

**siesta** < labs >

< progress >  
**as a service**

Introducing our Innovation Laboratory  
[siesta-labs.com](http://siesta-labs.com)

# < content > of presentation

## PROGRESS AS A SERVICE

- 01 **What we can do together**
- 02 **Services**
- 03 **Team**
- 04 **Success stories**
- 05 **Our own projects**

**what can we do**  
**< together >**

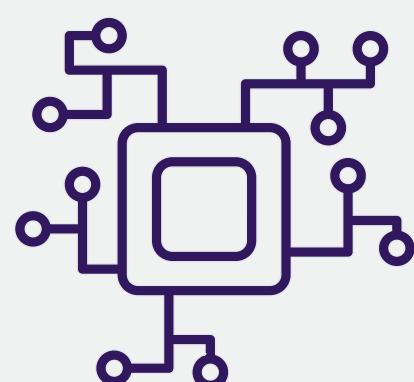
**Siesta Labs is an innovation laboratory and startup incubator, focusing on digital solutions, fast execution and growth hacking.**



+



+



=

**siesta < labs >**

**Laboratory**

Having our wonderful space, Siesta Casa, for optimized, speedy, affordable, and high-quality innovation creation.

**Scientists**

We create mind-blowing ideas and release them with advisors, developers, project managers, marketers, and designers.

**Equipment**

We have our internal secret tools for easier and fast professional work.

# Who we are

We offer our expertise, gained by launching and growing our startups, to companies who want to create impactful & innovative products.

01

**A group of creative people**

02

**Ability to see the challenges holistically and communicate about them**



03

**Experience with all steps which idea needs to be born**

04

**A powerful software house**

# Which one is you?

Let's define the stage of your idea. How would you describe the stage of your project?



**You see a gap in the market and you need help with an idea**

We understand that the urge of starting a project might be frustrating. We will help you to define the idea clearly, make a research, prove that your idea is valid, and launch the project with you.



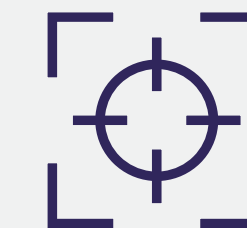
**You already have an idea but you need more powers to bring it to life**

As you have the idea defined and research done, we will help you to create a business architecture and marketing strategy to bring the product/service to the customer.



**You already have launched the project but you seek for rapid growth**

Having project launched, sometimes it's not that easy to achieve growth. We will help you define the problems and come up with solutions in order to reach the sustainable growth of a product or a service.



**You know exactly what you want and need, but nobody is offering it**

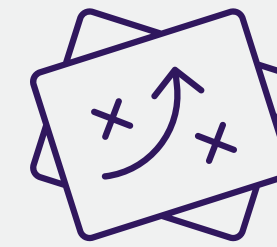
Specific challenges call for specific approaches. We are aware that both IT and Business carry certain specifics which often result in frictions. Among our powers is the ability to bridge any of such dichotomies and to facilitate success via cooperation.

# How our cooperation would look

We are aware that a solid cooperation stands on good mutual understanding of aims and paths towards them.

This is the reason why we start every project by putting cards on the table and taking a mind tour through all that should and need to be done for the success of the project.

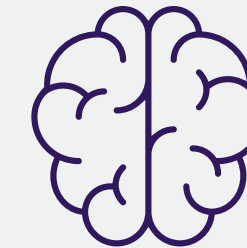
01



## We will listen to your problem statement

The first stage is to understand your problem deeply and make sure that we are on the same page regarding the further process.

02



## We will have a workshop together

The workshop session will help us to brainstorm together on possible solutions for your project and deliver the right further results.

03



## We will present our understanding

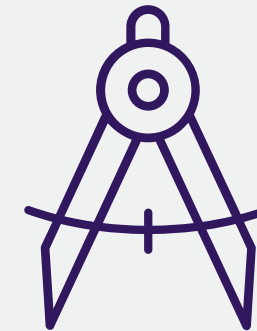
A part of our job is to translate business idea and objective into actual actions steps. In this phase we'll brief you with how we would approach the challenge ahead.

# Here are a few reasons for considering us as special



## We have solid internal standards for agile world

The change has been our constant for years. The experience with delivering even quite huge projects in less than a month makes us used to bringing value effectively in a short time.



