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# Why startups like cloud?

Pascale Xélot, Director, IBM Europe  
IBM Digital Business Group



**IBM** **DBG**

 [pascale.xelot@fr.ibm.com](mailto:pascale.xelot@fr.ibm.com)

 [www.linkedin.com/in/pascalexelot](http://www.linkedin.com/in/pascalexelot)

# So... many good reasons to choose Cloud

## Top 10 Reasons why Startups should Consider Cloud

JANAKIRAM MSV 20 JULY 2012 1 share f in



## Top 5 Reasons Startups Love The Open Cloud

By John Engates - February 28, 2013

I just got back from a trip to Los Angeles – a city that is experiencing a massive startup movement. I was so fired up after meeting with lots of great companies that I felt compelled to write something here and also share some of the video we shot last week. It was electric – the accelerators, incubators and VCs are pushing the innovation envelope and developing what could be the next big thing.



BONUS  
The Open Cloud Has Better  
T-Shirts

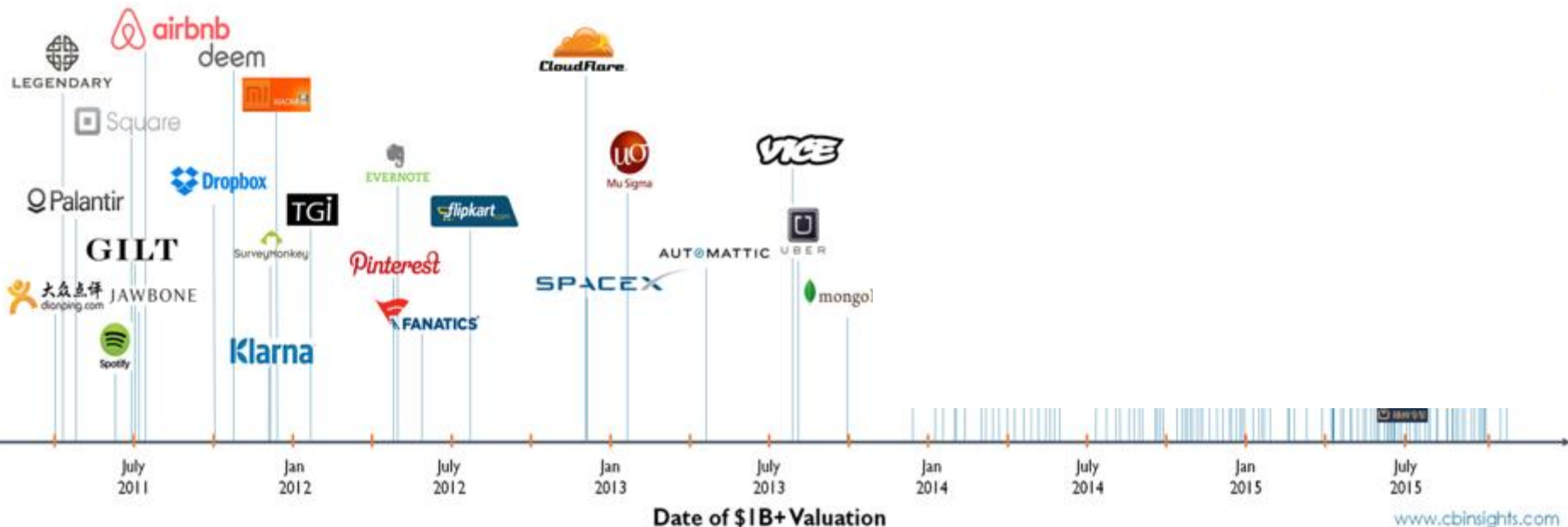
# Cloud accelerates the number of Unicorns

## The Increasingly Crowded Unicorn Club

Created by:



Private Unicorns since 2011



# *The Startup Explosion is mostly due to*

- A fast drop of the **cost of entry** for most new ventures
- Innovation and competition now coming from **everywhere**
- Easier environment to **scale up** : new products and services can be launched **instantaneous** and new buyers can be reached with record **speed**

# *Let's focus on 3 key factors*

- **cost of entry**
- **agility**
- **scale up**

# *Let's focus on 3 key factors*

➤ **cost of entry**

➤ agility

➤ scale up

# Cost of entry



## **MediaWen International**

provides online linguistic solutions for video content including Closed Captioning, Multilingual Subtitling, and Automatic Dubbing across Web, mobile and TV to multinational customers.

