

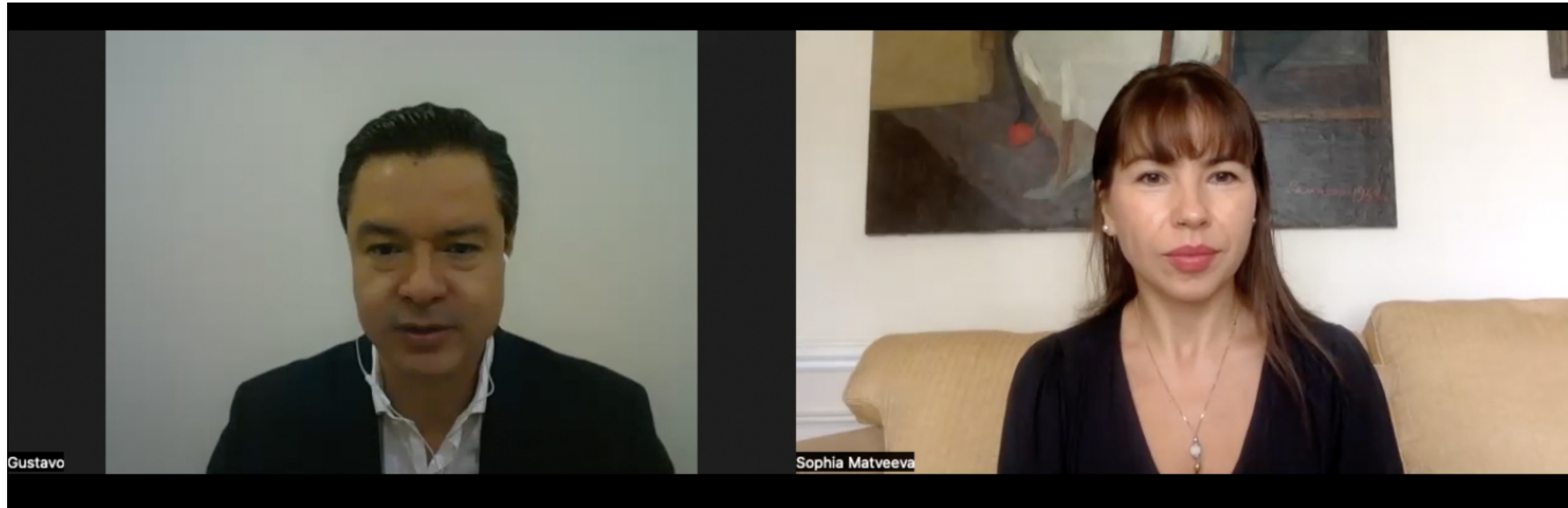


SOPHIA MATVEEVA, FOUNDER, ENTY

What leaders need to know about tech to thrive in the digital age



Gustavo Juarez



- Gated Talent member
- Tech for Non-Techies student
- CFO luxury car business

Jason Goldstein



- London Business School MBA
- Worked at EY
- Wanted to join the tech boom
- Had no tech knowledge

Jason Goldstein

- Graduated from LBS
- Venture Capitalist
investing in tech



Who this is for



Corporate
leaders



Professional services



Career
transitioners

What you will know by the end

- The key difference between digital & traditional business
- How to ask the right questions
- How to link business strategy to technology



uma

CHICAGO BOOTH

ECLIPSE

I tried it all

- MBA from Chicago Booth (\$180,000!)
- New Venture Challenge
- Computer Science 101 from Stanford Online
- Product management courses on Coursera

And run a company in my spare time...wtf?!

THEN THIS HAPPENED

Forbes

Feb 19, 2018, 09:32am EST

What Non-Technical Founders Really Need To Know About Tech



Sophia Matveeva Former Contributor ⓘ

Careers

Startup founder in retail tech.

Follow

Forbes

5,695 views | Jan 26, 2020

Non-Technical Founders Can Build Great Tech Businesses, Investors Say

Some of the most successful tech companies, like Alibaba and Airbnb, were created by non-technical founders. Investors share their views on how non-technical should approach entrepreneurship and working with technical teams.



CONCEPTS MATTER, SKILLS DON'T

Learn the basics, but you do not need to
be a coder.



David Segura

- UChicago grad
- Management consultant
- Founded ad tech company and sold to TPG owned business
- Now one of NYC's top angel investors



”You should become fluent and knowledgeable of software trends and best practices - learn how to manage a technical endeavour from both a project and product standpoint, but **you will not get credit or a moral victory for becoming an average coder in a world that only values excellence**”



Something interesting happened



MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV WATCHLIST PRO

RETAIL

How personal shopping is giving retailers vital customer data

PUBLISHED MON, NOV 20 2017-11:39 PM EST | UPDATED MON, NOV 20 2017-11:50 PM EST



VIDEO ON ES

BUSINESS ES MONEY CULTURE INSIDER THE ESCAPIST THE REVELLER COMMENT

TECH

New fashion app Enty: a personal stylist... in your pocket



Mandy4324, 04/08/2019

Fun fashion community and feedback on style

I started using Enty at a friend's recommendation and now I use it when I'm in the fitting room deciding between purchases. I also browse it occasionally when I want to see other people's styles or get inspiration on new trends. I would use it more if I could get feedback more instantly - I usually have to wait a bit of time. But overall, a really fun app and great addition to my shopping experience.

Fast forward 8 years...

- App reached 25,000 users & was App of the Day on Mashable
- Teach my classes at London Business School & Oxford university
- Lead instructor at Techstars x Blackstone accelerator
- Help executives lead in the Digital Age



You might be just like me

- You're an action taker and you're resourceful!
- You're willing to work hard
- You don't have a tech background
- You're overwhelmed by what to learn

I learnt things the hard way!

And spent about \$300,00 on the way... AAAARGH!

**Who wants things the easy
way?**

The biggest mistakes non-technies make

1. **Force themselves to learn to code**
2. Lose sight of the business
3. Don't think about the user

You don't need to learn to code.

You need to **co-create**.

I spent 3 hours turning this... into this



- If you want to succeed in the tech revolution, you don't need to build products with your bare hands.
- You need to **know the concepts** and to **co-create**.

