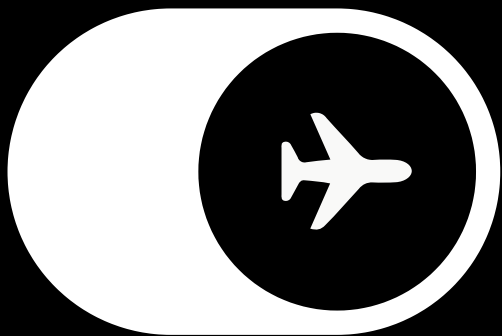


Learnnn
ffline

Result-Driven Execution

ROCKET INTERNET

ROCKET INTERNET

Rocket Internet: Attack of the online clones

**Lessons From the World's Most
Ruthless Competitor** Copycatters

ROCKET INTERNET

**Rocket Internet: Attack of the online
clones**

**Lessons From the World's Most
Ruthless Competitor** Copycatters

ROCKET INTERNET

**Rocket Internet: Attack of the online
clones**

Is Oliver Samwer “the most aggressive
guy on the internet”?

**Lessons From the World's Most
Ruthless Competitor** Copycatters

**Rocket Internet: Is There A
Method To Its Madness Or Is It
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**Lessons From the World's Most
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**Rocket Internet: Is There A
Method To Its Madness Or Is It
Just Bad For Innovation**

Why Does Everybody Hate Rocket Internet?

**Rocket Internet: Attack of the online
clones**

Is Oliver Samwer “the most aggressive
guy on the internet”?

1998





categories

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stats

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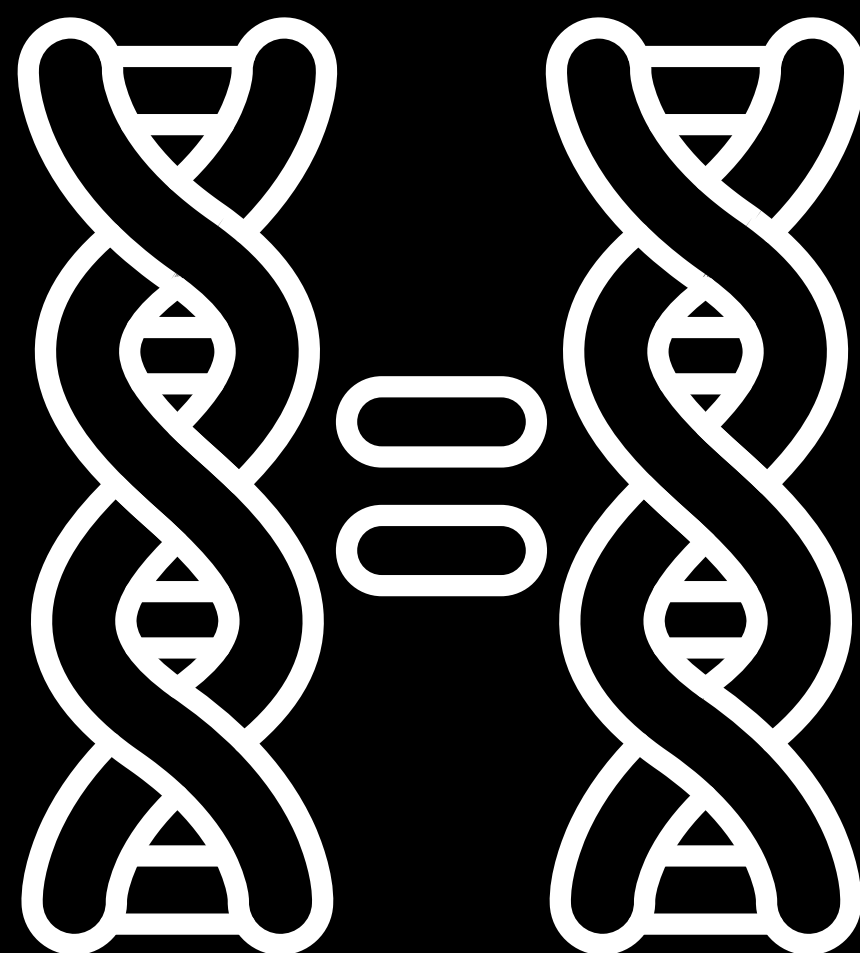
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alando

100 giorni dopo

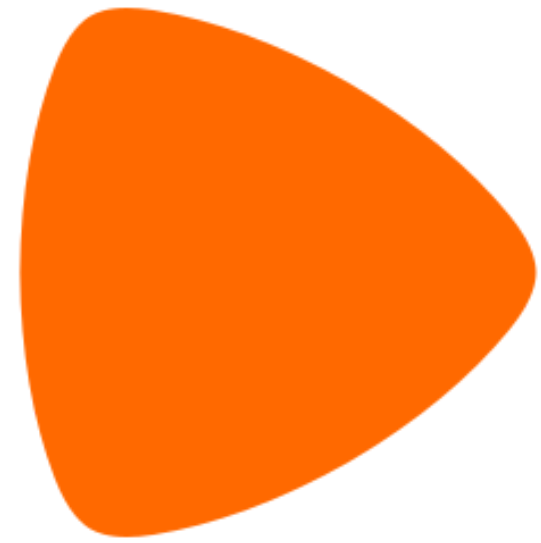




2007



ROCKETINTERNET



zalando

2023

ROCKET INTERNET



**Ma qual è la vera chiave
del successo di Rocket?**

- 2014 







- 2014 **carmudi**
- 2015 **SHOPWINGS**
Your groceries delivered in 1 hour!
- 2016 **ROCKET INTERNET**



- 2014 **carmudi**
- 2015 **SHOPWINGS**
Your groceries delivered in 1 hour!
- 2016 **ROCKET INTERNET**











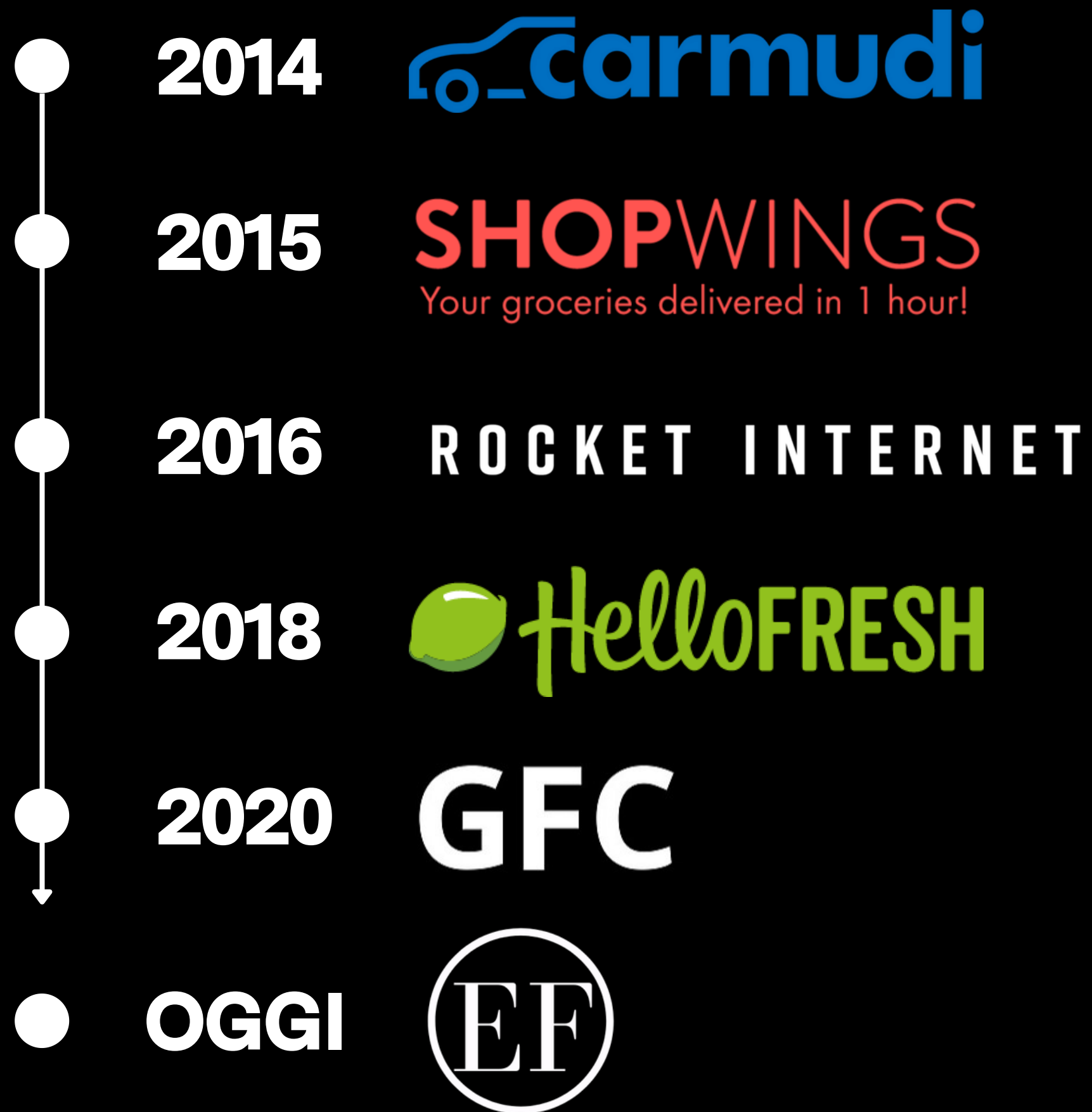
Chiave del successo



Chiave del successo



**Result-driven
Execution**



Chiave del successo



**Result-Driven
Execution**

Result-Driven Execution

Result-Driven Execution

Tre passi:

1. Visione: Cosa eseguire?

Result-Driven Execution

Tre passi:

1. Visione: Cosa eseguire?

2. Valore: Dove eseguire?

Result-Driven Execution

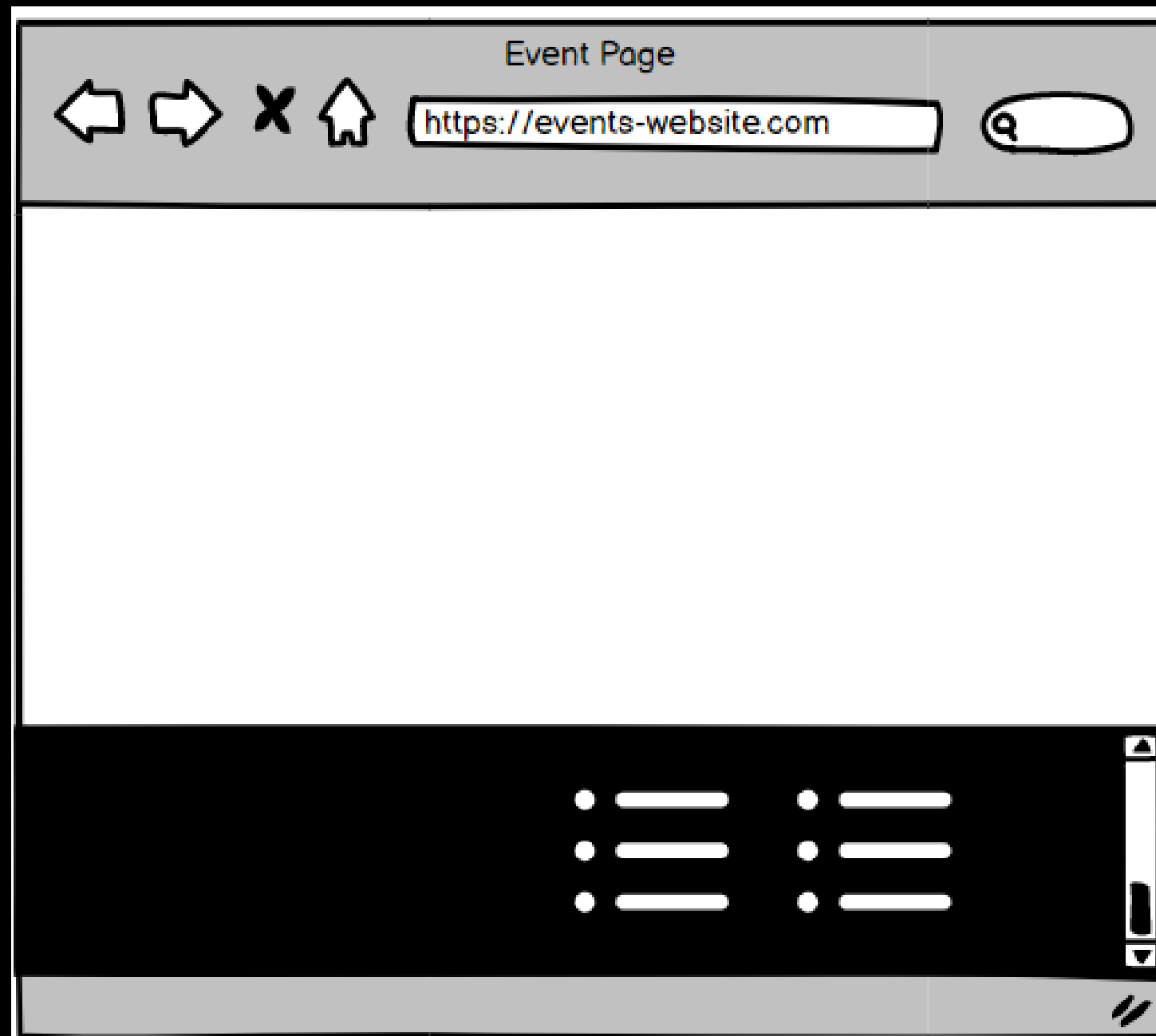
Tre passi:

