

# Starting a company as a student

Daniel Ackermann (CEO)

degordian.

# Daniel Ackermann

- Degordian
  - Digital agency
  - 150+ people
  - 1.5M€ investment
  - 4x Best employer award
  - Deloitte CE fast 50





**16 years – web design course**

**17 years - Web design project  
(150 E)**

# 19 years - Web development

**19 years- Web development  
(4000 E)**

**19 years - Web development**  
**(4000 E)**  
**0.5E/h**



**21 years  
own project - daj5.com**

# Facebook

- Fast
- Efficient
- Targeted
- Cheap

# 22years – Starting the company

**What did I learn?**

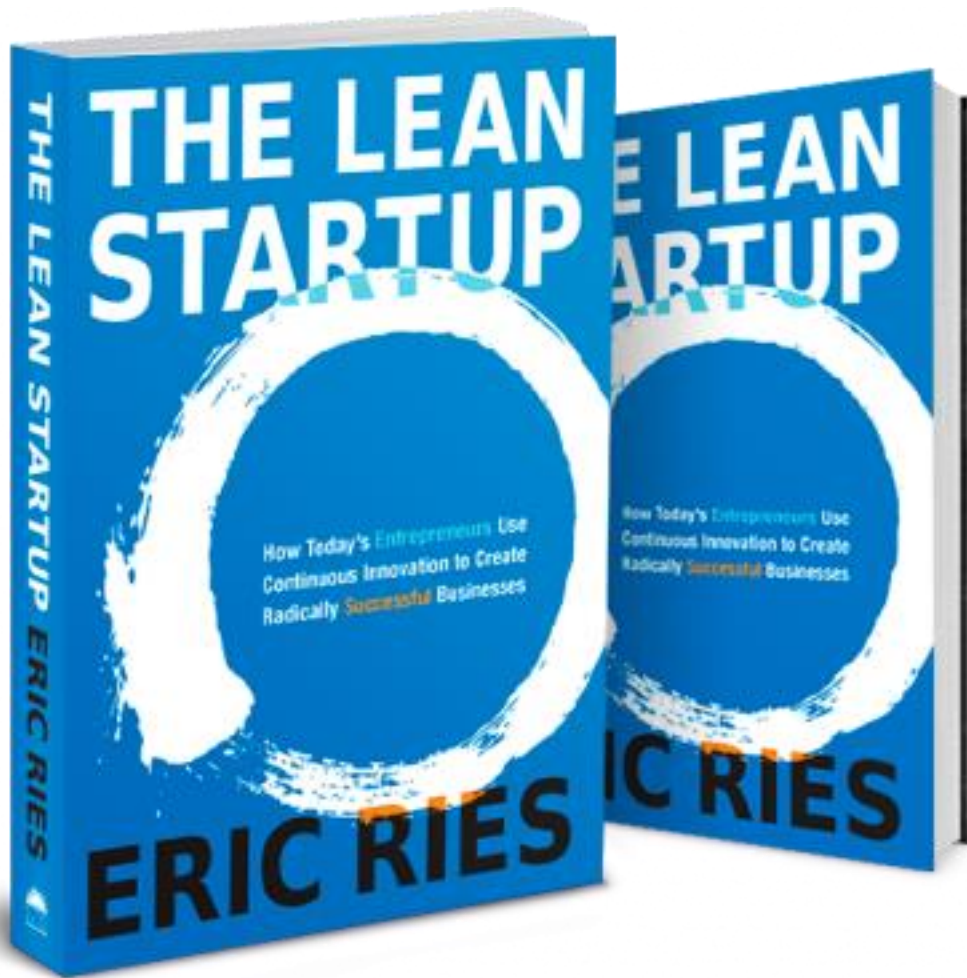
**Student time  
= ideal time**

**University is not enough**

**Priority: Learning. Not profit!**

**Don't be afraid**





THE LEAN STARTUP ERIC RIES

# THE LEAN STARTUP

How Today's Entrepreneurs Use  
Continuous Innovation to Create  
Radically Successful Businesses