Learn the language of:

- Designers
- Developers
- Analysts
- Data Scientists

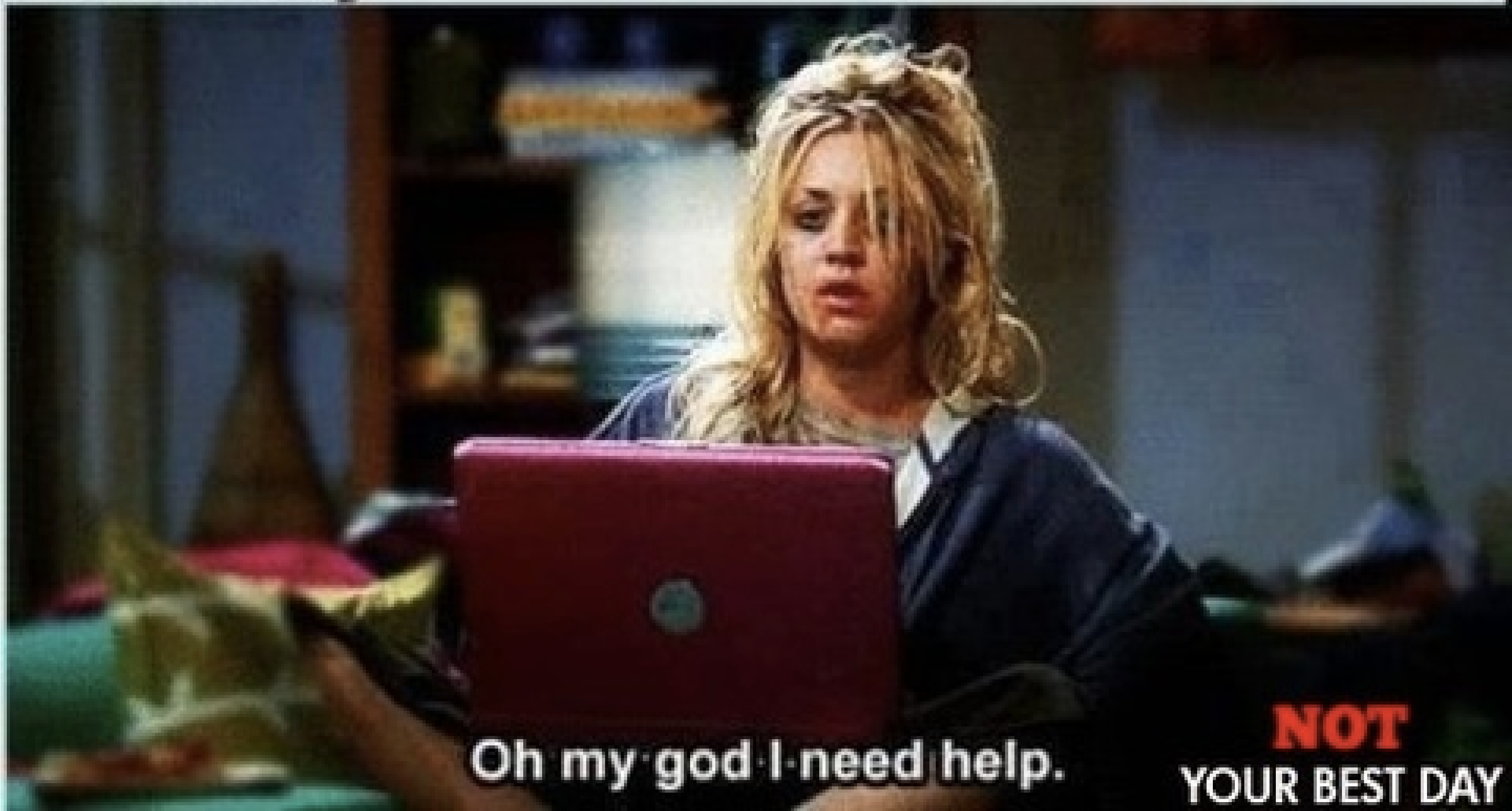


BILL GATES

Information technology and business are becoming inextricably interwoven.

I don't think anybody can talk meaningfully about one without talking about the other.

When you get hooked on a tv show and watch every season in one day



Oh my god I need help.