1. Visione: Cosa eseguire?
2. Valore: Dove eseguire?
3. Velocità: Come eseguire?

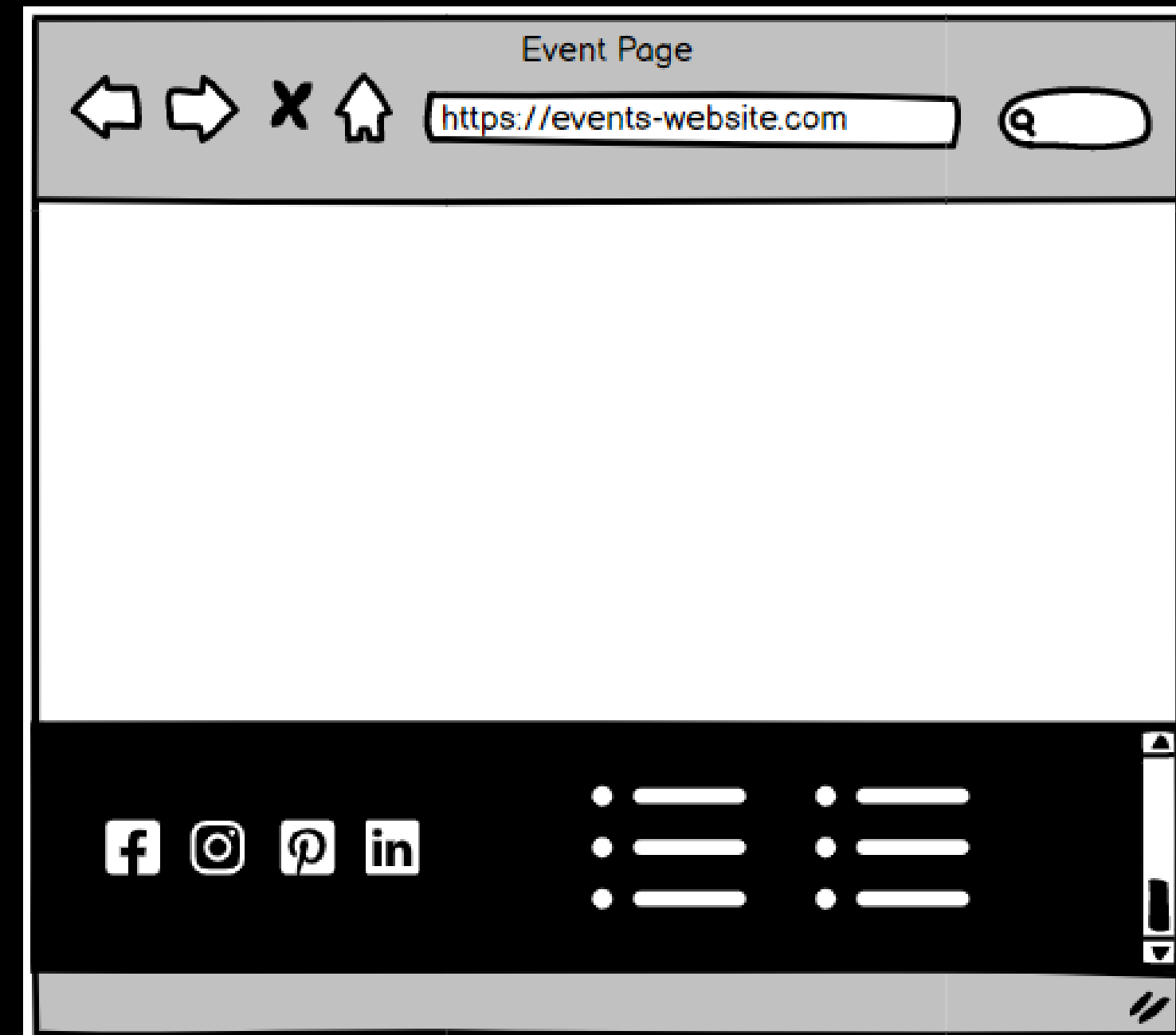
1. Visione: Cosa eseguire?