## TOGAF, MIFID, PCI DSS, C, NN, ASAP, DIDACHE, GT? We are not afraid of any of those nor of many more.

We have experience with different concepts and standards and are utilising them in practice.



## A team hardened by action

Our team members carry a strong and diverse experiences from previous projects alongside ability to work well together.



## We know how it feels to wear your shoes

We are able to understand your needs and style of work together. That makes us able to deliver what you actually need within the promised time scope.



# areas of < cooperation >

# What can we do for you?

Bringing idea to life typically needs something of all these ingredients.

Our understanding is, that every project is a bit different and so is the range of things we can do together.

This is therefore just an initial sample.

## Areas of cooperation

- I. Idea-making**  
We build companies, products and digitize corporate businesses.
- II. Management and business architecture**  
We are able to determine what needs to be done in each step of the project.
- III. Project management**  
We deliver value for money by providing the highest standards of project management.
- IV. Software development**  
Siesta Codes, our software house is experienced with comprehensive set of development tasks.
- V. Partnerships**  
We can match you with people and organisations most relevant to your goals.
- VI. Online marketing**  
Our toolbox of various analytical and tracking tools is able to build the paths between product and the customer.
- VII. Lead generation**  
We are skilled in end-to-end inbound lead generation services for B2C and B2B businesses.
- VIII. Growth hacking**  
The experience has taught us many tricks which can be used in order to speed up the project growth.



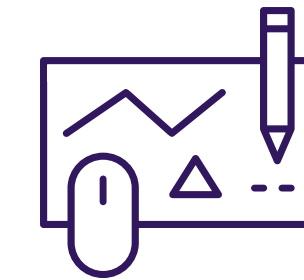
## Idea-making

We build companies, products and digitize corporate businesses. We can help you to create and initiate cutting-edge idea in the fastest and high-quality way.



### Analysis of assets

We are interested in examining which factors comprise tangible and intangible project management assets.



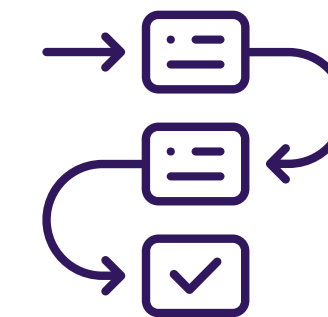
### Proposing a spin off and new project ideas

We aim to provide quick, effective and comprehensive services to projects.



### Idea iterations and validation

We can help you in finding out which ideas have a chance to succeed.



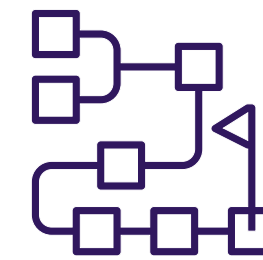
### Idea specification and planning

Great plan is the foundation. We will prepare the project for its journey, using advanced methods of project planning.



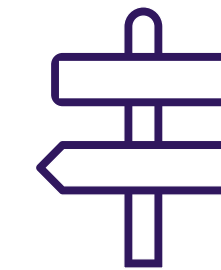
# Management and Bussiness architecture

We are skilled in creating business architectures, mind maps, high-level and execution plans. Also, we are able to help with building your dedicated team, set up processes and frameworks for your daily work.



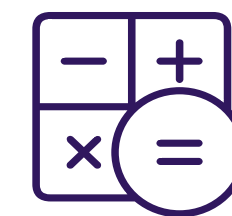
## Strategy, overall project management

A great strategy & project management helps teams do much more than deliver what's been promised.



## Planning, roadmaps, and validation

We offer a strategic overview of essential parts of a project.



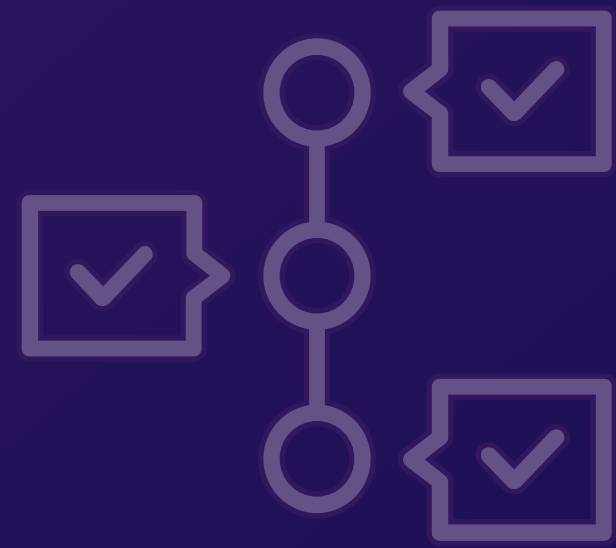
## Finance planning, legal consultations

We provide a comprehensive range of corporate financial planning services to support your business.