NOT
YOUR BEST DAY



David Wells

ex Netflix CFO





CEO

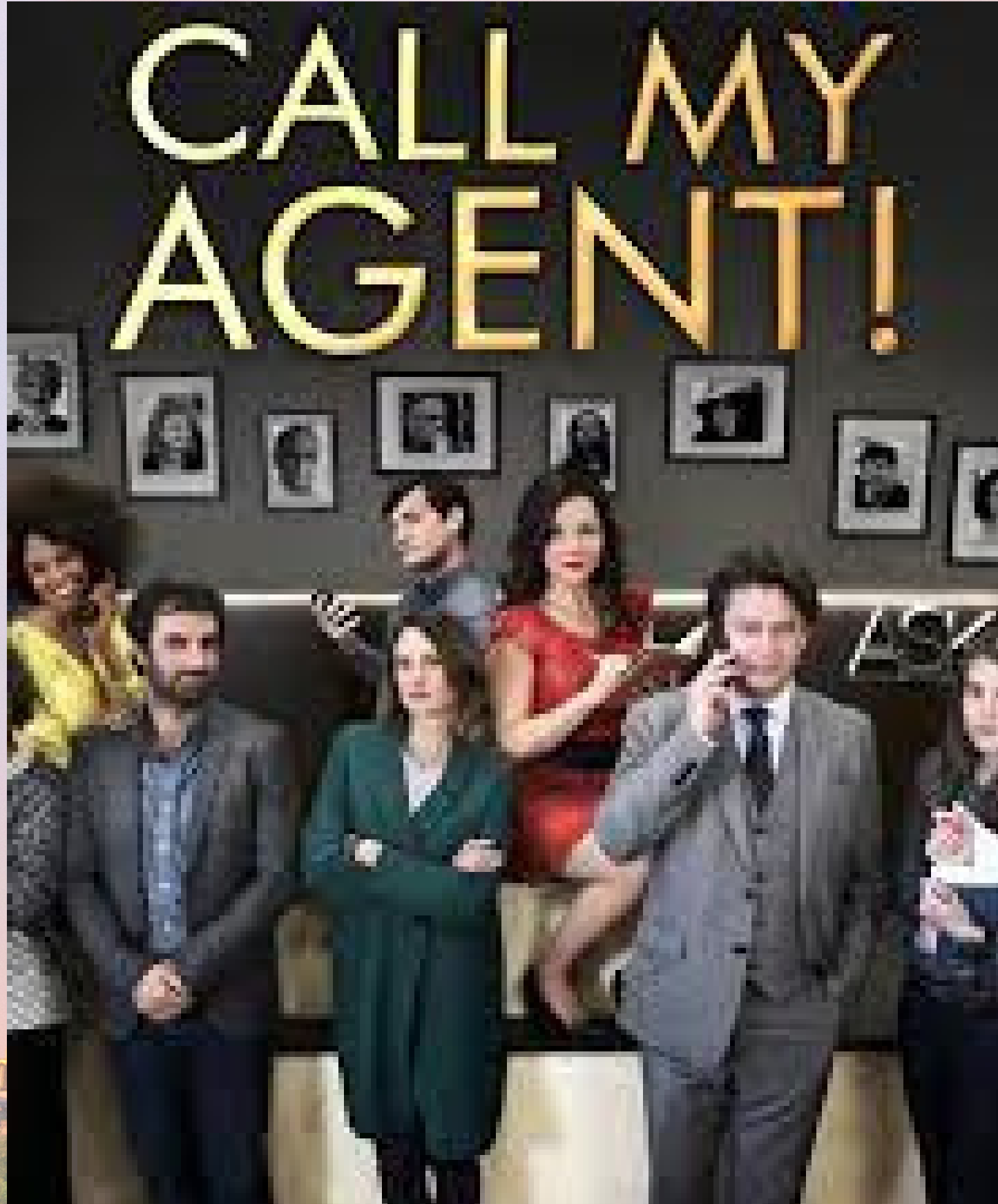
**Chief Technology
Officer**

**Chief Marketing
Officer**

**Chief Financial
Officer**

**Chief Content
Officer**

CEO



**Chief Content
Officer**

CEO

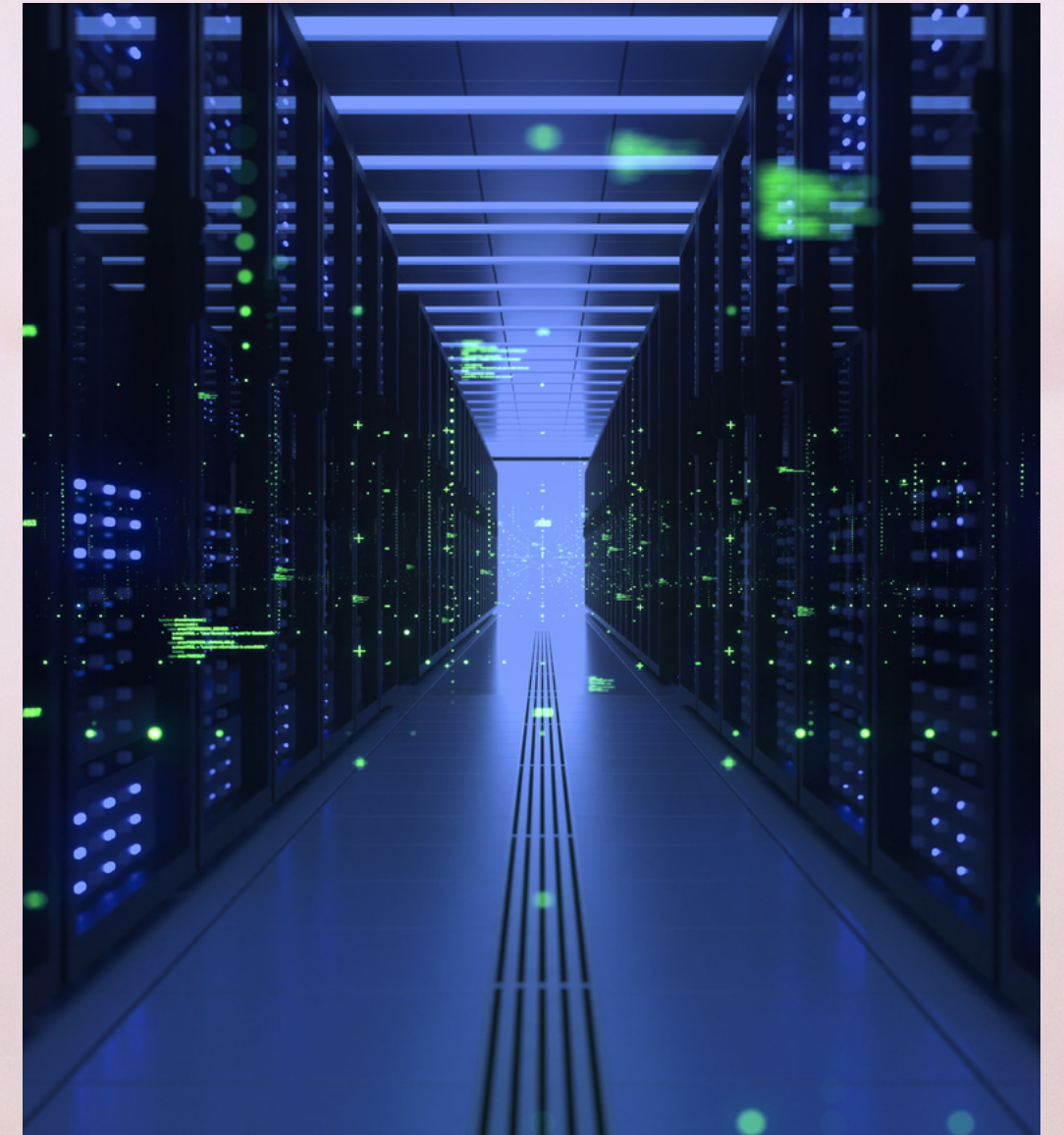


Chief Marketing Officer



CEO

**Chief Technology
Officer**



CEO

**Chief Financial
Officer**



CEO

**Chief Technology
Officer**

**Chief Marketing
Officer**

**Chief Financial
Officer**

**Chief Content
Officer**

**SPEAK
TECH!**



BUZZWORD BINGO

Agile!

