
**Let's go
&
get things rolling**

11.11.2021 online CHEMOVATOR

Who am I?

Sebastian <https://www.linkedin.com/in/drsww/>

Quick Personal History to entrepreneurship



Pulse Energy

1 μJ

10 μJ

22 μJ

35 μJ

50 μJ

60 μJ

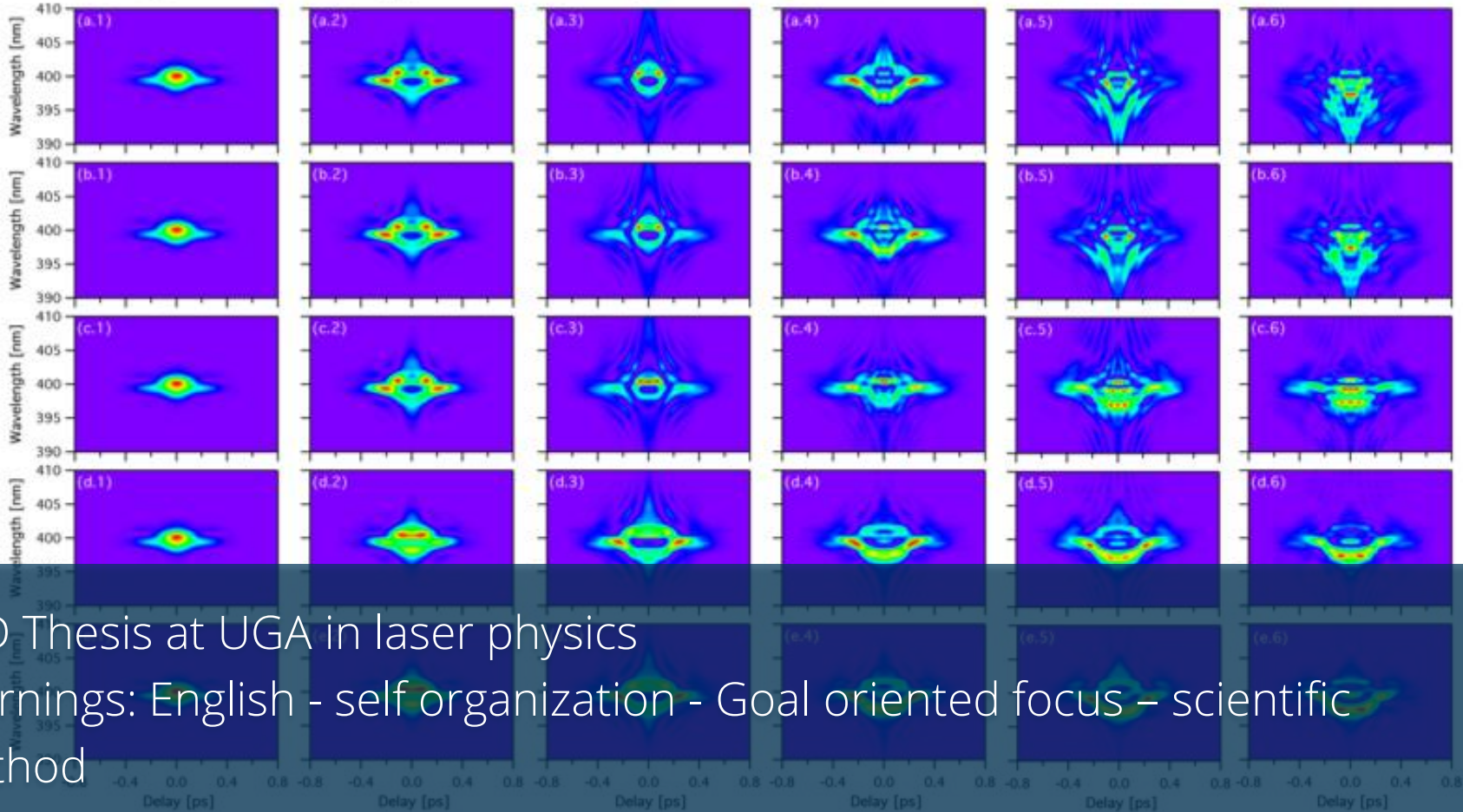
Aperture Diameter

No Aperture

25.4 mm

12 mm

4 mm



PhD Thesis at UGA in laser physics

Learnings: English - self organization - Goal oriented focus - scientific method

From laser science to
Nuclear energy

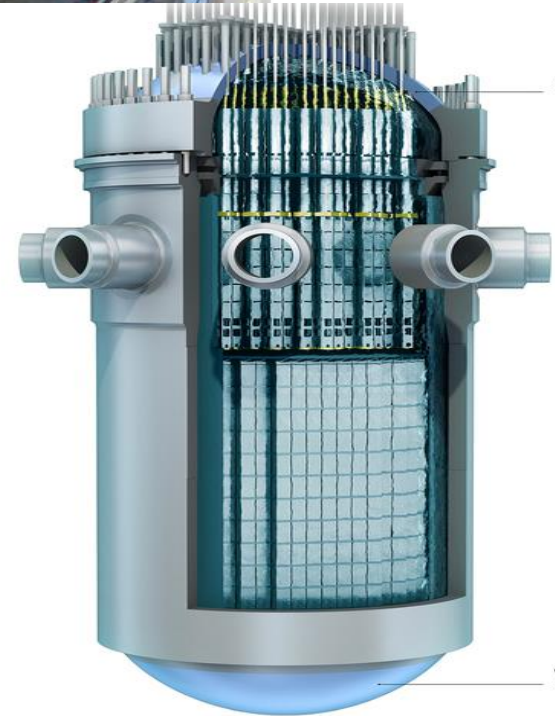
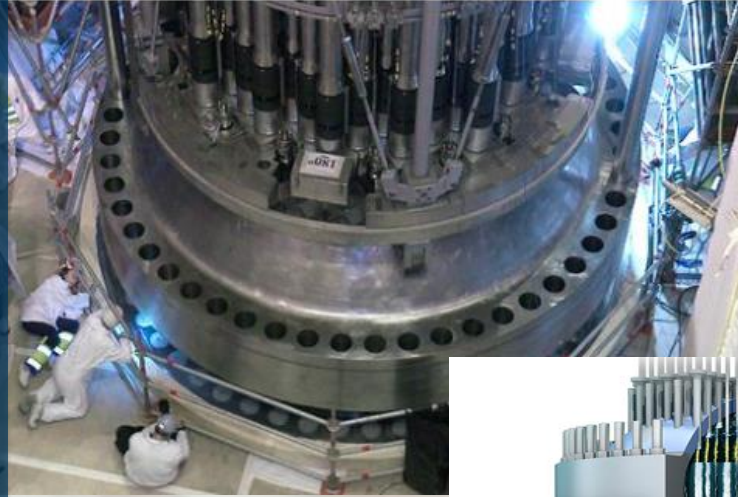
Learnings:

