

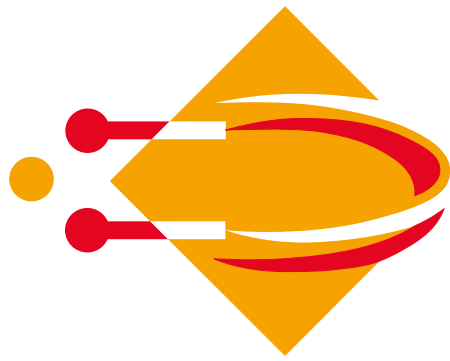
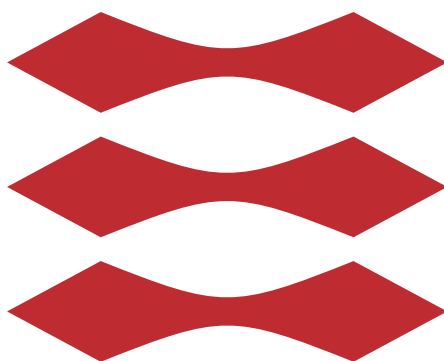


FUGNIT, SHIPIT

JACOB BØTTER

JACOB@BOETTER.DK
FEBRUARY 8TH, 2019
E-NAVIGATION UNDERWAY







mandag_morgen

DESIGN
MUSEUM
DANMARK



PBU
Pædagogernes Pension

BERLINGSKE
MEDIA



VENSTRE



Nordea

postnord

syddanske
medier



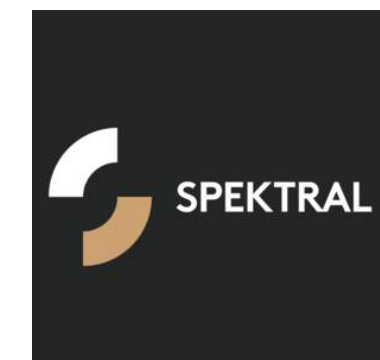
Nykredit

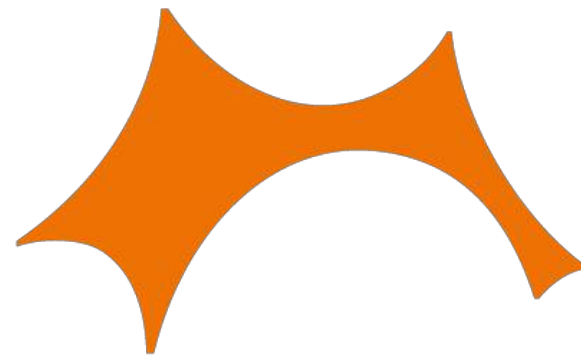
UserTribe
Customer Empowered Business™

forca



moment





ROSKILDE FESTIVAL



Tweets **5,492** Following **249** Followers **27.2K** Likes **7,899**

[Follow](#)

Jacob Bøtter ✓

@boetter

Hacker, designer and all-round trouble-maker. Founder of various companies and organizations. Author of three books: [@unboss](#) [@nqbook](#) [@udefra](#)

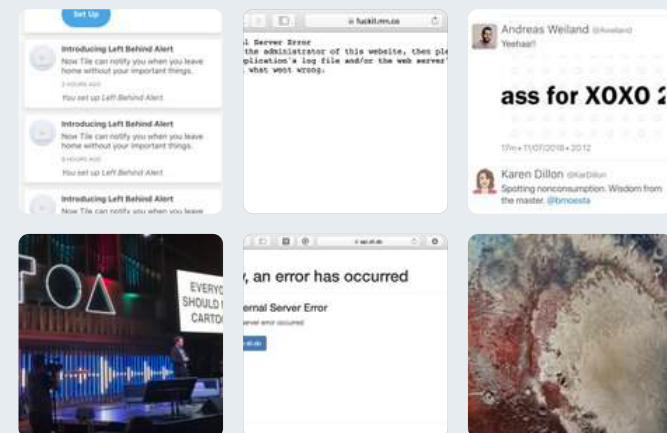
📍 Copenhagen, Denmark

🔗 heutedenkenmorgenfertig.com

📅 Joined September 2006

🎂 Born February 24, 1986

🖼️ 137 Photos and videos



Tweets **Tweets & replies** Media

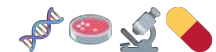
↻ Jacob Bøtter Retweeted



Jorge Conde @JorgeCondeBio · Jan 15

”Inspired, curious and un-bossed”

Exploring the future of innovative medicines — and the business, culture + leadership principles needed to make them a reality — w/ [@Novartis](#) CEO [@VasNarasimhan](#) and my [@a16z](#) partners [@VijayPande](#) + [@smc90](#)



a16z Podcast: The Science and Business of Innova...

On average, only 1 out of 20 medicines works when we actually bring them into the human body, and these rates of success haven't moved much in the pharma industry

a16z.com

💬 5 ↻ 28 ❤️ 78

↻ Jacob Bøtter Retweeted



Nikhil Pal Singh @nikhil_palsingh · Jan 14

Mark Perry’s updated chart. If I read it right, over 20 years wages barely kept pace with cost of food + shelter. It became staggeringly expensive to care for children, remain healthy + educated. It's still cheap to drive; we got even cheaper media, communication, entertainment.

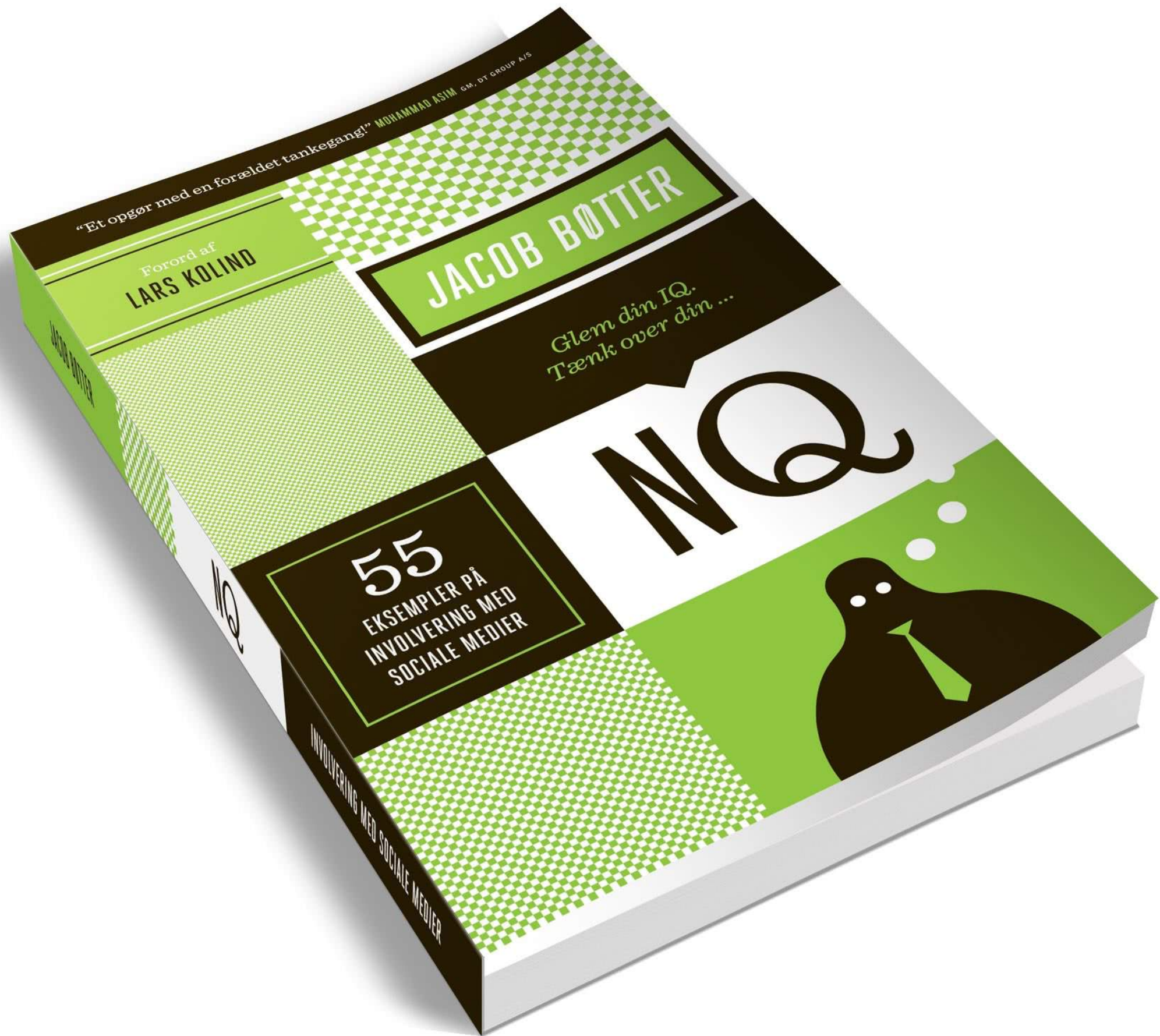


New to Twitter?