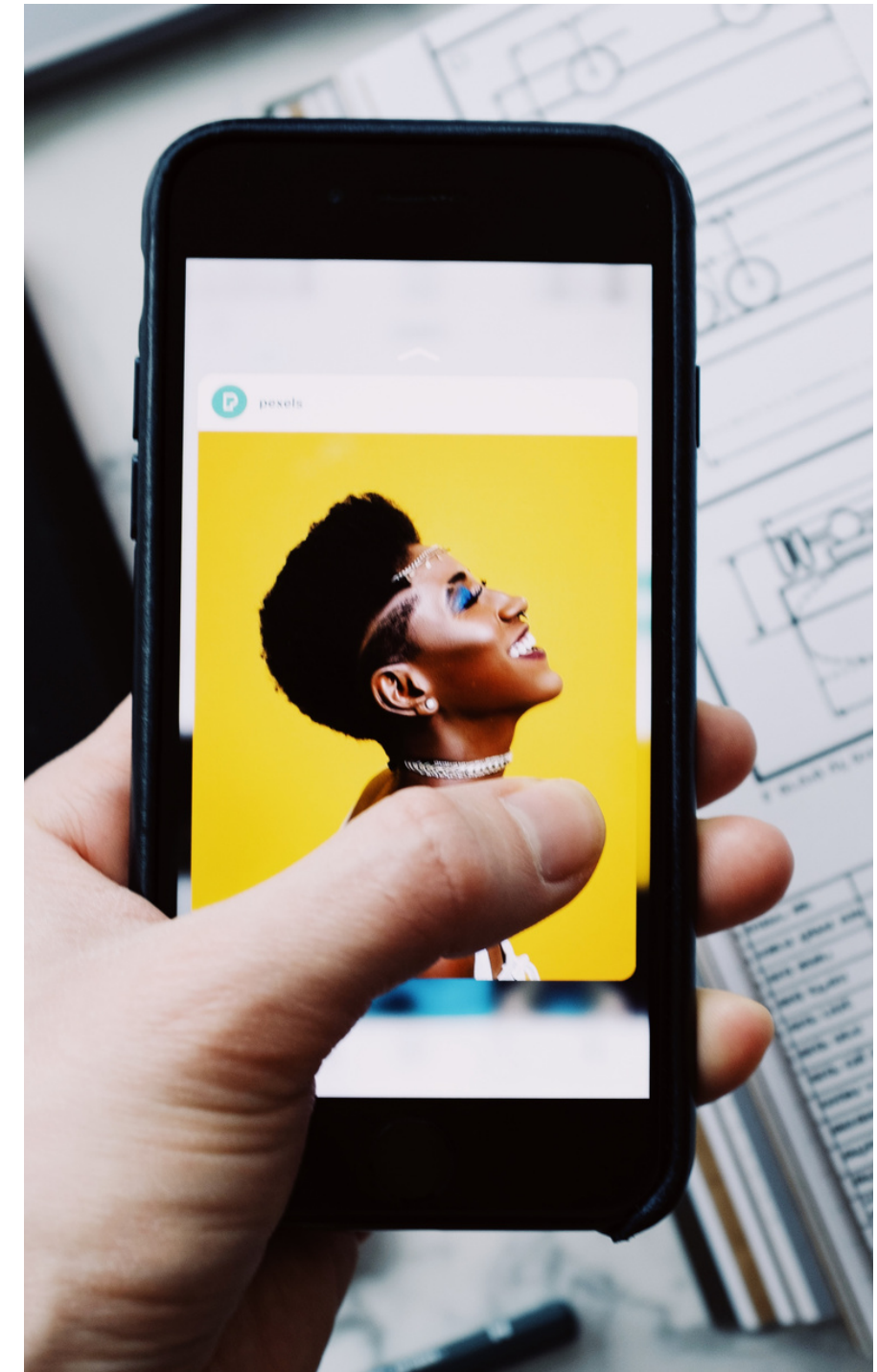
Design thinking!

Build, measure learn!