Working in regulated industry

Big company inner workings

Project management

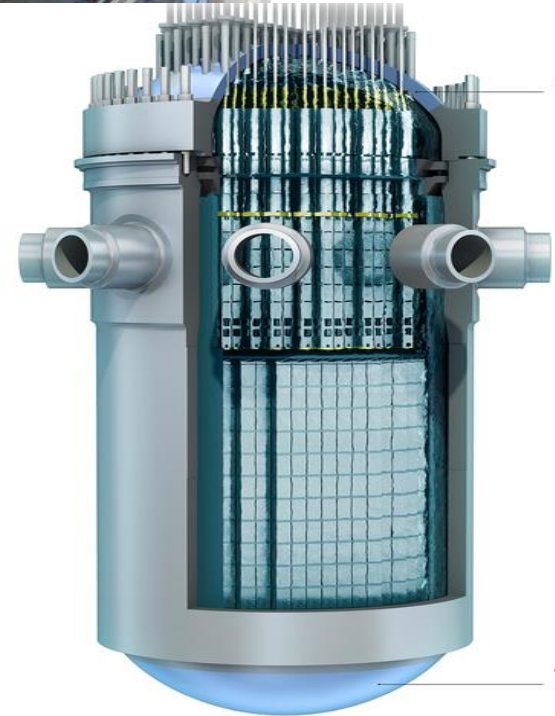
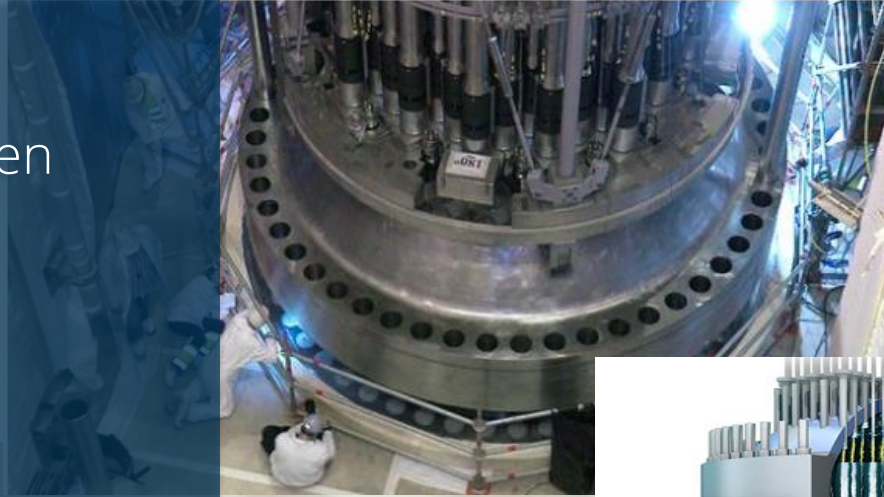
Hiring and team building



Indicators for Mis-Fit:

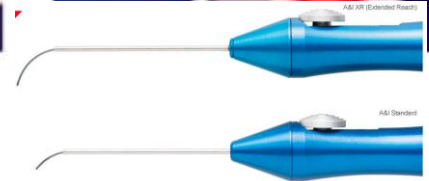
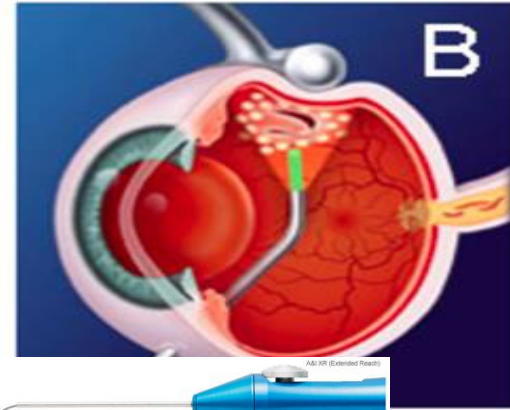
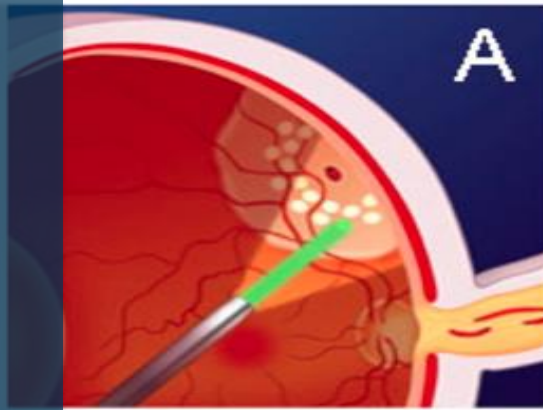
- Rules are there to be broken
- Everything is sooo slow
- „Scheinerfüllung“ as tactic
- Not Risk Averse

Company Results driven –
not Indicator driven.

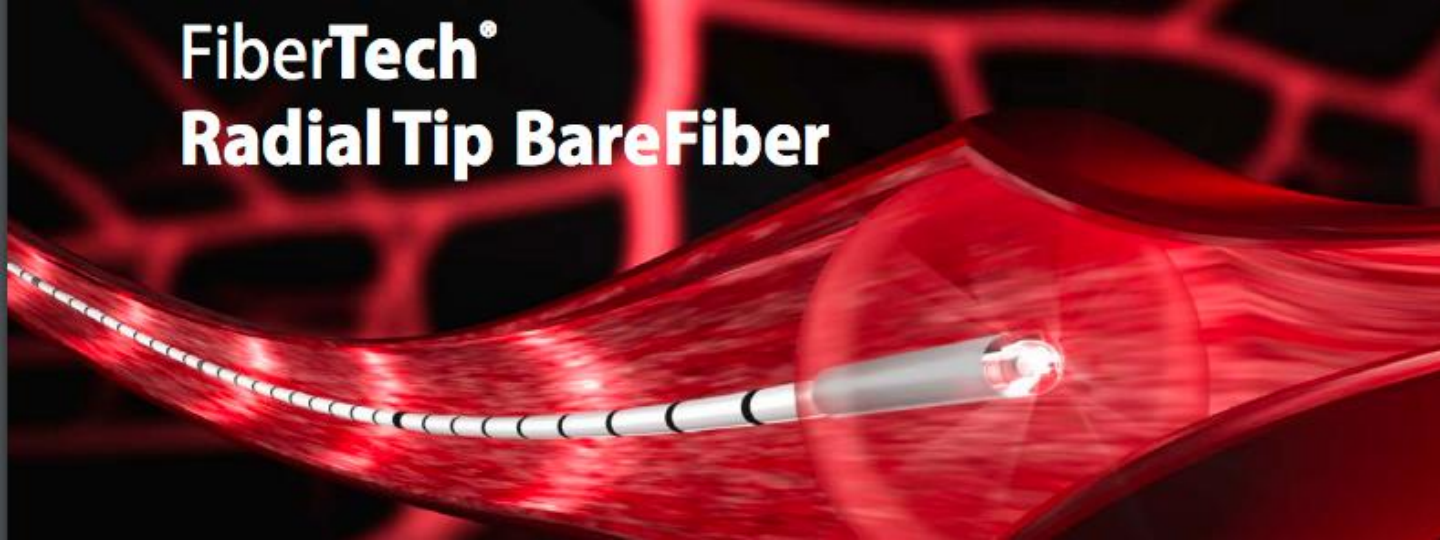


Indicators for Mis-Fit:

- Change driven vs. Inertia
- Company Culture
- Big Projects vs. Small Projects
- Projects vs Products



FiberTech® Radial Tip BareFiber





I did not know what “startup” meant at the time.

But with a Co-Founder and an idea I founded one.



That was the one moment to start.

A rowing team is shown on a blue lake at sunset. The rowers are wearing red and black gear, and their oars are visible. The water is calm, reflecting the sky. A dark blue text box is overlaid on the water, containing two paragraphs of white text.

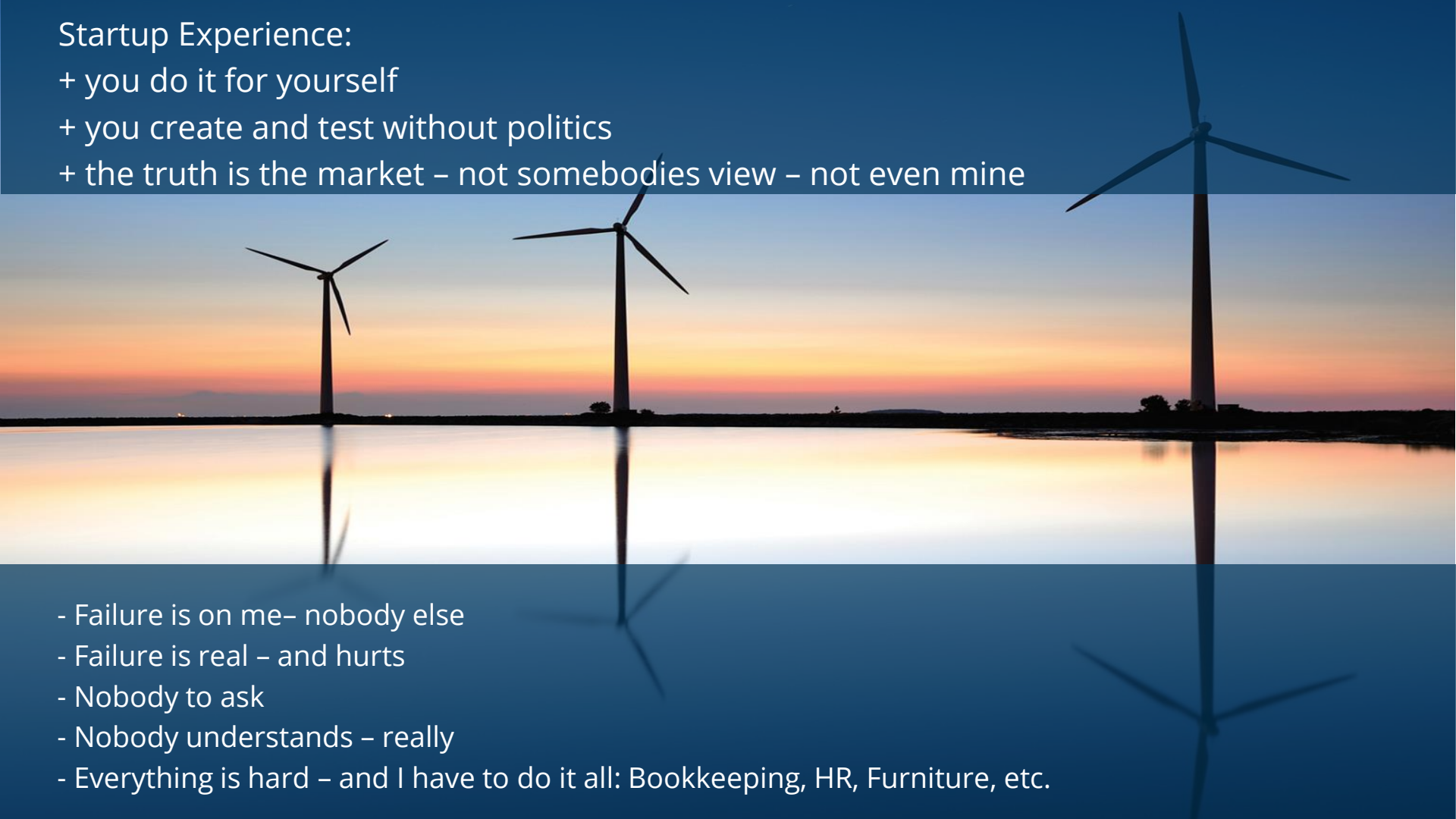
After selling a medical device marketplace startUp I am now CGO of a medical device company.