Sign up now to get your own personalized timeline!



**Heute denken,
morgen fertig.**



"Et opgør med en forældet tankegang!" MOHAMMAD ASIM GM, DT GROUP A/S

Forord af
LARS KOLIND

JACOB BØTTER

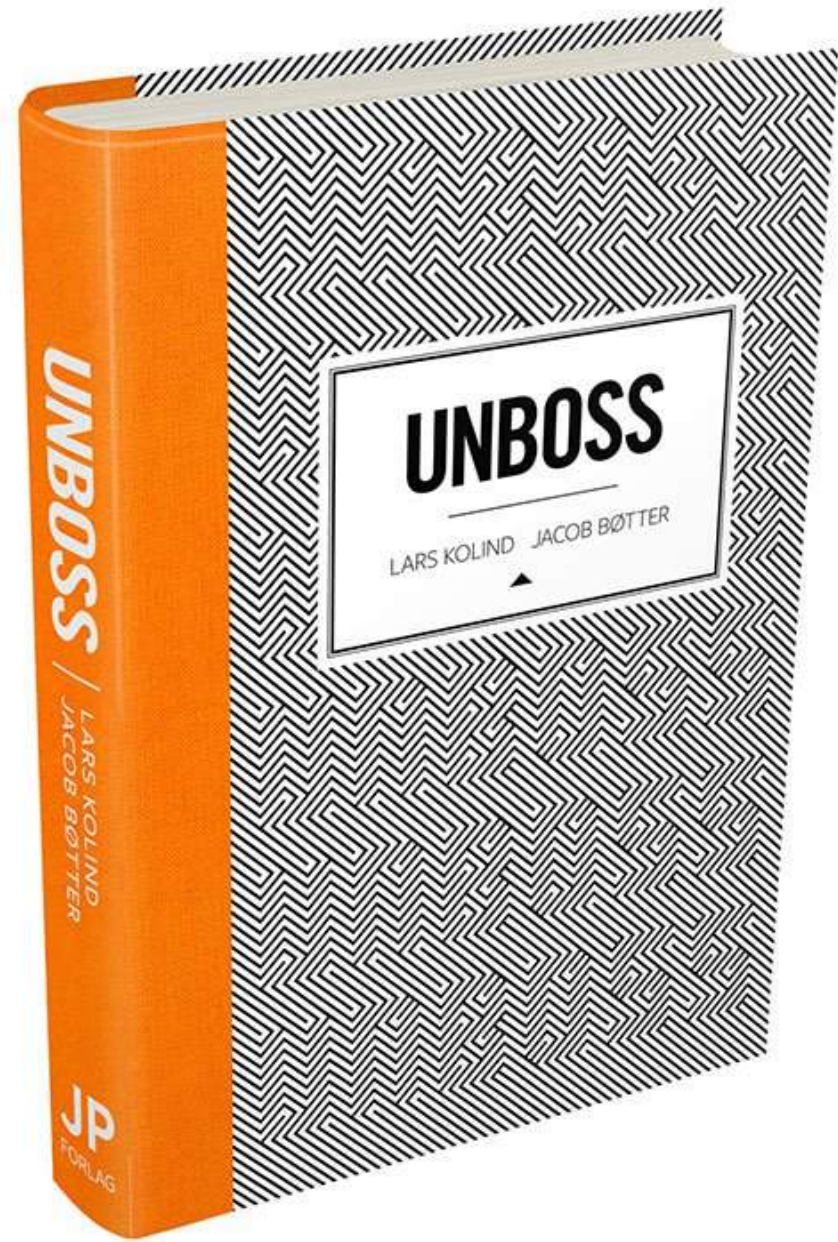
Glem din IQ.
Tænk over din ...

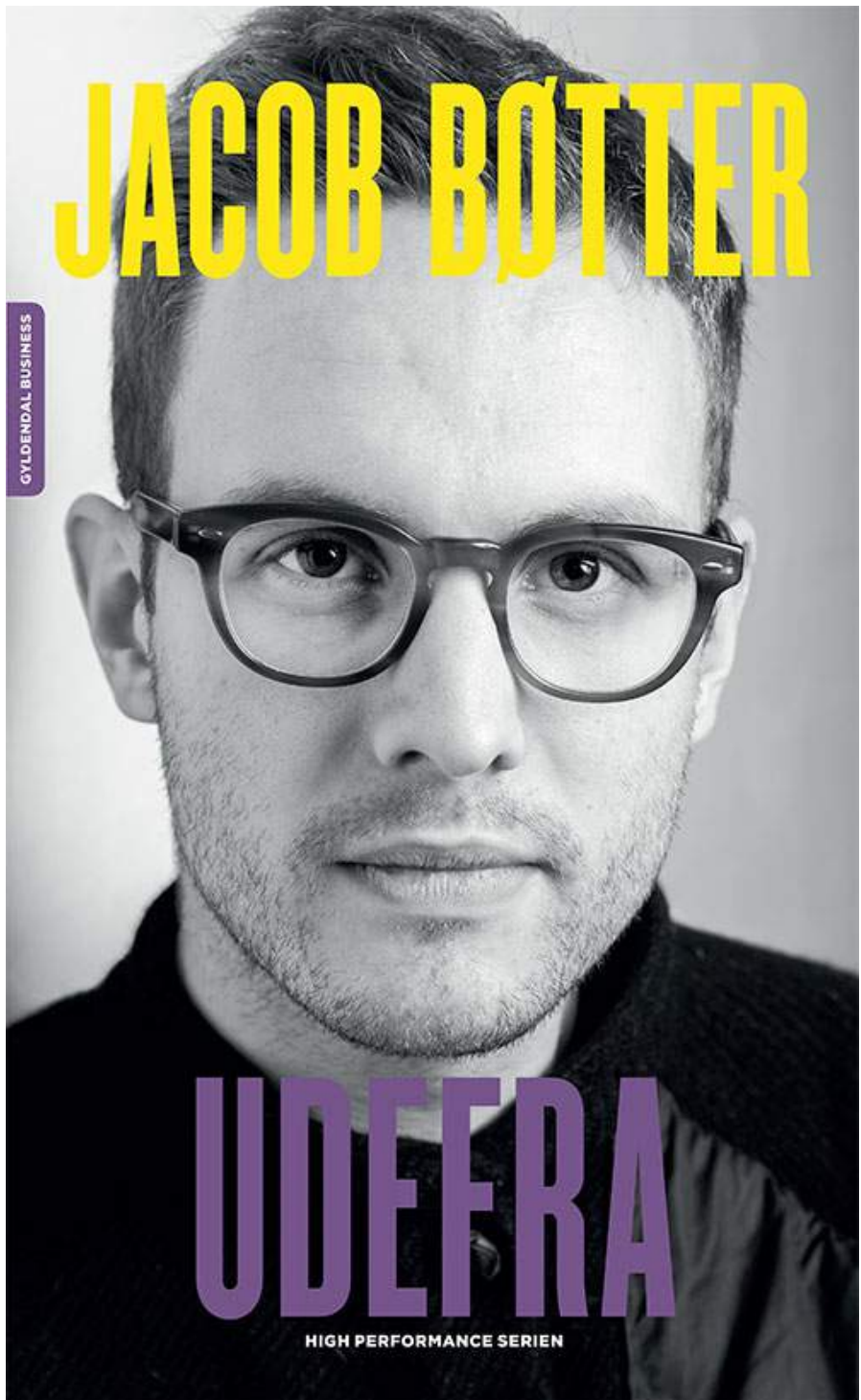
NQ

55
EKSEMPLER PÅ
INVOLVERING MED
SOCIALE MEDIER



INVOLVERING MED SOCIALE MEDIER





GYLDENDAL BUSINESS

JACOB BÖTTER

UDEFRA

HIGH PERFORMANCE SERIEN



Stine Melgaard & Jacob Bøtter

FUCK IT, SHIP IT

69 digitale muligheder du kan
bruge i dag – og implementere
i morgen.

