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HEURÉKA!

**Jak ze startupu
vybudovat scaleup**

**Doprovodné materiály
k audioknize**

Jak jsme hledali, kým chceme být

Our One Vision is to become

The Biggest Cross-Border Marketplace in the CEE Region.

Pillars:

- Users enjoy the shopping experience
- We help partners sell
- Engaged people create great company culture
- Enabled by One Platform in every country



h!g

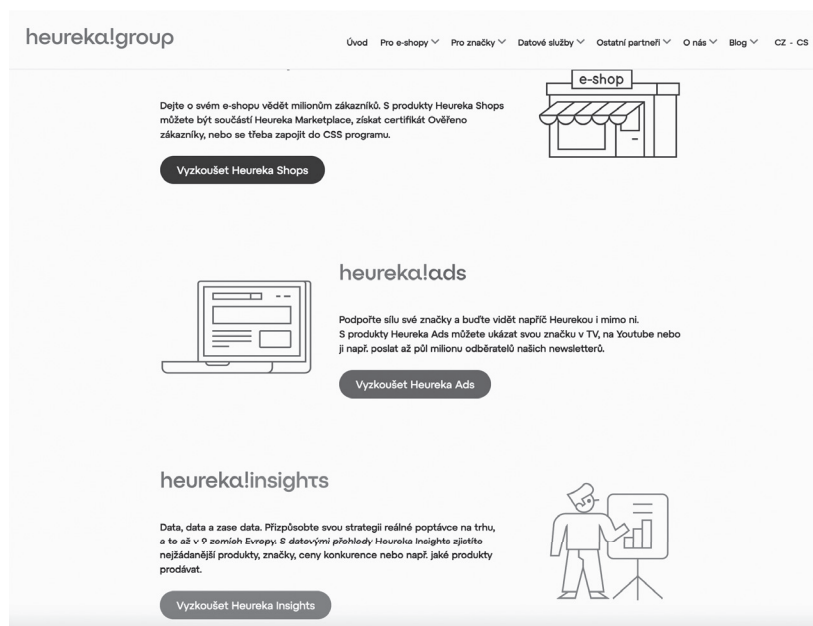
One Vision – první slide dlouhodobé strategie z roku 2021.

country approach - cluster specific strategies



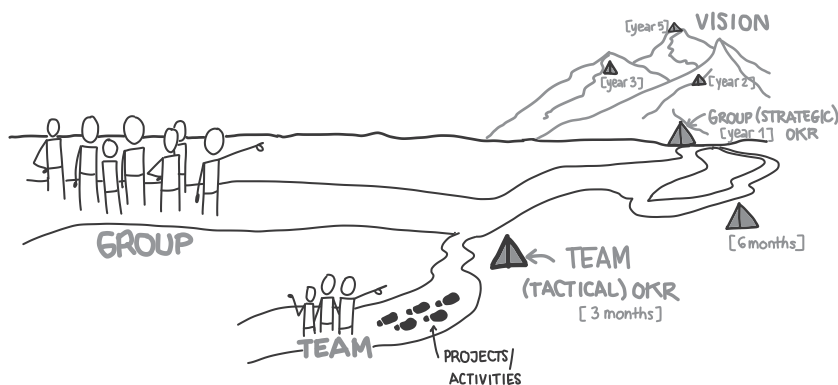
Byznys plán – geografický přístup.

Sjednocujeme na všech frontách, včetně vizuální



B2B brandy Heureka po redesignu.

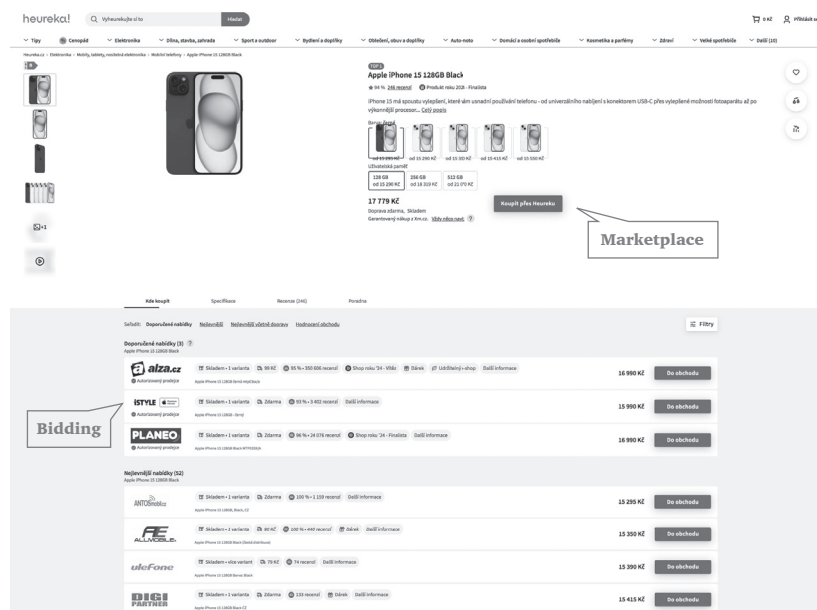
Bolestivý, ale úspěšný: Přechod Heureka na OKR



Long term Company Vision can be achieved in several strategic steps – Group OKRs – through Team OKRs implementing concrete Projects/Activities.