LINEAR

VS

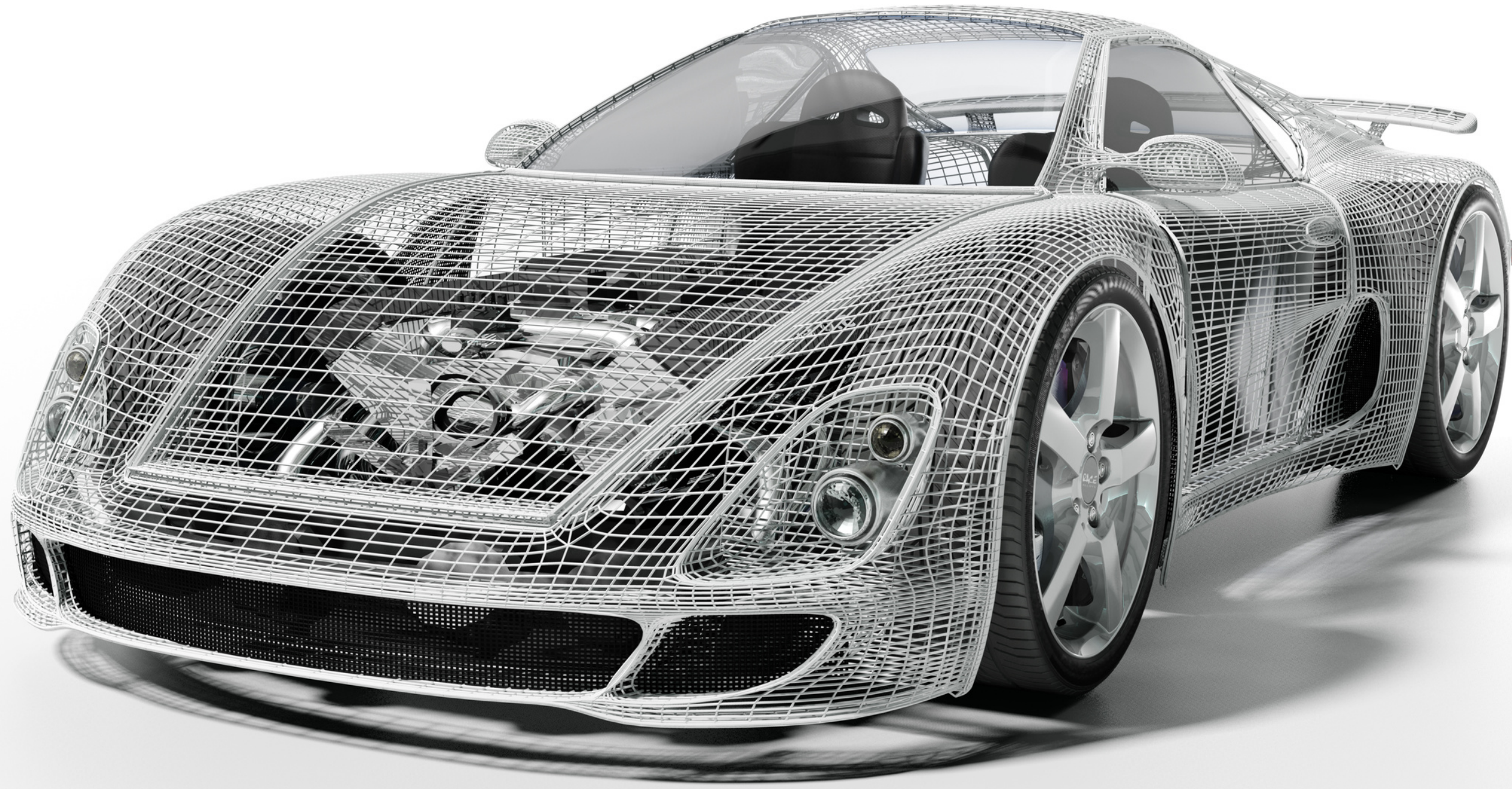
CIRCULAR



LINEAR: STAGE 1 - IDEATION



LINEAR: STAGE 2 - DESIGN



LINEAR: STAGE 3 - ENGINEERING



LINEAR: STAGE 4 - RELEASE



LINEAR: STAGE 5

WHAT IS STAGE 5?

LINEAR

1



2



3



4



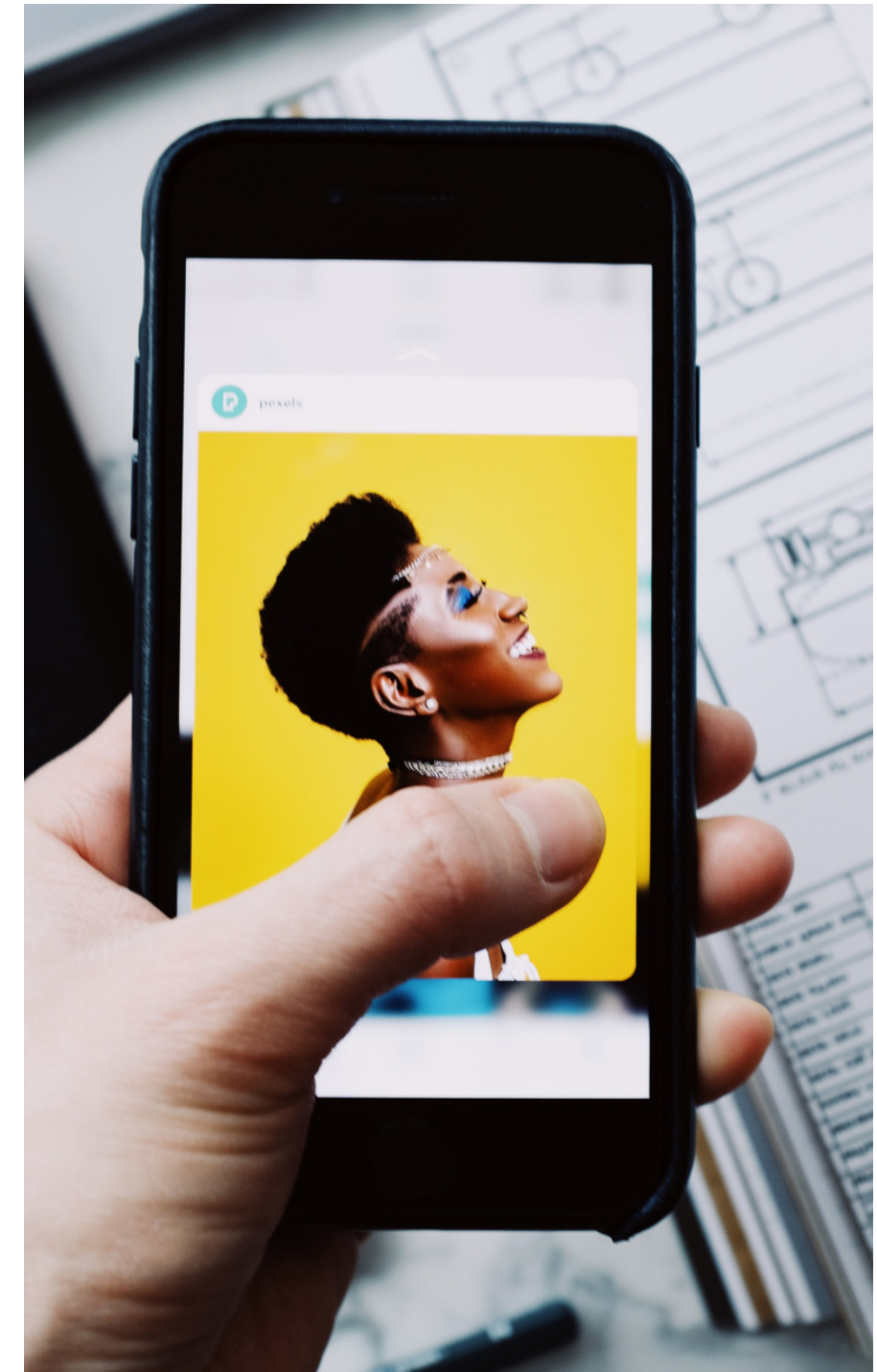
?



