



Building Unicorns

Enamorate del Problema, no de
la Solucion

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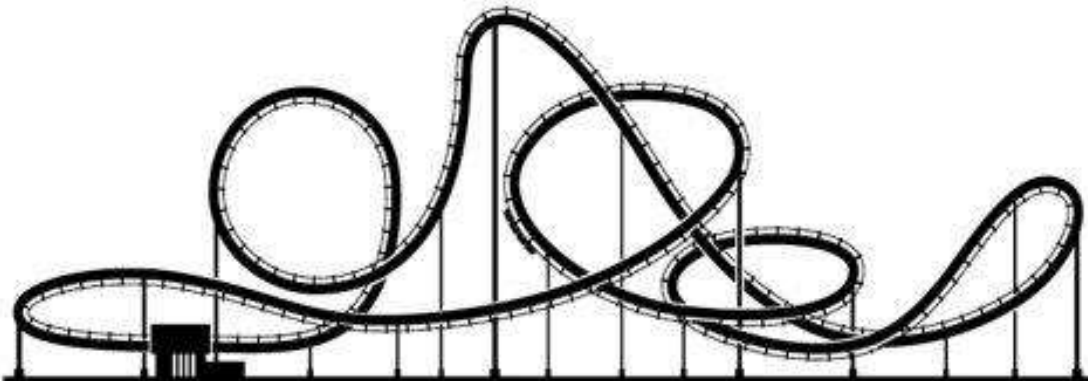
Perspective

- I was here to launch Waze in 2010
- Not even a single Unicorn here
 - Only one in LATAM
- Today Rappi, Habi, Addi (there is something about the names...)
 - And more than 50 in LATAM

Entrepreneurship

- Love or Hate leads to Dream and Passion
- Willing to sacrifice
- Long Roller Coaster Journey

- It is like...



Falling in Love



Venture

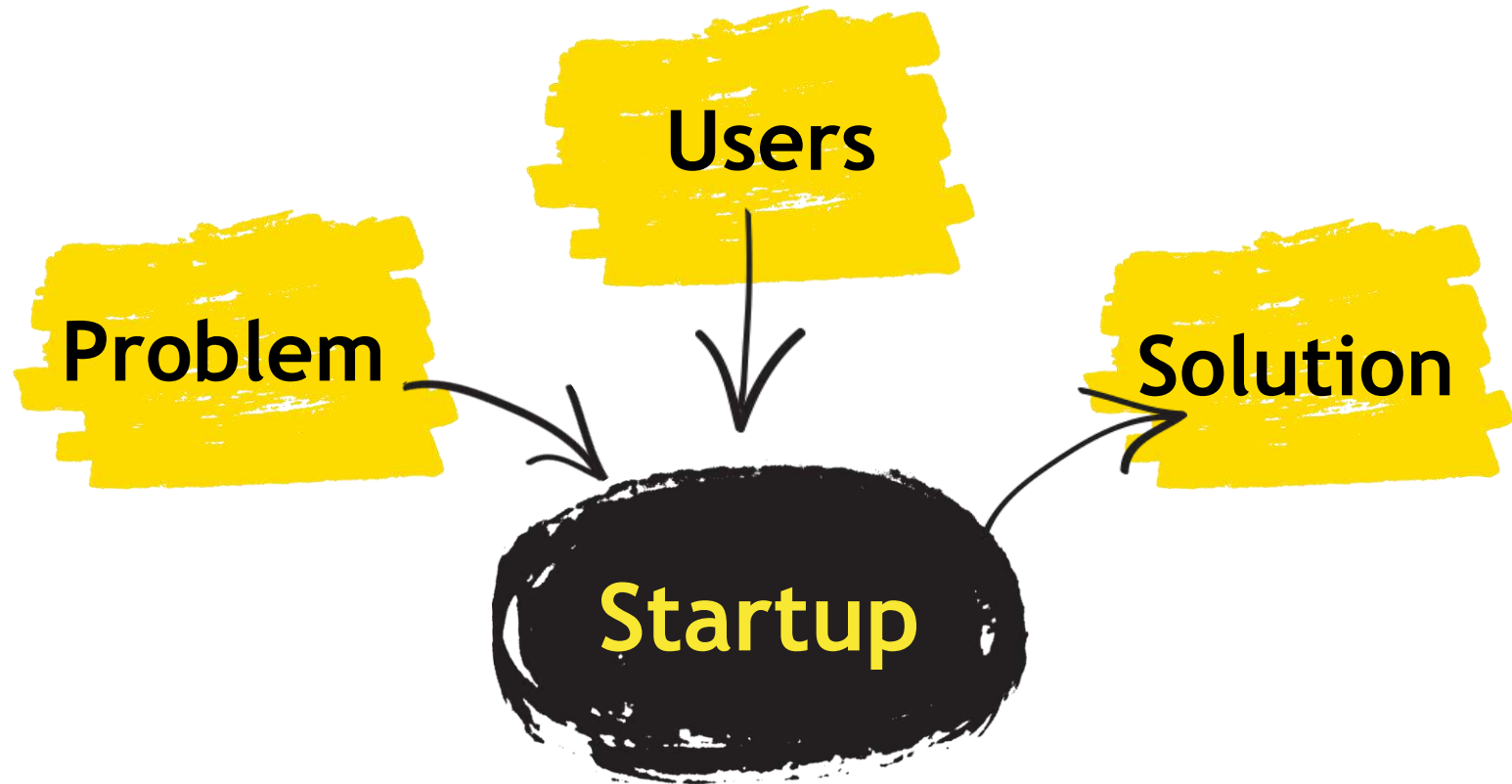
- One out of many
- It takes time
- 1st feedback
- Don't listen