## Team formation

Team formation begins with an understanding about how individual people work



# Project management

We deliver value for money by providing the highest standards of project management, utilising our experienced project managers to realise business benefits and deliver projects to time, cost and quality.

- Audit of processes
- Tools implementation
- Automated reporting
- Process automation
- Customer care setup

## Tools

Project management tools allow you to plan and delegate work all in one place with tasks, subtasks, folders, templates, workflows, and calendars to upgrade the quality of your work.



BigQuery



productboard



Google Data Studio





## Software development

We offer a comprehensive set of custom software development services to help you grow your business and reach your business goals. Whether it's custom software, a mobile application, an e-commerce website or a web application, we deliver complex, world-class software solutions.

- Prototyping, MVP and hackathons
- End to end product delivery
- Maintenance and SLA
- Heavy IT competency
- 20+ experts
- Siesta Codes - our software house

### Technologies

Our software development solution offers a lot of possibilities to create an outstanding product using these tools.



### Partner





## Partnerships

We value partnerships and collaboration. We will match you with relevant people to create successful partnerships that will be based on the mutually beneficial collaboration.

- Business angels
- VC funds
- Corporations and SMIs
- Network of clients and consultants
- Synergy identification
- International partners

## Partners

You never know when someone you've helped will turn around and help you back. We are here to help you connect with relevant people.



WINDING  
TREE



butterflies  
& hurricanes  
DYNAMIC POWER OF VISUAL DESIGN



INTELLIGENT  
STUDIOS



COEX  
CONDENSED EXPERIENCE



MAPOTIC



CODE  
MAGE



svoboda&williams  
exclusive affiliate of  
CHRISTIE'S  
INTERNATIONAL REAL ESTATE



STE:ZY



## Online marketing

We will build a way to your first customers by setting up various analytical and tracking tools that will help you to maintain the further development, multiple ads and content testing to build up a perfect customer basis and community.

- Ads and expert targeting
- Analytics and automations
- Funnels
- Content management
- Websites and SEO

### Tools

We use various advanced marketing tools designed for better understanding of your community and to improve the digital experience of your customers.

facebook

smartlook

chatfuel

LinkedIn

buffer



Google Analytics



integromat



Google Tag Manager





# Lead generation

We offer end-to-end inbound lead generation services for B2C and B2B businesses. We understand the intricacies of B2B lead generation versus B2C and aim to create customized solutions for your business based on industry best practices.

- Email templates and call scripts
- Promotion materials
- Partnerships and sales delegation
- Lead Generation Funnels
- Sales team mentoring
- Sales automation



## Sales automation

We provide sales services for revenue expansion.



## Email templates and call scripts

We provide the whole sales cycle materials.



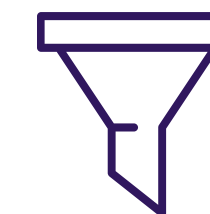
## Promotion materials

We go beyond regular sales tactics and find innovative ways how to attract your customers.



## Partnerships and sales delegation

We go beyond regular sales tactics and find innovative ways how to attract your customers.



## Funnels

We build advanced lead generation funnels.



## Sales team mentoring

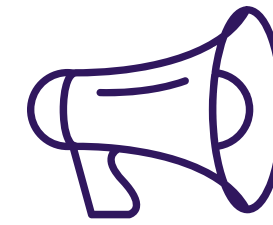
We can guide and teach your in-house or outsourced sales team.



# Growth hacking

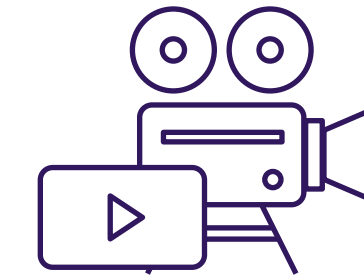
We can help you by training your teams in growth hacking methods, lean startup principles and teach them how to use top-notch growth hackings tools.