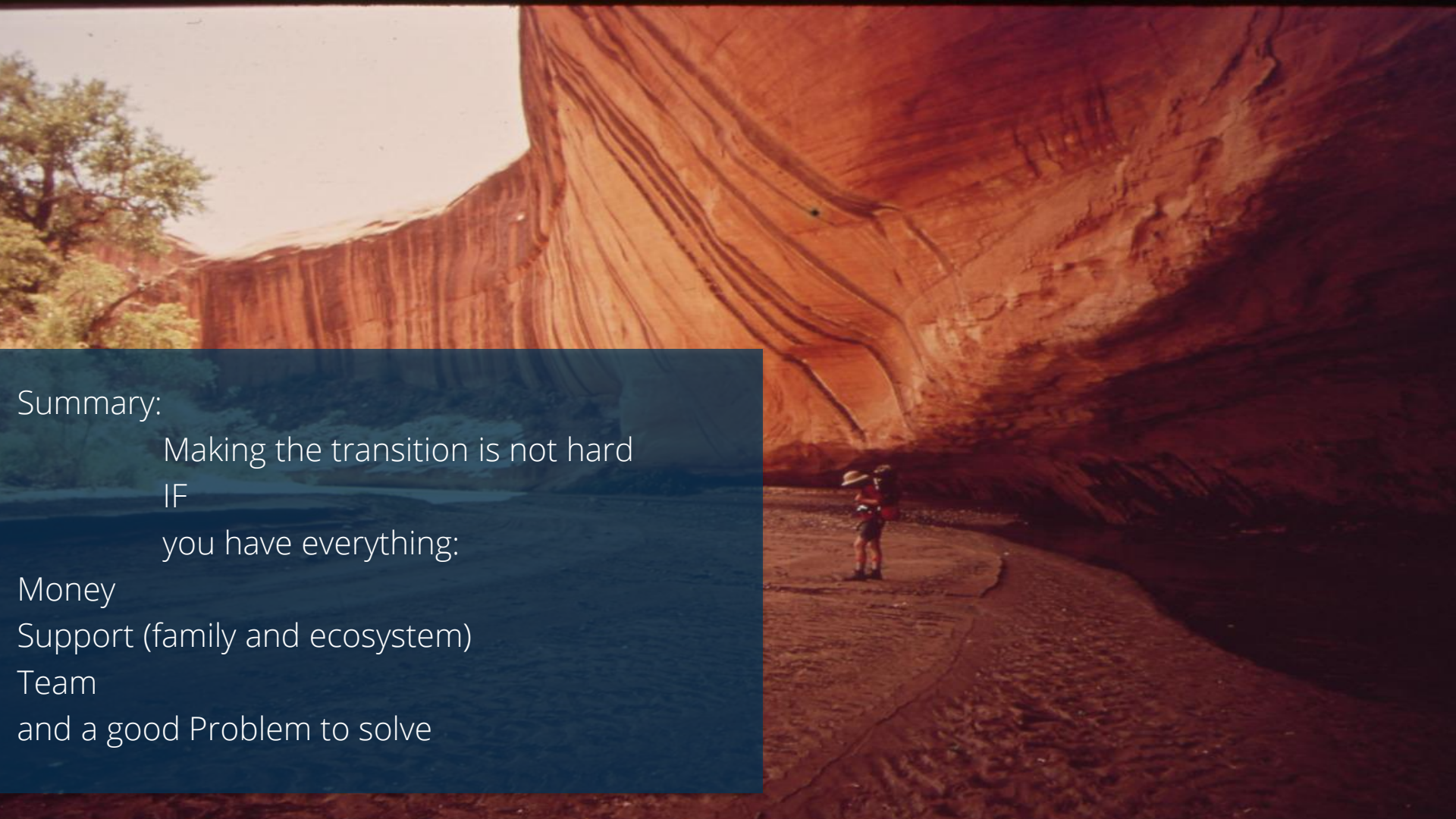
Now I am expected to drive change and results - no matter what.

Startup Experience:

- + you do it for yourself
- + you create and test without politics
- + the truth is the market – not somebodies view – not even mine

- Failure is on me– nobody else
- Failure is real – and hurts
- Nobody to ask
- Nobody understands – really
- Everything is hard – and I have to do it all: Bookkeeping, HR, Furniture, etc.





Summary:

Making the transition is not hard
IF

you have everything:

Money

Support (family and ecosystem)

Team

and a good Problem to solve

A photograph of a person with short, light-colored hair, wearing a dark, textured sweater, sitting at a wooden table in a cafe. The person is seen from behind, looking out a large window. The cafe has a modern aesthetic with wooden tables, dark chairs, and large, copper-colored pendant lights. Another person is visible in the background, also sitting at a table. The scene is brightly lit, suggesting daytime.

One Tip: READ MORE

My personal favorites for you:

„Competing against Luck“

„Play Bigger“

„Hooked“

„Platform Revolution“

„Radical Focus“

Let's go

**The goal is to put your idea
online - by tonight**

What do you need?

—

Important things:

- Talk to as many people as possible**
- Launch with your best guess as quickly as possible**
- Adapt without regret**

—

Tools to

- understand your customers
- find your product-market fit
- introduce your product
- start the conversation

Test to rule them all:

A/B Testing

You can use it for (almost) everything!

—

A/B Testing - because:

- There is no truth but the customer**
- Every step counts**
- Every market is (slightly) different**
- You never stop learning**
- The market is not static**

-
- **CTA: Call To Action:**
 - **Click Here to Buy**
 - **Call me under this number**
 - **Click Here to get a quote**
 - **NOT: Installment Plans Available**
 - **NOT: Talk to us about Discounts**
 - **NOT: We are hiring**

—

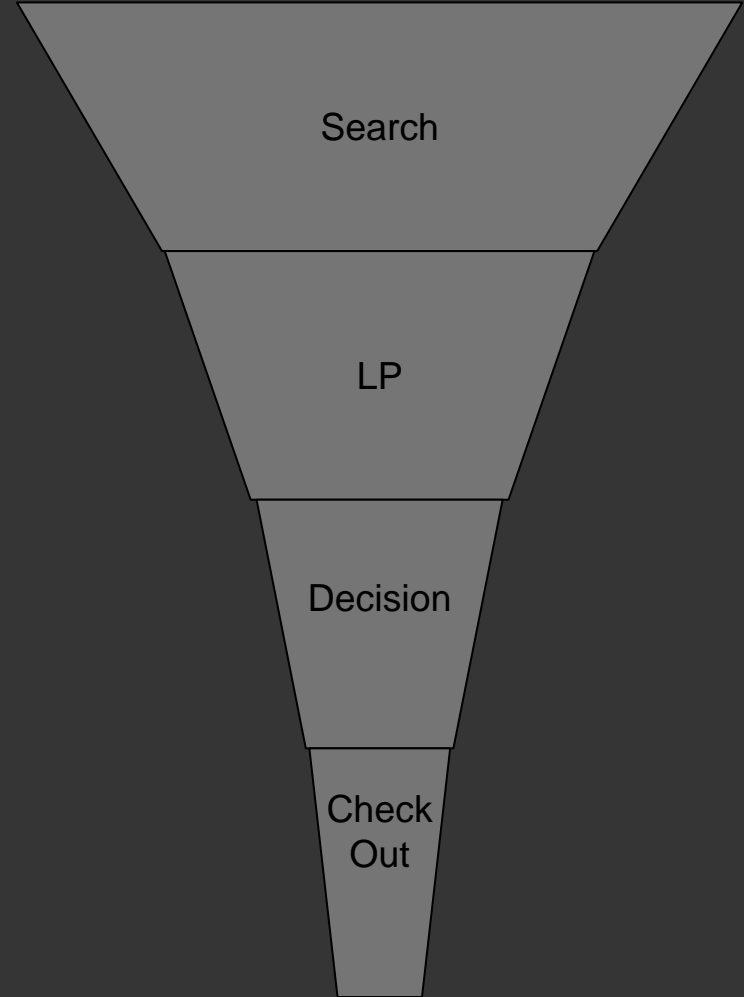
- **VP: Value Proposition**

The answer to the question: Why should I use/buy you?

