

Cloud Computing and Start-ups

Cloud Computing in Cyprus: Opportunities and Challenges

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RECRUITMENTGENIUS: FRICTIONLESS RECRUITING

The screenshot shows the Recruitment Genius website with a dark background. At the top, there is a navigation bar with the logo 'recruitment genius' on the left. To the right of the logo are links for 'home about genius', 'how genius works', 'testimonials', 'post job', and 'news & advice'. Further right are 'call free 0800 033 7617', 'contact us', 'recommend us, get £10', and 'employer login'. On the far right, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, along with a hamburger menu icon.

fill any job, in any sector, anywhere for only £199

cheap as £199

Because thousands of companies are using Recruitment Genius we are able to fix our price at flat-rate of £199 with no other charges.

Ready to recruit staff for £199?

Send us your vacancy and over **28 days** we'll advertise your jobs on up to **2,000 job boards**, the **JobCentre Plus**, popular **social media** sites and then **filter all applications** (at no extra charge) so you only receive the most relevant candidates. Then use your **free Applicant Tracking System** to manage and rank all of your CVs. All for a **flat-fee of only £199** with no other charges.

Best of all recruit as many candidates as we send you without any additional cost because **we charge a flat rate per campaign, not per hire.**



how genius fills your jobs

we've made recruitment so simple it's genius



sectors & roles

view our broad range of experience

we recruit for:



We filled over 40 jobs for just £199 in a matter of days, fantastic

Hugh Bryne - Tesco



HOW THEY DO IT

Work

Gmail

Basecamp

Dropbox

Voipfone™

Serve

Windows Azure™

amazon
web services™

Jungle Disk

ElasticHosts
Flexible servers in the cloud

vimeo

fonts.com

Develop

Google code

oDesk*

TimeDoctor*

Elance*

* Illustrative, company does not disclose how they retain developers



WHAT THE CLOUD OFFERS TO STARTUPS

Productivity

- reduce time to market
- shift focus from operations to strategy & marketing

Mobility

- tap into global programming talent
- allow people to contribute to success regardless of where they live or what they do full time

Flexibility

- retain flexibility to shift strategic focus and update business plan

Scaling

- retain ability to grow fast and manage transformation

Financing

- attract angels & VCs with low cap-ex business plan
- attract financing with shorter launch cycles

Cost

- access economies of scale of much larger firms
- keep a clean & attractive balance sheet

Game Changing


Broadest appeal

The new breed of start-ups is

- nibble
- lightning fast
- borderless

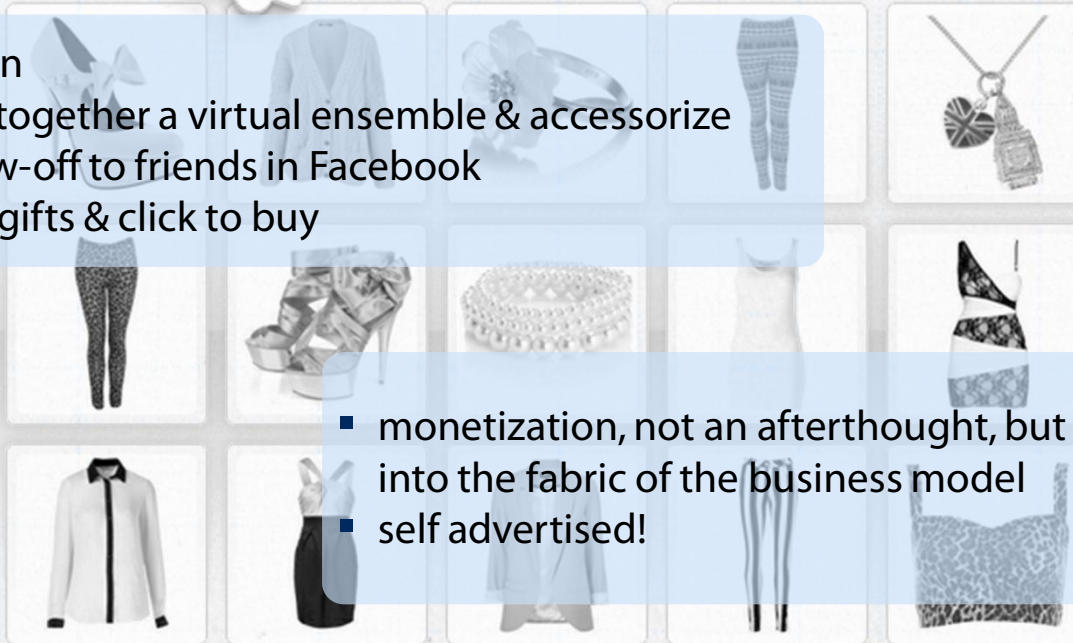


FANTASY SHOPPER

Already a Fantasy Shopper?  Login



- log in
- put together a virtual ensemble & accessorize
- show-off to friends in Facebook
- win gifts & click to buy