Date

- One out of many
- It takes time
- 1st feedback
- Don't listen

If you don't LOVE what you're doing... Then do something that you do love

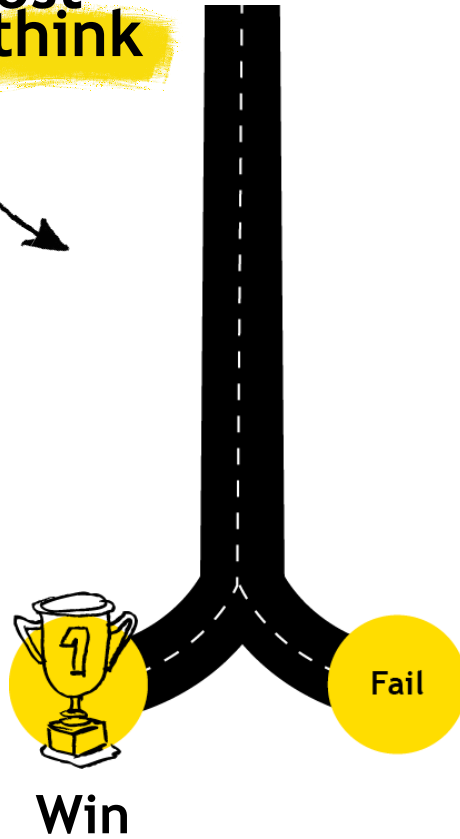
Start with the Problem



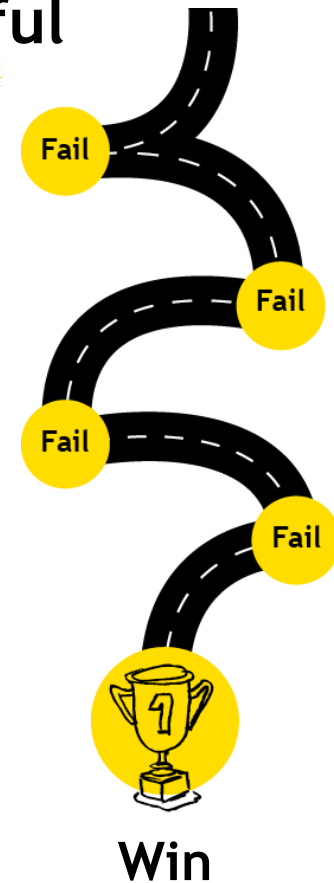
The simplest way to create value is solve a problem