Fat Cat Press

FUCK IT, SHIP IT

FUCK IT, SHIP IT

69 digitale muligheder
bruge i dag – og
i morgen.

Stine Melgaard

1999

Microsoft
\$586 B

GE
\$475 B

NTT DoCoMo
\$366 B

Cisco
\$349 B

Wal-Mart
\$286 B

2006

Exxon Mobil
\$447 B

GE
\$383 B

Microsoft
\$293 B

Citigroup
\$274 B

Gazprom
\$271 B

2011

Exxon Mobil
\$406 B

Apple
\$376 B

PetroChina
\$277 B

Shell
\$237 B

ICBC
\$228 B

2018

Microsoft
\$781 B

Apple
\$749 B

Amazon.com
\$736 B

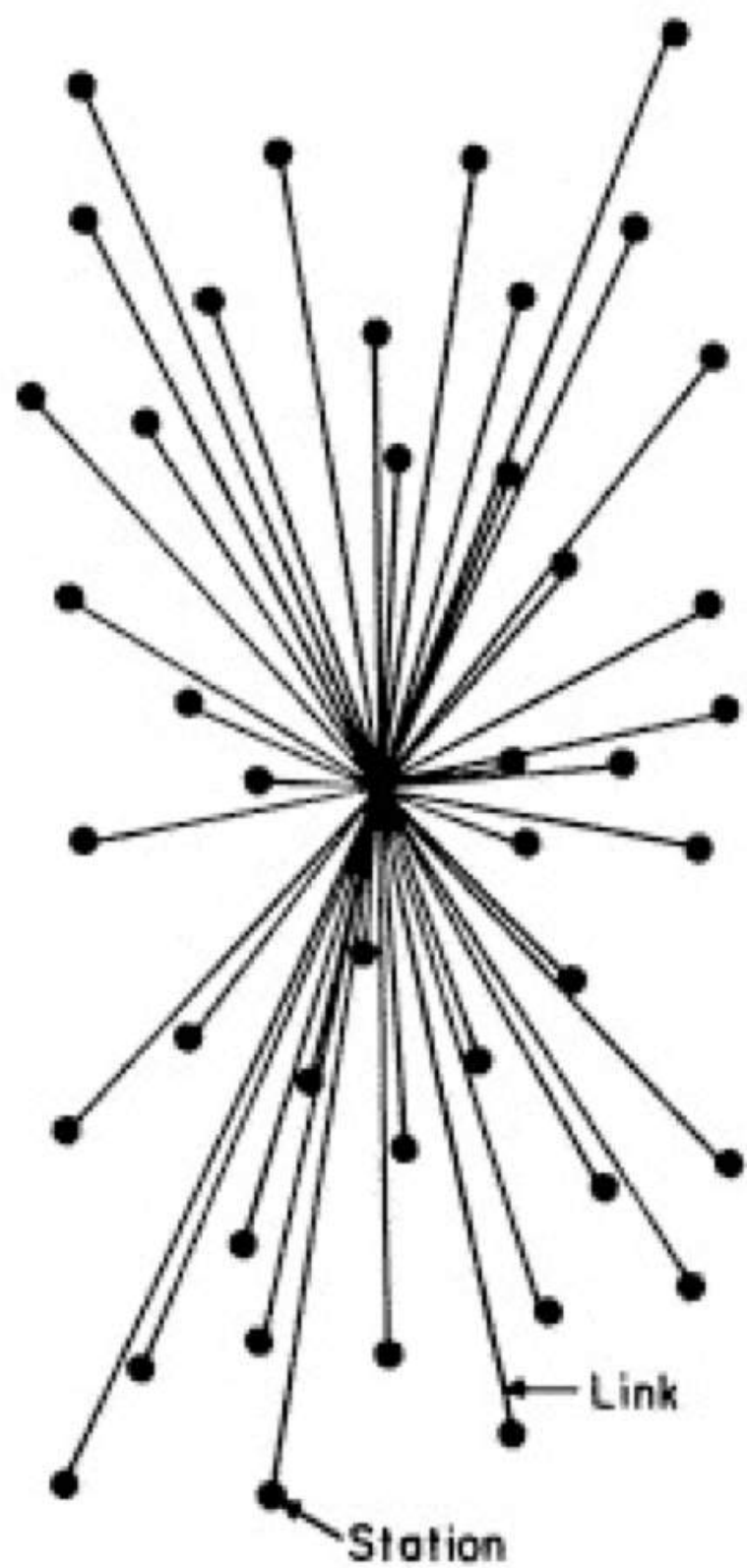
Alphabet (Google)
\$728 B

Berkshire Hathaway
\$500 B

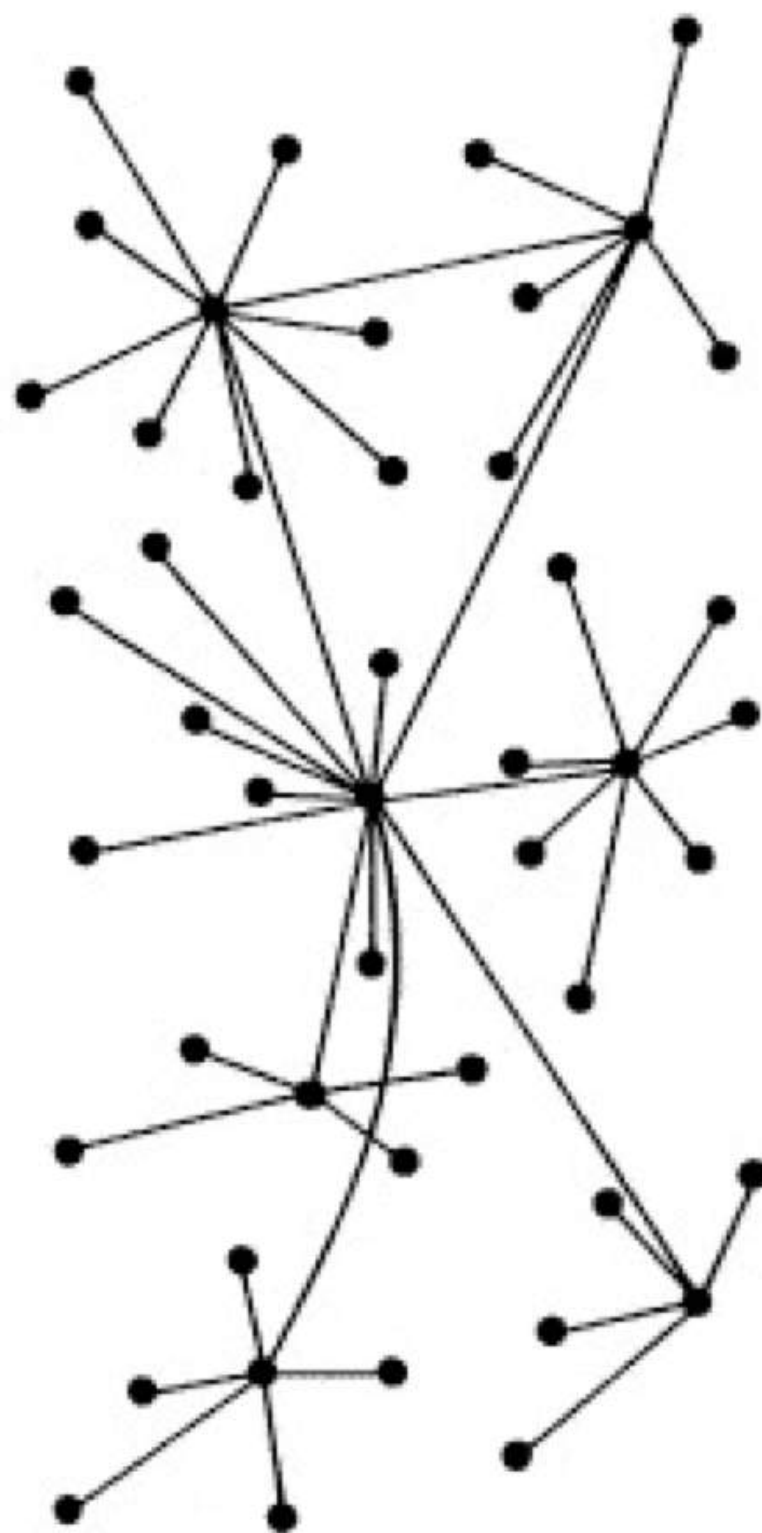
The worlds most valuable private companies over almost 20 years

