



Startup
Fabrika

Purpose Framework & Story



A startup that helps other startups start up

A **studio** that offers creative and value-oriented solutions to the communication, development and technologic strategies of startups, aims to transform seed ideas into projects, and develops projects at its own center.

Let's Build and Sustain Together.

Aim to: bring ambitious corporate innovators and entrepreneurs together with expert operators, strategists, and technologists to build impact-driven business.

StartupFabrika's Purpose Framework:

What
Our Offer

- 1.to originate ideas and concepts for startups,
- 2.to advise,
- 3.to redistribute resources and scale them.

How
Our Values

Be
Productive

Focus on
Learning & Applying

Believe in
Team

Keep it
Creative

Why
Our Purpose

Don't just build the technology, they help founders build their business
— going along the journey every step of the way.

Purpose: Problem + Role + Impact

The problem
we solve

To bring creative and value-based solutions to the communication, marketing and applicability problems of startups at all stages.

The role
we play

Knowing all the difficulties and excitement of starting a startup, first to be a companion and then gain together.

The impact
we have

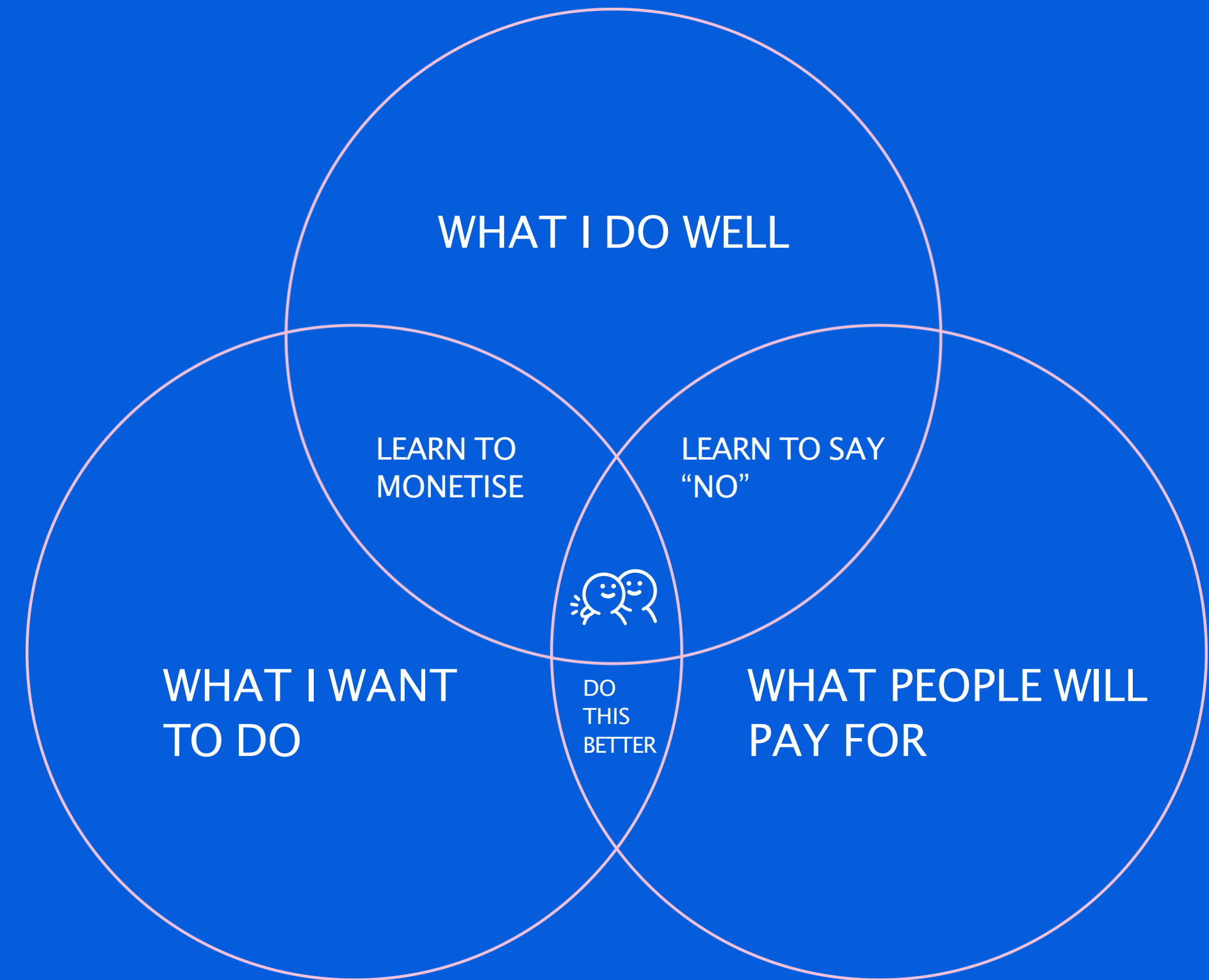
Encouraging the startups and entrepreneurs, pointing to right path with our ability and perspective, and bringing valuable and self-confident startups to the ecosystem.

What Problem Does Startup Fabrika Solve?

For the studio, it solves diversification/risk and allows them to pursue multiple opportunities at once.