- **We reduce your cost by x%**
- **Boost the moral of your team**
- **Make the world a better place**
- **We are cheaper and better than the competition**
- **NOT: A description of your product.**

A/B Testing Examples

- **Search:**
 - **Keywords**
 - **Ads (VP, CTA, general Wording)**
- **LP:**
 - **Design**
 - **Value Proposition**
 - **Process**
- **Decision:**
 - **Price**
 - **Product Elements**
 - **Delivery Terms**
 - **Trust Elements**
- **Check Out:**
 - **UX**
 - **Payment Terms**
 - **Shipment Terms**



**I would love to start
with Ads ...**

**But first we built a Website for
your idea**

Get your Goals straight

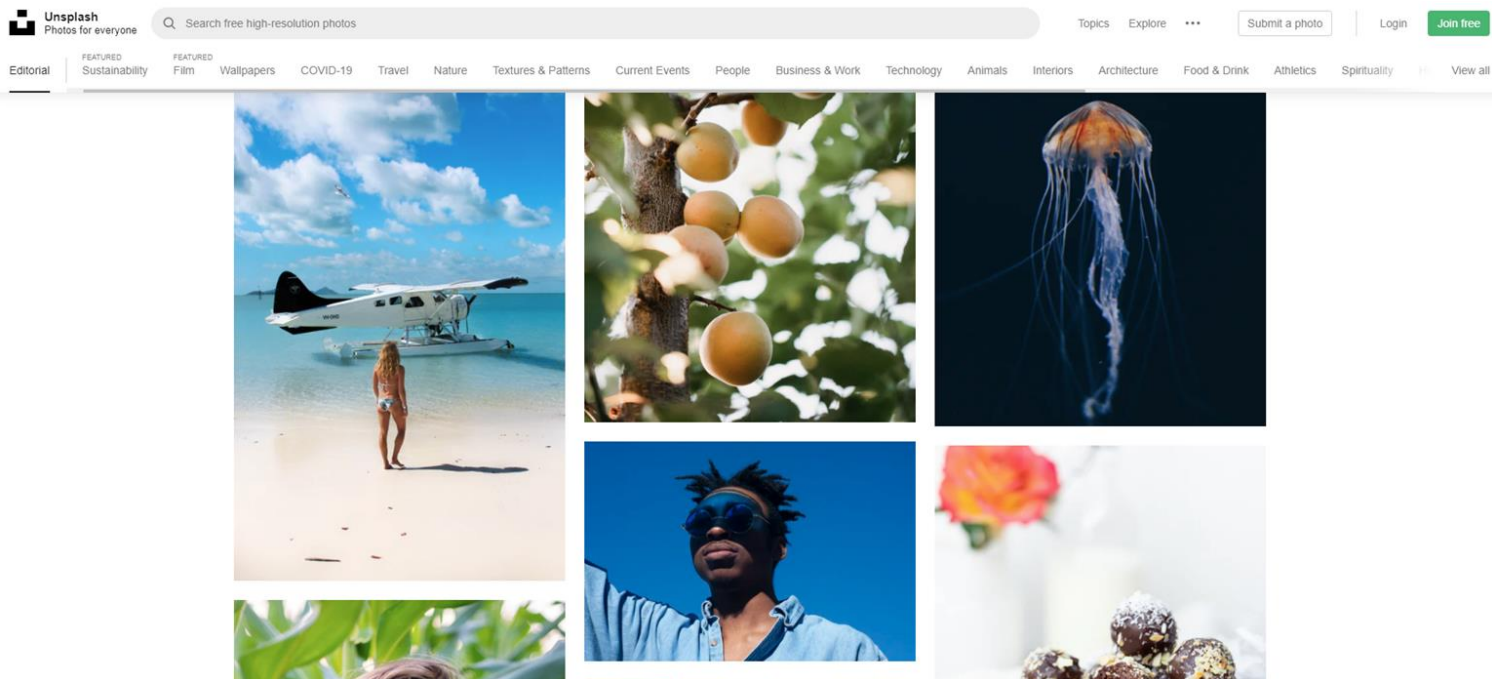
- **What should be the result of the LP?**
- **Who are you talking to?**
 - **Maybe even:**
 - **Where are they coming from?**
 - **Who are you NOT talking to? (maybe on a different LP)**

Elements of a good first Landing Page:

- **CTA (this is the PURPOSE for the LP)**
 - **ONLY ONE CTA**
 - **Be explicit what you want them to do**
 - **CLICK HERE TO PRE-REGISTER**
 - **PLEASE SEND US YOUR QUESTIONS BY CLICKING HERE**
 - **CLICK HERE TO SEE OUR PRICELIST**
- **VALUE PROPOSITION**
 - **What Problem are you solving**
 - **What is your unique selling point**
 - **Why should they engage with your?**
 - **WHY SHOULD THEY CARE?**

Free Stockphotos: So it looks nice

<https://www.pexels.com/>
<https://unsplash.com/>
<https://pixabay.com/>



**If you disagree - just
do A & B versions
and test them.**

**Remember: There Is No Truth
But The Customer**

Wix: Nice Websites Made Simple

WIX

ENTSCHEIDEN SIE SICH, WIE IHRE WEBSITE ERSTELLT WERDEN SOLL

Wix ADI erstellt eine Website für Sie

Beantworten Sie ein paar kurze Fragen und eine einzigartige Website wird automatisch für Sie erstellt.

Jetzt starten

Oder

Erstelle deine Website mit dem Editor

Starten Sie mit einer Designvorlage und passen Sie diese an – per Drag-and-Drop oder mithilfe einer unserer Designfunktionen.

~~Vorlage auswählen~~

Wix.com: Just the Copy comes from you

The image shows the Wix.com website editor interface. At the top, there is a navigation bar with options like 'Seite: Start', 'Hinzufügen', 'Design', 'Apps verwalten', 'WIX', 'Gespräch', 'Hilfe', 'Website', 'Premium', 'Vorschau', and a 'Veröffentlichen' button. On the left, a sidebar titled 'ABSCHNITT HINZUFÜGEN' (Add Section) lists various content suggestions under 'EMPFOHLEN' (Recommended) and 'OPTIONAL'. The 'Über das Unter...' (About the Under...) option is highlighted in blue. The main workspace shows a preview of a website with a blue header and a red arrow pointing from the sidebar to a blue box on the preview that says 'Abschnitt hierher ziehen' (Drag section here).

