

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.

Mentorings of Software Start-Ups

- ▶ 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



- www.devboost.de
 - 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



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

- ▶ 0 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

Scale

Coopetition

Networking

Ecosystems

Crowdsourcing

Venture Capital

Product-Market Fit with MVP

Lean Startup

Smoke Tests

Problem-Solution Fit With MVV

Lean Textual Modeling

Lean Feature Modeling

Canvas Engineering

Idea Variation

Problem-Solution Fit Methods

Pain-Gain Analysis

Value Proposition analysis

Selling Techniques

Question-Guided Traveling

Introduction to Lean Startup

Business Models

Canvases

Innovation Stories

Lean Startup





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