Journey of Failures

What most people think

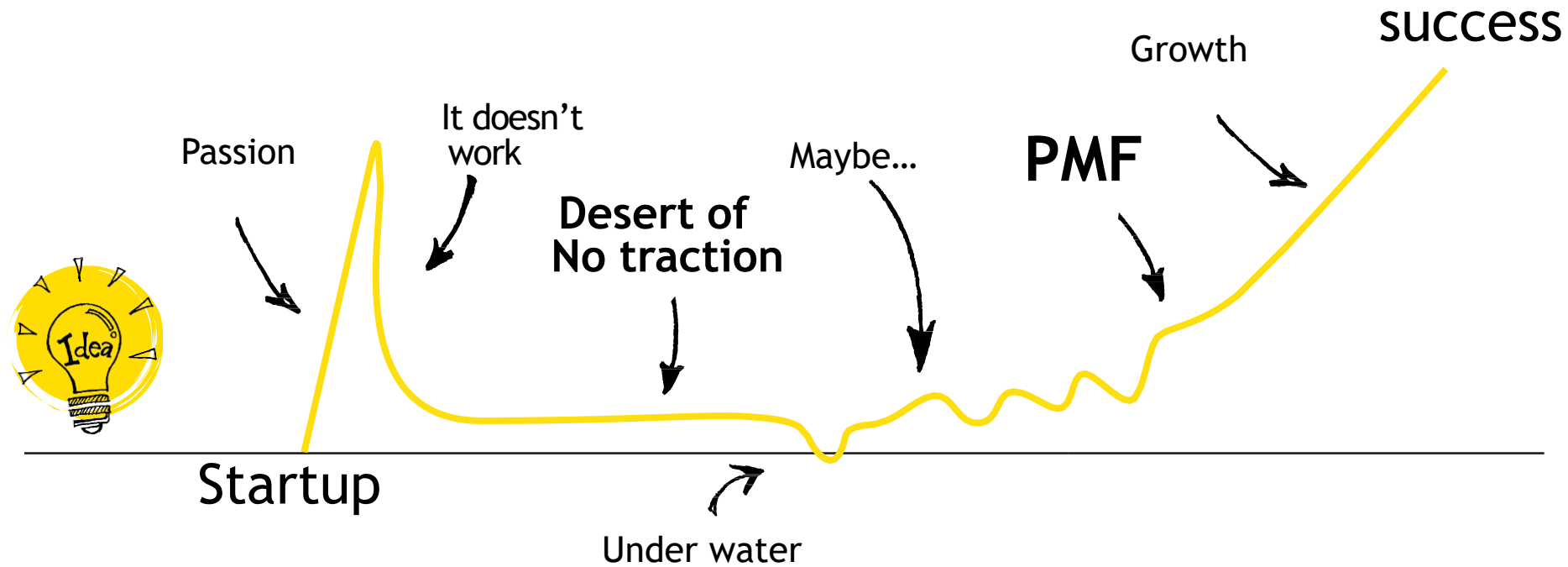


What successful people know



Failures are the best teachers

The Long Journey



Always longer Journey than you think

The 1st phase - Success Keys