Esempio: A/B Testing

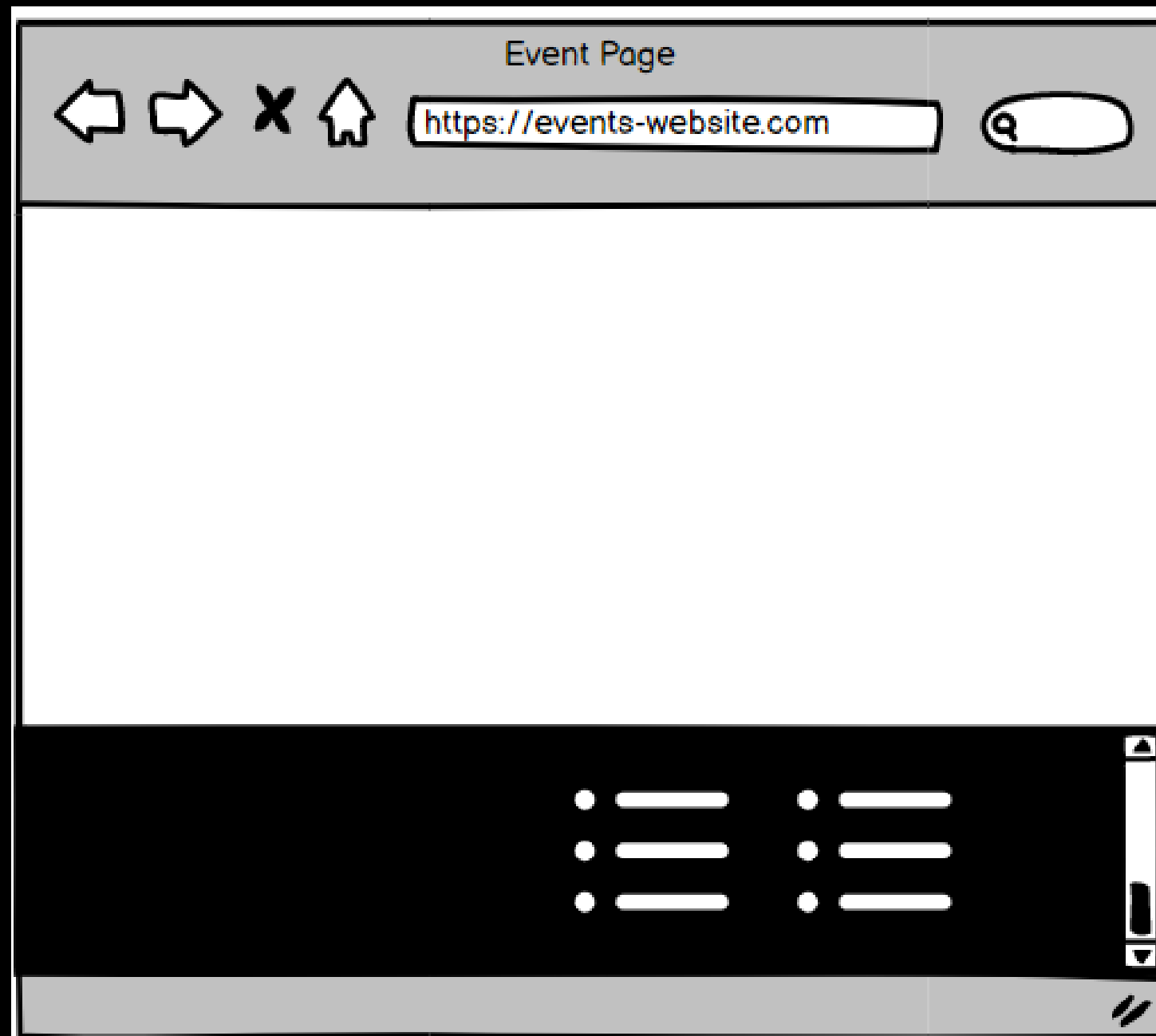
A



B

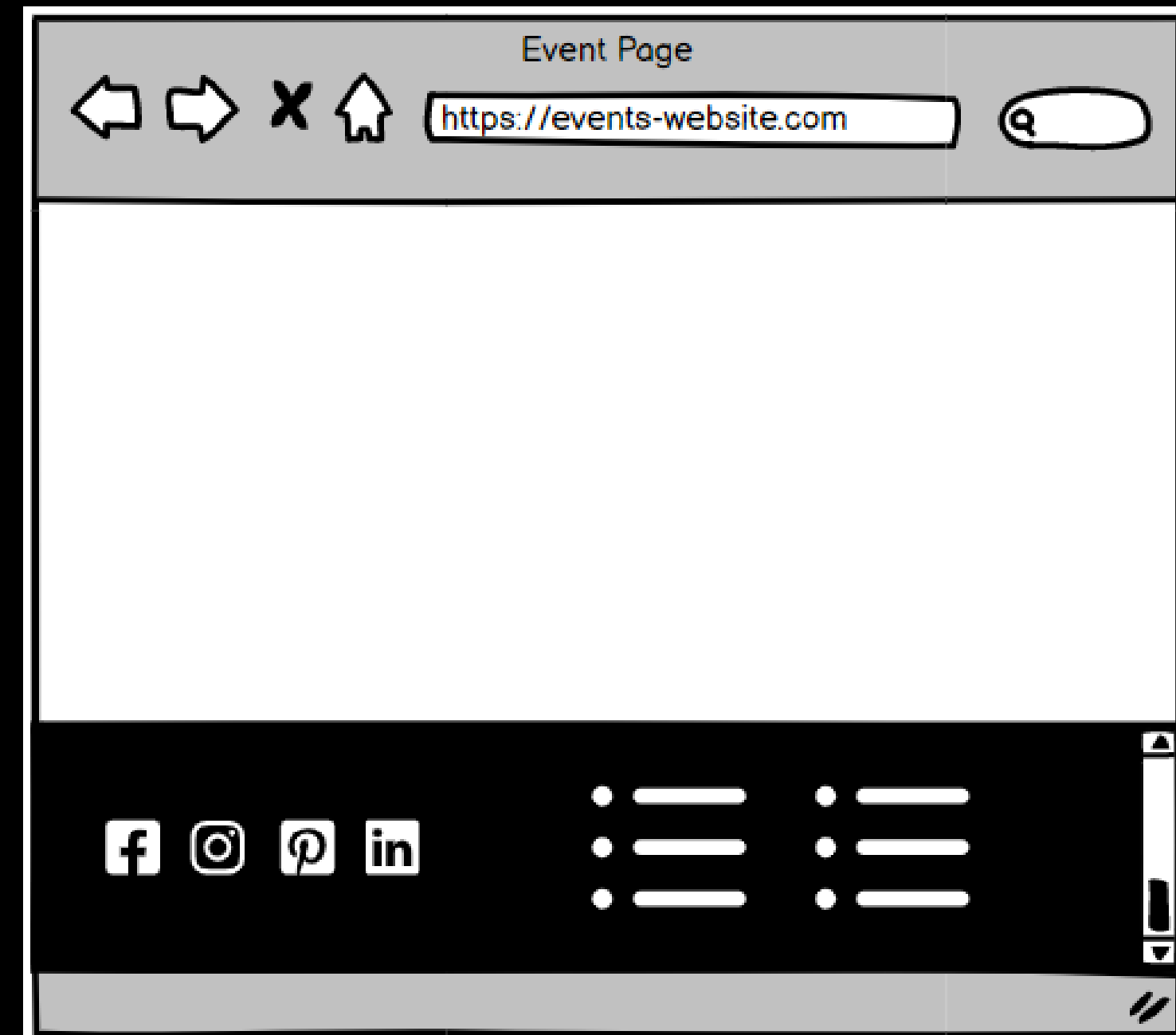


A

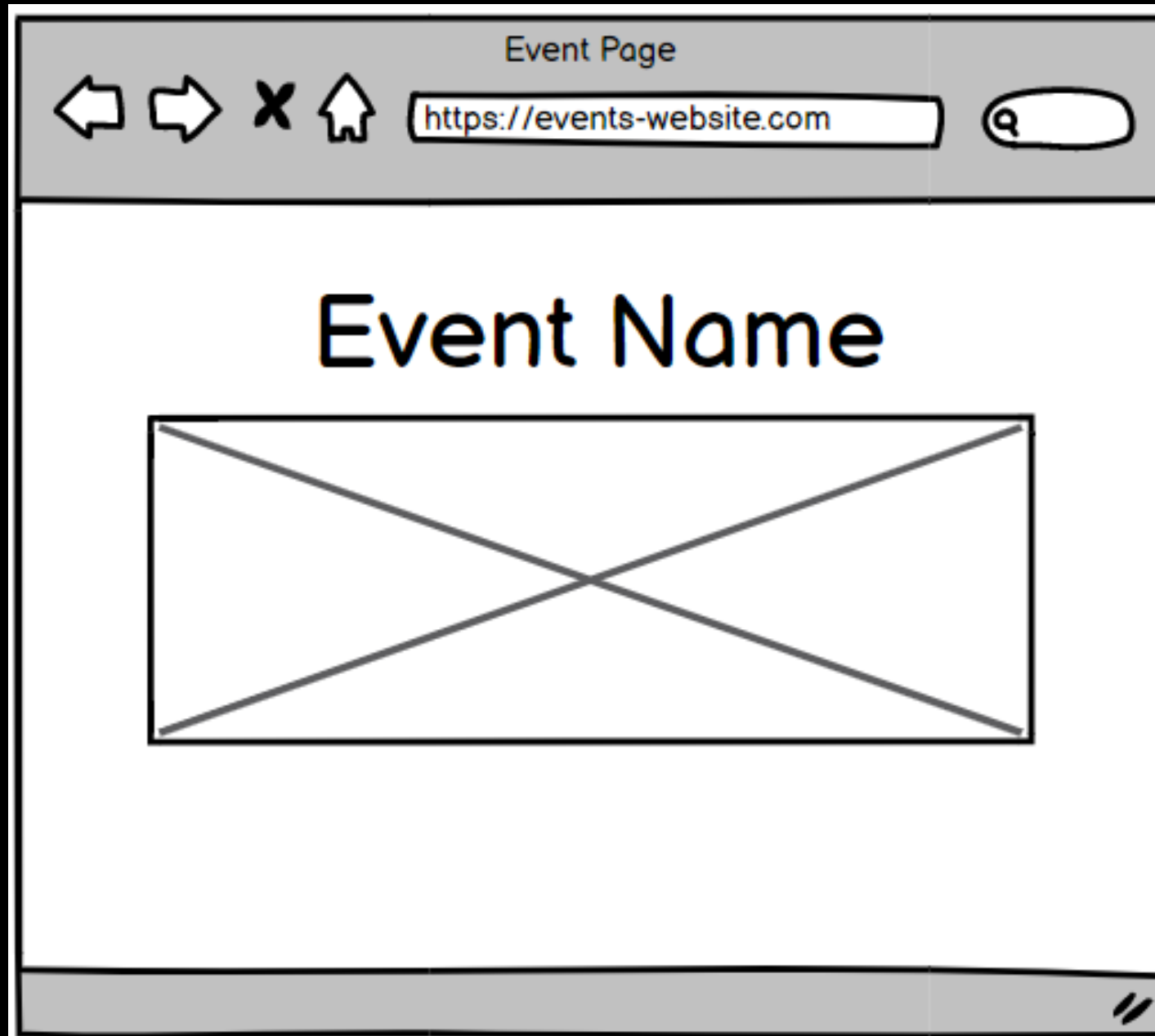


B

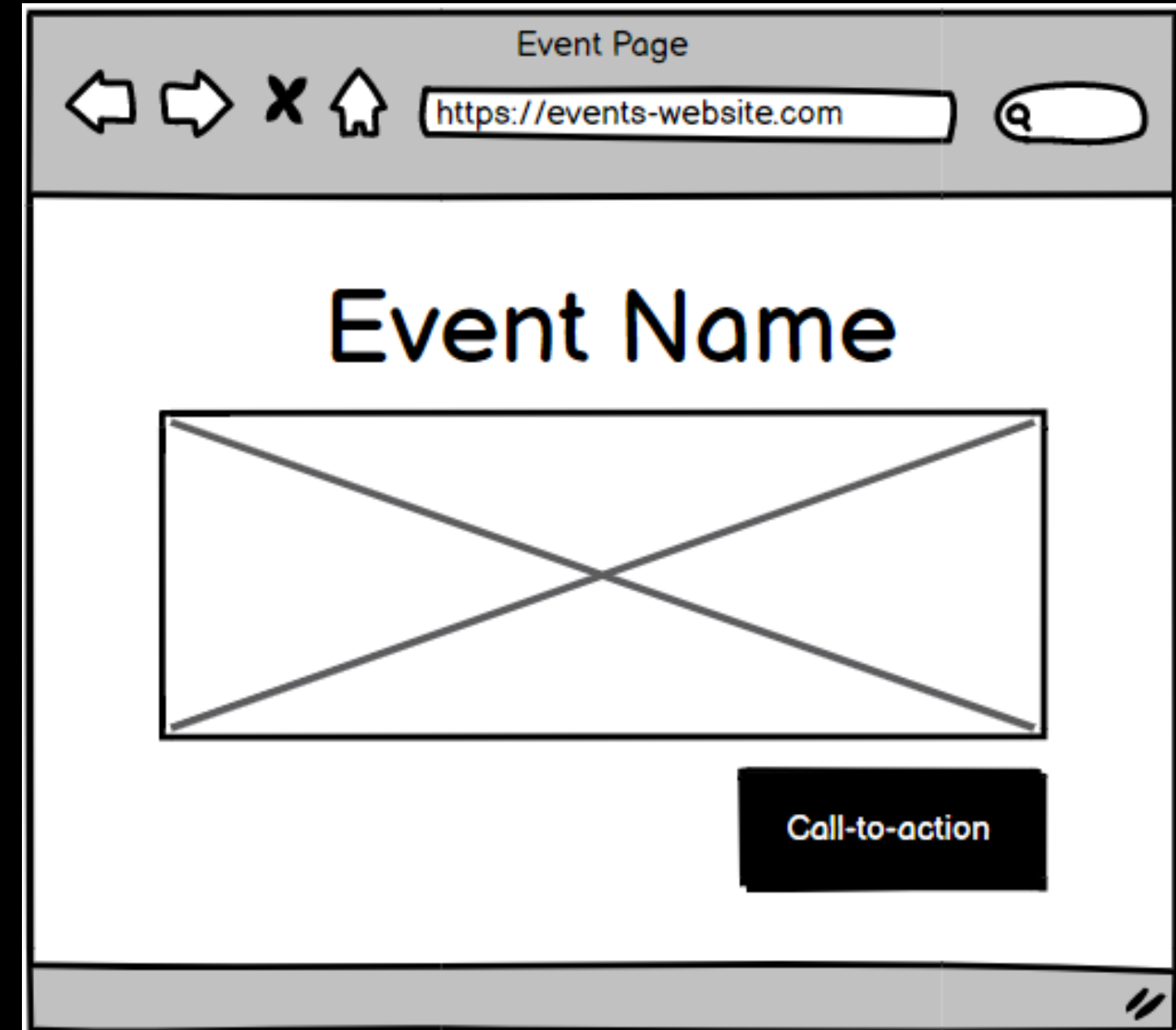
+0%



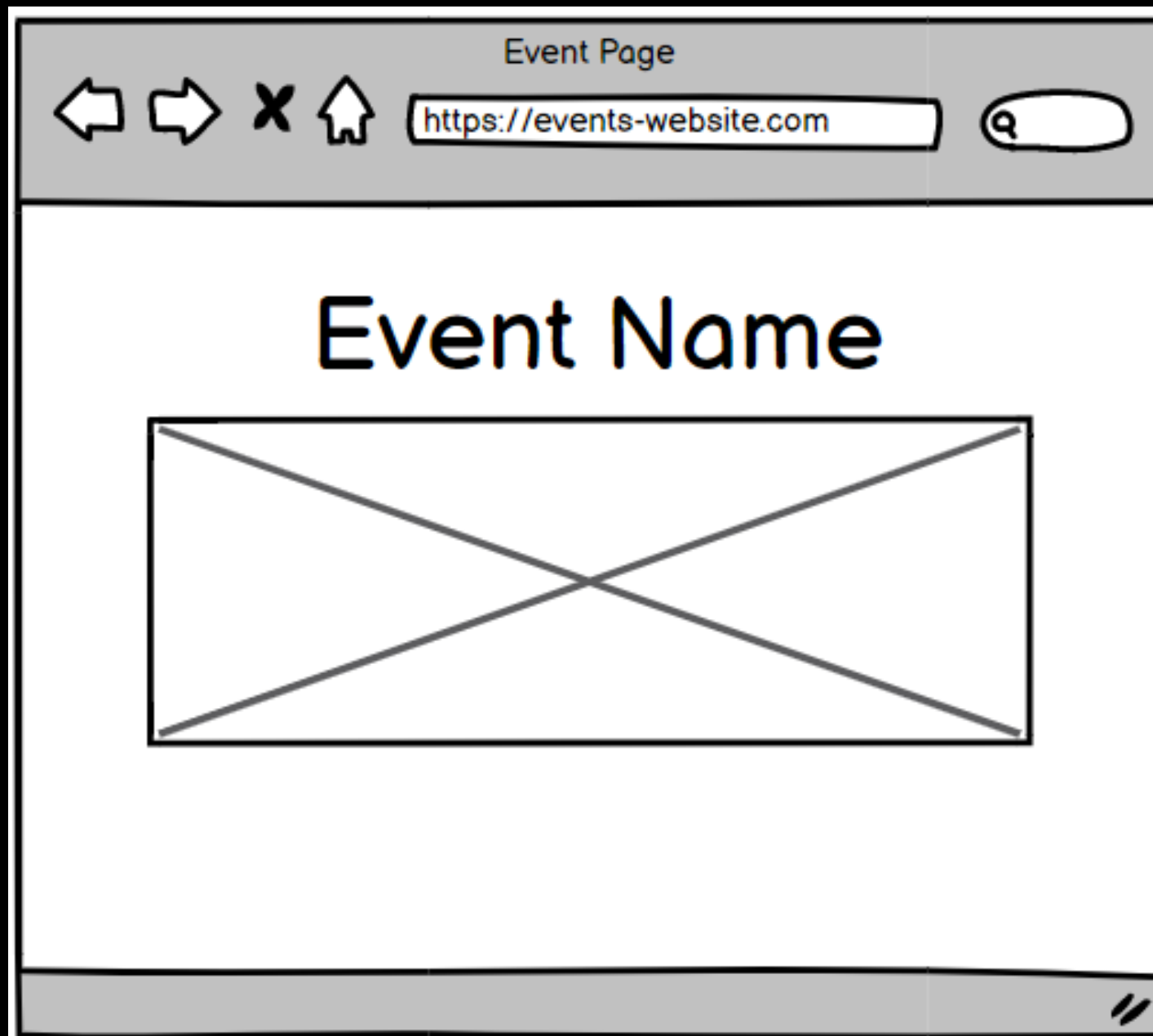
