Recommended Reading

- Tim Clark, Alexander Osterwalder. Business Model You: A One-Page Method For Reinventing Your Career, 2012, Wiley.
 - For strategic development of yourself
- Scheer, August-Wilhelm. Nutzentreiber der Digitalisierung. Informatik-Spektrum, vol. 39(4), pp. 275-289 Springer, 2016
 - http://dx.doi.org/10.1007/s00287-016-0975-4
 - This is a great paper explaining the main drivers for disruptive business model in the internet of services and things.
- [Oddoy] Manuel Oddoy. Softwareentwicklung mit natürlicher Sprache ("Lean Modelling"), Belegarbeit, TU Dresden, Jan. 2014. Supervised by Christian Wende, www.devboost.de
- [Korger] Christina Korger. Organisierte Software-Startups mit kollaborativen Canvases. Großer Beleg. TU Dresden, 2014.
 - http://nbn-resolving.de/urn:nbn:de:bsz:14-qucosa-160539



Selling Strategies

- Neil Rackham. Spin Selling. McGrawHill, 1996
- Neil Rackham. Major Account Selling Strategies. McGrawHill, 1989.
- Michael T. Bosworth. Solution Selling. Creating Buyers in Difficult Selling Markets. McGrawHill, 1995.



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Mentorings of Software Start-Ups

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Ubigrate 2008-2012: Boxes with RFID-Tags to automate logistics



- Mentalmotive (2008-2015): Environment for multimedia exchange
 - Www.mentalmotive.de
- DevBoost (2012-today): Software quality management tools



- Consulting, Domain-specific languages
- Wandelbots (2017-today): Co-working robotics
 - Www.wandelbots.de
 - Demonstration-based teaching of robots
- AppAxy (2020-): collaborative apps
- Mainteny (2020-): IoT-based maintenance of elevators
 - https://mainteny.com/en https://www.youtube.com/watch?v=tDp_IRTNosw











Fakultät Informatik - Institut Software- und Multimediatechnik - Softwaretechnologie - Prof. Aßmann - Software as a Business

Software as a Business 0.1 Overview

Objectives

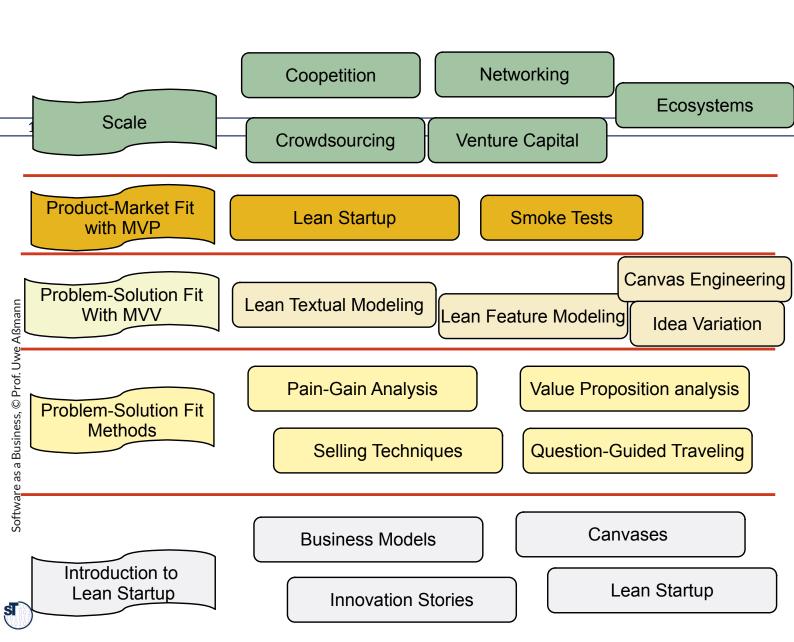
- What are good business models for software?
- Good modeling helps to sell and to survive as entrepreneur
- Understand customers and sales processes
- Understand innovation processes
- **Understand Lean Startup**



Table of Contents

- O Introduction to Lean Startup
 - Basics, Patterns and Tools
 - Lean Startup Process
- ► I Problem-Solution Fit Methods
 - DesignThinking
- II Problem-Solution Fit with MVV
- III Product-Market Fit with MVP
- ► IV Scale





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Internship 2 SWS (60h, 4h per week)

- Developing an innovative app on an IoT platform
 - Group with 5-6 people
- Develop a scalable, sticky and viral business model
 - Use the innovation management system LINC
- Feb 01, 2021: Pitch in front of investors ("dungeon of dragons")
- Introduction to internship: Monday, Nov 2 (tentatively)
 - Presentation of IoT platforms
 - Presentation of LINC