Seite: Start ▾ Hinzufügen ▾ Design ▾ Apps verwalten ▾ ↻ ↺ WIX Gespräch Hilfe Website ▾ Premium Vorschau **Veröffentlichen**

ABSCHNITT HINZUFÜGEN ? ✕

EMPFOHLEN

- Willkommen ✓
- Produkte ✓
- Blog-Feed ✓

OPTIONAL

- Über das Unter...**
- Team
- FAQ
- Alleinstellungs...
- Jobs
- Bewerben

ELEMENTE

- Text
- Bild
- Video
- Galerie

https://www.wix.com/m... Domain verbinden

Abschnitt hierher ziehen

Kinderfotografie \$25 **Jetzt kaufen**

Schwangerschaft-Porträts \$40 **Jetzt kaufen**

Familiefotos \$20 **Jetzt kaufen**

INTERNAL

Wix.com: Publish Your Website

Wix Seite: Start Website Einstellungen Ansicht Dev-Modus Hilfe Premium



Gesund leben mit
Corinna Beck

10% Rabatt auf Buchungen mit dem

Streifenhintergrund ändern

- Speichern
- Vorschau
- Feedback holen
- Veröffentlichen
- Website ansehen
- Release-Manager
- Website-Verlauf
- Website kopieren
- Website transferieren
- Website in den Papierkorb verschieben
- Editor verlassen

Website veröffentlichen

Klicken Sie auf „Veröffentlichen“, um diese Website zu aktualisieren und Ihre letzten Änderungen live zu sehen.

Ihr neues Leben
beginnt heute

veröffentlich

Entdecken

Über mich Gesund leben Rezepte Pakete & Preise Kont



Kontakt

Vorname	Nachname
E-Mail-Adresse	Telefon
Geben Sie hier Ihre Nachricht ein...	

Vielen Dank!

Einreichen

0°
Größe (px)
B: 1899
H: 1071
Position
X: 0
Y: 6
Auf allen Seiten anzeigen
Lagen

Veröffentlichen

Questions?

Let's do it!

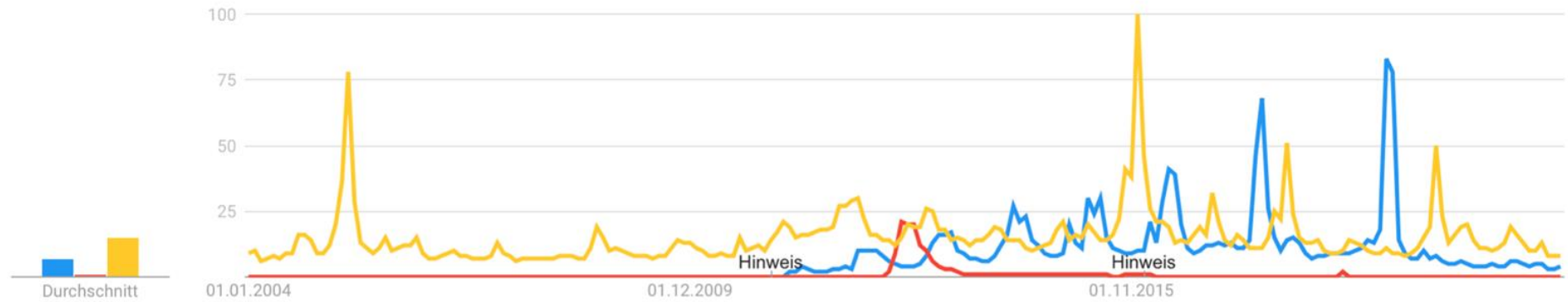
Congrats - You published your site!

Now let's get people to see it.

What do you need now?

