

## Doporučené odkazy – workshop Star(t)up@FIT

### #1 Zdroje inspirace

#### Nákup realizovaných výzkumů, studií

Market Research	<a href="http://www.marketresearch.com">http://www.marketresearch.com</a>
Report Linker	<a href="http://www.reportlinker.com">http://www.reportlinker.com</a>
Flurry	<a href="http://www.flurry.com">http://www.flurry.com</a>

#### CrunchBase [www.crunchbase.com](http://www.crunchbase.com)

- Databáze technologických firem, lidí a investorů
- Obsahuje více jak 188 tis. firem a 210 tis. lidí, 11 tis. investorů, možnost editace

#### Angel list <https://angel.co>

- Platforma pro začínající firmy, databáze startupů a investorů
- Syndikované investice (Business Angels and VC funds)
- Získávání prostředků od veřejnosti

#### Databáze startupů, investorů, akceleratorů...

Crunchbase	<a href="https://www.crunchbase.com">https://www.crunchbase.com</a>
AngelList	<a href="https://angel.co">https://angel.co</a>
Startupblink	<a href="http://startupblink.com">http://startupblink.com</a>
BETALIST	<a href="http://betalist.com">http://betalist.com</a>
F6S	<a href="http://www.f6s.com">http://www.f6s.com</a>
Startup RANKING	<a href="http://www.startupranking.com">http://www.startupranking.com</a>

#### Databáze

Bureau Van Dijk	<a href="http://www.bvdinfo.com">http://www.bvdinfo.com</a>
Mint	<a href="http://mintbusinessinfo.com">http://mintbusinessinfo.com</a>
Bloomberg	<a href="http://www.bloomberg.com">http://www.bloomberg.com</a>
CB Insight	<a href="https://www.cbinsights.com">https://www.cbinsights.com</a>
Passport	<a href="http://www.euromonitor.com/passport">http://www.euromonitor.com/passport</a>

#### Sledování trendů

Market Line	<a href="http://www.marketline.com">http://www.marketline.com</a>
Statista	<a href="http://www.statista.com">http://www.statista.com</a>

#### Srovnání výše mezd, dle regionů

Glassdoor	<a href="http://www.glassdoor.com">http://www.glassdoor.com</a>
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#### Analytické nástroje

ALEXA	<a href="http://www.alexa.com">http://www.alexa.com</a>
Wise Radar	<a href="http://www.wiseradar.com">http://www.wiseradar.com</a>
Startup Tracker	<a href="https://startuptracker.io">https://startuptracker.io</a>

Google chrome extensions: Crunchbase enhancer

#### Výběr domény:

Domize	<a href="https://domize.com/">https://domize.com/</a>
Domainr	<a href="https://domainr.com/">https://domainr.com/</a>

**Další zdroje:**

Steve Blank - Startup Tools <http://steveblank.com>  
 Product Hunt - Startup Tools [www.producthunt.com](http://www.producthunt.com)

**Blogy:**

<http://www.crunchbase.com/bloggerboard/tech/publications>  
<http://www.businessinsider.com/20-blogs-every-entrepreneur-should-read-2011-4#>

**Visual Startup Blog:** <http://fundersandfounders.com/>

**#2 Nástroje pro validaci podnikatelského nápadu****Aplikujte metody Lean Startup, Validation Board ("Get out of the building")**

Lean Canvas <http://www.leanstartup.cz/nastroje/lean-canvas/>  
 Lean Canvas <https://medium.com/@davideturi/how-to-compile-a-lean-canvas-the-business-plan-in-one-page-3b10bffef402>  
 Lean Canvas Online kurz [www.leancanvas.cz](http://www.leancanvas.cz)  
 LEANSTACK <https://leanstack.com/>  
 Quick MVP <http://quickmvp.com/>  
 Business Model Canvas <http://www.businessmodelgeneration.com/canvas/bmc>  
 Validation Board <https://www.leanstartupmachine.com/validationboard/>

**Velikost trhu, poptávky, sezónnost poptávky**

Google Trends <http://www.google.com/trends/>  
 Sklik <https://www.sklik.cz/>  
 Určení velikosti trhu <http://tamsansom.blogspot.cz/>

**Využívejte všechny dostupné nástroje**

(Google Analytics, KickoffLabs, Optimizely, Lander, UTM parametry atd.) [www.producthunt.com](http://www.producthunt.com)

Category	User Status	Conv %	Est. Value
Acquisition	<b>Visit Site</b> (or landing page, or external widget)	100%	\$0.01
Acquisition	<b>Doesn't Abandon</b> (views 2+ pages, stays 10+ sec, 2+ clicks)	70%	\$0.05
Activation	<b>Happy 1<sup>st</sup> Visit</b> (views X pages, stays Y sec, Z clicks)	30%	\$0.25
Activation	<b>Email/Blog/RSS/Widget Signup</b> (anything that could lead to repeat visit)	5%	\$1
Activation	<b>Acct Signup</b> (includes profile data)	2%	\$3
Retention	<b>Email Open / RSS view -&gt; Clickthru</b>	3%	\$2
Retention	<b>Repeat Visitor</b> (3+ visits in first 30 days)	2%	\$5
Referral	<b>Refer 1+ users who visit site</b>	2%	\$3
Referral	<b>Refer 1+ users who activate</b>	1%	\$10
Revenue	<b>User generates minimum revenue</b>	2%	\$5
Revenue	<b>User generates break-even revenue</b>	1%	\$25

Zdroj: AARRR Pirates