LINEAR

VS

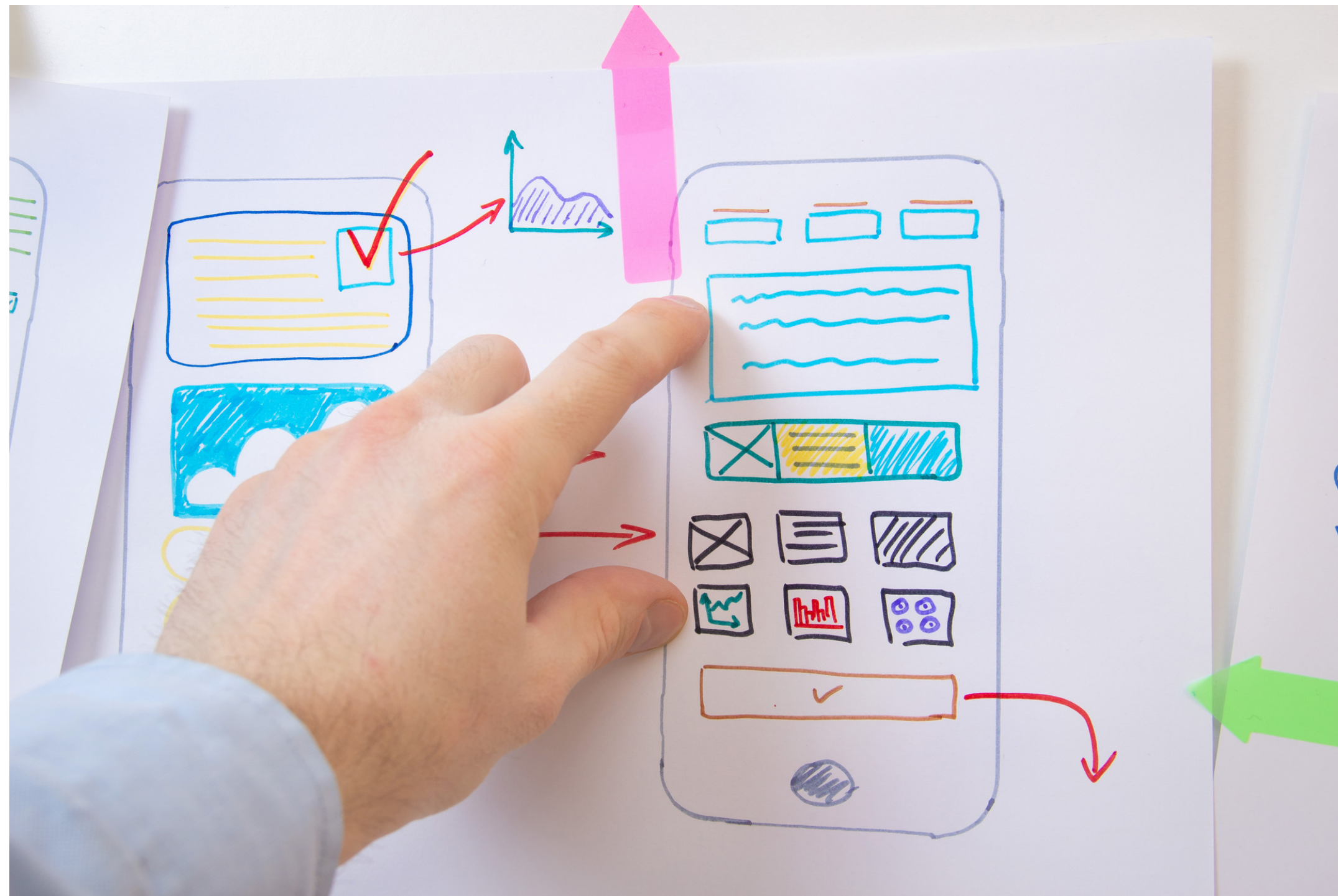
CIRCULAR



CIRCULAR: STAGE 1 - IDEATION



CIRCULAR: STAGE 2 - DESIGN



CIRCULAR: STAGE 3 - ENGINEERING

```
28
29 <?php
30 $scontoapp2 = $_POST['scontoapp2'];
31 $nome = $_POST['nome'];
32 $quantita = $_POST['quantita'];
33 $prezzo = $_POST['prezzo'];
34 $sconto1 = $_POST['sconto1'];
35 $scontoapp = $_POST['scontoapp'];
36 $sconto2 = $_POST['sconto2'];
37 //sbambini = $_POST['bambini'];
38
39 $ipotetico = (($quantita*$prezzo)*(100-$sconto1)/100)*(100-$sconto2)/100;
40 $reale = (($quantita*$prezzo)*(100-$scontoapp)/100)*(100-$sconto2)/100;
41 $CIS = $reale-$ipotetico;
42 ?>
43 <div id="donazione">
44 <div id="logo"></div>
45 <h2>Area 2 Save money</strong> </h1>
46 Prodotto: <?php echo $nome ?><br>
47 <strong>Ipotetico: <?php echo $ipotetico
48 <strong>Reale: <?php
```