(Source: Financial Times FT500)

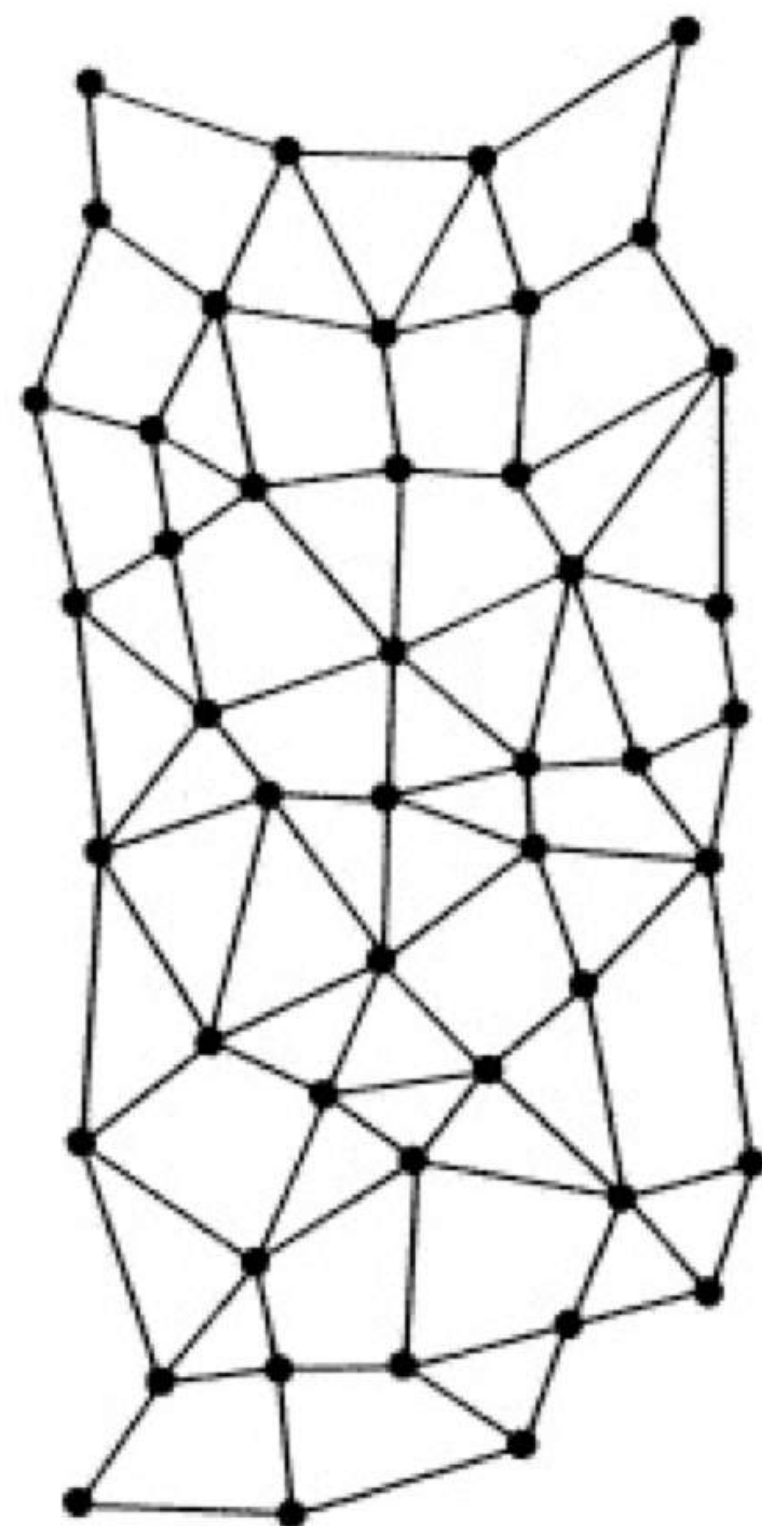
**Tech companies stand out because 1)
they organize as agile networks and 2)
they are curious about technology (doh!)**



CENTRALIZED
(A)



DECENTRALIZED
(B)



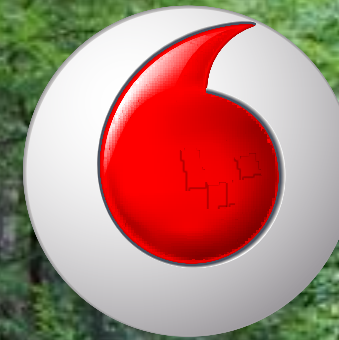
DISTRIBUTED
(C)

Worlds largest taxi company owns no cars. **Uber.**

Worlds largest media outlet employs no journalists. **Facebook.**

Worlds largest shop has no products in stock. **Alibaba.**

Worlds largest hotel chain owns no buildings. **Airbnb.**



vodafone

660 million
users

600
employees

439 million
users

91.000
employees

Business

Supercell's CEO reveals the culture he built to produce a £2.5 billion company in 2 years

By **GORDON KELLY**

13 Nov 2013



1. Minimise bureaucracy "It maximises the time people can spend on their work... individual designers can make decisions and optimise for speed and create sense of ownership within the games." He says no-one knows the potential of a game and its chances of success or failure better than its creators. At least until it is released when the reaction and requests of users become the dominant factors in its evolution.
2. Be transparent "We send a daily email with all key performance indicators to everyone in the company," says Paananen, causing a few eyebrows to be raised. "It isn't restricted to executives, it is the same information released at the same time so we can all figure out on our own what is needed. A new employee started recently and he told me 'I think I got the wrong email, I just got all the revenue data on our games this morning'".
3. Celebrate failure "You have to eliminate the fear of failure. If a game goes wrong we throw a party for its developers and give them champagne to celebrate what they learnt. As a company we have failed far more than we succeeded. We have killed five games and launched two. You need to take risks to succeed and for that you must take fear away from that risk."
4. Get big by thinking small *Clash of Clans* and *Hay Day* were each developed by teams of just five developers. Even now they are global smashes each has a team no bigger than 15. "Small independent cells is where the company name comes from," explains Paananen. "We say 'get big by thinking small', we value the speed of small teams and keeping things simple. Our employees don't need layers of processes and layers of management."