- Problem
- DNA
- Product Market Fit



The main thing, is to keep the main thing the main thing



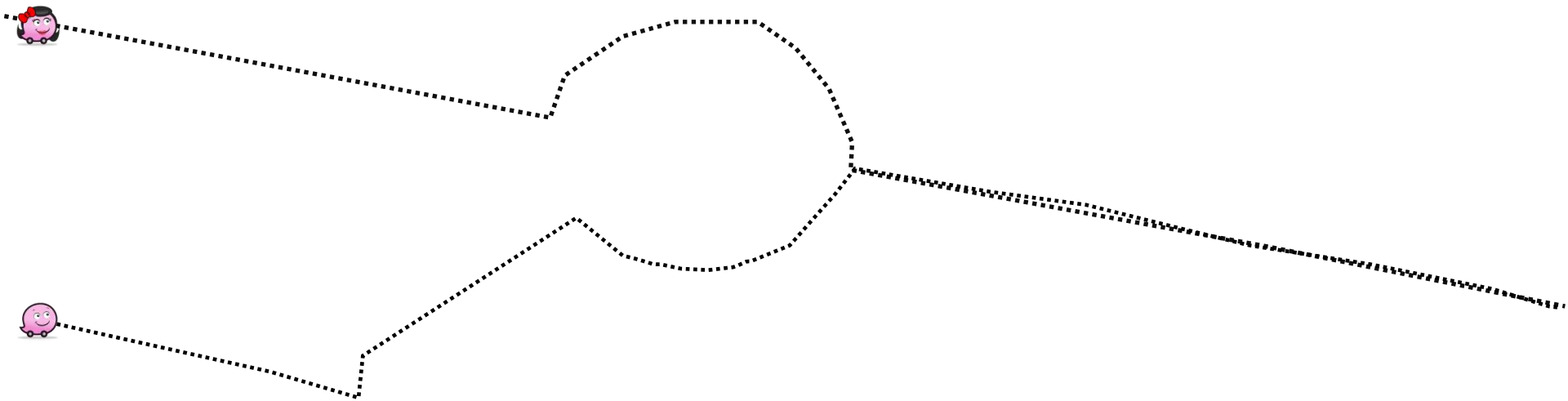
The Waze Journey

Wazer One

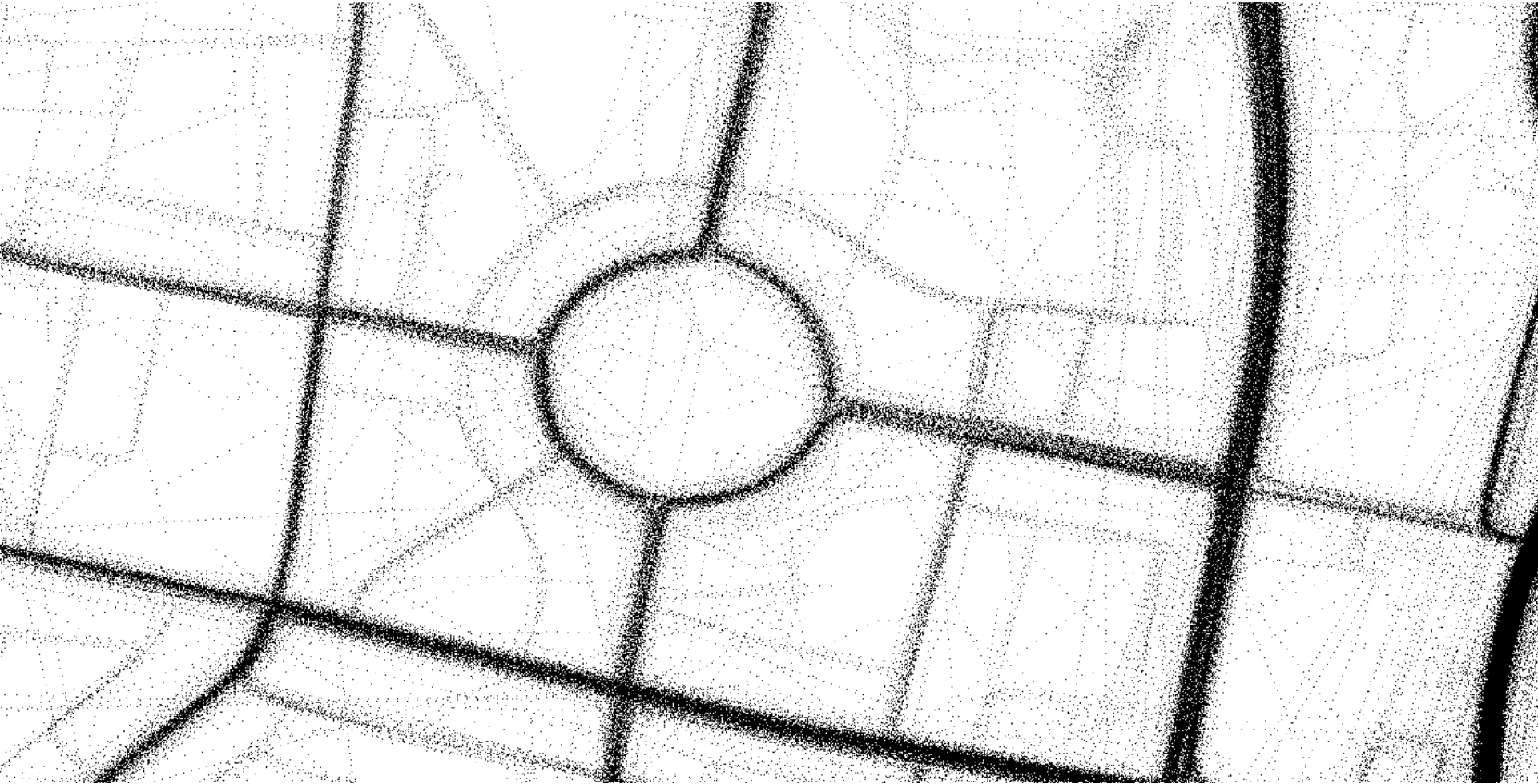