- PR stunts
- Video marketing
- Hackathons & events
- Expansion techniques
- Launch campaigns



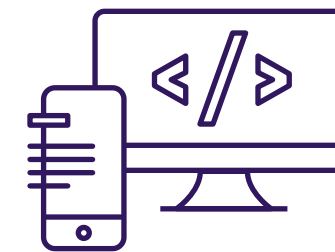
## PR Stunts

We will help you to spread your message among the relevant media channels to reach the required visibility.



## Videos

Creation of authentic content is one of the essential parts of growth hacking.



## Hackathons and Event management

We experience participating and winning multiple hackathons and events. We are ready to share it with you.



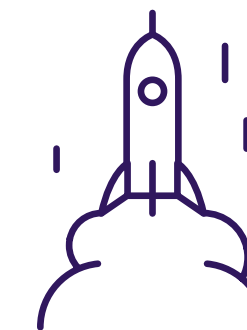
## Expansion

For companies that want to pursue international expansion, we have set of specific strategic plans to reach the goal.



## Launch campagins

The launch campaign is one of the most important part of the growth hacking activities.



## Growth hacking

Having a valid growth hacking strategy makes project to have a stable development.

people of  
< siesta >



**Jan Lamser**

A former member of the Board of Directors of CSOB, a Vice-Chairman of the Czech Academy of Science's Institute of Computer science.



**Otakar Král**

A former CFO and member of the Board of Directors of T-Mobile ČR. More than 20 years of experience at Deutsche Telekom Group in various managerial positions.



**Mikoláš Belec**

A former software architect at MEKmedia software company. Currently, a Founder & CEO at Siesta Labs start up projects.

# Our team

Our team has more than 40+ professionals from diverse industries and specializations with solid experiences from our previous projects. We can help you build whole project or just focus on one part of the process.

## 40+ team members

Developers, designers, testers, internal support, customer care and sales

## Our partners

Collaborating with multiple companies on the market.





**Jakub Weiner**  
Business Developer

Jakub is a multidisciplinary scientist and idea maker. His main area of interest is a complex decision making processes and systems.



**Jan Hanák**  
COO, Siesta Cloud

Jan has been a master mind of Siesta Cloud for two years already. He knows all the details. He is an experienced manager and also former leading developer of mobile applications.



**Tomáš Krejčárek**  
COO, Siesta Codes

Chieftain of Siesta Codes software house. Team player and multitasking ninja, who enjoy solving problems.



**Jan Mudroch**  
COO, Siesta Solution

Jan is a hospitality ninja working in hotels industry for over 5 years with many experiences from big and small facilities and he knows all tips and tricks in this area.



**Veronika Drbohlavová**  
COO, Siesta Labs

Veronika is our Law & Order. She has all our contracts, grants, investments, reports, finance and planning under her thumb. Multitasking is her superpower.



**Petra Ruzs**  
HR manager

Petra is an experienced HR manager who has been working in the IT since 2008. Her main goal is for Siesta to form a stable and satisfied team.

**success**

**< stories >**



# Nakup bezpečně

Nakup bezpečně was a platform that, during the first wave of COVID-19 epidemics, enabled customers to search for their favourite shops and order needed products immediately from the safety of their homes. After the order, the customer were able to easily pick the order up in the safest way possible on the set date and time.

