



ICMA LIVE!

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



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



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?



The Rules | Task & Bonuses

- **Task**

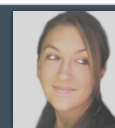
- Each team **designs, develops, markets and launches a working** classified advertising site
- The work day is over at 3:30pm
- At the end each team has to make an investor pitch where they try to sell their booming business

- **Assistance**

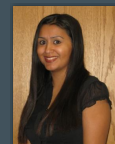
- There are well prepared consultants available. They help and answer when asked. Note the limited availability of the resources.
- Today's technology solution is Wordpress, which are pre-installed for your convenience.

- **The bonus points are the *incentive system* of the day**

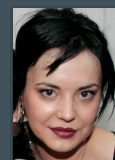
- Those teams that present their project plan to the chair before 12:30am earn +5pts
- Opening a technically working site with online classified functionalities adds +5pts
- Teams who have presented their marketing campaign and started the marketing before 2:30pm earn +5pts
- If the site reaches more 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



Jodie Oliver
Friday-Ad, UK
IT & Design



Gaby Martin
El Classificado, USA
Project planning



Loredana Ghejan
Inform Media, Romania
Sales



Andy Serdons
Concentra
Classifieds, Belgium
IT



Prem Prakash
FreeAds, India
Marketing



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 **#icmavienna** 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



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

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!