The Story: Livemaps



The Story: Livemaps



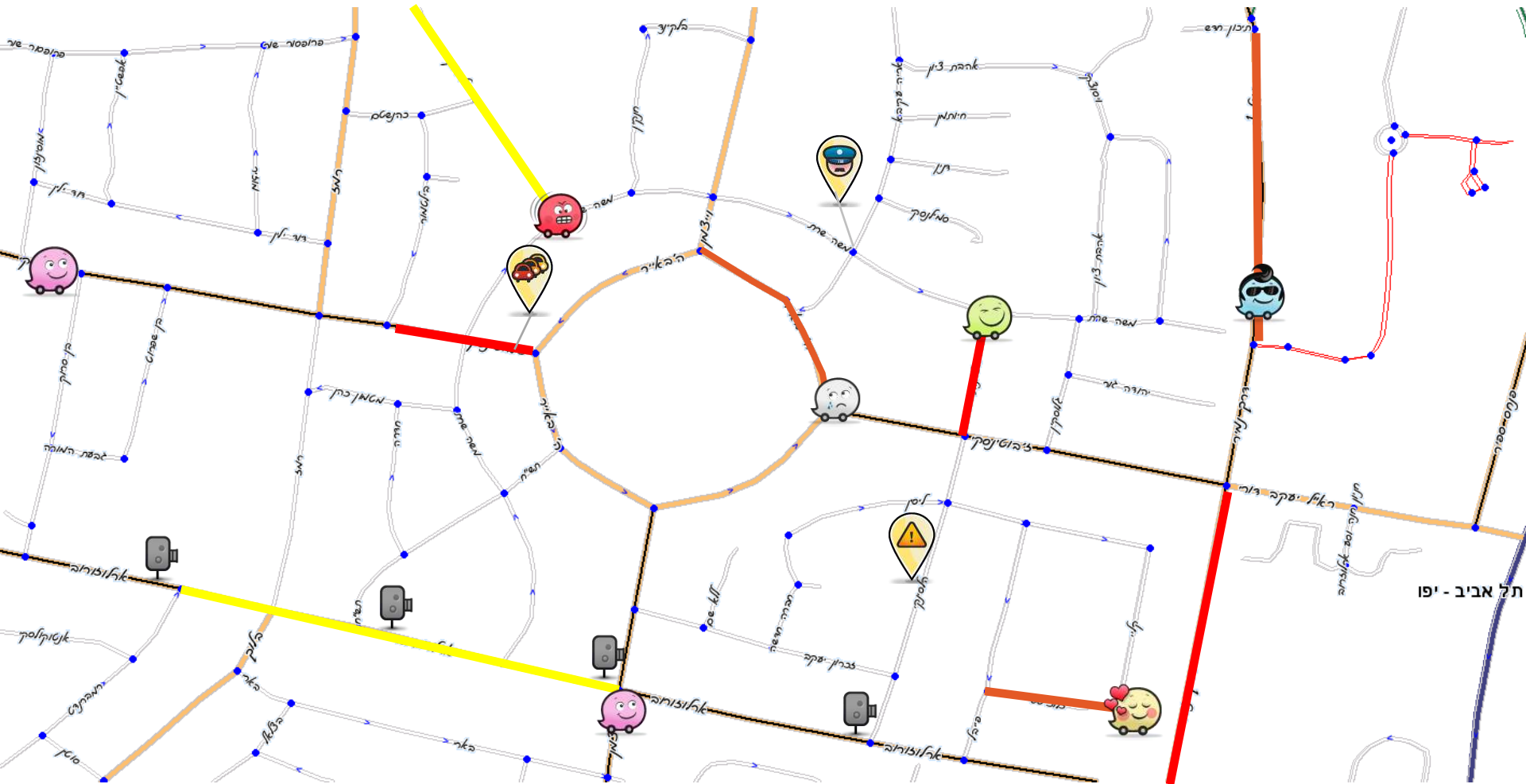
The Story: Livemaps



The Story: Livemaps



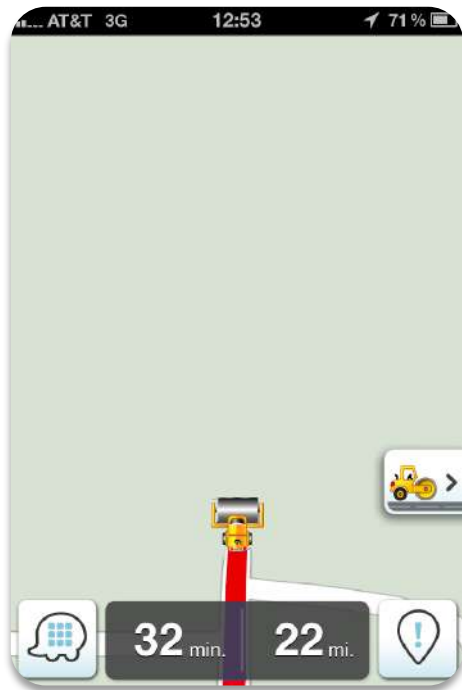
The Story: Livemaps



תל אביב - יפו

Does it really work?