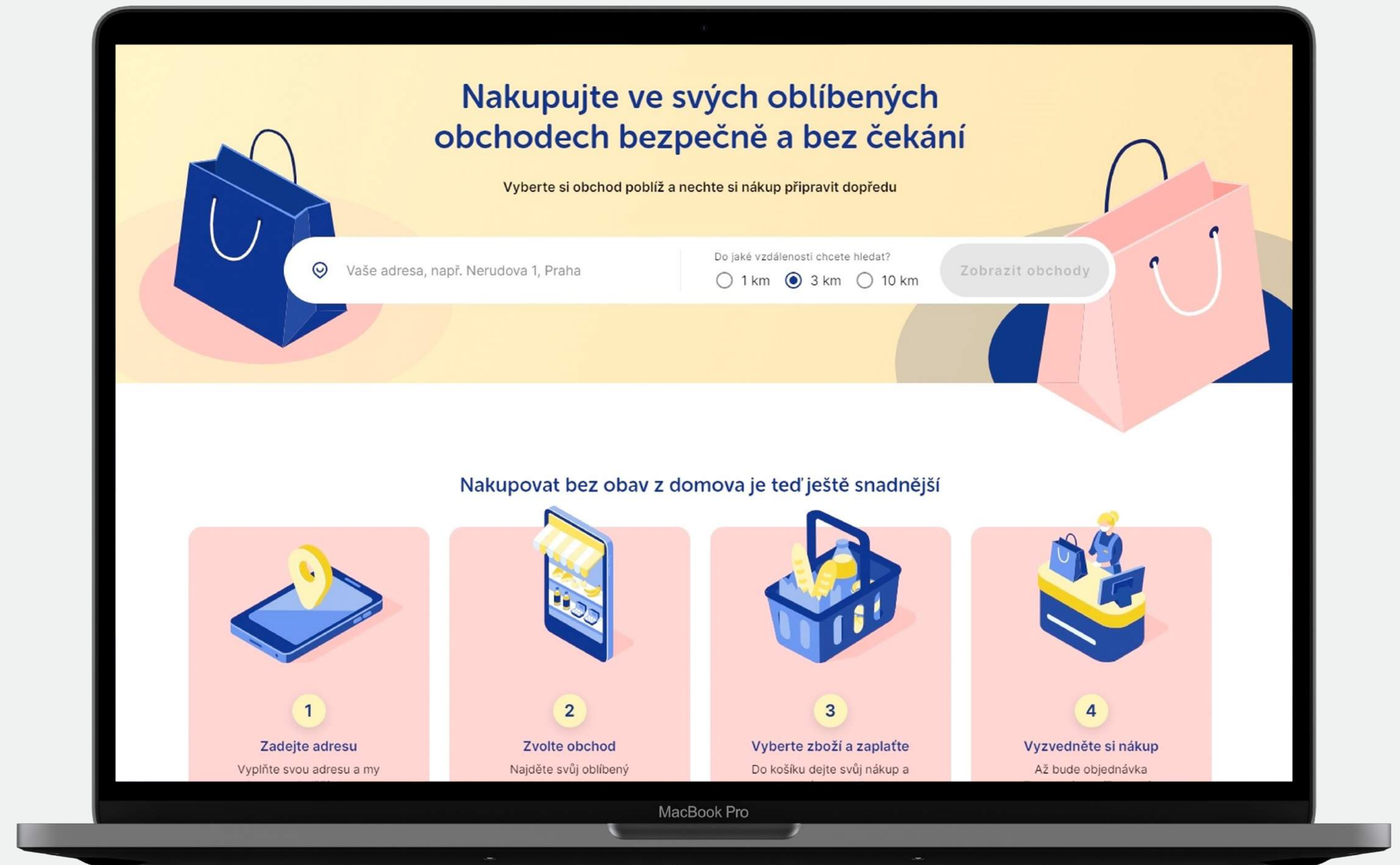
## The value we brought to the client

### 1. A very short time needed for going live

The whole project was managed in hackathon style which resulted in it being successfully built and deployed within 7 days.

### 2. Fast growth within the first days after launch due to very simple but effective process

800 shops were registered in 2 days after launch.