CIRCULAR: STAGE 4 - RELEASE



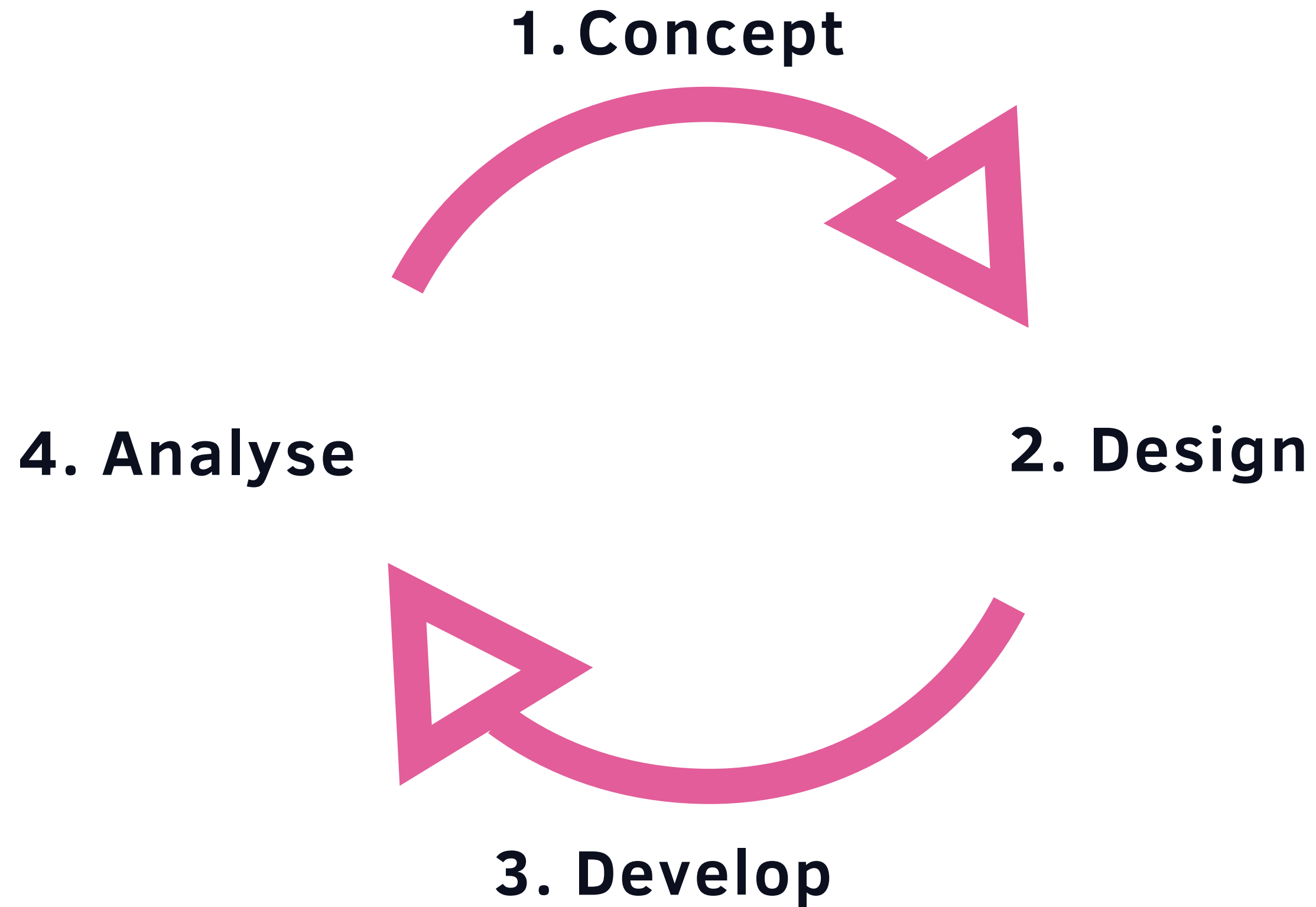
CIRCULAR: STAGE 5 - ANALYSIS



CIRCULAR: STAGE 1 - IDEATION



CIRCULAR



LEARN HOW TO CO-CREATE



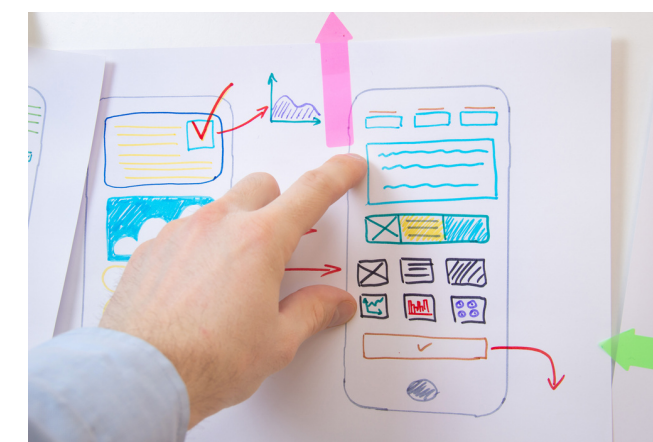
1. Concept



4. Analyse

2. Design

```
28 <?php
29 $scontoapp2 = $_POST['scontoapp2'];
30 $nome = $_POST['nome'];
31 $quantita = $_POST['quantita'];
32 $prezzo = $_POST['prezzo'];
33 $sconto1 = $_POST['sconto1'];
34 $scontoapp = $_POST['scontoapp'];
35 $sconto2 = $_POST['sconto2'];
36 // $bambini = $_POST['bambini'];
37
38 $ipotetico = (($quantita*$prezzo)*(100-$sconto1)/100)*(100-$scontoapp);
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40 $C16 = $reale-$ipotetico;
41 ?>
42 <div id="donazione">
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44 <div id="Area 2 Save money"></div>
45 <strong>?php echo $nome ?></strong> </h1>
46 <strong>?php echo $nome ?></strong> </h1>
47 <strong>?php echo $nome ?></strong> </h1>
48 <strong>?php echo $nome ?></strong> </h1>
```



3. Develop

Navdeep Sachdeva,
Head of Strategic
Sourcing, Fintech



Thank you, Sophia.

There was so much to learn from this
and **I feel so much more powerful**
today after your course than I did before.

Irina Klokova



- Management consultant
- Specialising in financial services
- No knowledge of tech

Irina Klokova



- Management consultant
- Specialising in financial services
- No knowledge of tech

What's disrupting finance right now?

Irina Klokova



- Management consultant
- Specialising in financial services
- No knowledge of tech

What's disrupting finance right now?