A



B

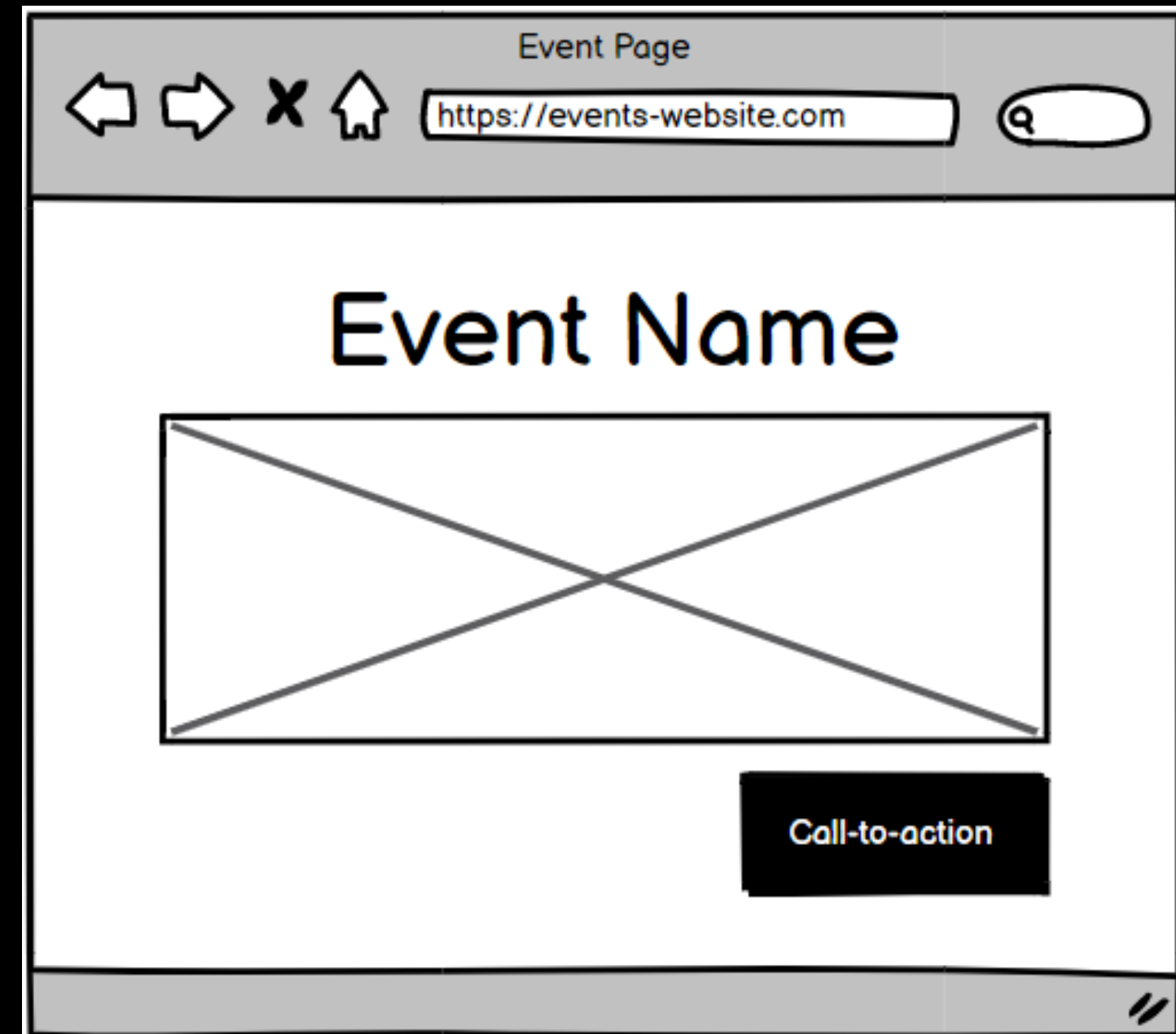


A



B

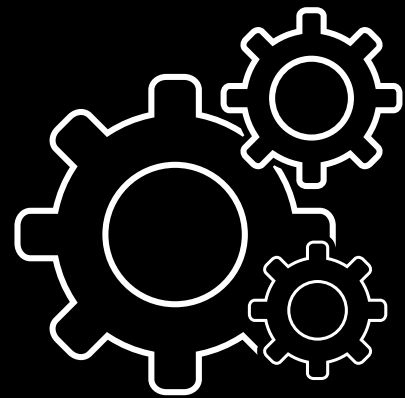
+12%



Costo opportunità $\approx$

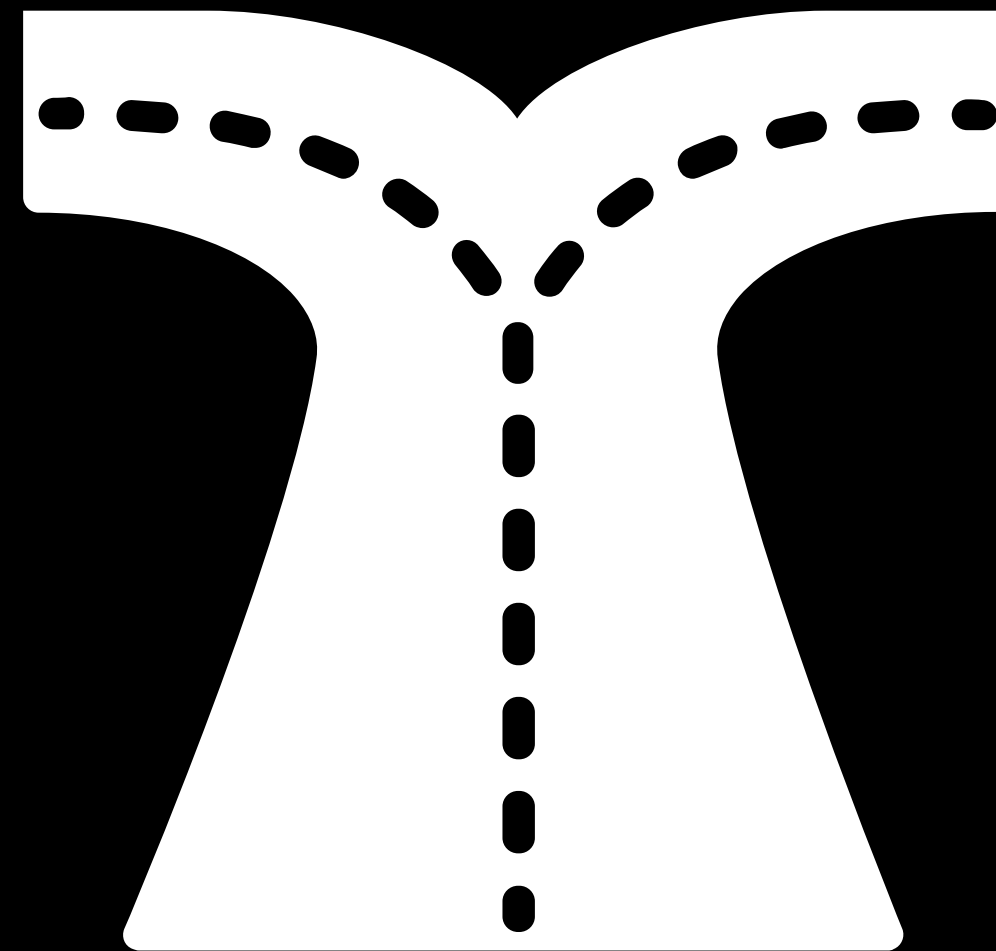
- **6 milioni di euro x**
- **12% uplift x**
- **1/4 di anno**