Founded in 2014 <http://mediawen.com/>

*Developped and run on Bluemix.*

*Consume IBM Watson language Translation, IBM Watson Speech to Text, IBM Watson Text to Speech. Run on Bluemix*



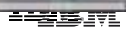


<https://www.youtube.com/watch?v=9S5xg5DvbO>

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**Erwan de Keratem**  
Founder & CEO  
Mediawen





# Cost of entry : Cloud versus Self-managed

	Cloud	Self-managed
<b>Set-up</b>	\$0	\$4 000
<b>Application development</b>	30 days	75 days (* from NAB use case)
<b>Management</b>	\$0	\$12 000
<b>APIs (Translation Services)</b>	\$65 per month (Pay as you go) (\$780/year)	\$ 5 000* (* estimate)
<b>APIs (Speech-to-text services)</b>		\$ 5 000* (* estimate)
<b>Infrastructure (DB/OS/Backup)</b>	\$500 per month (Pay as you go) (\$6000/year)	\$24 000 (One time charge, CAPEX)
<b>Infrastructure (HW/HA/SLA)</b>		
<b>1<sup>st</sup> year investment</b>	<b>\$6 780</b>	<b>\$34 000</b>

# *Let's focus on 3 key factors*

➤ cost of entry

➤ **agility**

➤ scale up

# Agility : How to lead startups to innovation



Start with a disruptive idea



Experiment & design the solution



Define the Minimum Viable Product (MVP)



Build on Bluemix & Integrate with existing systems



Scale

Ignite

Design

Realize

Scale

IBM DESIGN THINKING

AGILE eXtreme Programming



# Agility : IBM Design Thinking Workshop

*We take a lean and user- centered approach, based on persona(s) to help you rapidly identify, prove, design, build, and deploy the right app for the target market*

**Hills** focus your project on big (but attainable) problems and outcomes for users



**Sponsor Users** help you design experiences for real target users, rather than imagined needs

**Playbacks** align your team, stakeholders, and clients around the user value you will deliver



# Agility : IBM Design Thinking Workshop

**Formulate new ideas, diverge, and converge around a new and transformative user experience. This is where the innovation picks up speed!**



