



Startup in Computer Vision

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iPi Soft LLC

- Company founded in 2008
- Product line: markerless mocap
- Based in Moscow, Russia



Think Big

- Think big: always choose the biggest possible market for your technology
 - You do want to make an impact, don't you?
 - VCs like large markets
- Example of large market:
 - Online advertising - > \$10 billion a year
- Example of small market:
 - Motion capture for use in animation: ~ \$300 million a year

Hiring

- A-player hire A-players, B-players hire C-players
- Always be hiring

Startup promotion – early stage

- YouTube
- Website, blog, Twitter, Facebook, Vkontakte
- Advertizing:
 - Google AdWords, Yandex Direct, YouTube promoted videos
- Create a community (web forum, Facebook page, Vkontakte group)
- Write about yourself
- Write a news story about your product

Startup Promotion – later stages

- Experiment with advertizing
- Hire a PR agency
 - From \$600 a month
- YouTube, website, blog, Twitter, Facebook, Vkontakte, Google AdWords, Yandex Direct