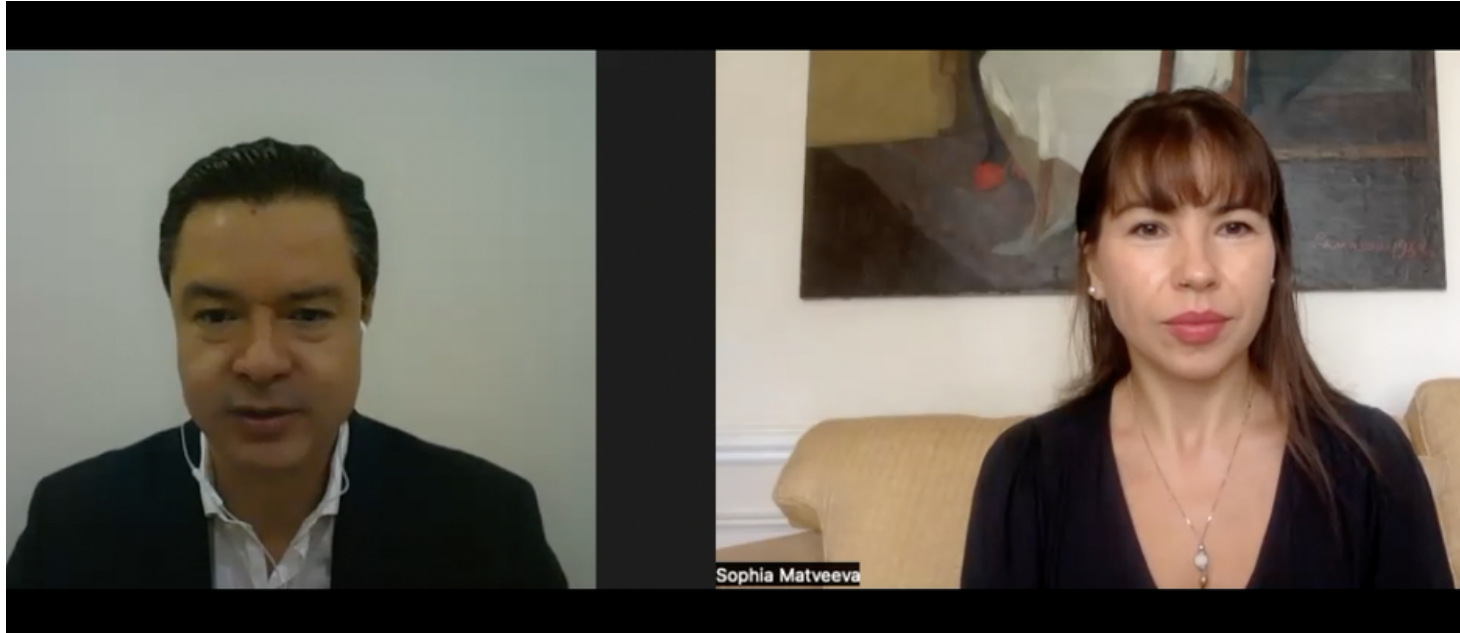
FINTECH!

Irina Klokova



I consider myself lucky that I have discovered "Tech for Non-Techies" (recommended by my friend).

Sophia helped me see **some of the mistakes that could have been avoided** on my personal journey to creating a tech product.



Speak Tech
& have a great
career

www.techfornontechies.co/speaktech

Tech top 10: core concepts

01 - What is a product?

A product is a solution to a people problem.

You watch Netflix to entertain yourself, or you use Vivino to select the right wine to bring to a party. The primary focus is always on the user and the problem, not the product.

02 - Product metrics vs Business metrics

Tech products like apps, sites and algorithms measure product metrics, not business metrics.

- Product metrics measure whether people love the product.
- Business metrics measure how a company makes money.

E.g. on Instagram time in app is a product metric, revenue per user is a business metric.



03 - Tech products are living things

They keep evolving after they get released.

This is why developers, designers and analysts work on the same product full time, and why the apps on your phone change without you doing anything.

p.4

TECH FOR NON-TECHIES

Speak Tech & have a great career

www.techfornontechies.co/speaktech



ALI JETHA,
INVESTOR & CHICAGO BOOTH MBA

As an angel investor in
technology, I find
Sophia's insights and
advice very useful, as
well as time-saving,
helping **filter the
relevant aspects.**
Thank you!

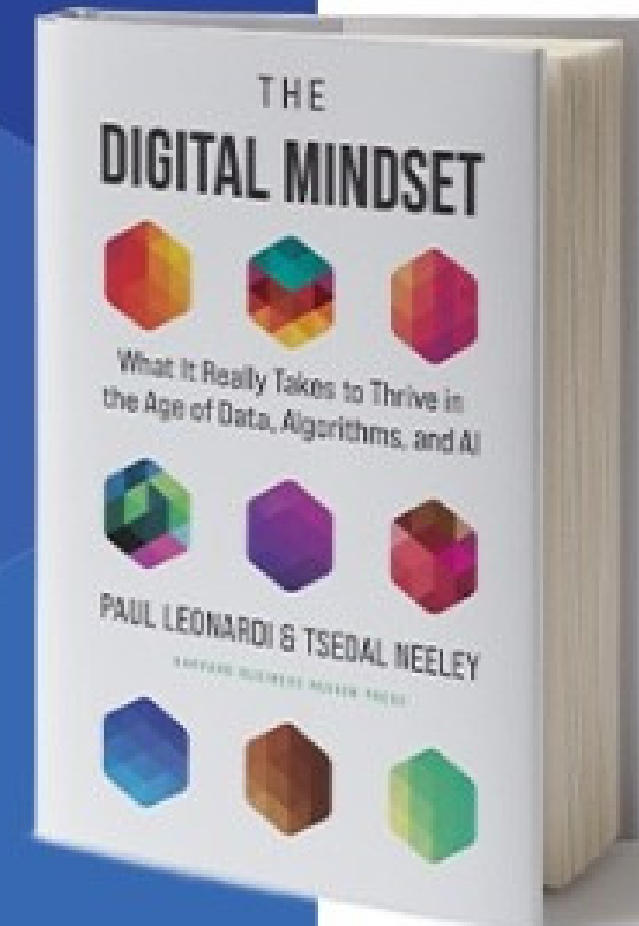
You are an investor!

**Does the world feel more
open now?**



What is a Digital Mindset & Why do you need one?

THE DIGITAL REVOLUTION IS HERE.



**NEW
RELEASE**



Join our next training & executive networking session

[https://www.techfornontechies.co/digital-
mindset](https://www.techfornontechies.co/digital-mindset)

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24 OCTOBER 2022