**Empathy Map**



**As-Is Scenario**



**Ideation**



**Storyboarding**



**Paper Prototyping**



**Define MVP**

### SunPod Cyclo for tourism industry



- Provide additional services
- Differentiate
- ROI(€)
- Happy customers



#### SunPod Cyclo

Electric  
Bicycle

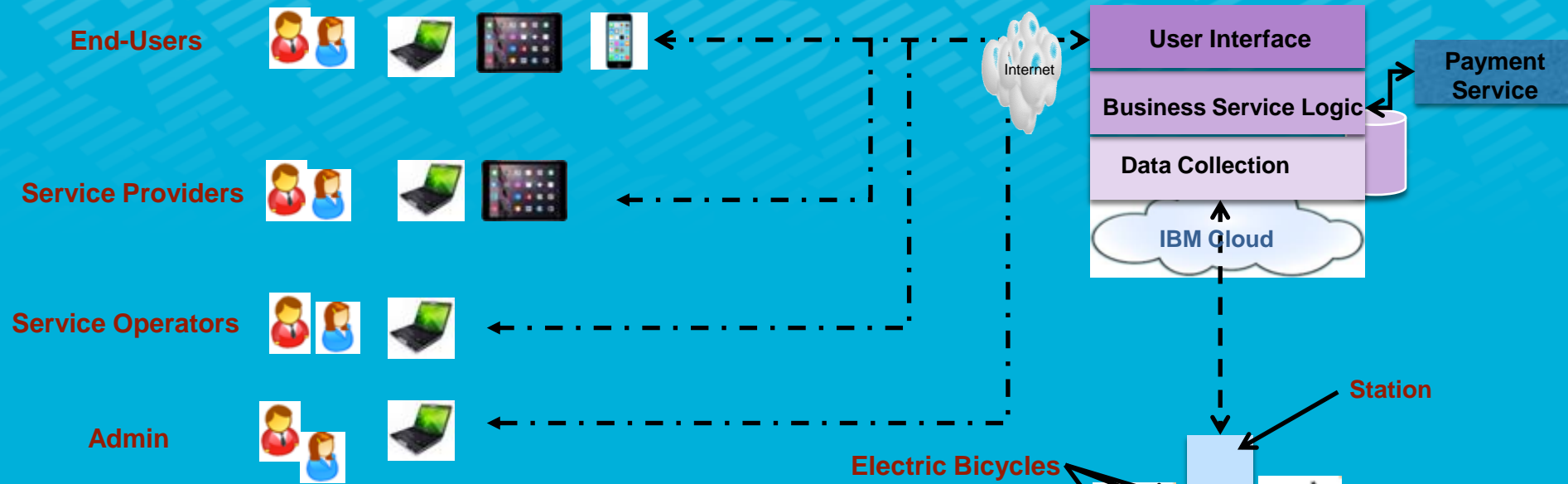
Connected  
Solar  
charging  
stations

A rental  
service platform

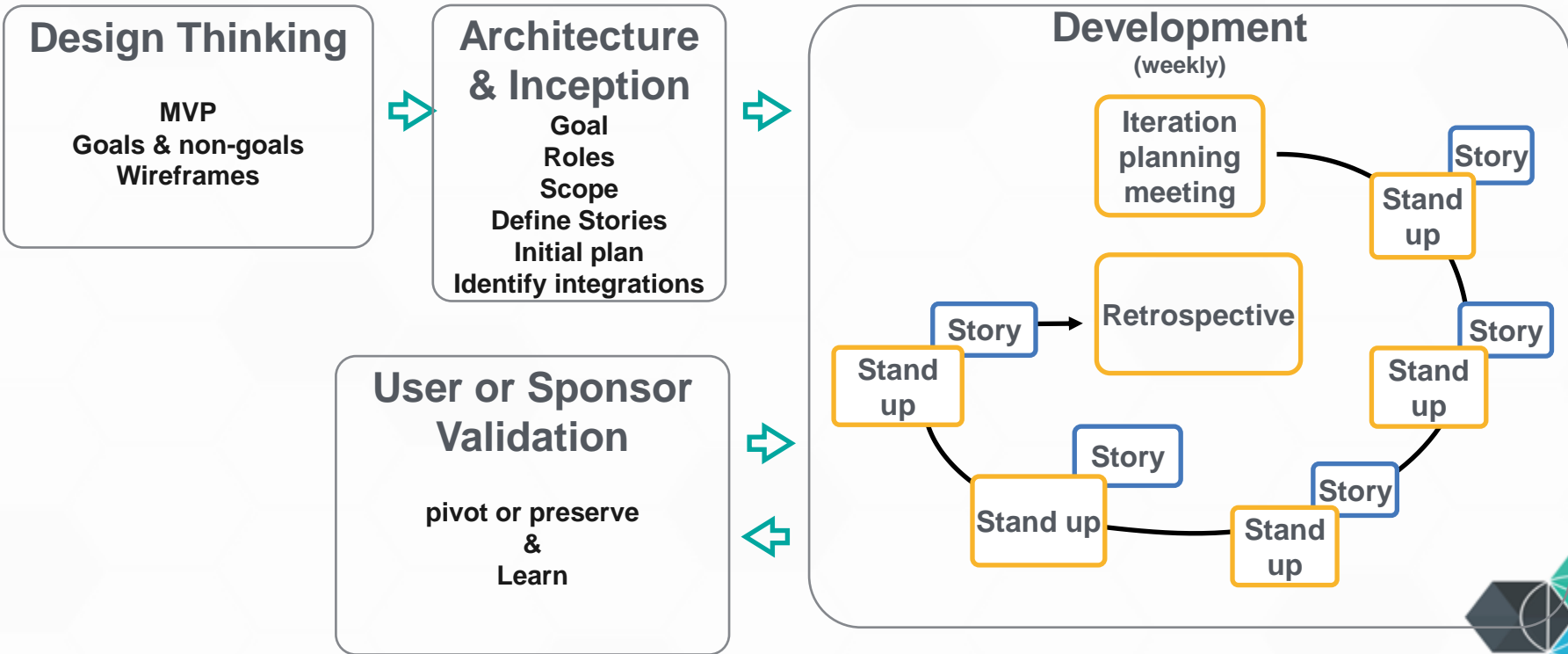




# Agility : Electric bicycles with solar charging stations rental services platform



# Agility : an iterative process



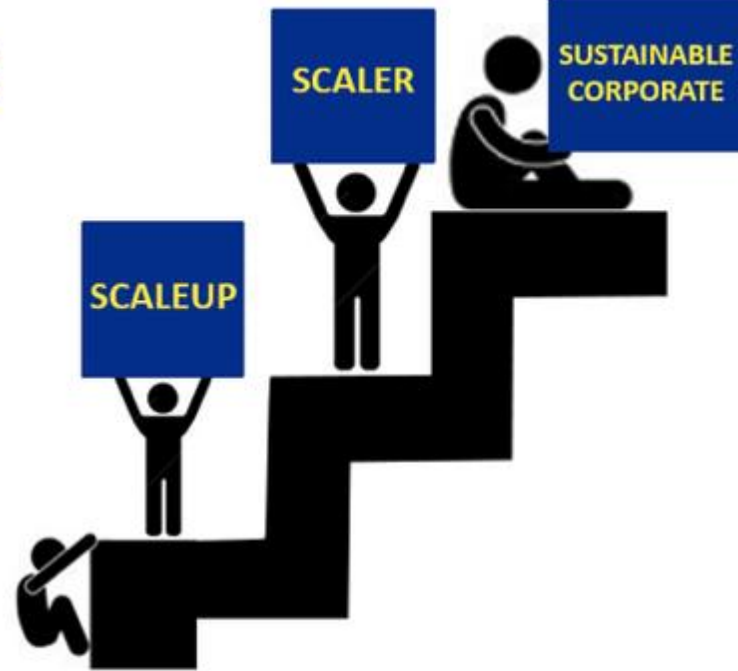
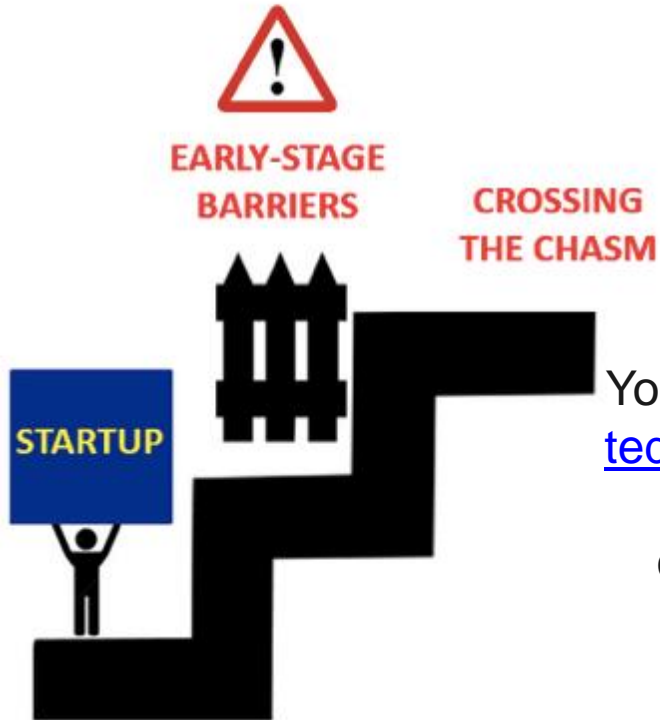
# Agility : outcome more customers



# *Let's focus on 3 key factors*

- cost of entry
- agility
- **scale up**

# From Startups to Scaleups



Your startup becomes a scaleup after it has [validated its business model hypothesis](#), solved all the startup challenges, and thereby is ready for growth – exponential growth.



# *Scale up : From Minimum Viable Product to a robust solution*

- ✓ More computing power,
- ✓ More security,
- ✓ More robustness,
- ✓ More functionalities : Artificial Intelligence, chatbot, analytics, IoT...
- ✓ Geographical expansion



Asante Gracías شڪرا mulțumesc hvala  
salamat 謝謝 Thank you Danke Hvala  
ありがとう Obrigado Merci Grazie 谢谢  
dank u ευχαριστώ Благодаря Děkují  
ačiū Tack хвалю Sağol تشكر از شما