€ 180,000



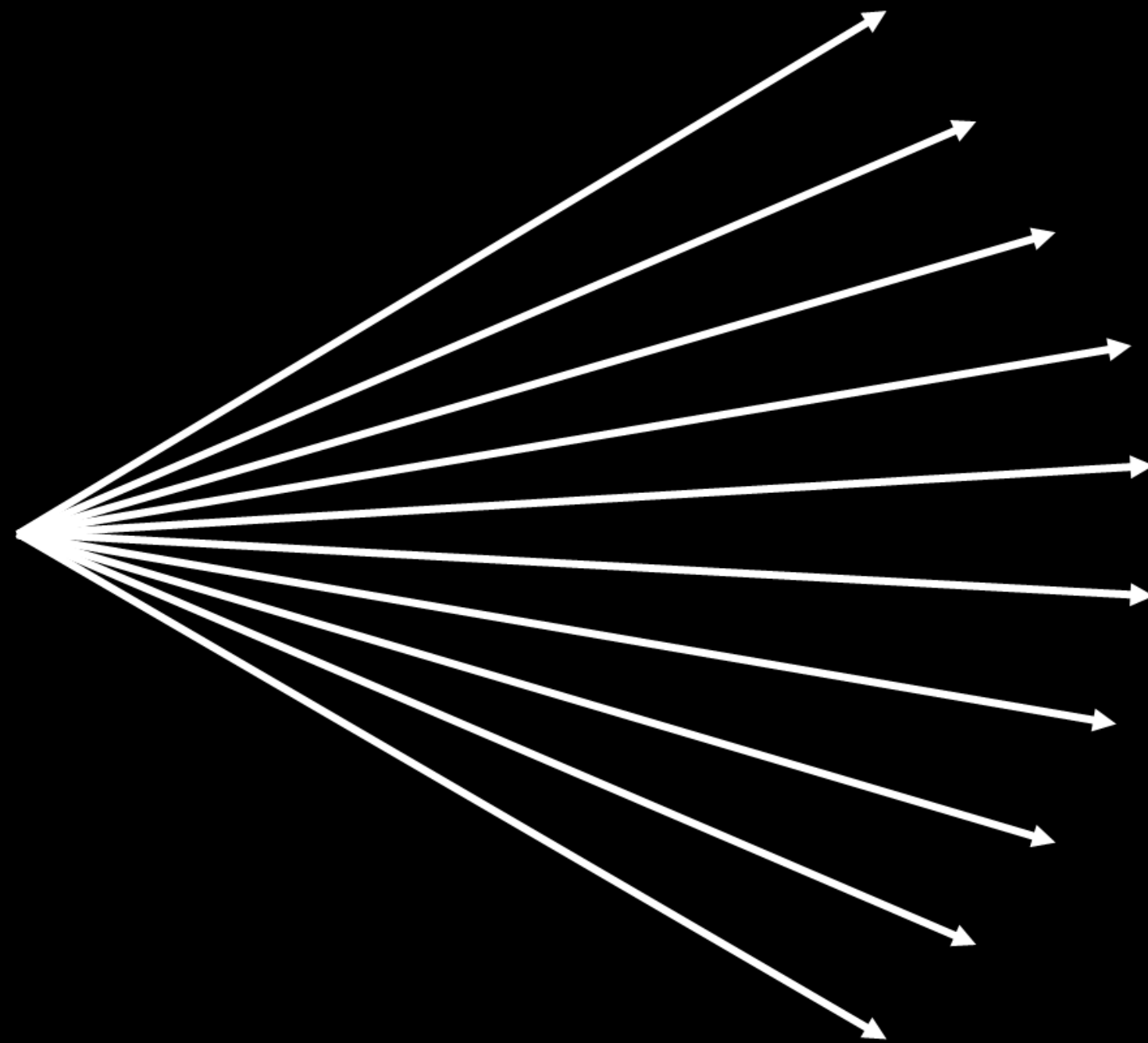
Costo opportunità

Valore
Azione intrapresa



Valore
Migliore alternativa
= Costo opportunità

**Ogni singola
decisione di oggi**



**Influisce lo
scenario in cui ci
troveremo domani**



Ruolo dell'intuito

2. Valore: Dove eseguire?

Esempio:
Diagnosi da 100 milioni

5

Modelli di Business

5

**Modelli di
Business**

15

**Canali
Marketing**

5

**Modelli di
Business**

15

**Canali
Marketing**

25%

**Budget
Google**

5

**Modelli di
Business**

15

**Canali
Marketing**

25%

**Budget
Google**

80

**Google Ads
Accounts**

5

**Modelli di
Business**

15

**Canali
Marketing**

25%

**Budget
Google**

80

**Google Ads
Accounts**

5,000

Campagne

5

**Modelli di
Business**

15

**Canali
Marketing**

25%

**Budget
Google**

80

**Google Ads
Accounts**

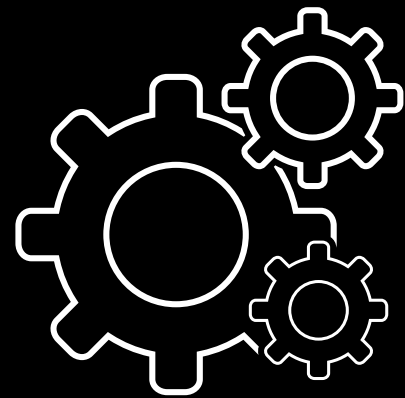
5,000

Campagne

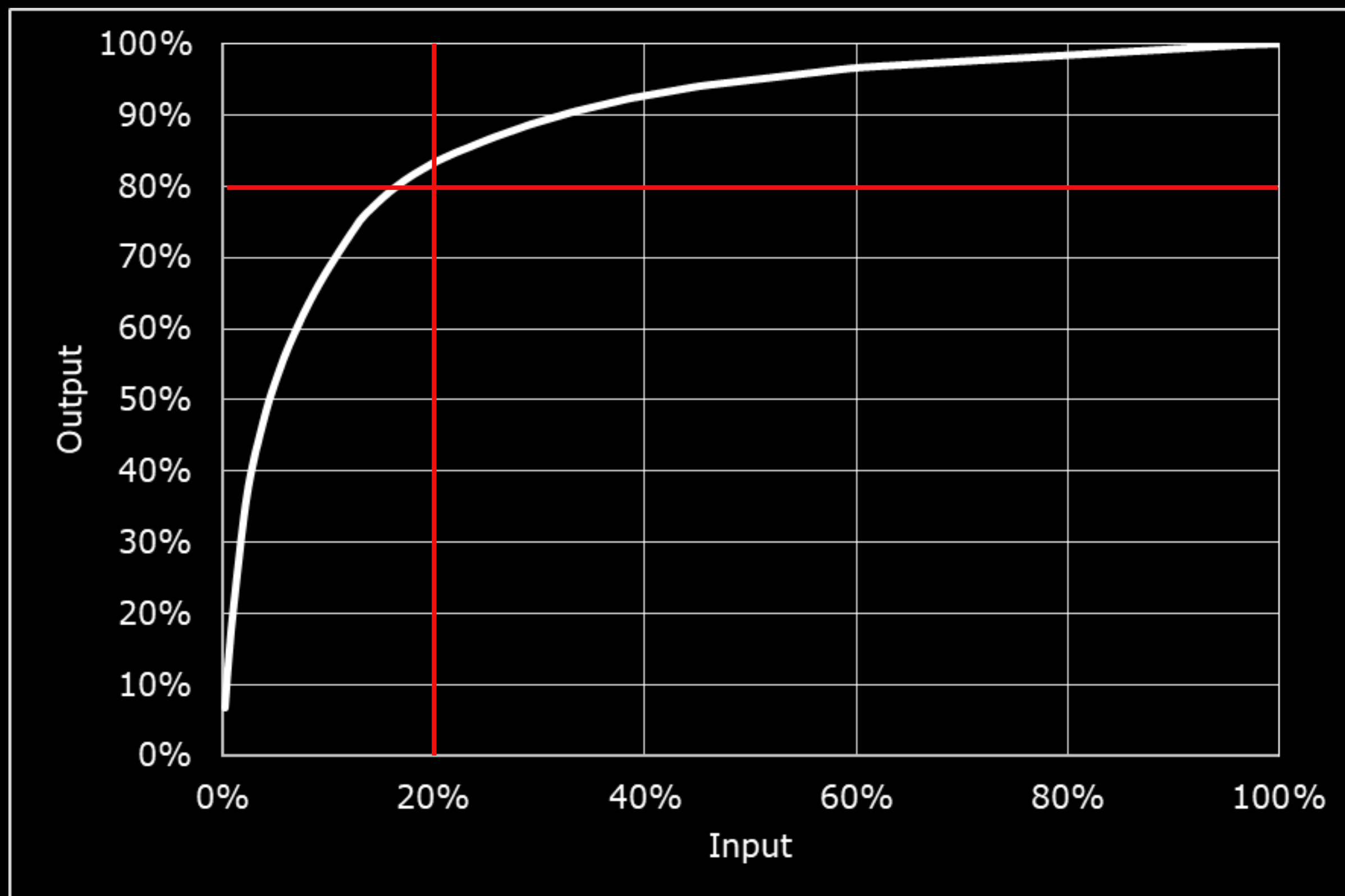
2,000,000

Keywords

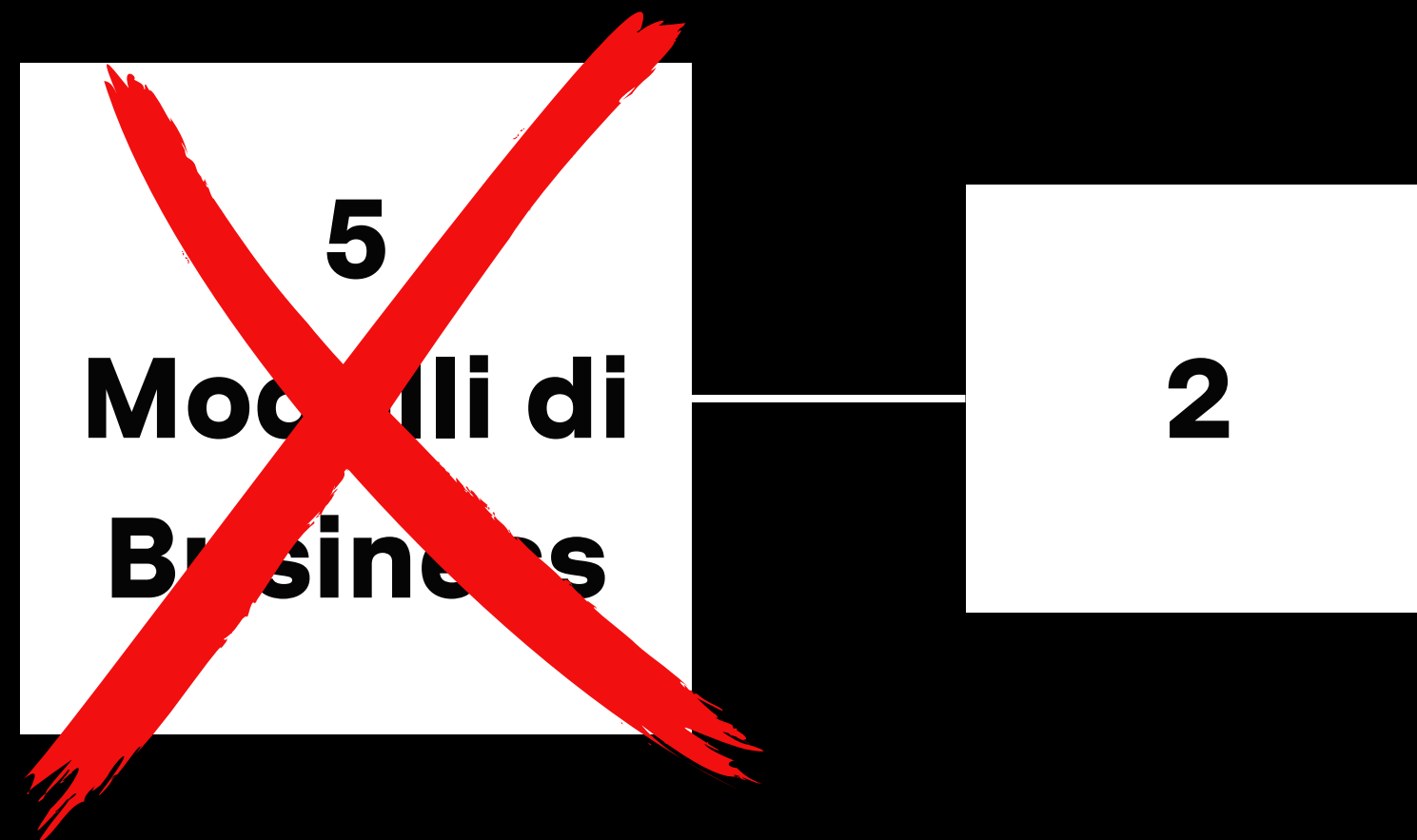
**1 mese di tempo
Dove cominciare?**

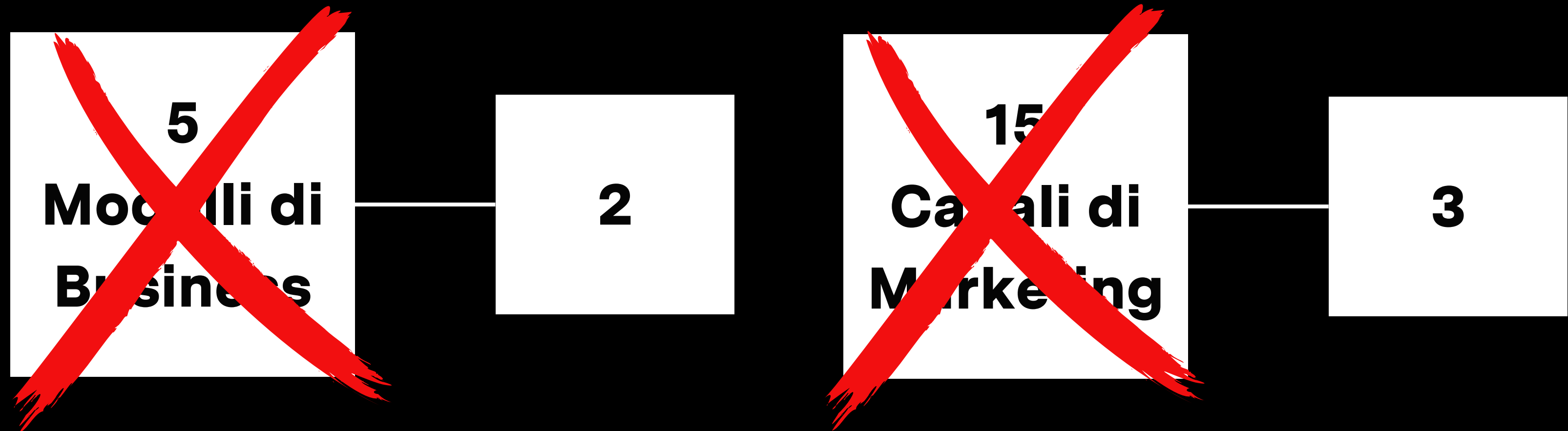


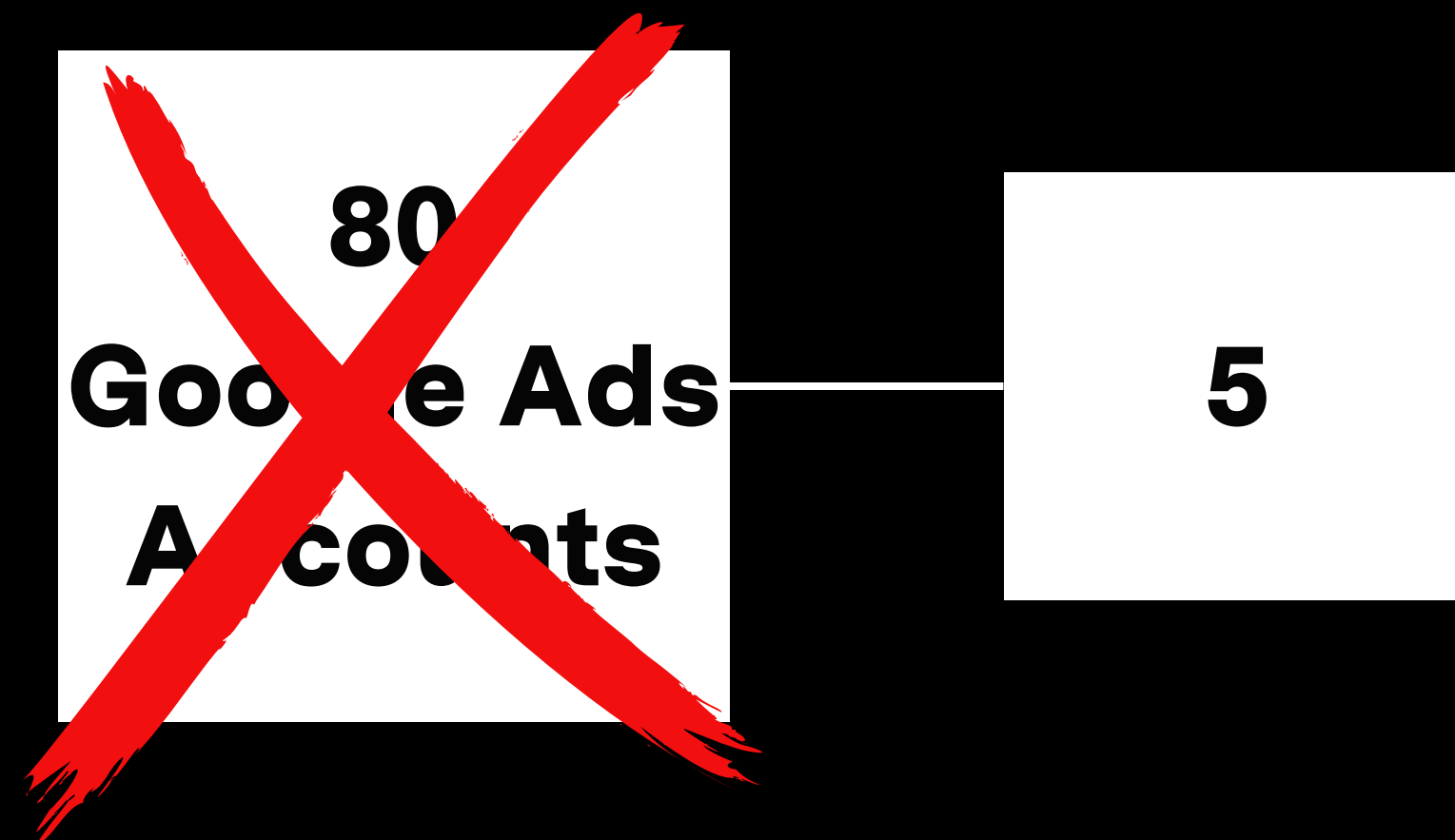
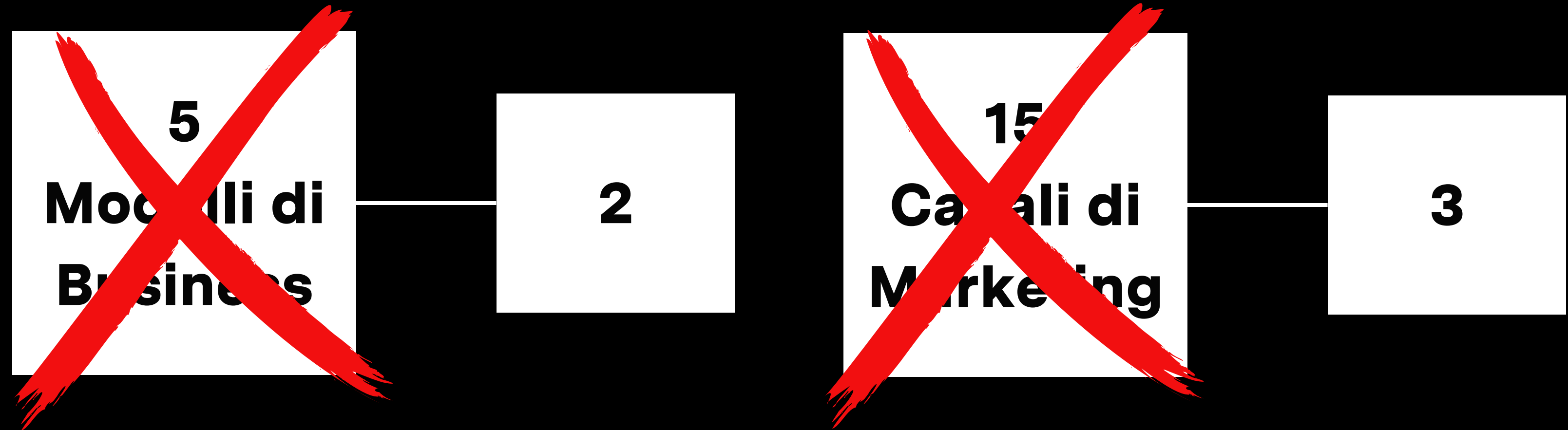
Principio di Pareto

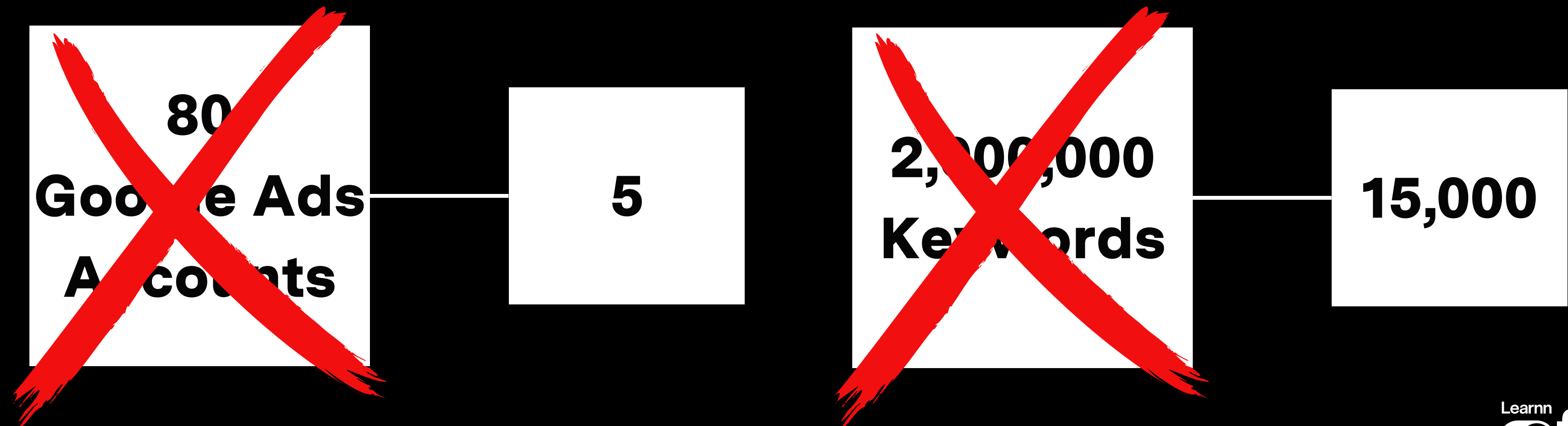
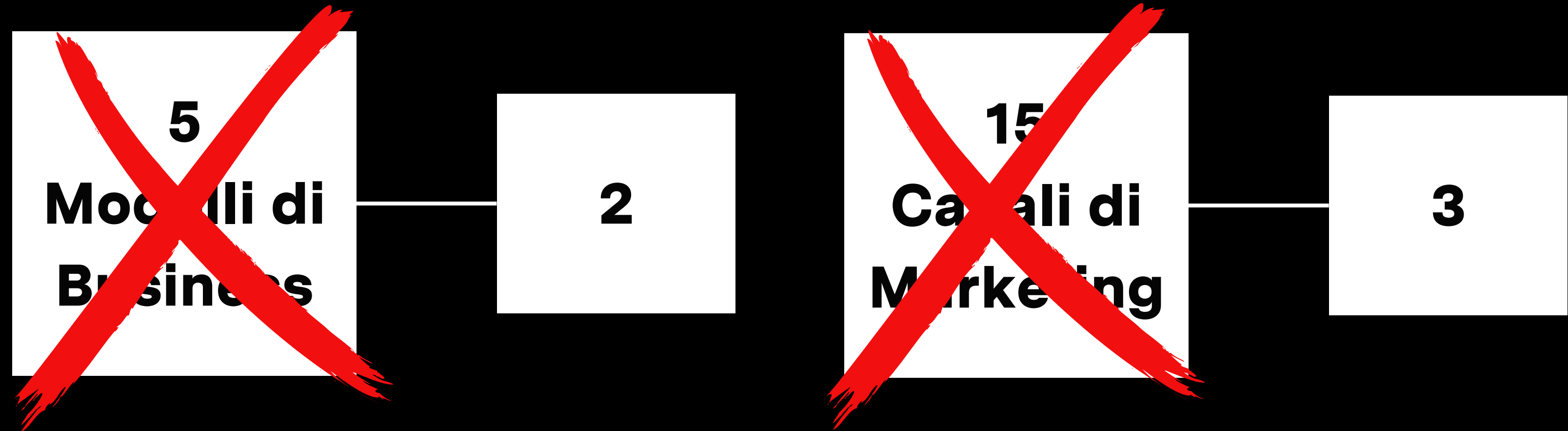