<http://www.youtube.com/watch?v=VRlwwtAuMio>

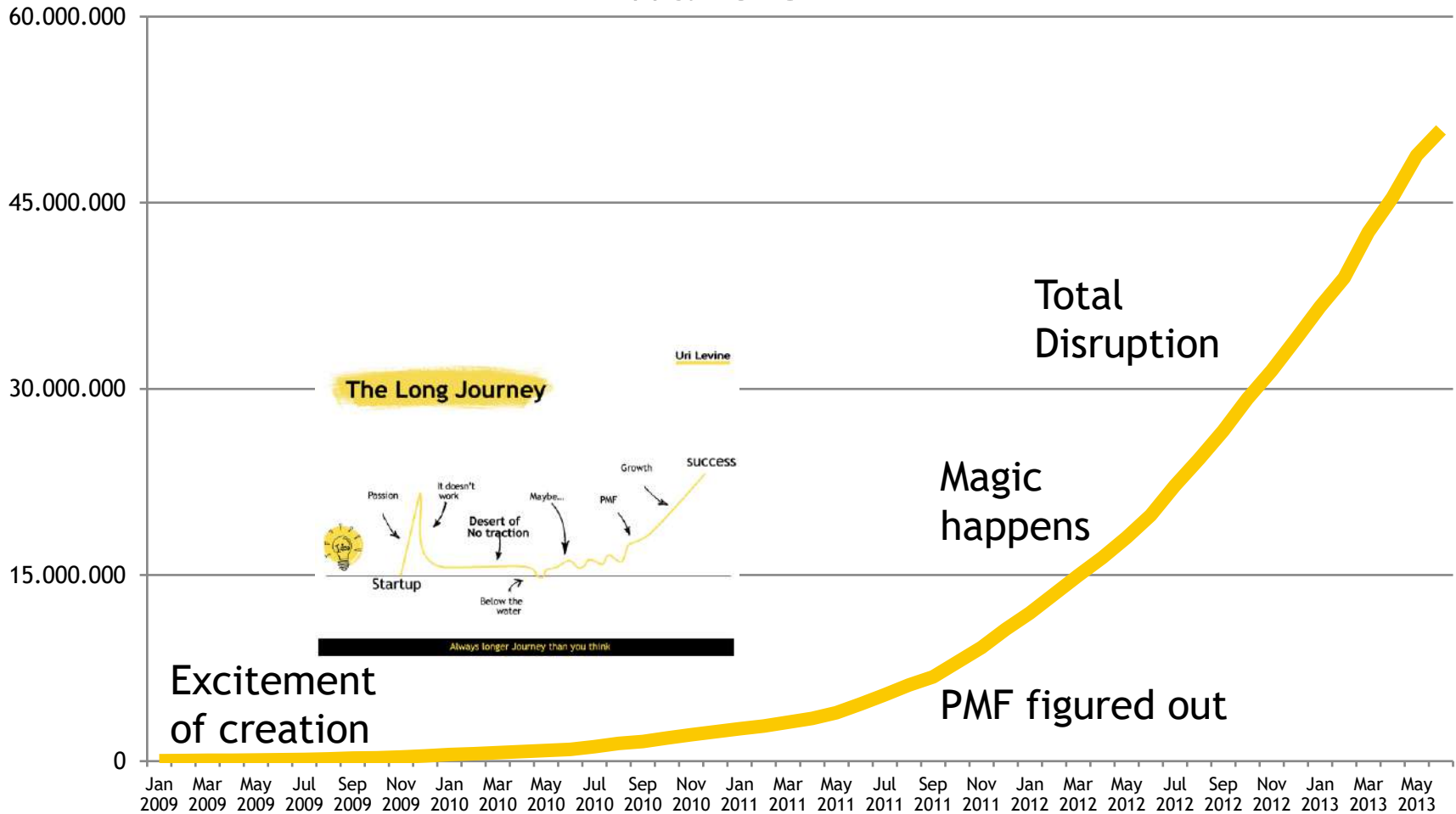


The Waze Journey

**MOVE FAST AND
BREAK THINGS**

Making a Long Story Short

Wazers



All successful startups will have the same curve

Unicorn Strategy - line them up

Product is
needed and used

Market is large

LTV is high
(business model works)

User growth and
globalization figured out

The X factor
(coolness)