For the teams/founders of the studio's companies' (whether recruited in, invested in, partnered with, etc.), it's intended solve, funding, operations, recruiting, and/or advice, etc.

- Killing bad ideas early
- Finding good mentors/partners/funding/ideas
- Finding people who can execute (properly!)
- Collaboration is a qeeng (queen+king)



How Startup Fabrika Protect Startups?

Limited access to marketing and tech

*Shared marketing and technical
knowledge and operations*

Need for strategic guidance

*Hands-on approach that includes
expert advice, strategic guidance
and mentoring*

Scarce space/resources

*Grant access to shared working
space and provide operational
services and support*

Funding issues

*Provide access to substantial
financial backing with its investors*

Staff shortage

*Offer qualified human capital to
increase the company's assets*

Startup Fabrika's Benefits

ZERO
MVP
PRE-SEED
STAGE
SEED STAGE
EARLY STAGE

INVESTORS
GROWTH
AND
EXPANSION
EXIT

Startup Fabrika's Attitudes

FOCUS

In the early days entrepreneurs need focus to build a product and find its market. Our studio's shared resources (like marketing, recruiting and operations) allow founders to put their talent and attention to where it's most needed. We take care of the rest.

BALANCE

Progress comes from the right combination of skills in technology, design and communication. Our fabrika provides the 'missing' skills. All roles in these pillars need to be filled, right from the start. No concessions. We have learned it decreases the risk of failure.

STRUCTURE

For us, innovation is the result of an analytical process. To bring order to the chaos of early stage venture building, it is the most important thing for us to build an idea into a company.

STRUCTURE



01

STARTUP AGENCY

A place for entrepreneurs to launch and sustain their startups

02

STARTUP STUDIO

A place for pioneers and creators.

03

STARTUP MEETS

A place for entrepreneurs to meet

04

STARTUP NEST

A place where entrepreneurs will take education and start startups in the nest.

STARTUP AGENCY

- To bring creative and value-based solutions to the communication, marketing and applicability problems of startups at all stages.
- Offers pre and post-launch operational support in product development, marketing, HR, sales and, etc.

Brand , Communication and Business Strategies

Brand Design

Web Design

Digital Growth Activation

Trends valuation

Marketing Map

Business and Technical Guidance

Project and Product development

- To provide 360 degree agency service to a startup with its partner network

STARTUP STUDIO

- Deep Market Analysis (Sector Analysis, Competition Analysis)
- Technical Analysis (Technology + Proof of Concept)
- Product Creation (Prototype, Mock-up): we start to build a very basic MVP and test it around us
- User Feedback: our network is a very important part of our platform, there are many companies that frequently beta-test our MVPs and can give feedback.
- Spin-off process and forecast of the startups' growth and valuations
- Our strategy for finding and hiring entrepreneurs and CEO-s
- The initial portfolio of ideas/startups
- Key advisors
- Fundraising details, how much, expected returns, main benefits
- Roadmap with a lot of checks

STARTUP MEETS

- Give room to new entrepreneurs to learn the startup way;
- Bring out new – and many times crazy – ideas;
- Build a network of innovators and mentors.

STARTUP NEST

- Attract or select entrepreneurs, co-founders, CEO-s
- Take part in ideation and make go/no-go decisions on ideas, startups
- Mentor and manage from at all stages startup CEO-s
- Build a network around the studio: investors, corporates, mentors build partners...
- Catalyse follow on fundraising and exit-preparation of mature startups

STUDIOS FROM THE WORLD



Expa spins out both its own ideas and those of other founders, with a three pronged strategy that includes building its own companies, advising founders in exchange for equity, and investing in companies it doesn't always work with. It focuses on only a few projects at a time.



Rocket Internet: Fresh from selling their German version of Facebook to a VC firm for €85 million in 2007, brothers Oliver, Marc and Alexander Samwer started Rocket Internet to build and scale internet companies globally. Often described as a startup “factory”, the firm says it industrialised the process of building startups in the same way Ford motor company improved the manufacturing production line.



Betaworks: The Build part of Betaworks incubates projects internally and brings in “Entrepreneurs In Residence”, but the group also runs Camps, a three-month in-residence program for founders working in a specific vertical. The new media focused group counts some big names in its investment portfolio including

Tumblr, Twitter, Gimlet, Kickstarter, Medium and Anchor.



Idealab: The Los Angeles-based company was modeled after Edison Labs as a startup studio – looking for opportunities that are big and broken and then brainstorming technology solutions to fix them. It only spins out its own ideas as opposed to those of other founders, and Gross says around 95% of the ideas are his.

FOUNDER TEAM

Learning



Berkay Havuk

Practice



Gülce Yılmaz

Execution



Hulusi Güven

StartupFabrika's Road Map

Phase 01

Supporting startups that have completed their establishment or just started to prepare their business identity and technology, create their corporate world, and determine their all strategies.

*For Entrepreneur

Phase 02

Creating startups under our roof-nest. To be a department on R&D, Communication & Marketing, Finance, Software.

* For Intrapreneur

Phase 03

To turn into a studio where we come into contact with investors, together with the startup community we have established, and to provide the necessary educations to those who want to become entrepreneurs.

*For Wantrepreneur



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