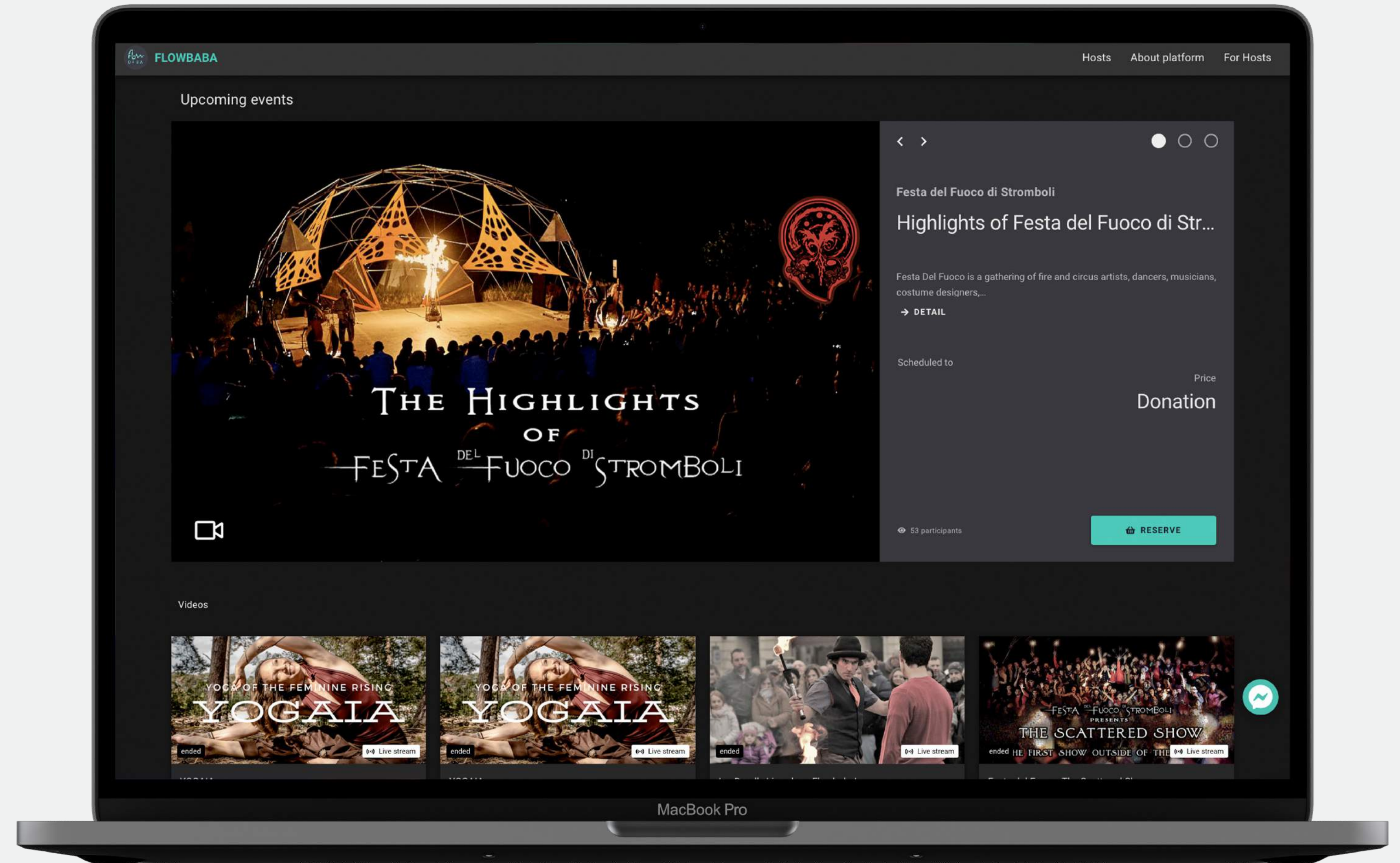


# Flowbaba

Yoga and flow arts community platform that allows content creators to share their content via live streaming or pre-recorded videos. It also enables them to sell vouchers or tickets to their shows. The main goal of the platform is to bring as many types of skills as possible into one place.

## The value we brought to the client

- 1. Agile solution of immitent problem**  
We helped artists which woul
- 2. Affordable solution for niche markets needs**
- 3. Finding a gap on the market**  
33 % of equity has been exited in 3 weeks after launch.





**our own**  
**< projects >**

**siesta < labs >**

**The experience with building four organisations has given us a chance to get to know the whole life-cycle of the company.**

**siesta < cloud >**

Siesta Cloud is a cross-sell e-commerce platform for various services, where everyone can share their vision and bring it to life.