Unicorn Strategy - line them up

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needed and used

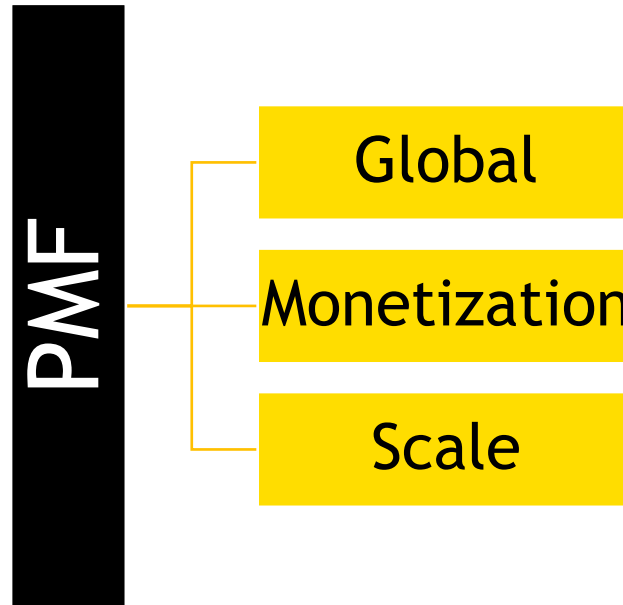
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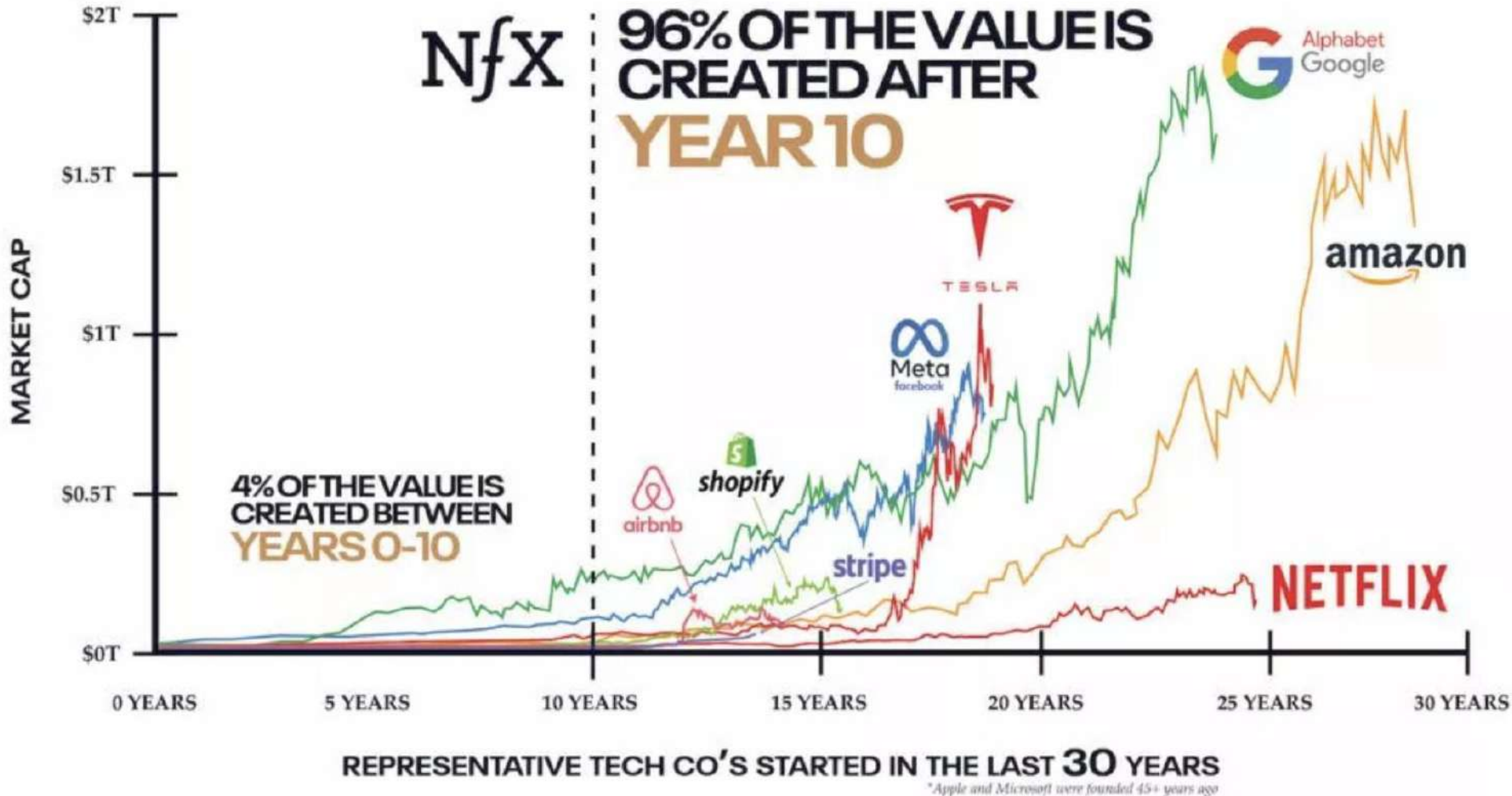
First 7 years...