**Easy tools to see
what is going on.**

Google Trend: Trends



● Game of Thrones
Drama series



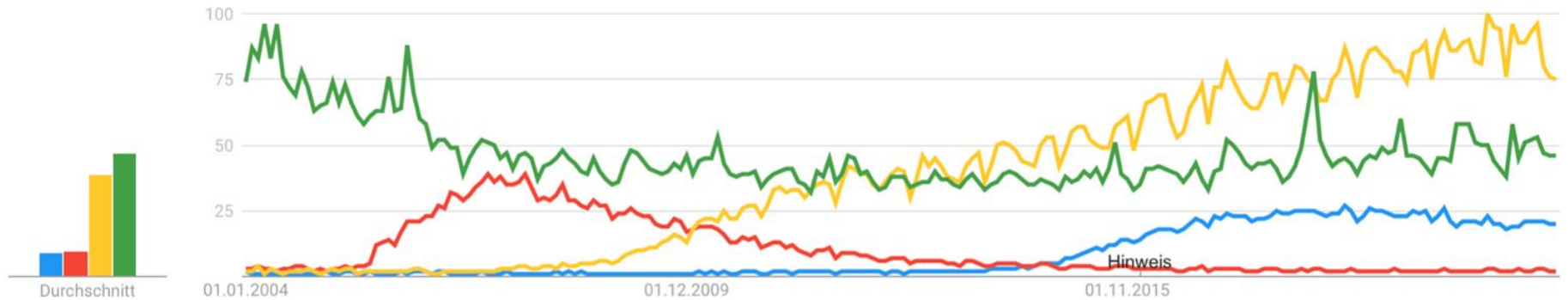
● Gangnam Style
Song by PSY



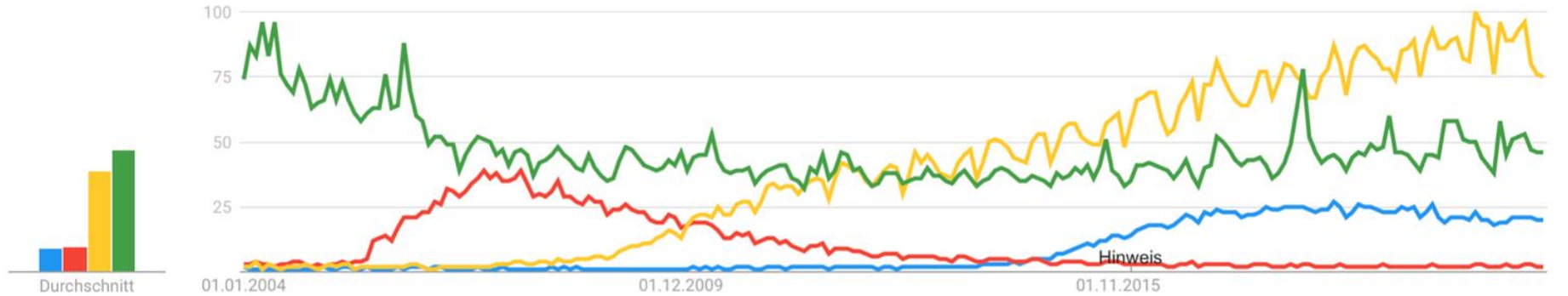
● Star Wars
Search term



Google Trend- what is searched when where



Google Trend



● IoT
Suchbegriff



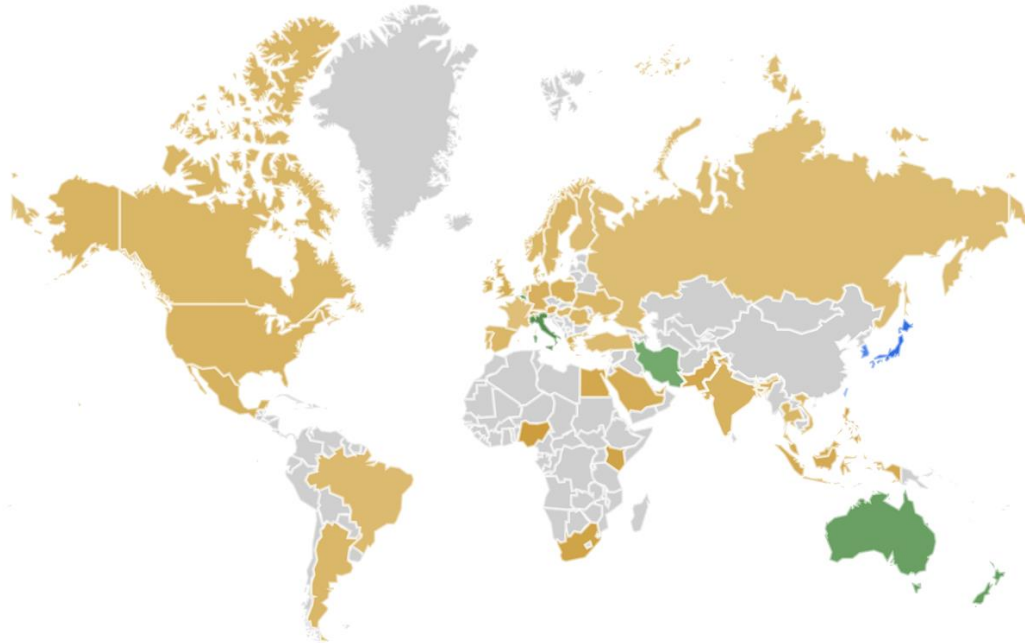
● Web 2.0
Suchbegriff

● Social Media
Suchbegriff

● Privacy
Suchbegriff

Where is the interest?

● IoT ● Web 2.0 ● Social Media ● Privacy



ToDo Now:
Research your idea:
**Is there a trend in your
market?**

**Who
is your target audience?**

**Where
is your target audience?**

Is your audience looking already for solutions for this problem you are solving?

Yes - Goodle Ads

No - Keep going

Do you solve a problem for consumers ?

Yes - Facebook Ads

No - Keep going

**Do you find your audience with LinkedIn
Search?**

Yes - LinkedIn Ads

No - talk to me later

LinkedIn Ads: bad UX & very targeted

The image shows a screenshot of the LinkedIn user interface. At the top, a dark navigation bar contains icons for 'Start', 'Ihr Netzwerk', 'Jobs', 'Nachrichten', 'Mitteilungen', 'Sie', 'Mehr', and 'Werben'. A red arrow points from the number '1' to the 'Werben' icon. Below the navigation bar, the main content area is split into two panels. The left panel shows a list of email addresses for import, with a red arrow pointing from the number '2' to the 'Marketing Solutions' section in the right panel. The right panel is a dropdown menu with sections: 'LinkedIn Business-Services', 'Talent Solutions', 'Sales Solutions', 'Stellenanzeige aufgeben', 'Marketing Solutions', 'E-Learning', and 'Unternehmensseite erstellen + Internal'. A red arrow points from the number '2' to the 'Marketing Solutions' section.

Start Ihr Netzwerk Jobs Nachrichten Mitteilungen Sie Mehr Werben

Keine ausstehenden Einladungen

Alexander Thieme hat Ihre Einladung zur Kontaktaufnahme angenommen.

Laden Sie Ihre E-Mail-Kontakte in Ihr Netzwerk ein
So verlieren Sie Ihre Kontakte nie aus den Augen.

{:fullName} giniwinkler@web.de

regina.winkler@email.de regina.winkler@email.de

Тимур Навин muzykaognya@gmail.com

Alle anzeigen

Personen mit ähnlichen Positionen, die Sie vielleicht kennen

Gruppen

LinkedIn Business-Services

Talent Solutions
Top-Kandidaten finden

Sales Solutions
Neue Vertriebspotenziale erschließen

Stellenanzeige aufgeben
Die richtigen Kandidaten erreichen

Marketing Solutions
Kunden gewinnen und Business ausbauen

E-Learning
Mitarbeiterförderung in Ihrem Unternehmen

Unternehmensseite erstellen +
Internal

1

2

LinkedIn Ads: bad UX & very targeted

Advertising

NEW Objective-based advertising

Objective ⓘ
Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration
<input type="checkbox"/> Brand awareness	<input type="checkbox"/> Website visits
<input type="checkbox"/>	<input type="checkbox"/> Engagement
<input type="checkbox"/>	<input type="checkbox"/> Video views

Easier campaign creation based on your objectives

Products

Sponsored Content

Sponsored Messaging

Conversation Ads

Message Ads

Video Ads

Text Ads

Dynamic Ads

Carousel Ads

Elevate

Ad Tips Resource Center

Features

Conversion Tracking

Contact Targeting

Retargeting

LinkedIn Insight Tag

Lead Generation

Lead Gen Forms

Website Demographics

Account-Based Marketing

Audience Network

Learn more

Our Audience

Ad Targeting

Reporting and Analytics

Pricing

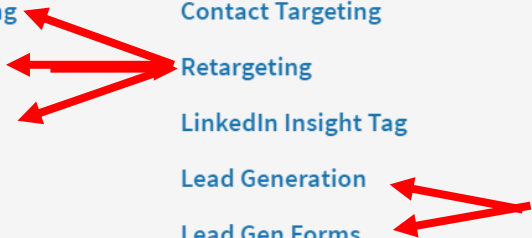
Agencies

Partners

Advertiser Help Center

Product Updates

Sign in to Campaign Manager



LinkedIn: Nice estimation tool for market size

1. Schritt
Kampagne einrichten

- Kampagnenziel
- Zielgruppe**
- Anzeigenformat
- Platzierung
- Budget und Zeitplan
- Conversion-Tracking

2. Schritt
Anzeigen einrichten

3. Schritt
Prüfen und starten

Zurück zum Konto

Die Sprache Ihrer Zielgruppe kann je nach ausgewählter Sprache variieren. English wird häufigerweise durch in Regionen in denen eine lokale Sprache verfügbar ist, als Standardsprache gewählt, damit alle Nutzer in der Region erreicht werden.

Wer ist Ihre Zielgruppe?