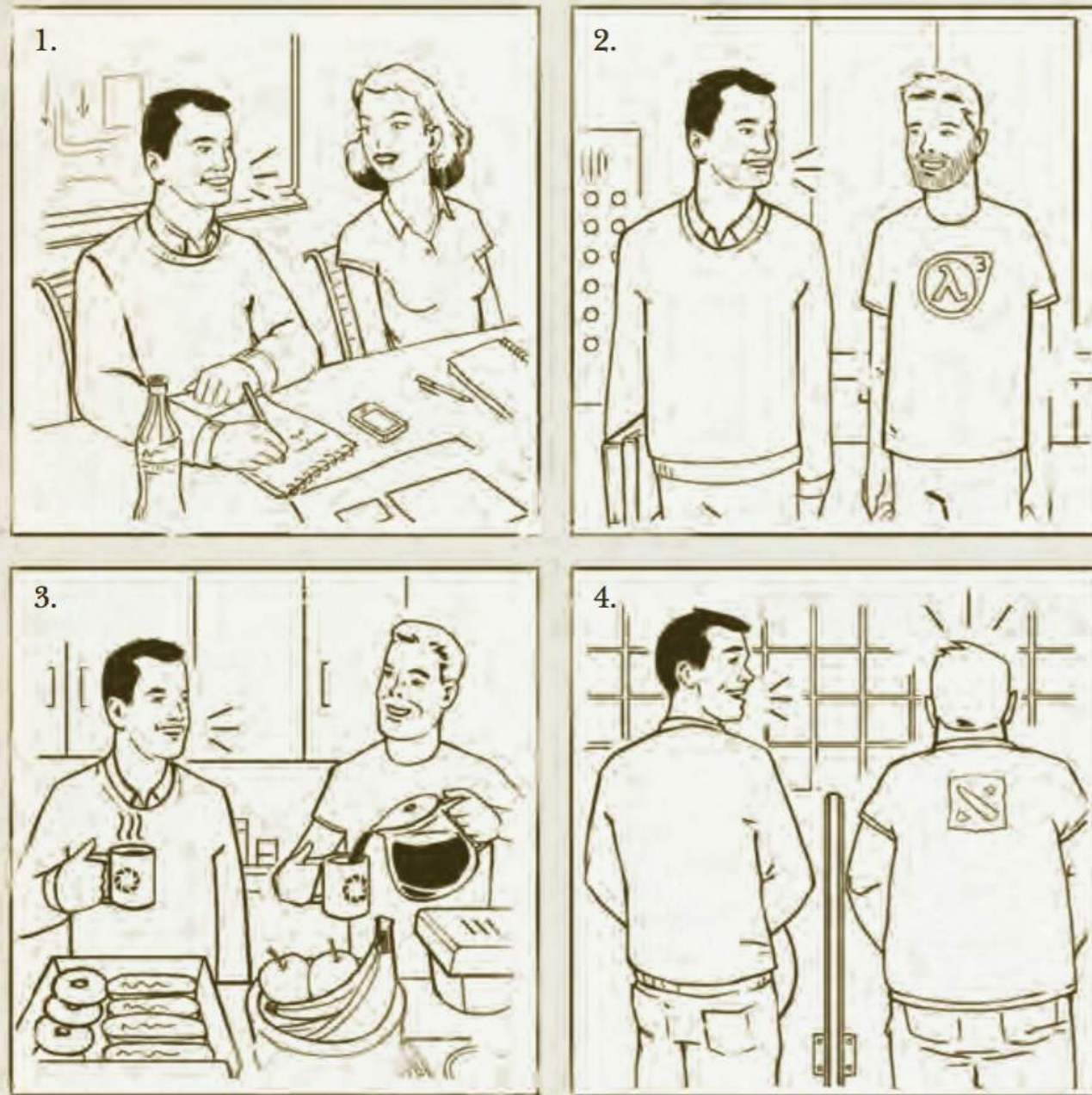
HANDBOOK FOR NEW EMPLOYEES

A fearless adventure
in knowing what to do
when no one's there
telling you what to do

FIRST EDITION
2012



Fig. 2-4 Methods to find out what's going on



- step 1. Talk to someone in a meeting
- step 2. Talk to someone in the elevator
- step 3. Talk to someone in the kitchen
- step 4. Talk to someone in the bathroom

But what if we ALL screw up?



Fig. 2-5

So if every employee is autonomously making his or her own decisions, how is that not chaos? How does Valve make sure that the company is heading in the right direction? When everyone is sharing the steering wheel, it seems natural to fear that one of us is going to veer Valve's car off the road.

Over time, we have learned that our collective ability to meet challenges, take advantage of opportunity, and respond to threats is far greater when the responsibility for doing so is distributed as widely as possible. Namely, to every individual at the company.

We are all stewards of our long-term relationship with our customers. They watch us, sometimes very publicly,

Why GE is giving up employee ratings, abandoning annual reviews and rethinking the role of HQ

www.linkedin.com

But culture is not just apps. It's a combination of people and technology. If you are joining the company in your 20s, unlike when I joined, you're going to learn to code. It doesn't matter whether you are in sales, finance or operations. You may not end up being a programmer, but you will know how to code. We are also changing the plumbing inside the company to connect everyone and make the culture change possible. This is existential and we're committed to this.



tableau

dji

pipe drive

zoom

slack

loom

stripe



rethink robotics



ASTRO

Affinio

INTERCOM

Airtable

GitHub

lodama

HELLOSIGN

Trello

15Five

clarifai

pleo

AI4 PROJECTS

IFTTT

twilio

process.st

comeet

calendly

UiPath

slido

23andMe



dropsource

Spoke

N

webflow

X

sift science

duolingo

Anchor

nosco

Envoy

CHARTMŌGUL

zapier

amazon web services

Google Cloud

viral loops

HEAP

mindmeister

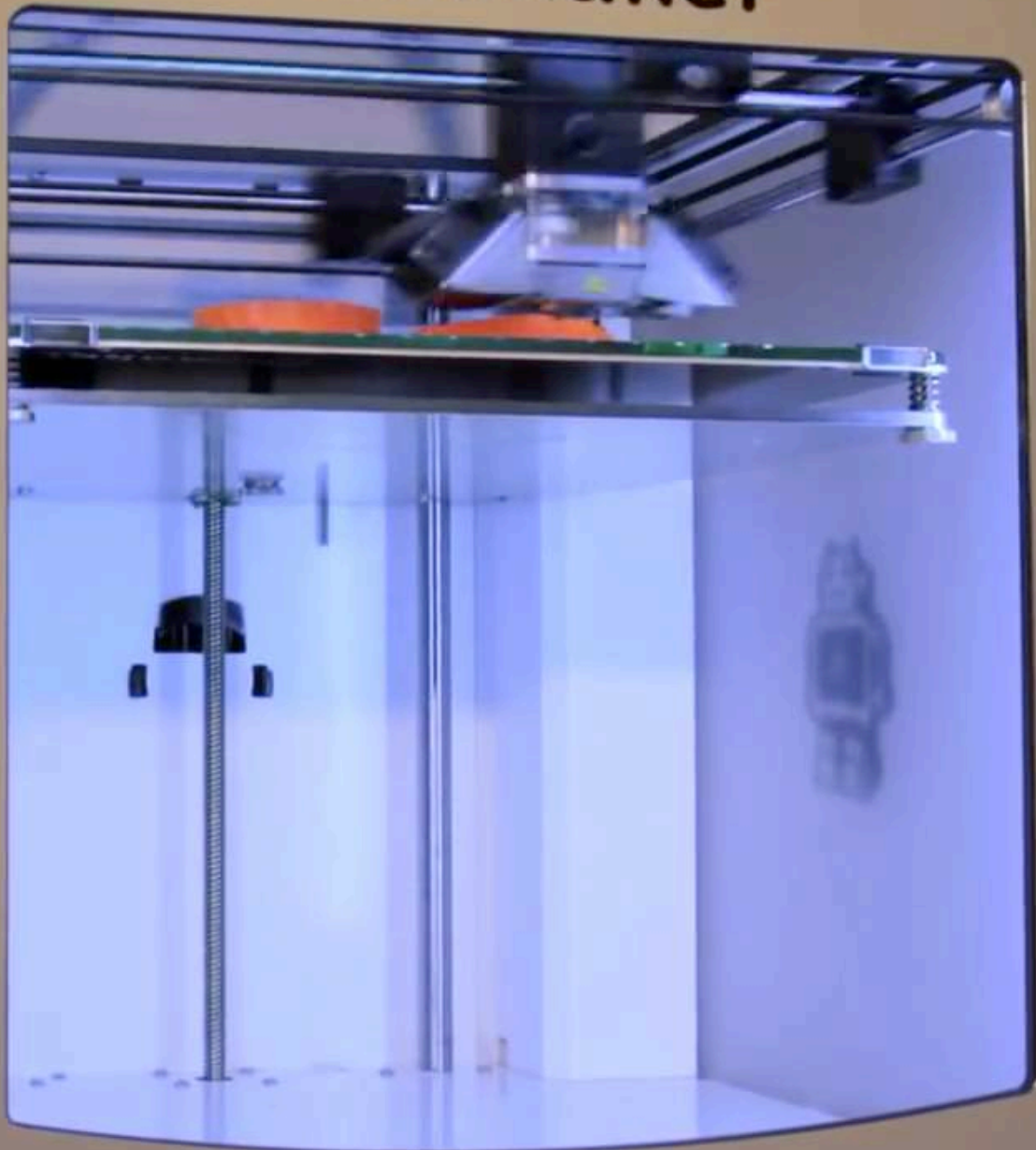
encrypt.me

codecademy



**Raise your hand, if you've got a
3D printer at home**

Ultimaker²



SD card

Time left 14 hours
Print time
LionBIC
TUNE ABORT





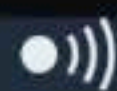
**Raise your hand, if you've got a
drone at home**