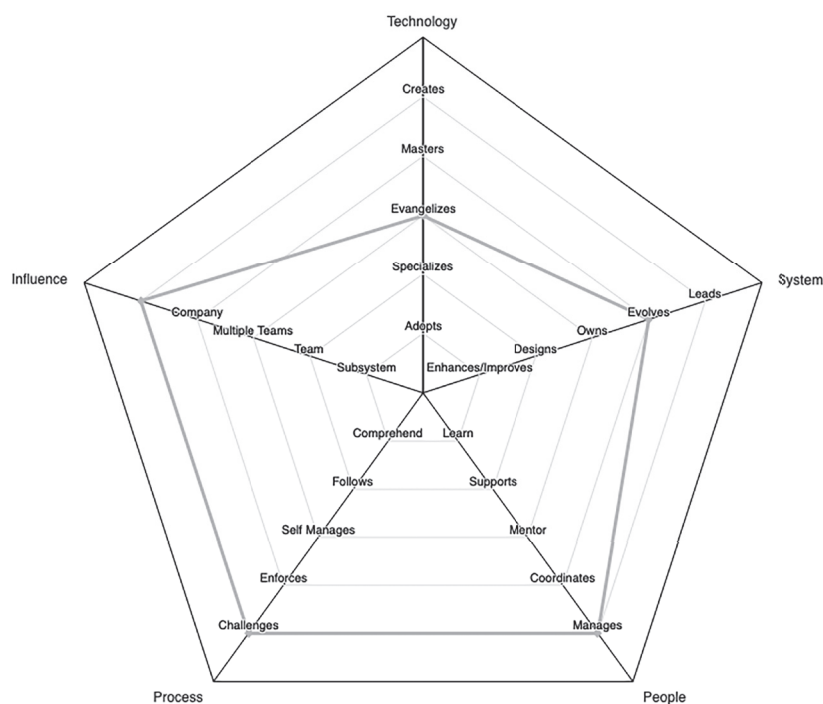
Obrázek vizualizující dlouhodobou strategii, roční OKR a týmové kvartální OKR.

Nové zdroje příjmu: Heureka přestává být pouze srovnávačem cen



Dva nové zdroje výnosů: bidding a marketplace.

Chceme být nejlepším zaměstnavatelem



Radarové schéma pro pozici Team Lead.

shhh... do you know our culture?

Purpose: We help people shop smart with no borders



Responsibility

We take responsibility for what we do, how we work and communicate.

- We confront problems and participate in solving them.
- We embrace a safe-to-fail environment. We are learning from our mistakes.
- We lead by example.
- We keep our promises.

Cooperation

We are team players who are aiming to find consensus and strive to reach common goals.

- We debate constructively.
- We share our experience and opinion openly but respectfully.
- We constantly strive to be and act as transparent as possible.
- We support each other.
- We avoid individualism and prefer cooperation which makes us stronger.
- We are not afraid to ask for help.

Positive attitude

We are proud to work at Heureka Group and enjoy it.

- We learn something new every day.
- We welcome meaningful changes and new ideas.
- We search for the ways how to improve things.
- We find solutions, not problems.

Enjoyment

Enjoyment should be part of everything we do.

- We keep good vibes.
- We enjoy humor and love to laugh together.
- We don't take ourselves too seriously.
- We like to spend time together.

Respect

We respect others no matter what and we listen carefully to their ideas and opinions.

- We respect others regardless of our differences.
- We trust people and their capabilities, we don't micromanage.
- We respect time of our colleagues.
- We comment on performance, not the personality.
- We give constructive feedback and welcome it back.

Efficiency

We deliver great results because we work with passion.

- We know our goals and how to achieve them.
- We thrive to excel, healthy challenging is welcome.
- We get things done.
- We go an extra mile for a good reason.
- We strive for well-being.
- We respect personal time of our co-workers.

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Sada principů firemní kultury.

Labyrint lidských potřeb aneb jak se hledá unikátní propozice

Product benefits along CJ and evaluation

Phase	Insp.	Advise			Buy						Care		
How might we help users the best with these jobs?		Understanding category	Selecting the right product to buy			Deciding where to buy the product		Ordering and paying		Getting the product	Using and enjoying the product	Solving problems	
Product benefits. We have to:		Respond general queries, enable visual learning Bring great advisory content, videos, articles Have wide selection of Products Offer tools to easy selection of the right product Give detailed info about products Bring social proof / reviews Recommend supplementary products and accessories Show wide selection of Offers Offer tools to easy selection of the right product Provide users the best delivery and pickup options Assure users about the highest quality (social proof / reviews...) Bring favorable incentives through loyalty program Enable super fast and smooth order from thousands of shops Enable smooth and fast delivery and pickup Offer all the right payment options								Assure users what's happening with order and when to expect it Enable users easily modify or cancel order before delivery Enable users to share their opinion on product and shop on favorite products Help users not to miss great deals on favorite products Help user get the most from using the products Make return of products simple and free Ensure that claiming products always go smoothly We guarantee no regrets			
Heureka													
Alza													
Allegro													
Google													

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„Desk research“, neboli zkoumání konkurence.

O autorovi: mé kořeny aneb rodina je základ



Má rodina: manželka Tereza, dcera Mía a syn David.



S rodiči a bratrem.



Máma a táta za mlada.