**Il principio di
Pareto in pratica**







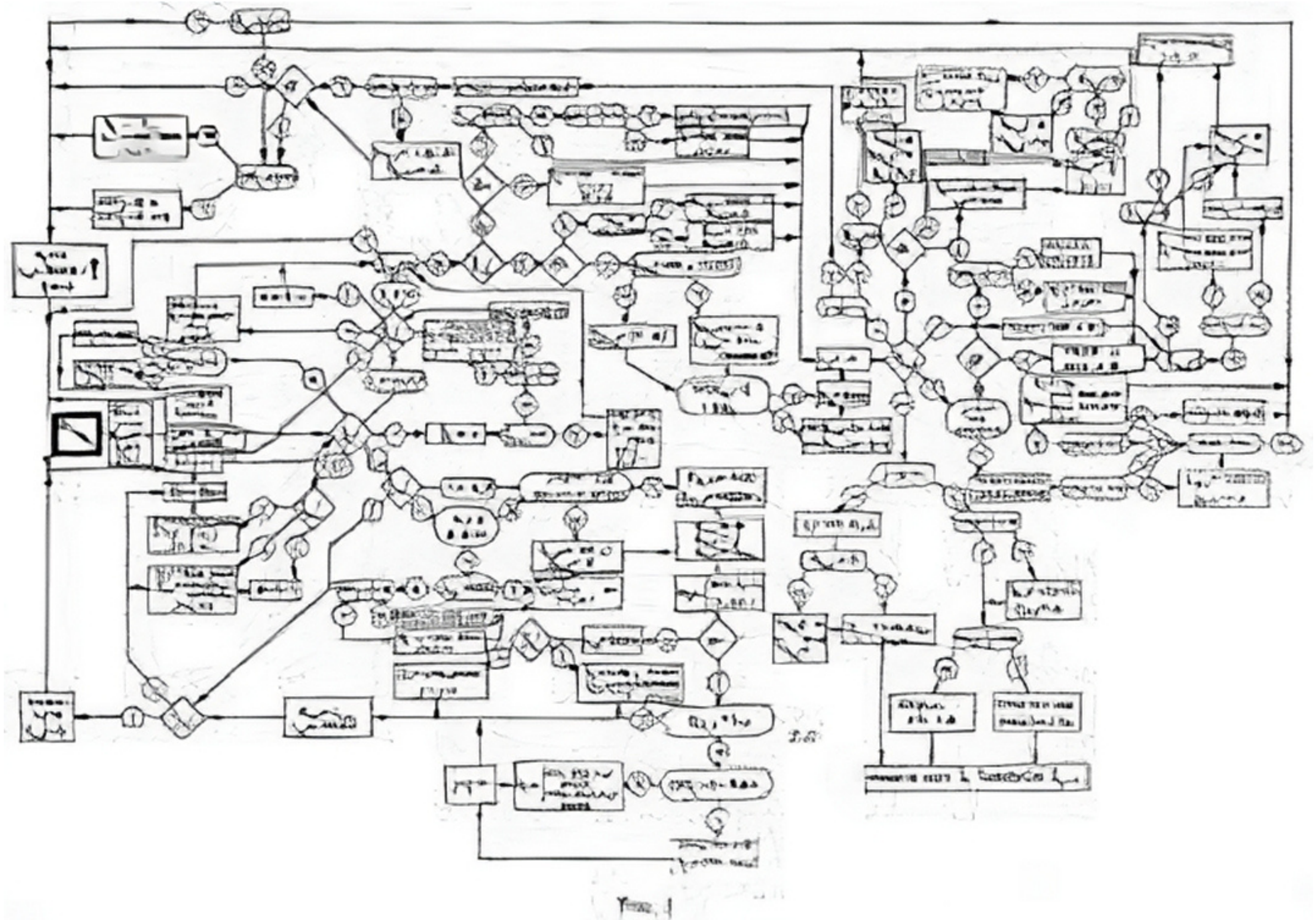
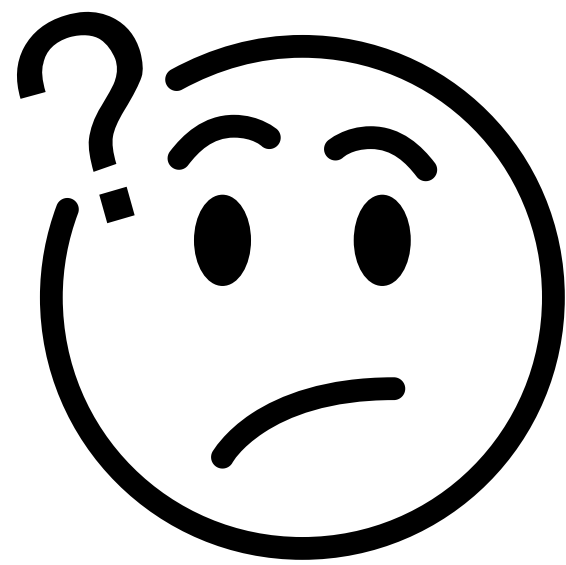




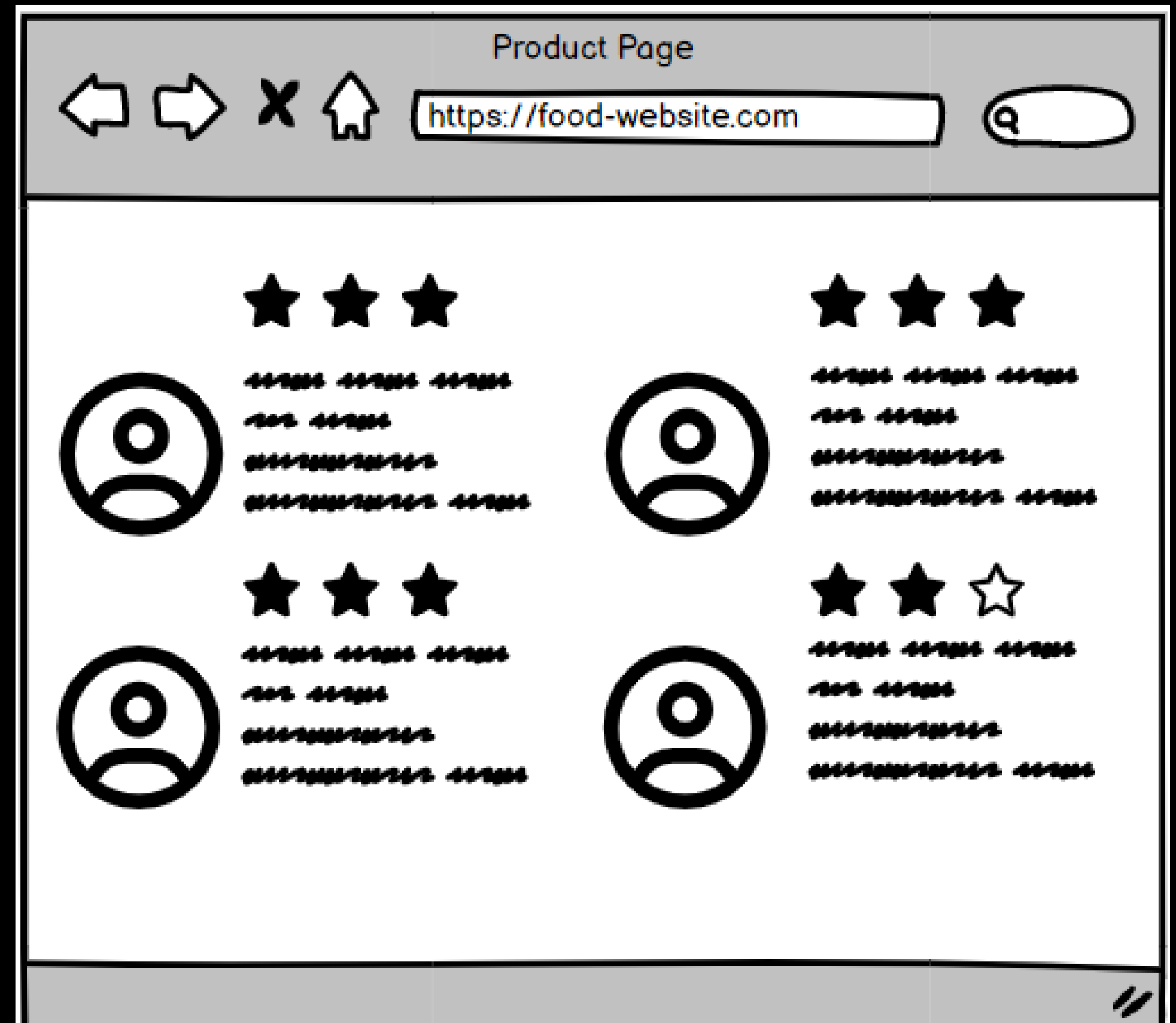
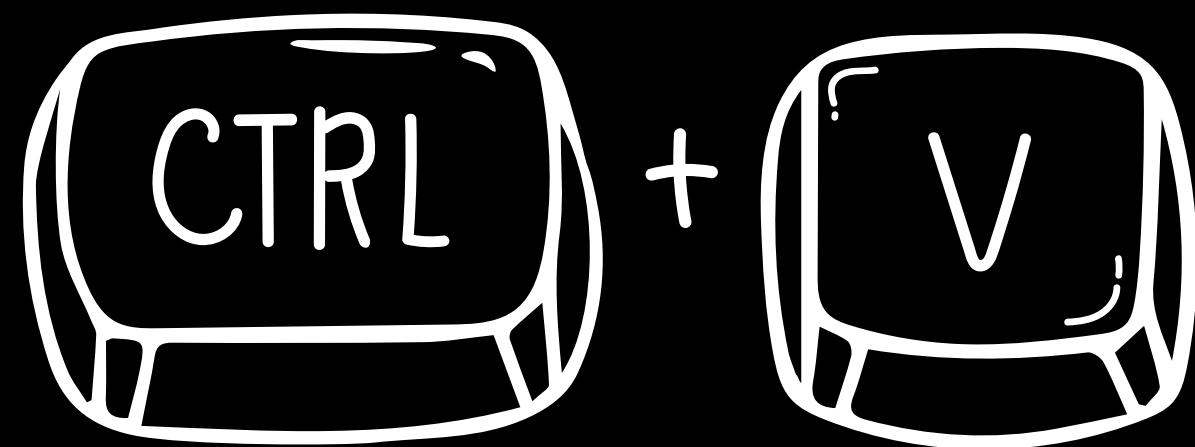
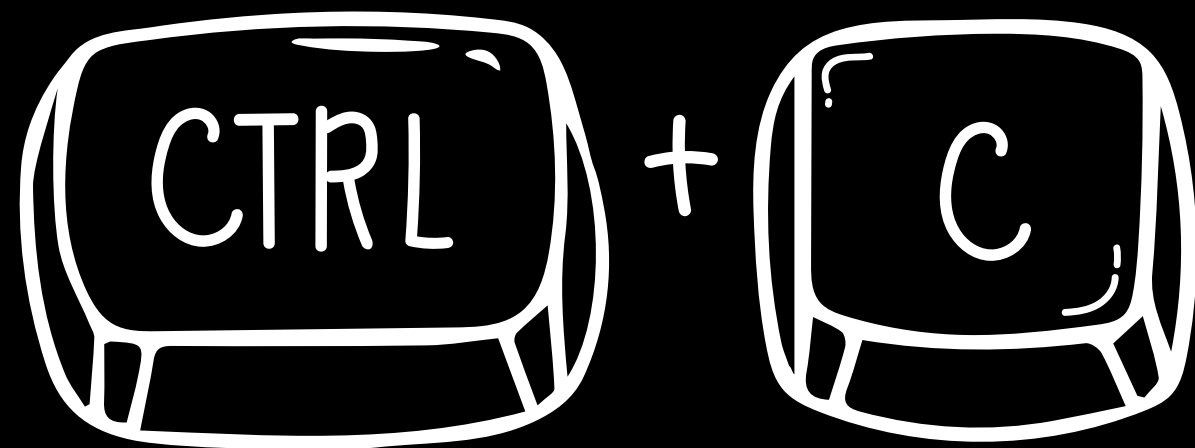
Data-skeptical
+
Data-driven

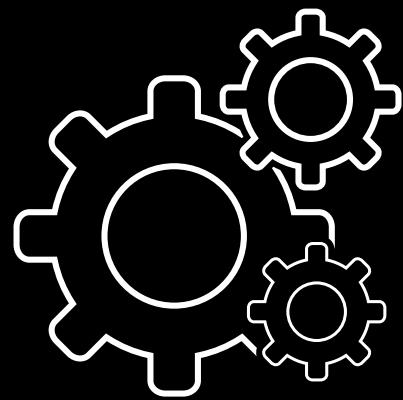
3. Velocità: Come eseguire?