In-Flight (GPS)

GPS

17



HD

96%

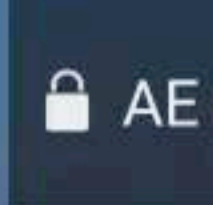
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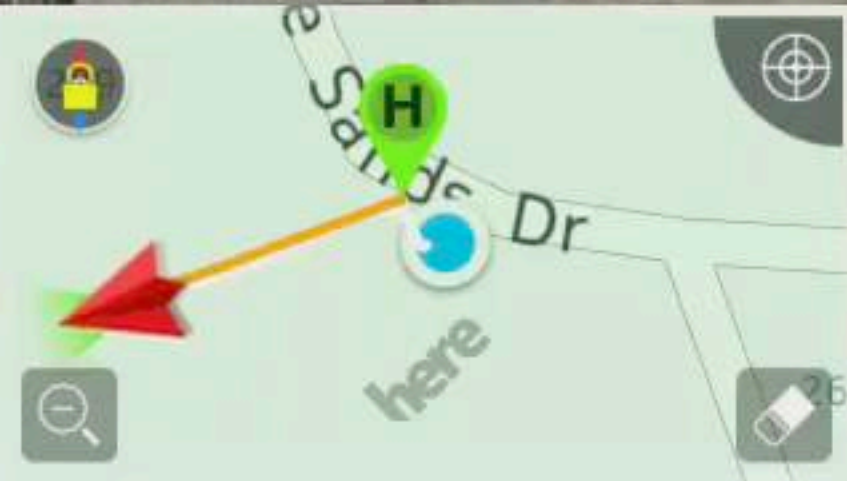
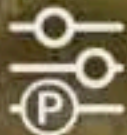
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SD	SD Time
4K 24	01:03:21



01:07



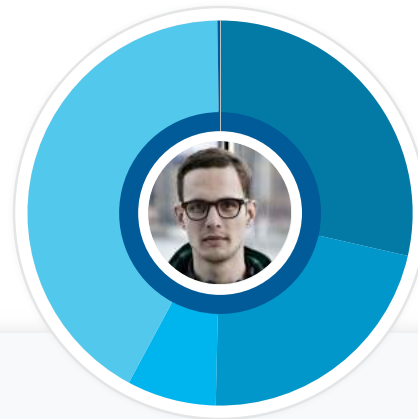
D 92 FT H 17.1 FT
 H.S 11.5 MPH V.S 0.0 MPH VPS 19.4 FT



**Raise your hand, if you've
sequenced your own DNA**

Ancestry Composition

Your DNA tells the story of who you are and how you're connected to populations around the world. Trace your heritage through the centuries and uncover clues about where your ancestors lived and when.



Jacob Bøtter

100%

European

100%

● Scandinavian	28.6%
Denmark	
● British & Irish	21.8%
United Kingdom	
● French & German	7.5%
● Broadly Northwestern European	41.9%
● Broadly European	0.2%



23andme.com

DNA Relatives




















Find and connect with genetic relatives to learn about relationships and family history. Use overlapping DNA segments to find common ancestors in the [DNA Comparison View](#).

Note: your anonymous matches have been opted out of DNA Relatives and are no longer visible within the tool. [Learn more.](#)

Sort by

Strength of Relationship

Showing 1061 out of 1061 relatives

	Name	Relationship	Sharing
	 Vaughn McLeod Male	Second to Third Cousin 2.82% DNA shared, 4 segments	
	 Darlene McLeod Female	Second to Third Cousin 1.98% DNA shared, 5 segments	
	 Lasse Vestergaard Hansen Male	Third to Fourth Cousin 0.71% DNA shared, 4 segments	
	 Lars Petersen Male	Third to Fourth Cousin 0.55% DNA shared, 3 segments	
	 James Collins Male	Third to Fifth Cousin 0.4%	
	 Jens Christian Ingerslev Male	Th 0.70% DNA shared, 1 segment	

Search keywords


Name, relation, or location



[Reset](#)

Notifications 



Ancestor birthplaces 



Surname 



Mom's side / Dad's side 



23andme.com

Traits

Explore the genetics behind your appearance and senses.



Traits Tutorial

Ability to Match Musical Pitch About a 50/50 chance of being able to match a musical pitch >

Asparagus Odor Detection Likely can smell >

Back Hair Likely little upper back hair >

Bald Spot Likely no bald spot >

Bitter Taste Likely can't taste >

Cheek Dimples Likely no dimples >

Cilantro Taste Aversion Slightly higher odds of disliking cilantro >

Cleft Chin Likely no cleft chin >

Earlobe Type Likely detached earlobes >

Early Hair Loss Likely no hair loss >

 23andme.com

Carrier Status

Learn whether you have specific genetic variants that may not affect your health, but could affect your children's health.

Carrier Status Tutorial



Keep in mind that while our Carrier Status reports cover many variants, they don't include all possible variants associated with each condition. So it's still possible to be a carrier of a variant not included in our test.

Nonsyndromic Hearing Loss and Deafness, DFNB1 (GJB2-Related)	Variant detected >
ARSACS	Variant not detected >
Ageneis of the Corpus Callosum with Peripheral Neuropathy	Variant not detected >
Autosomal Recessive Polycystic Kidney Disease	Variant not detected >
Beta Thalassemia and Related Hemoglobinopathies	Variant not detected >
Bloom Syndrome	Variant not detected >
Canavan Disease	Variant not detected >



23andme.com

Genetic Health Risk

Learn whether you have specific genetic variants that can influence your risk for certain health conditions.

Genetic Health Risk Tutorial



Keep in mind that these reports do not include all possible genetic variants that could affect these conditions. Other factors can also affect your risk of developing these conditions, including lifestyle, environment, and family history.

Age-Related Macular Degeneration Variant detected, not likely at increased risk >

Celiac Disease Slightly increased risk >

Hereditary Hemochromatosis (HFE-Related) Variant detected, not likely at increased risk >

Late-Onset Alzheimer's Disease Slightly increased risk >

Alpha-1 Antitrypsin Deficiency Variants not detected >

BRCA1/BRCA2 (Selected Variants) Specific tutorial required before viewing >

G6PD Deficiency Variant not detected >



23andme.com

Wellness

Find out how your DNA may affect your body's response to diet, exercise, and sleep.

Wellness Tutorial



Alcohol Flush Reaction	Unlikely to flush >
Caffeine Consumption	Likely to consume less >
Deep Sleep	Less likely to be a deep sleeper >
Genetic Weight	Predisposed to weigh about average >
Lactose Intolerance	Likely tolerant >
Muscle Composition	Common in elite power athletes >
Saturated Fat and Weight	Likely similar weight >
Sleep Movement	Likely more than average movement >

 23andme.com



**Raise your hand, if you've
played Pokémon Go**



POKÉMON





Air Measure

Measure Anything. Anywhere.

 armeasure.com



**Raise your hand, if you've tried
a neurotech (BCI/EKG) headset**





**Raise your hand, if you've
personally been hacked**



Home

Notify me

Domain search

Who's been pwned

Passwords

API

About

Donate  

';---have i been pwned?

Check if you have an account that has been compromised in a data breach



haveibeenpwned.com

338

pwned websites

5,701,036,040

pwned accounts

86,917

pastes

94,820,167

paste accounts

Largest breaches

Recently added breaches

Enable 2FA for your favorite sites.

