



ICMA **LIVE!**

ICMA General Meeting, Vienna, Austria
November, 6th 2010

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LIVE! | How long does it take to...

- ...form a team, that
 - ...designs,
 - ...builds,
 - ...markets and
 - ...launches
- ...a working classified advertising site?

Answer: **Maximum**
Five hours*

* Because that's all we have today

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Why | Target Takeaways of the Day

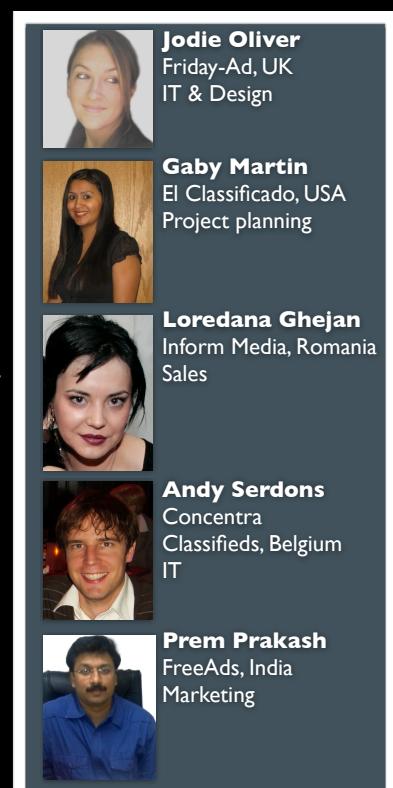
- **Roles in a Team**
 - A temporary cross cultural and cross disciplined team of experts working under time constraint
 - Individual roles inside a such team and the development of the roles
- **Corporate Entrepreneurship - is it possible?**
 - Bootstrapping is part of an entrepreneurial life. At the start the carrying force is just great idea. Though the resources are limited, often the results are amazing.
- **Get the Right Things Done**
 - Where to focus, when things have to be executed as soon as possible, yet successfully?



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The Rules | Task & Bonuses

- **Task**
 - Each team **designs, develops, markets and launches a working classified advertising site**
 - The work day is over at 3:30pm
 - At the end each team has to make an investor pitch where they try to sell their booming business
- **Assistance**
 - There are well prepared consultants available. They help and answer when asked. Note the limited availability of the resources.
 - Today's technology solution is Wordpress, which are pre-installed for your convenience.
- **The bonus points are the *incentive system* of the day**
 - Those teams that present their project plan to the chair before 12:30am earn +5pts
 - Opening a technically working site with online classified functionalities adds +5pts
 - Teams who have presented their marketing campaign and started the marketing before 2:30pm earn +5pts
 - If the site reaches more than 100 unique visitors the team earns +5pts
 - The same happens if the site's database has more than 100 unique items for sale, +5pts
 - A working monetization model is worth another +5pts
 - After the investor pitches, each team has to chose another team that will earn +15pts



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The Rules | Keep in Mind

- Everyone has **right** to participate
- Think about the three aspects
 - Organizational dynamics
 - Different roles in the team
 - Your role in the team
 - Corporate entrepreneurship
 - Getting the Right Things Done
- Share your comments via Twitter
 - Use **#icmavien** so we can track all tweets
- It is all about making **successful business** and pitching it to the investors
- Fill the **questionnaire** before leaving the room



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**Hey, the time is
running - Have
Fun!**

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Timing | Milestones

11:00 Short introduction

11:30 Work starts

12:30 Deadline for Project Plan

12:30-14:00 Lunch (Working time)

14:30 Deadline for five minute peak to the Marketing Plan

15:00-15:30 Coffee

15:30 10 minute investor pitch - Sell your exciting site!

Quick comments via Twitter (#icmavienna)

16:30 Summary and the takeaways



Thank You!

