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### Agenda

- Who am I
- Why am I an entrepreneur
- My entrepreneurial journey
- Internet startups
- What did I learn

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### Who am I?

**Education:**

- DTU: Msc. EE (2008). Master Thesis: "Fractal Yagi-Uda Antenna"
- Msc. EE (2006) (Barcelona)

**Professional:**

- 2008-2010: Nordic/European Market Manager, Lenovo
- 2009: CEO & Co-Founder, Billetto
- 2010: Co-Founder, Bloggers Delight
- 2010: CEO & Co-Founder, Mewe Group
- 2011: CEO & Co-Founder, Art Workers United

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## Venture Companies



- Revenue 2011: 30M DKK
- 25 Employees
- Operating in Denmark, Norway, Sweden and Hong Kong
- Copenhagen's most entrepreneurial office environment

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Why am I an entrepreneur?

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Freedom



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## Making a difference



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## Intellectual Stimulation



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## Making a better world



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## My entrepreneurial journey

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www.billetto.dk



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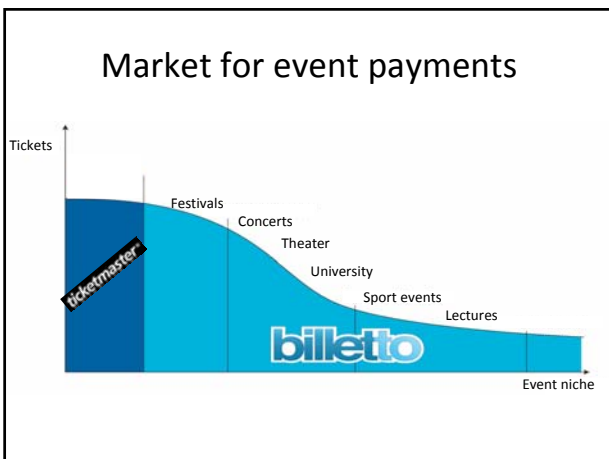
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## Market for event payments



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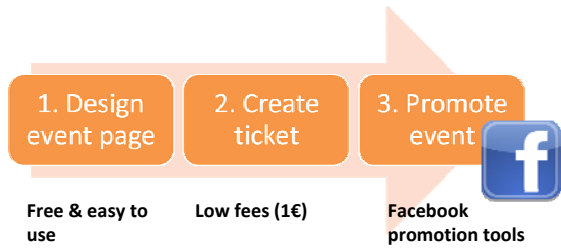
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## Billettero Solution



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## Business Model

- Billettero is free to use for organisers
- Billettero charges a small fee per ticket
- Billettero holds the whole ticket revenue, and pays out the amount after the event.
- No capital binding. Positive cash flow model.

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## The beauty of market places

- "even a monkey could run this business" [ebay]
- Market place: where supply and demand meet
- Slow but steady growth

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## 360 ° advertising agency



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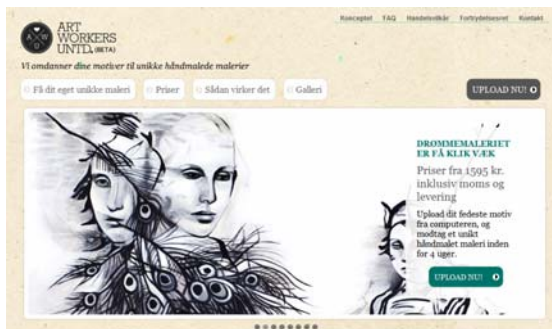
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## www.artworkersunited.dk



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## Why internet startups?

- Low entry barriers
- High scalability
- No capital bindings
- Viral growth potential

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## Marketing experiences

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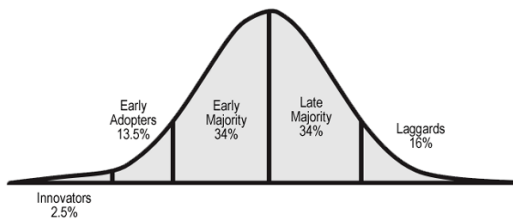
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## The right start-audience makes a difference

Categories of Innovativeness\*



\*From E.M. Rogers, *Diffusion of Innovations*, 4th edition (New York: The Free Press, 1995)

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## The power of social medias



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Wrap it nicely



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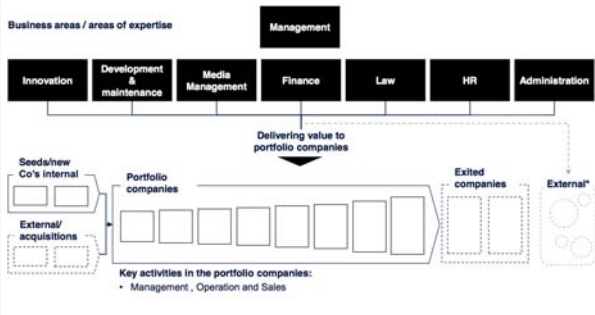
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## Goldfish Ventures -Startup incubator



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What have I learned?

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There are diamonds that are not  
found yet



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"Good artists copy, great artists steal"  
[Picasso]

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Do it!  
-the unpredictable effects of action

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Good decisions comes from  
experience  
– experience comes from bad  
decisions

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**DON'T BE AFRAID**  
I'm not going to steal them, I just want to play with them a little bit

Dont be afraid  
of telling  
people about  
your ideas

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**Get drunk!**

**Why You Should Get Drunk – The ROI of Partying**  
by SHIL PATEL on SEPTEMBER 26, 2011



- <http://www.quicksprout.com/2011/09/26/why-you-should-get-drunk—the-roi-of-partying>

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**Q&A**



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Thank you!

Stay in touch:

Henrik Teisbæk  
ht@billetto.dk

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