Esempio: Lancio nuova funzionalità web



**C'era una soluzione
migliore?**

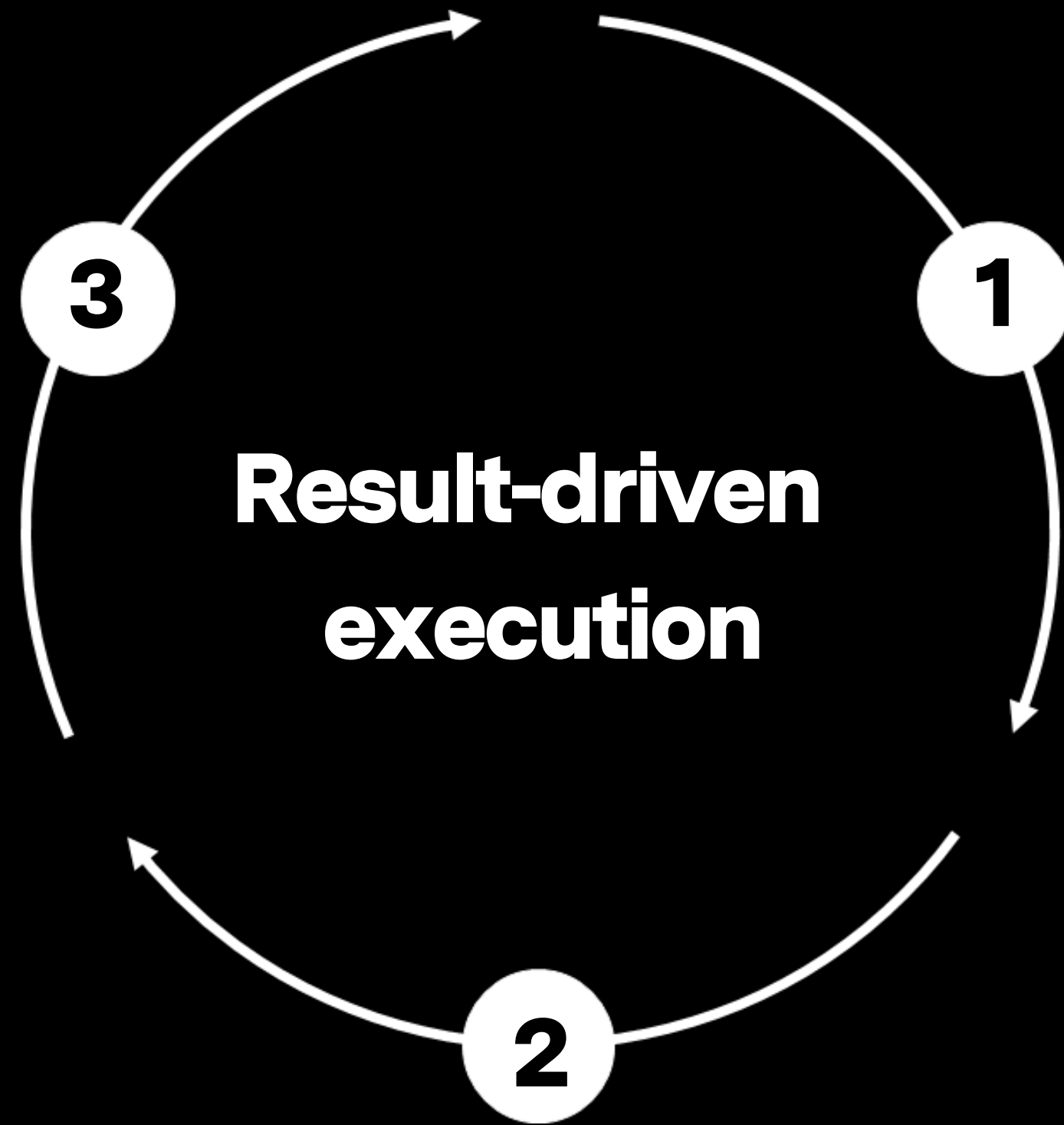


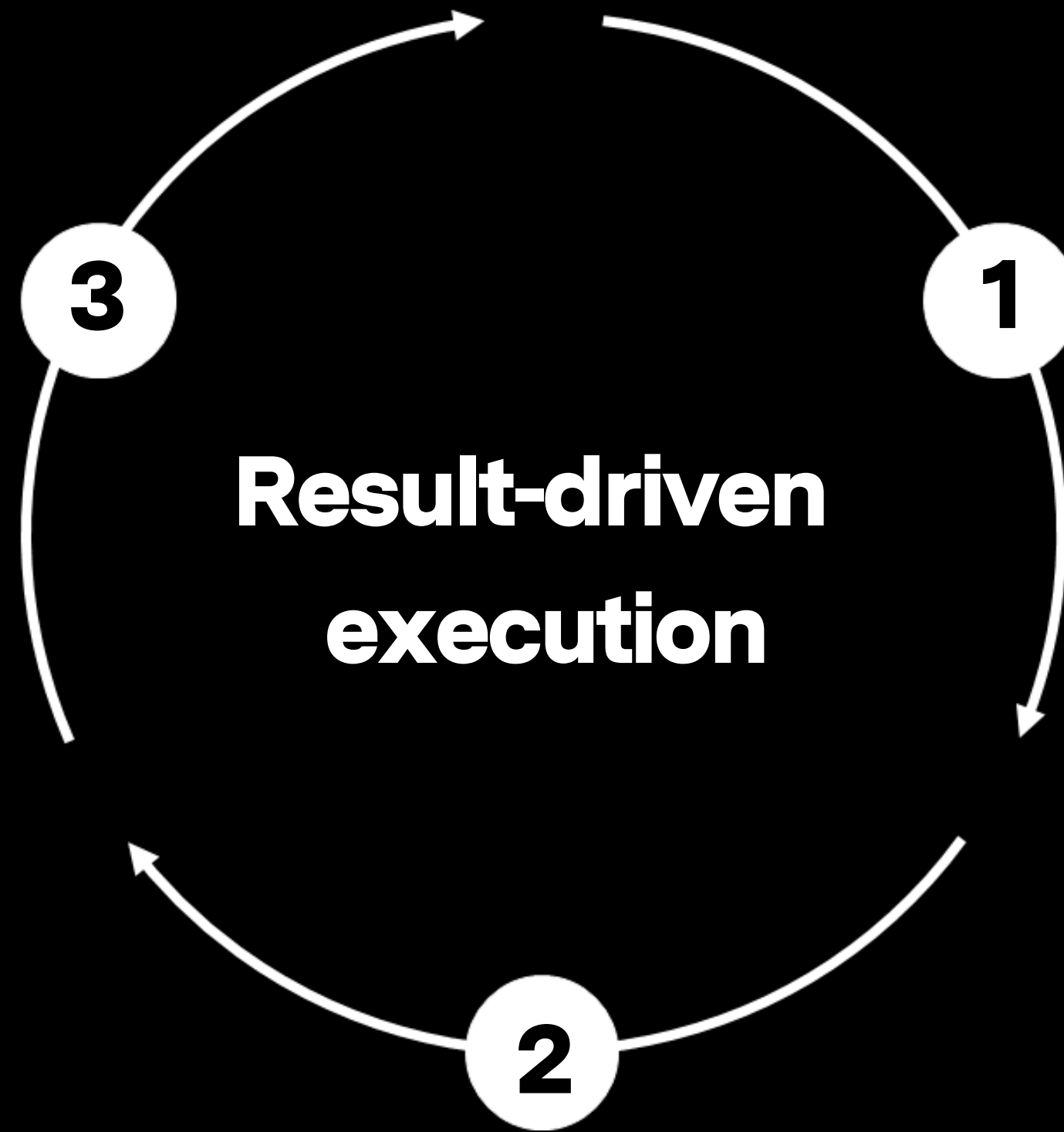


Sviluppo iterativo incrementale



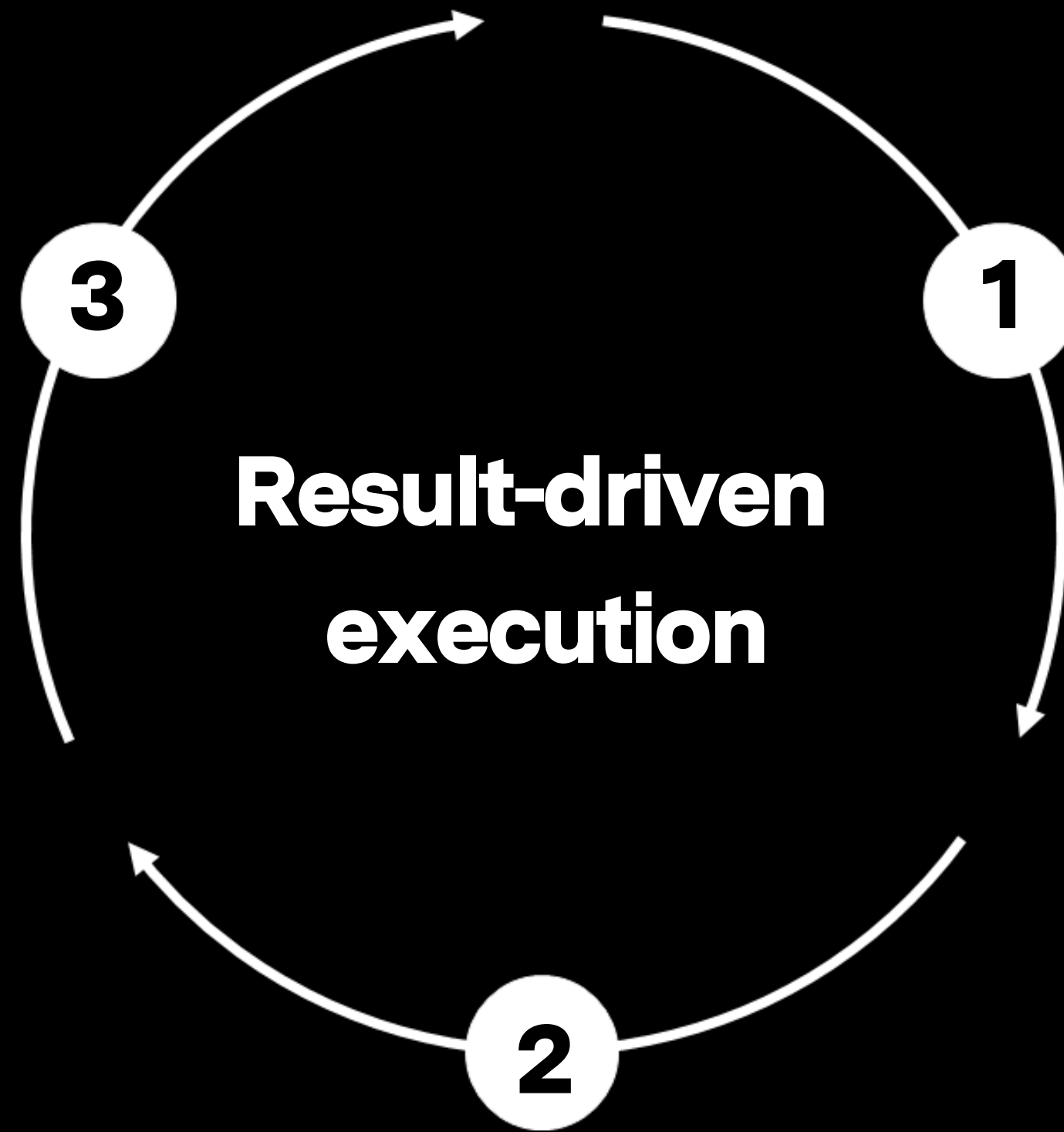
Minimum-viable-experiment (MVE)





Visione

- **Costo opportunità**
- **Ruolo dell'intuito**



Visione

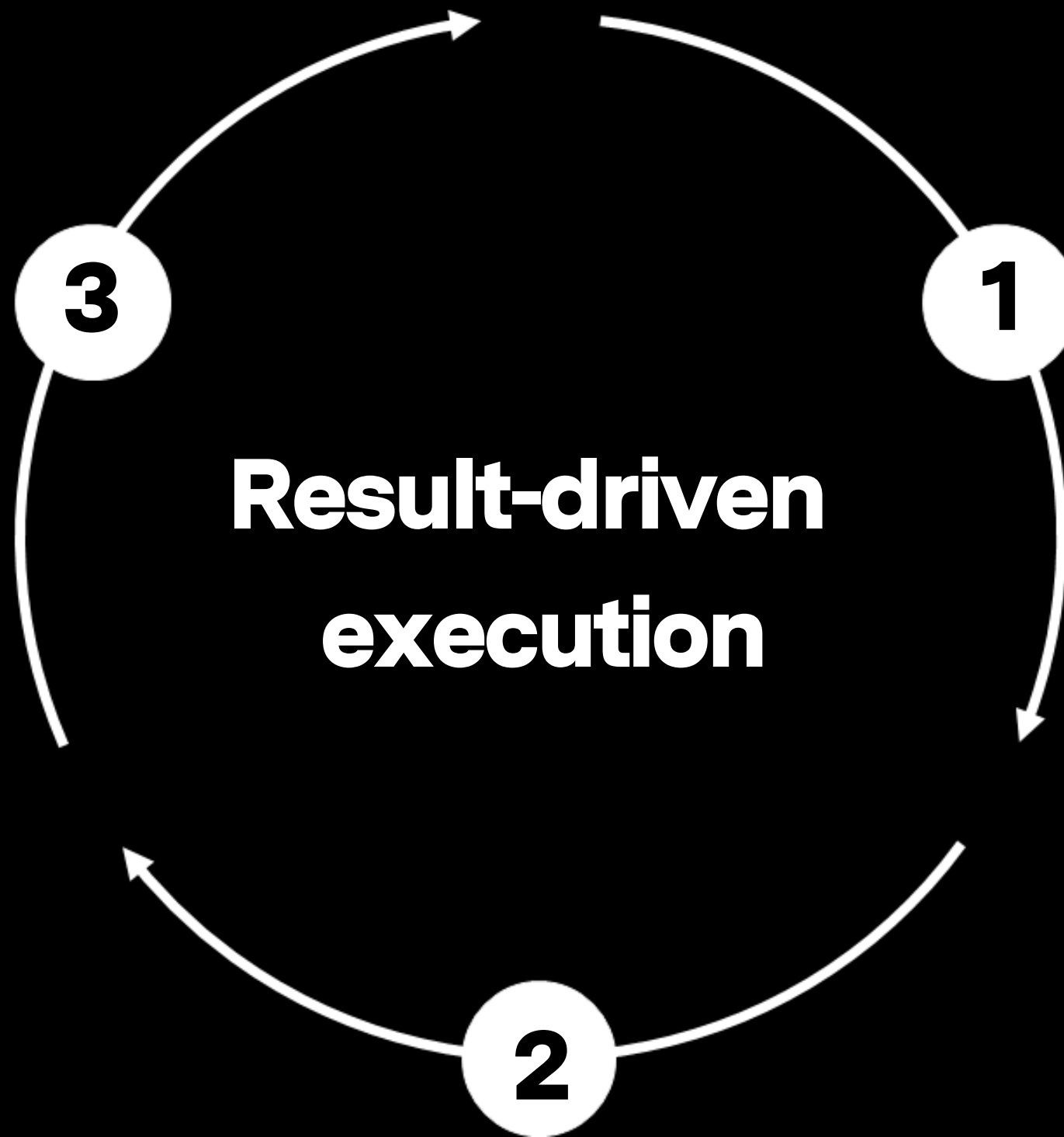
- Costo opportunità
- Ruolo dell'intuito