10 years is just the beginning

- Think of Tech Giants, like
 - Google, Amazon, Netflix
 - FaceBook, Tesla
 - Or younger: AirBnB, Shopify, Stripe
- How much of the value was created over the 1st decade vs. the rest of their life?

10 years is just the beginning



StarTips

- Who are your **USERS** and their **PROBLEM**
- Make your **MISTAKES FAST**
- Fall in **LOVE** with the **PROBLEM**, not the solution
- **FOCUS** - it is what we are **NOT** doing
- **TEAM** - “The team was not right”



Fall in love with the Problem, not the solution

Uri Levine



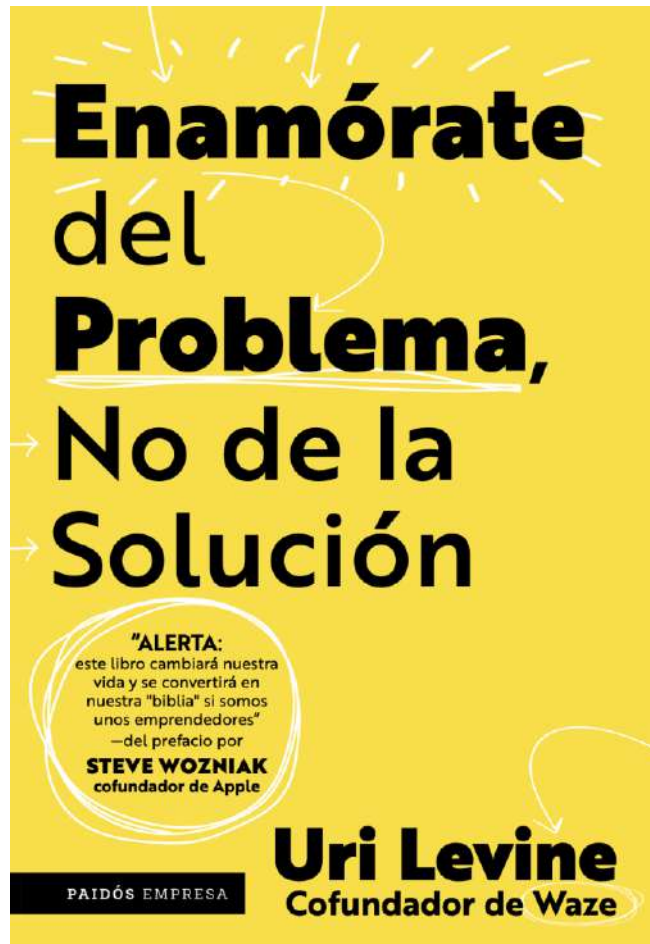
Creating value purpose
Building companies (startups)
Doing good and doing well
Teaching

My Startups



Fall in Love in the PROBLEM you're solving - not the solution

My Book



- Fall in Love with the problem
- Journey of failures
- Multiple phases
- Disruption
- Fund raising
- And investors
- Firing and hiring
- Sample of one
- Product Market Fit
- Business Model
- Growth
- Global
- Exit



SCAN ME

Fintech opportunities

- Addi is an example
- Less than 50% (and declining) of CC
- Loans as the fuels of the economy

Parting thought - Greatness

-
-
- Think of the following
 - Google search, Waze, iPhone, Uber, WhatsApp, Amazon, ChatGPT
- What made them successful?
 - Technology? Pioneering? Execution?
 - Yes all of them, but none of them

Parting thought - Greatness

■ SIMPLCITY!

- Simplcity is the ultimate sophistication
- Think of the following
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One More Story

Thank You

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One slide

- Fall in Love with the **problem**, not the solution
- Long roller coaster journey of **failures**
- Biggest enemy of **good enough** is perfect - launch NOW
- PMF or die - PMF metric = **Retention**
- **Hard decisions**
- **Users** are different - watch and listen to them
- Focus: A company is **one** value proposition + **one** target audience
- **Simple** - you can not over simplify
- Starting point = **Validate** problem + value proposition
- Never **give up**
- Always create **value**