Go beyond the password and protect yourself from hackers and account takeovers. Download our free app and follow our guides:



authy.com



SOCIAL



Facebook

[VIEW GUIDE](#)



EMAIL



Yahoo

[VIEW GUIDE](#)



EMAIL



Gmail

[VIEW GUIDE](#)



RETAIL



Amazon

[VIEW GUIDE](#)



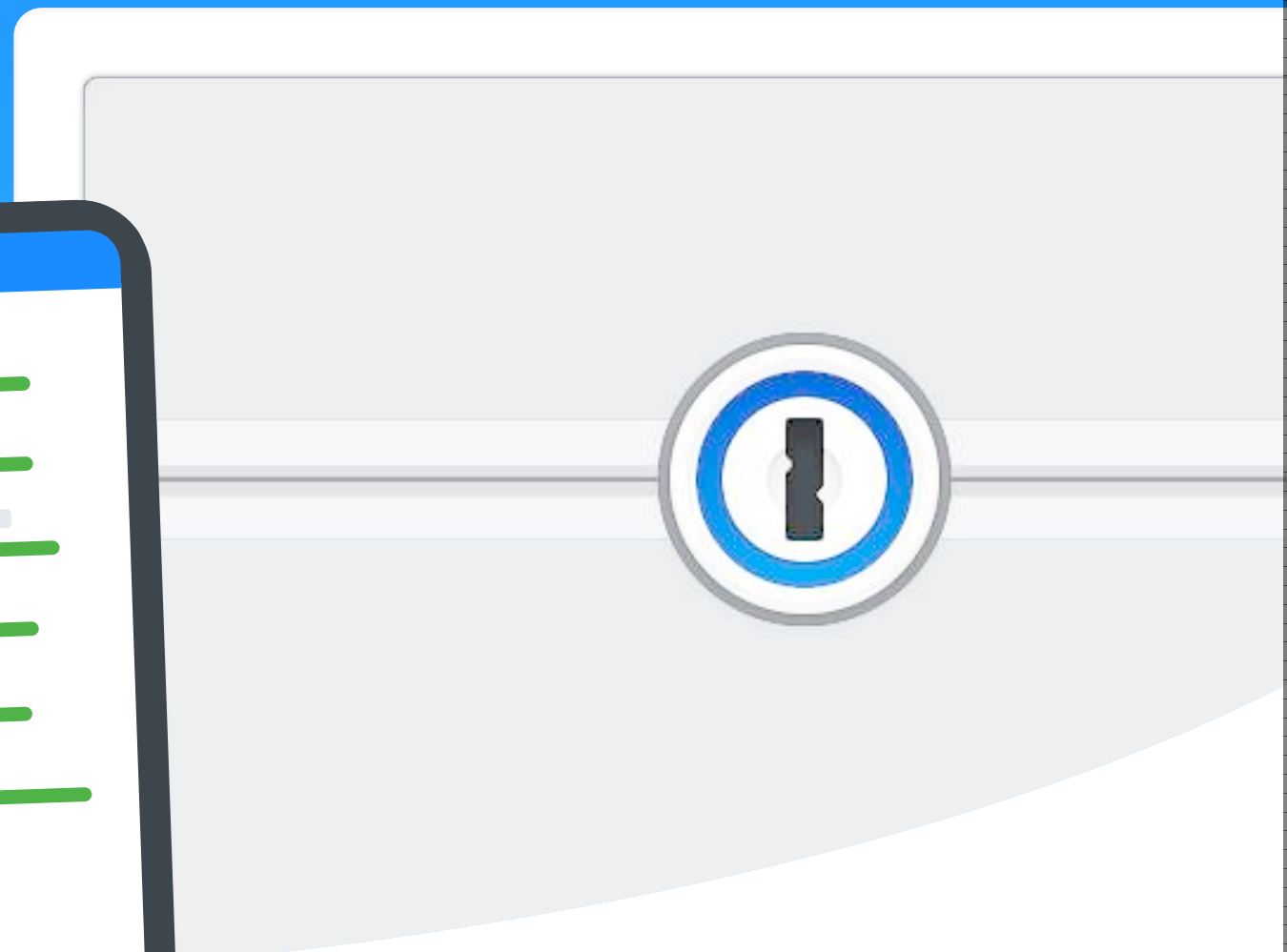
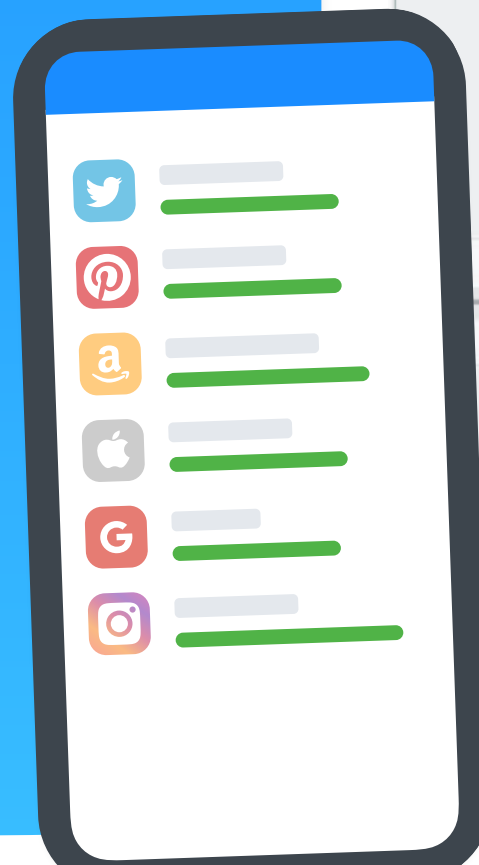


Go ahead. Forget your passwords.

1Password remembers them all for you. Save your passwords and log in to sites with a single click. It's that simple.