**siesta < casa >**

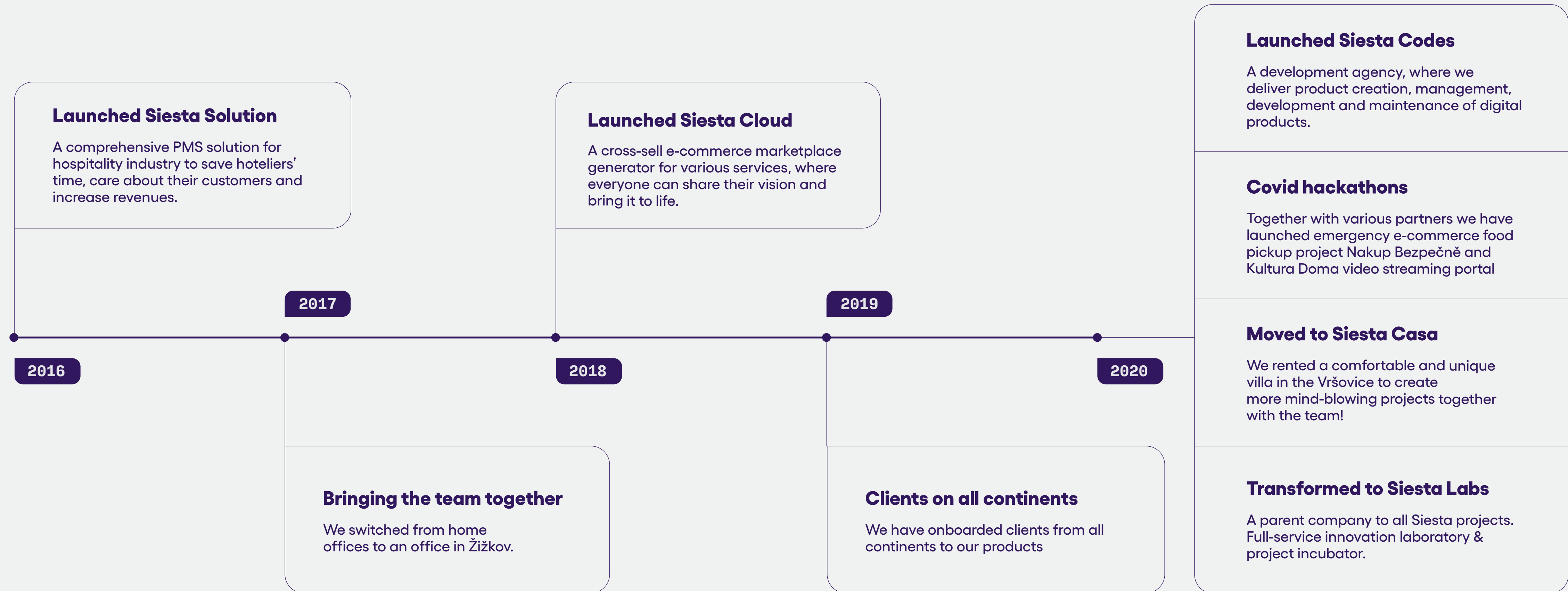
Siesta Casa is an innovative hub for creative open-minded ninjas who wants to make a positive impact on the world.

**siesta < solution >**

Siesta Extranet is a comprehensive solution for managing accommodation facilities. It is designed to increase efficiency & revenues.

**siesta < codes >**

Siesta Codes offers a variety of services related to product creation, management, and most importantly development and maintenance.





siesta < codes >

## Dedicated < product > development team

Siesta Codes offers a variety of services related to product creation, management, and most importantly development and maintenance.

We started with the development of our own SAAS products. Since we have a really friendly working environment, over time more and more professionals joined our team and we got the idea to provide our service also to different startups and companies.





siesta < casa >

## Comfortable and innovative < space >

Siesta Casa is an innovative hub for creative open-minded ninjas who want to make a positive impact on the world.

Casa is able to be used for various workshops, hackathons, birthday parties, clothes swaps or other creative events. Our vision is to empower our Siesta Casa members to have unlimited amounts of fun, to grow together in different fields and, also, to feel cozy even in the office space.





siesta <cloud>

## < multipurpose > e-commerce marketplace generator

Siesta Cloud is a cross-sell e-commerce platform for various services, where everyone can share their vision and bring it to life. We offer different cross-sell portals: video portal, travel portal, ticket portal, crowdfunding portal, and voucher portal.

The portals are multifunctional marketplaces with the various customizable features, for example, live-streaming, payment gateway, booking system, multi-currency, distributed management, content administration, event registrations forms, confirmation emails, and many more features for effective functionality of diverse marketplaces.





siesta <solution>

## < platform > for managing hospitality facilities

Siesta Solution is a comprehensive solution for managing accommodation facilities. It is designed to increase efficiency, save time, and most importantly to increase revenues. It contains all the important components that every modern hotel system should have. We have built a modern PMS software that allows processing reservations within moments.



Do you have a  
**< life-changing >**  
idea?

info@siesta-labs.com  
+420 777 273 391

**siesta-labs.com**

**siesta < labs >**