Einschließen von Personen, die **BELIEBIGE** dieser Kriterien erfüllen: [Alle Attribute entfernen](#) | [Schließen](#)

Jobbezeichnungen

Technischer Einkäufer ✕

🏠 > Berufserfahrung > Jobbezeichnungen 🔍 ✕

- Junior-Einkäufer
- Einkäufer Beschaffung
- Commodity-Manager
- Strategischer Einkäufer
- Technischer Einkäufer**
- Senior Einkäufer

[Eingrenzen](#) der Zielgruppe

[Ausschließen](#) von Personen anhand von Zielgruppenattributen und Matched Audiences

LinkedIn Tools dürfen nicht verwendet werden, um Menschen anhand von Persönlichkeitsmerkmalen wie Geschlecht, Alter oder tatsächlicher bzw. angenommener Rasse/ethnischer Herkunft zu diskriminieren. [Mehr erfahren](#)

Zielgruppenerweiterung aktivieren ⓘ

[Zielgruppe zurücksetzen](#) | [Zusammenfassung der Zielgruppe anzeigen](#) | [Als Vorlage speichern](#)

Prognostizierte Ergebnisse ⓘ ⚙️

Größe der Zielgruppe
1.700+

Aufschlüsselung der Segmente ⓘ

Einkauf	100 %
Operations	6 %
Informationstechnologie	2 %
Ingenieurwesen	2 %
Vertrieb	2 %

[Segmente ausblenden](#)

1 Tag 7 Tage 30 Tage

Ausgaben (30 Tage)
490,00 EUR – 900,00 EUR ⓘ

Impressions (30 Tage)
7.800 – 30.000

Click-Through-Rate (CTR)
0,23 % – 0,35 %

Engagements (30 Tag
e)
29 – 76 Wichtiges Ergebnis

For smaller groups just search

The image shows a LinkedIn search interface with several red arrows and numbers indicating key features:

- 1**: Points to the search bar containing the text "technischer Einkäufer".
- 2**: Points to the filter buttons at the top, specifically "BASF", "Deutschland", and "Deutsch".
- 3**: Points to the "Aktuelle Unternehmen" (Current Companies) filter section on the right, where "BASF" is selected.
- 4**: Points to the search results list on the left, which shows 32 results.

The search results list includes the following profiles:

- Kathrina Jankowiak** • 3. Technischer Einkäufer bei BASF Berlin und Umgebung, Deutschland. [Vernetzen]
- Kasia K.** • 3. Einkäufer Berlin und Umgebung, Deutschland. Aktuell: Einkäufer bei BASF Services Europe GmbH. [Vernetzen]
- Christin Heise** • 3. Einkäufer in der chemischen Industrie Halle-Neustadt und Umgebung, Deutschland. Aktuell: Operativer Einkäufer bei BASF. [Vernetzen]
- Sylvio Seeliger** • 3. Strategischer Einkäufer Berlin und Umgebung, Deutschland. Aktuell: Strategischer Einkäufer bei BASF Services Europe GmbH. [Nachricht]
- Florian Gramlich** • 3. Einkäufer bei BASF Deutschland. [Nachricht]
- Tobias Zehlike** • 3. Buyer bei BASF Berlin und Umgebung, Deutschland. Früher: Technischer Einkäufer bei BASF. [Nachricht]

The filter panel on the right, titled "Alle Filter für die Personensuche", includes the following sections:

- Kontakte**: 1, 2, 3
- Kontakte von**: Kontakt hinzufügen von
- Standorte**: Land/Region hinzufügen
 - Deutschland
 - Berlin und Umgebung, Deutschland
 - Frankfurt am Main und Umgebung, Deutschland
 - Dortmund und Umgebung, Deutschland
 - Schweiz
- Aktuelle Unternehmen**: Aktuelles Unternehmen hinzufügen
 - BASF
 - Daimler AG
 - Siemens
 - BMW Group
 - Bosch
- Frühere Unternehmen**: Früheres Unternehmen hinzufügen
 - BASF
 - Siemens
 - GE
 - GF Power
- Berufen**: Branche hinzufügen
 - Chemie
 - Luxusgüter & Schmuck
 - Lebensmittelherstellung
- Profilssprache**:
 - Deutsch
 - Englisch
 - Spanisch
 - Niederländisch
 - Russisch
- Hochschulen/Berufsschulen**: Hochschule hinzufügen
 - Hochschule für Technik und Wirtschaft Berlin
 - Hochschule Koblenz (Koblenz University of Applied Sciences)

Just do:
**How large is your target
audience on LinkedIn?**

Google Ads: Under ALL circumstances: Stay away from Display until all other options are exhausted.

The screenshot shows the Google Ads interface for a campaign named 'Grabstein - V2 - Simple' with the sub-campaign 'Grabstein - Guten - Kaufen'. The campaign is 'Enabled' and 'Campaign ended'. The status is 'Standard'. The overview shows a line chart with two data series: a blue line representing clicks and a red line representing conversions. The x-axis shows dates from 22 Feb 2020 to 2 Apr 2020. The y-axis shows values from 0 to 16. Below the chart is a table of keywords with columns for Keyword, Status, Policy details, Final URL, Clicks, Impr., CTR, Avg. CPC, Cost, Conversion, Cost/conv., Conv. rate, Est. add. clicks/wk (+50% bid), Est. add. cost/wk (top page bid), Quality Score, and Ad relev.

Keyword	Status	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion	Cost/conv.	Conv. rate	Est. add. clicks/wk (+50% bid)	Est. add. cost/wk (top page bid)	Quality Score	Ad relev.
+grabsteine +günstig	Campaign ended	Eligible	-	52	167	31.14%	€1.20	€62.29	0.00	€0.00	0.00%	-	-	-	-
+grabstein +kaufen	Campaign ended	Eligible	-	28	196	14.29%	€1.18	€33.09	0.00	€0.00	0.00%	-	-	-	-
+grabsteine +online	Campaign ended	Eligible	-	16	76	21.05%	€1.53	€24.42	0.00	€0.00	0.00%	-	-	-	-

Google Ads Keyword Planner: What is being searched for.

Your plan can get **590** clicks for **€280** and a **€1** max. CPC [?]

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position	+ Add conversion metrics
590	5.4K	€280 <small>Daily Budget: €10</small>	10.9%	€0.47	0.72	

<input type="checkbox"/> Keyword [↑]	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> BASF	Ad group 1	€1.00	126.19	1,786.90	€38.43	7.1%	€0.30
<input type="checkbox"/> Chemie Jobs	Ad group 1	€1.00	463.00	3,620.50	€240.08	12.8%	€0.52

1 - 2 of 2

Internal



Questions?

Who has no questions, has not
paid attention!

Dann mal los.