- monetization, not an afterthought, but built right into the fabric of the business model
- self advertised!

Get Started Now

Fill Your Dream Wardrobe
Collect items from over 300 shops

Style Fantasy Outfits
Create outfits for around your friends

- winner of the Amazon Global Start-up Challenge
- top tier Silicon Valley VCs & high profile angels
- >40 large retailers with 200,000 items
- members spend 30min / visit



DO PEOPLE WASTE THEIR TIME? IS THIS ZYNGA?

The clothing Industry

Contract manufacturing

- Companies like Gap and H&M manufacture their clothes far away from their main markets, chasing after low manufacturing costs

Complex supply chain

- Sourcing, ordering and monitoring are all done through a huge B2B network of e-Hubs that span thousands of kilometers
- Each company manages 2,000-5,000 items per season

The waste

Need to forecast

- It takes up to 6 months (very rarely below 3) from design to store
- Very difficult to “guess” what customers will want in 6 months’ time

Clothes that people don’t want

- Most require heavy discounting to sell
- 50% markdown ratio (Bain & Co.)
- Most, should never have been produced

The non-Zynga

What companies like Fantasy Shopper can offer

- Unique view on what different consumers value across brands
- Ways to test how people respond to what a brand plans to produce
- Reduction of the waste in the clothing industry

The value of analytics

- This is not about virtual vegetables. This is socially useful.

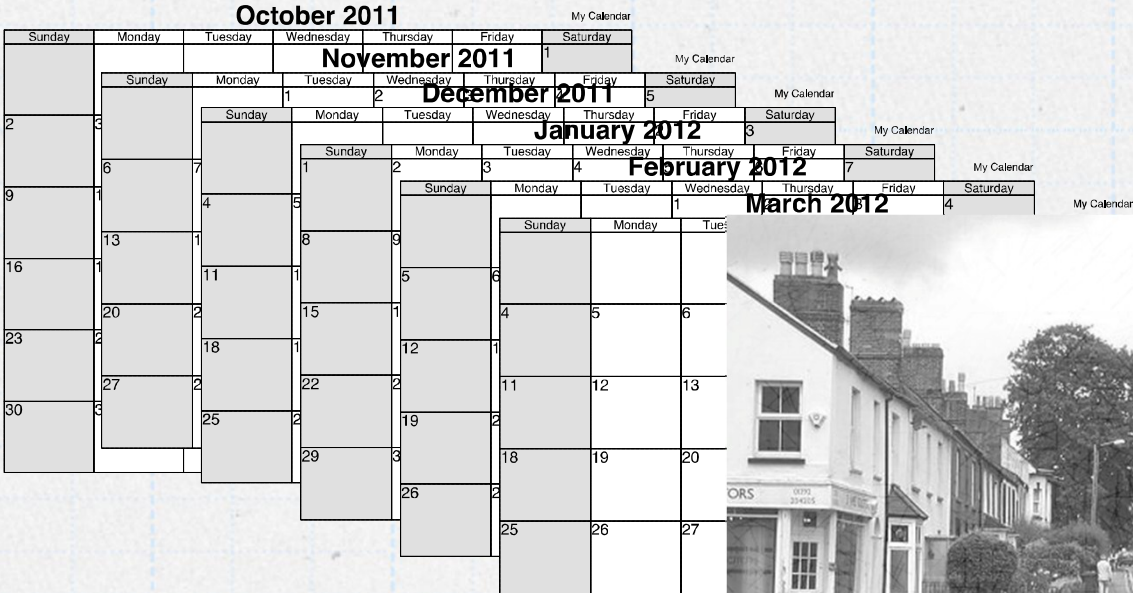


WHERE AGAIN?

Four guys.

In 6 months.

In Exeter.*



* ...with seed funding from Hamburg...