entitled to a private conversation - Secure. Ephemeral. Available.
- 2 types of companies - those that have been hacked and those that will be hacked.
- 70% of sensitive information is exchanged over email
- Major clients include US political figures, Swaine & Moore, and Palantir, and many more.

TEMPO AUTOMATION

"We're creating a world where electronics development can move as fast as software development."



QUICK FACTS

- Goal is to build hardware faster by using software because the traditional process depends on labor - agile development for electronics and hardware .
- "Rapid prototyping".
- The ordering process is fully automated (quotes within 2 hours, prototypes delivered to the customer within 3-4 business days).

500 START UPS

“Since our inception, we've made it our mission to find and empower talented founders, whether they're across the world or overlooked in our own backyard.”



QUICK FACTS

- Startup incubator and accelerator, offers 3 different programs.
- Seed program: 4 month programs for start-up to get their idea to the next level, key features (Community, Advice, Curriculum, Hands-on Support, Connections, Money).
- Series A program: helps start-ups to build a scalable and repeatable marketing function and reach series A faster, same key features as the Seed program.
- Education & Innovation:
- 1 week bootcamp for investors where they learn how to run an accelerator.
- 4 day intensive course for corporates on how to leverage the start-up ecosystem and drive innovation.

BOX

“Since 2005, Box has made it easier for people to securely share ideas, collaborate and get work done faster.”



QUICK FACTS

- Creating digital experiences using a PAAS - “cloud content management”.
- Enables customers to collaborate in a secure way - smart document tools built into the platform.
- Getting rid of legacy technology is the #1 priority & automatically starts to break down barriers, fuel collaboration, flatten hierarchies, and increase productivity.
- All divisions at Box have access to all information and everything is shared with all employees.

FACEBOOK

"Give people the power to build community and bring the world closer together."



QUICK FACTS

- General tour.
- Learned about the story of Messenger splitting to a separate app, the pushback, and the future possibilities now that it has been done.
- Messenger can be used to communicate directly with customers through a business page.
- Chatbots can be implemented to automate responses/FAQs.
- Can be used for notifications.

ING DAN

“Our mission is to provide an online platform linking entrepreneurs around the globe to the rich supply chain and innovation ecosystem.”

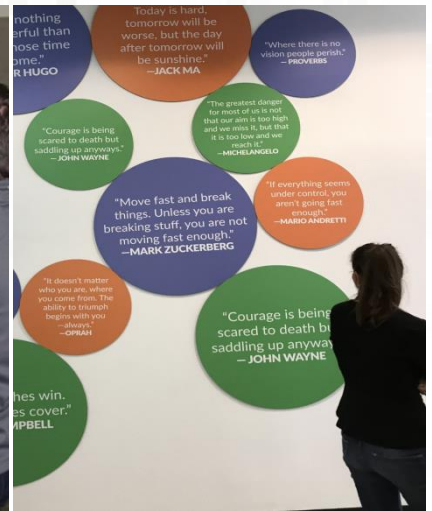


QUICK FACTS

- Main business is manufacturing/selling computer chips.
- Supports young entrepreneurs to find the right suppliers/partners to build a new digital product - all about the connections.
- Believes in developing relationships through their IngDan physical locations that allows anyone to come to get help in developing a new product.

GSV LABS

“The mission is to increase accessibility to high-impact entrepreneurship and business education to people of all ages and backgrounds, while growing a network of Thinktomi thinkers and doers across the globe.”



QUICK FACTS

- German Accelerator - provides office space.
- Truth Hype Cycle - Ridiculed, then opposed, then self evident.
- Move from yes...but, to yes...and...
- Review Netflix core culture deck - standard for Silicon Valley.
- Platform thinking - platforms enable things that are already happening.
- Diskussion about TAKKT's situation competing with Amazon.
- "All great companies start to pipe their business: Platform → own production.

AVAAMO

“ Our mission is to reinvent the way we communicate, transact and get work done using artificial intelligence.”



QUICK FACTS

- BAAS (bot as a service).
- Machines learn by variance.
- Humans learn by repetition.
- Can create chatbots for many different platforms (webshop, Facebook Messenger, etc.).
- Use data from the company
- Bots are only as good as the data it is fed, but the bot can continue to learn over time.

STANFORD

Stanford's mission is the aim to “promote the public welfare by exercising an influence on behalf of humanity and civilization.”



QUICK FACTS

- Strolled around the beautiful campus.
- Address: 450 Serra Mall, Stanford, CA 94305
- Campus size: 12.78 mi²
- Total enrollment: 16,336 (2016)

TRADESHIFT

“Our vision is to connect every business in the world with one solution that evolves as you do.”



QUICK FACTS

- Platform for B2B companies to collaborate.
- Allows transparency and healthy competition among B2B companies, along with a number of fully developed software solutions for invoicing, procure-to-pay, etc.
- Innovation in supply chain solutions usually fail not because of costs but because of not creating value for the customer.