Valore

- Principio di Pareto
- Data-skeptical + Data-driven

Velocità

- Sviluppo iterativo incrementale
- Minimum-viable-experiment



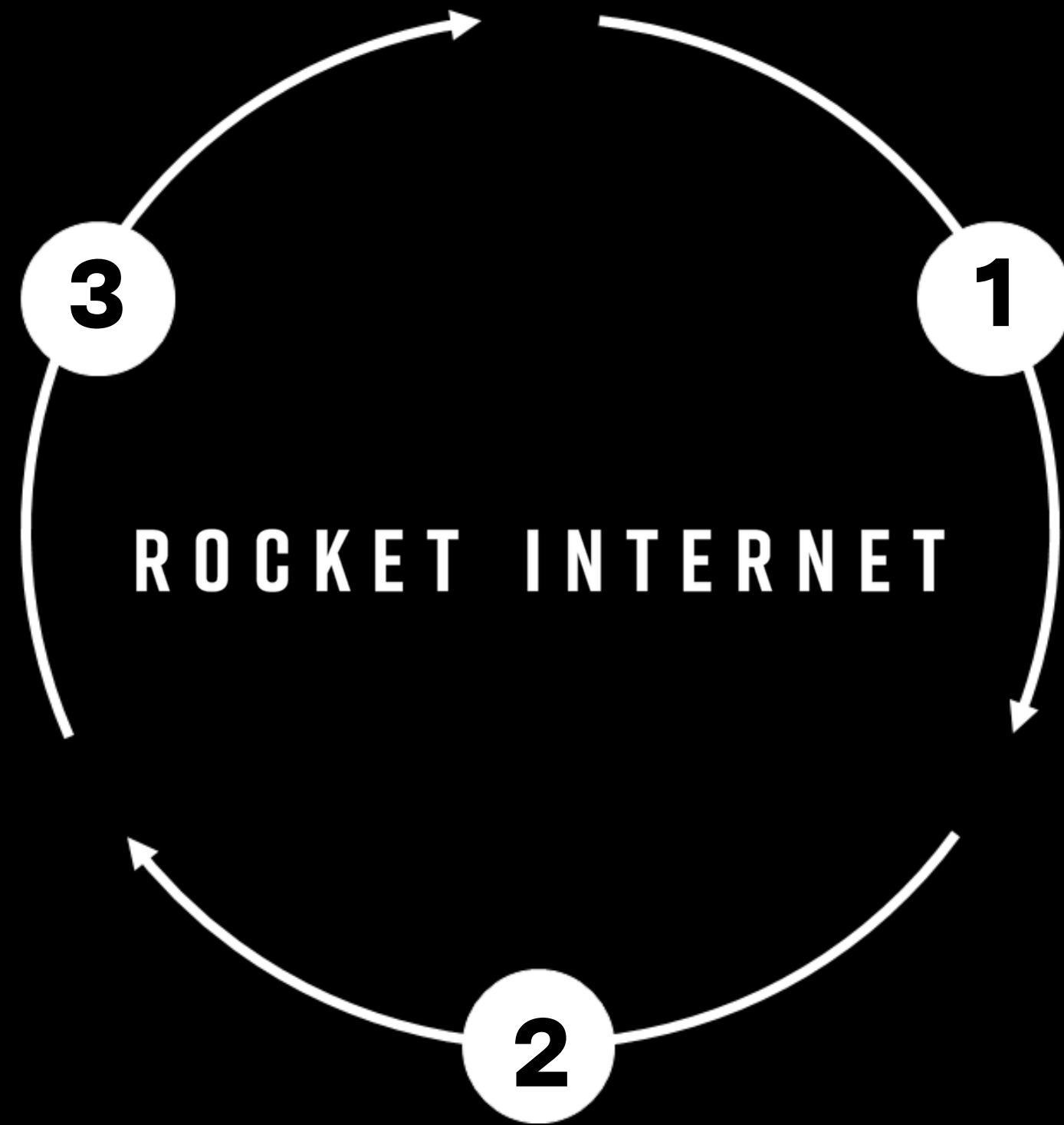
Visione

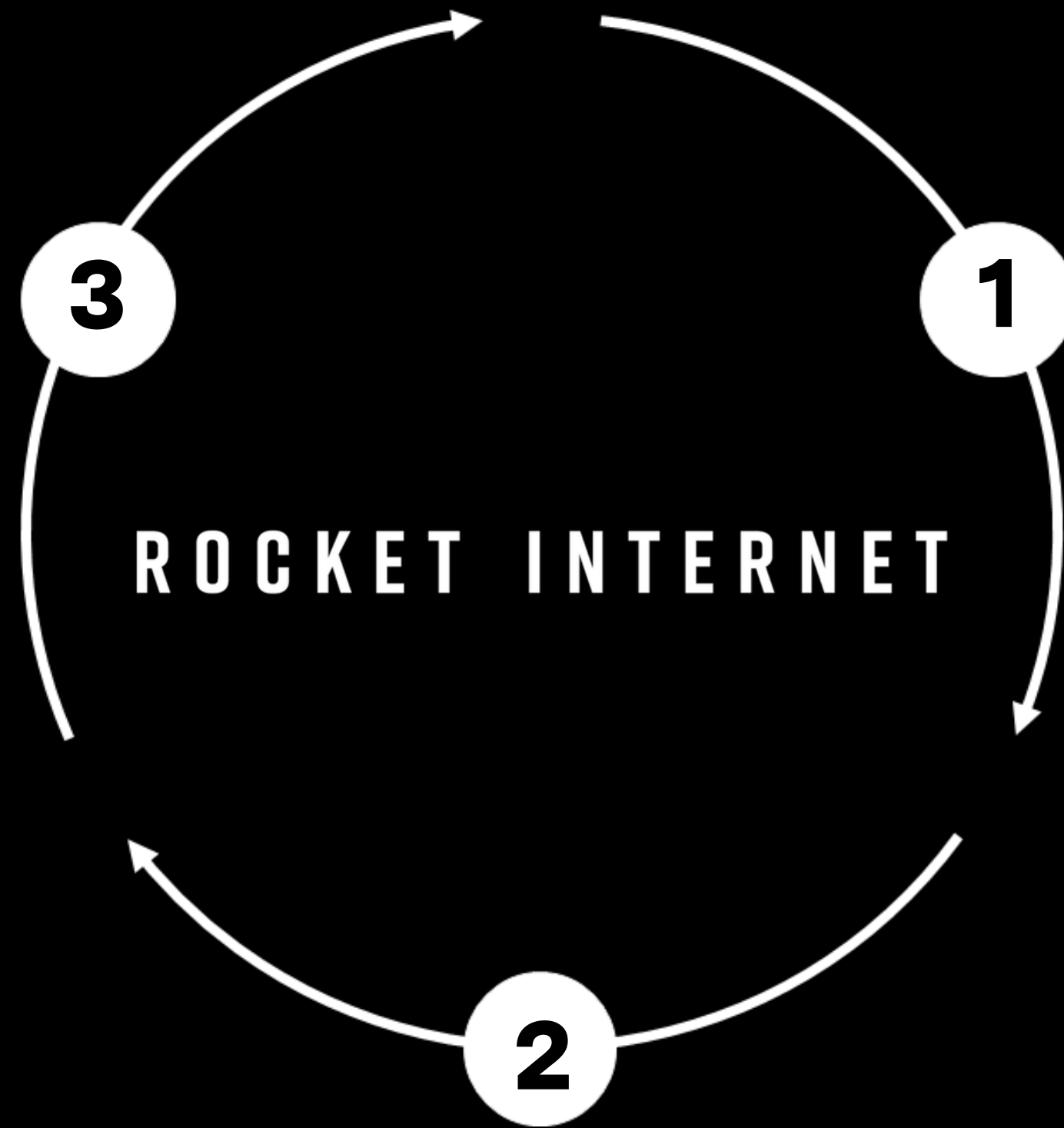
- Costo opportunità
- Ruolo dell'intuito

Valore

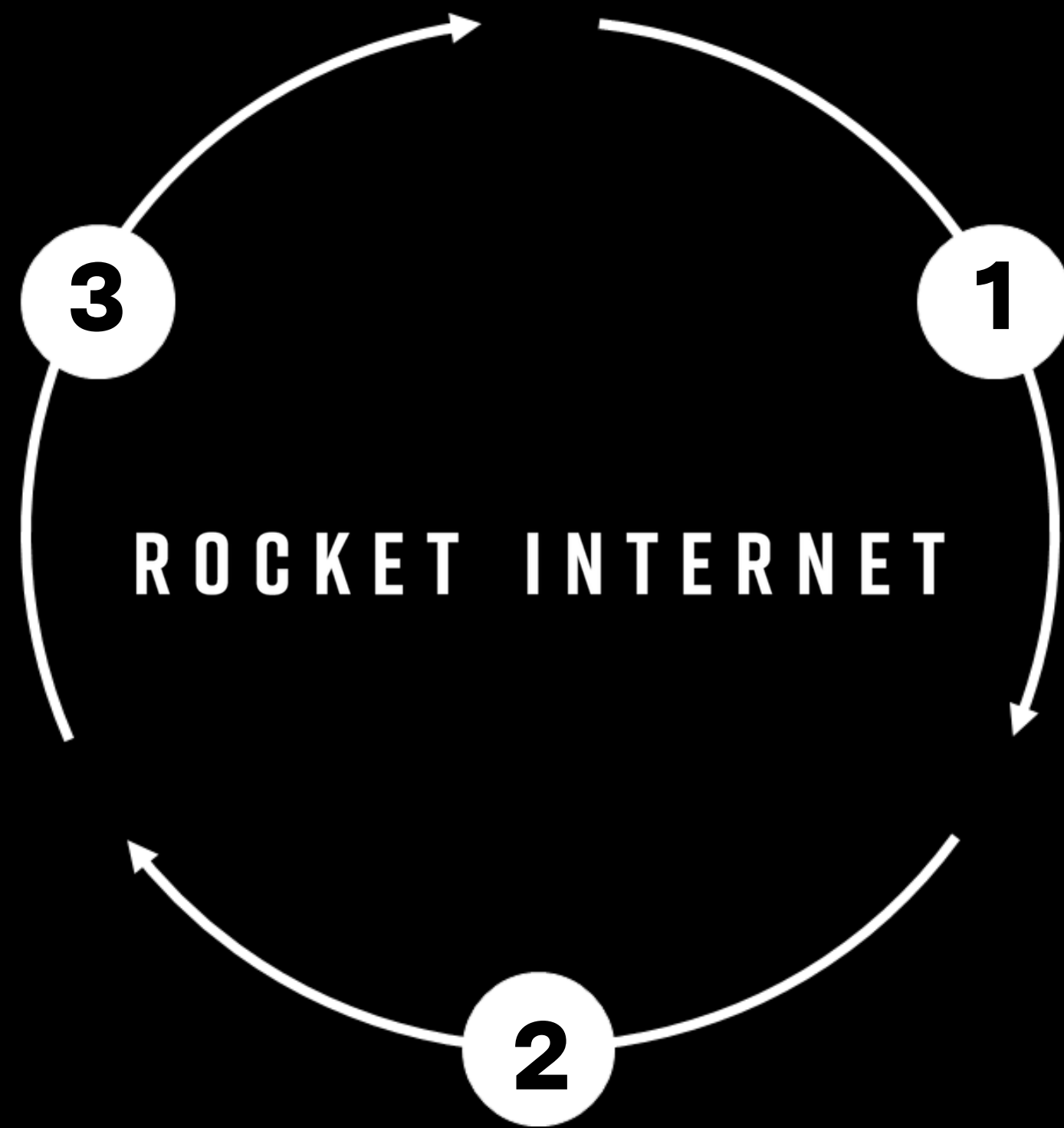
- Principio di Pareto
- Data-skeptical + Data-driven

**Ma qual è la vera chiave
del successo di Rocket?**





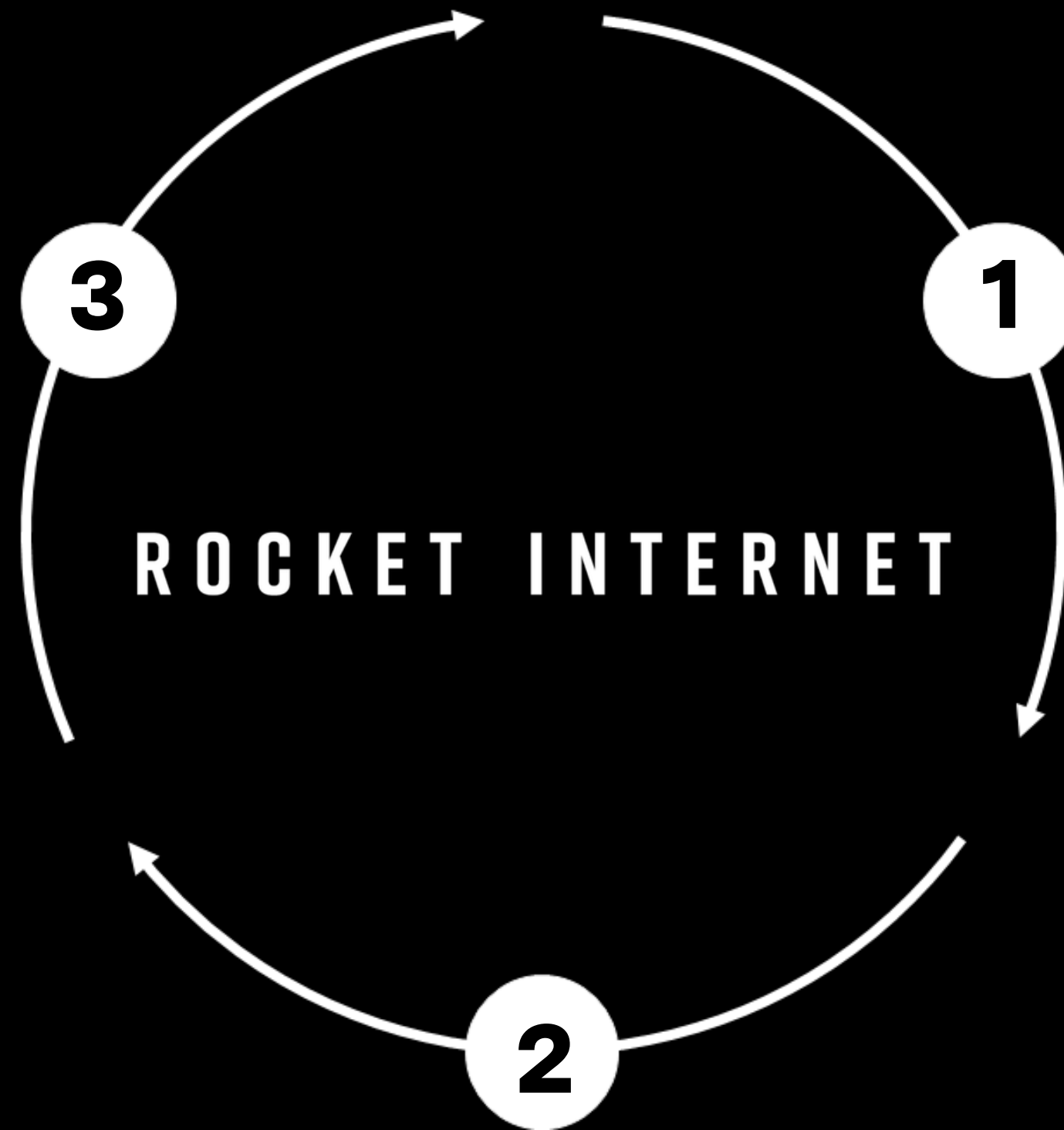
Visione
Arbitraggio
geografico



Visione
**Arbitraggio
geografico**

Valore
I Tre Pilastri:
Marketing, Tech, Prodotto

Velocità
Lancio in
<100 giorni



Visione
Arbitraggio
geografico

Valore
I Tre Pilastri:
Marketing, Tech, Prodotto

**Tra il sogno e la realtà
c'è l'esecuzione**

**È il mindset a fare la
differenza**



Enrico Ferrari

Digital Growth Strategy & Venture Building

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Ci sono domande?



Lasciami un
feedback