Get started

Watch video



 **1password.com**

Everything you need to secure your business

All the tools you need to protect your data

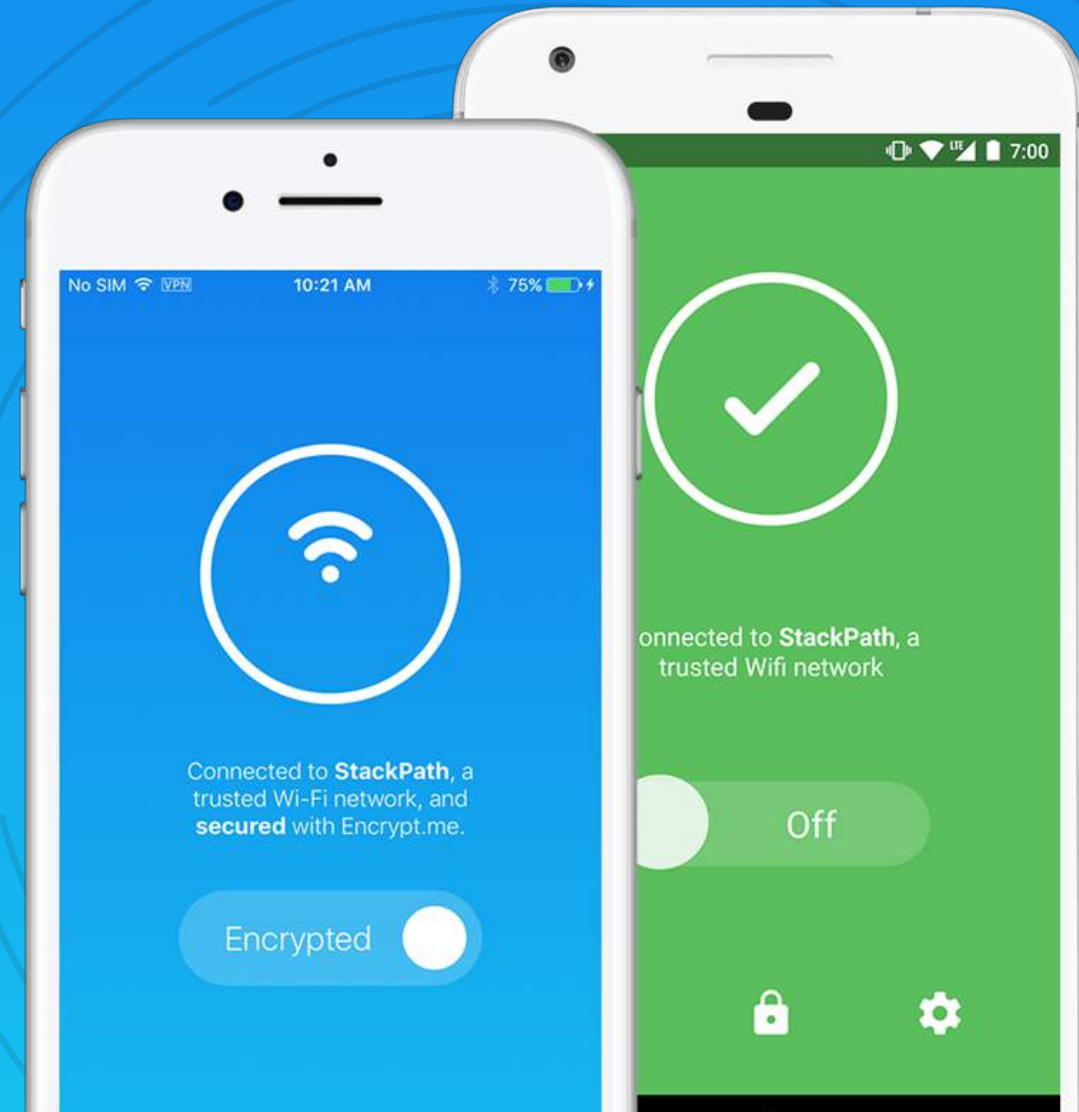
Peace of mind for you and your Family

Encrypt everything.

Keep yourself safe and secure

[Try Free for 14 Days](#)

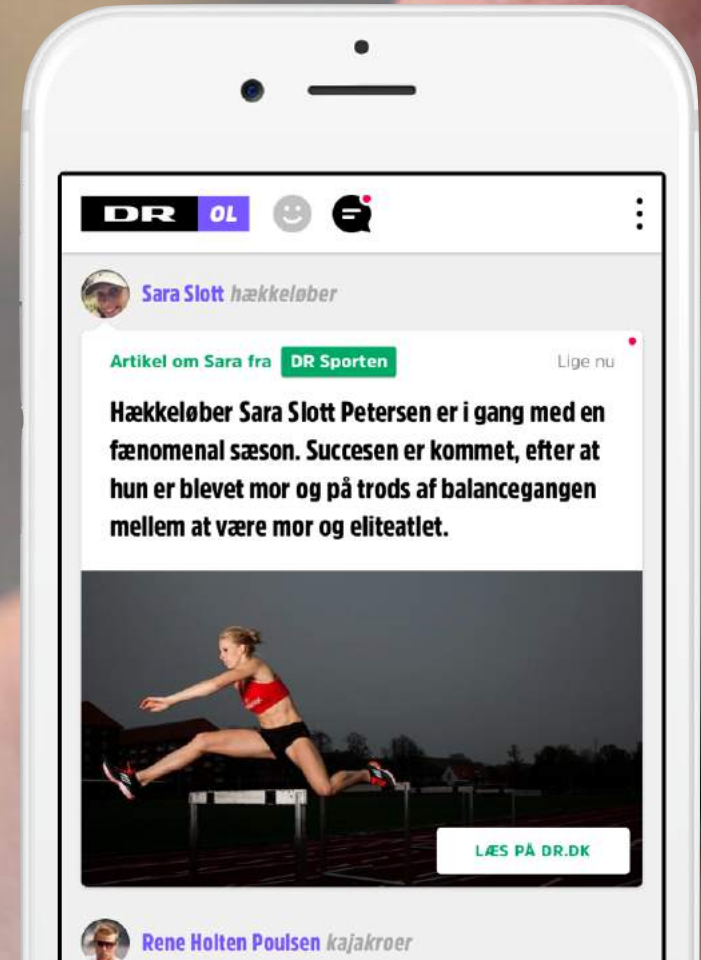
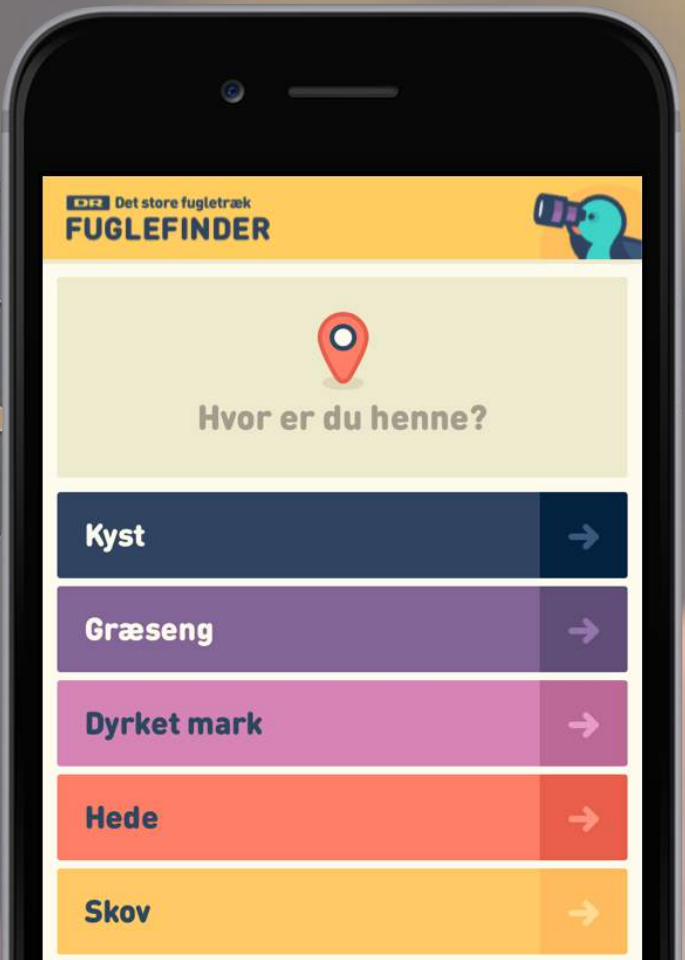
No credit card required



[encrypt.me](#)

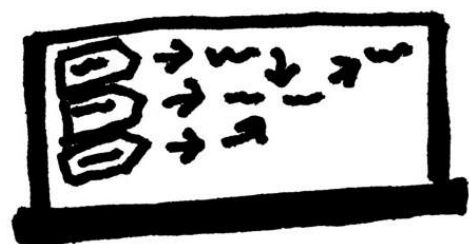
Todo-list after the conference ends:

- ✓ Buy a 3D printer
- ✓ Buy a drone
- ✓ Sequence my DNA
- ✓ Experiment with AR (Augmented Reality)
- ✓ Try a BCI headset (Brain-Computer Interface)
- ✓ Fix my personal security
- 🌸 Create an agile organization that can experiment with new technology faster than me



MONDAY

• Map



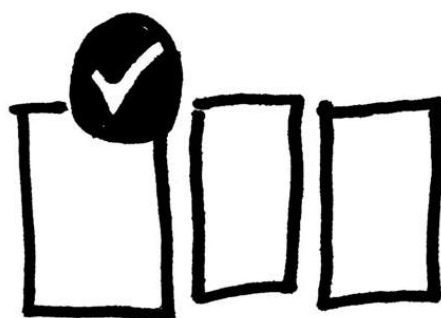
TUESDAY

• Sketch



WEDNESDAY

• Decide



THURSDAY

• Proto-
type



FRIDAY

• Test



ge i dag
orgen.

Fat Cat Press

og subjektiv på samme tid

en har du ikke et akademisk værk, der har
og vejet alle digitale muligheder for dig og
arbejdsplads. Det er en beskrivelse af vores
sonlige erfaringer. Vi har samlet de teknologier
platforme, som har virket for os. Vi beskriver
ke et eneste produkt i denne bog som vi ikke har
brugt eller bruger selv.

I en verden fuld af digital muligheder kan det være svært at vælge
de mange muligheder derude. Vi ønsker at være bøger, der giver
forståelse af, hvordan vi kan bruge de forskellige muligheder til
at skabe værdi for vores virksomheder. Vi har derfor valgt at fokusere på
de teknologier og platforme, som har virket for os. Vi beskriver
ikke et eneste produkt i denne bog som vi ikke har brugt eller
bruger selv.

”

PEOPLE WHO
TAKE RISKS
ARE THE
PEOPLE YOU'LL
LOSE AGAINST.

Hanne Bak
Direktør for CO
Kompetenceudv