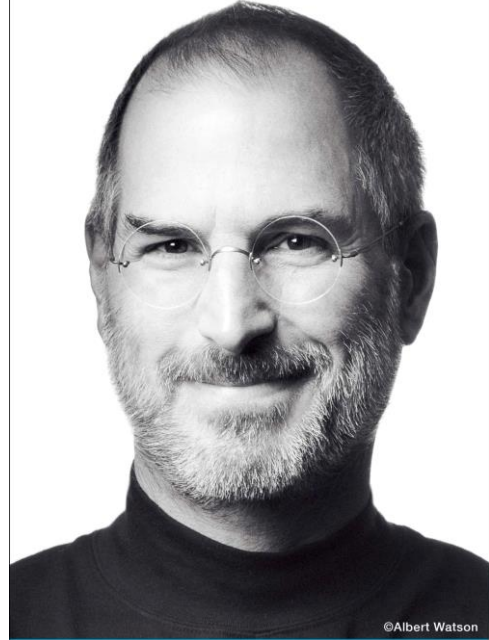
ERIC RIES

# THE LEAN STARTUP

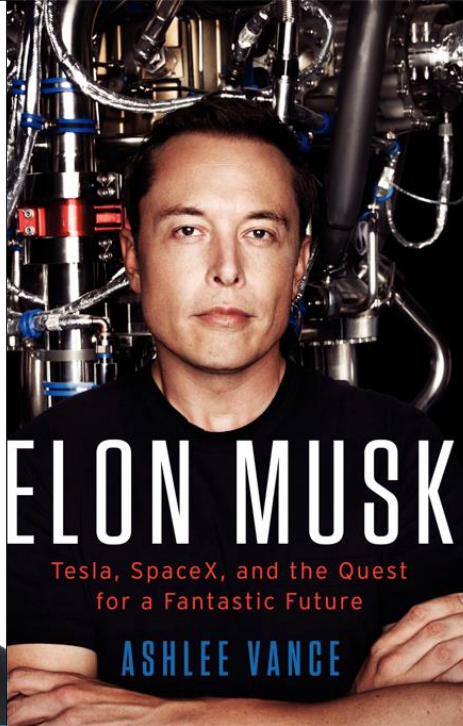
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Steve Jobs by Walter Isaacson

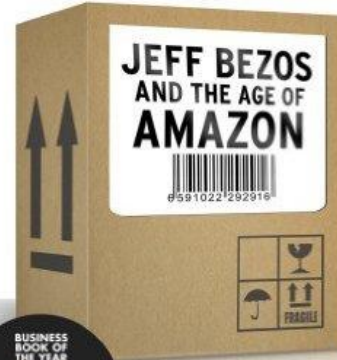


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the  
everything store

'A masterclass in deeply researched investigative financial journalism' *THE TIMES*



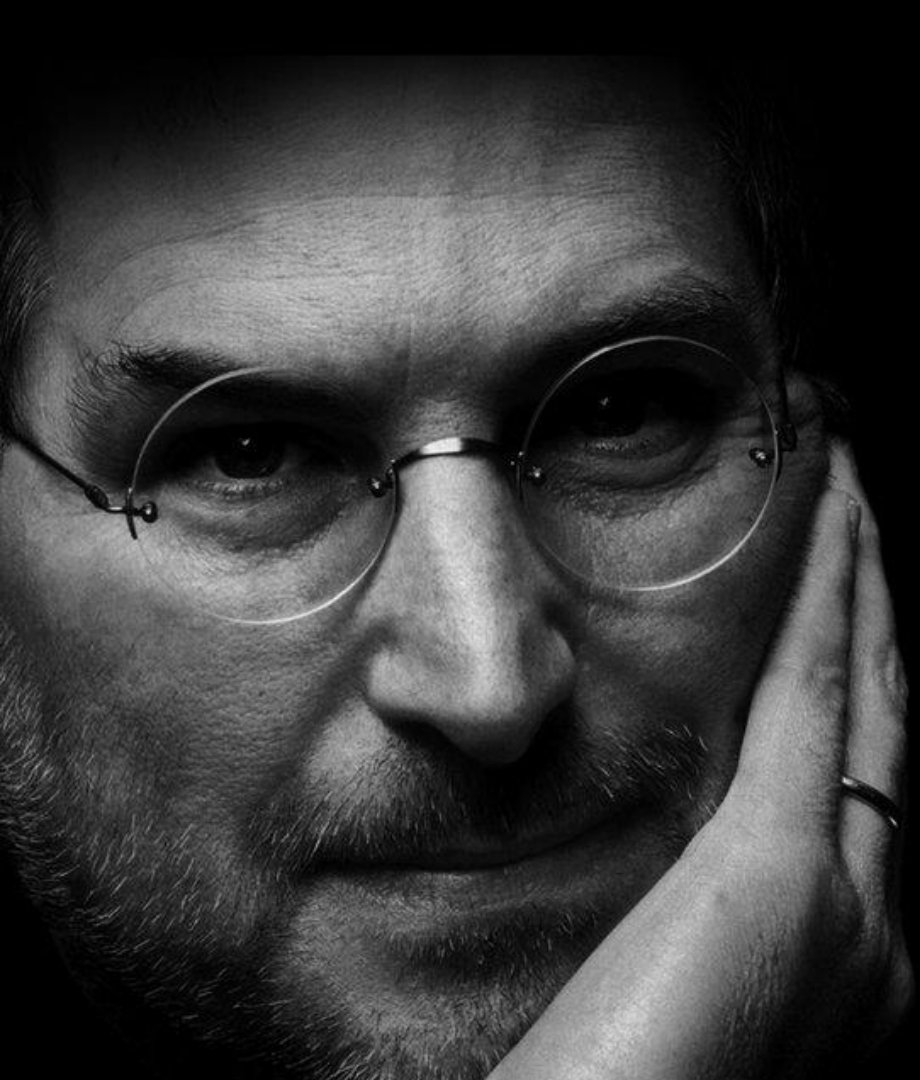
brad stone

#1 NEW YORK TIMES BESTSELLER

SHOE  
DOG

A MEMOIR BY THE CREATOR OF NIKE

PHIL  
KNIGHT



*Stay Hungry. Stay Foolish.*

# degordian

MAKES YOU CURIOUS.

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## Questions?

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CEO

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