

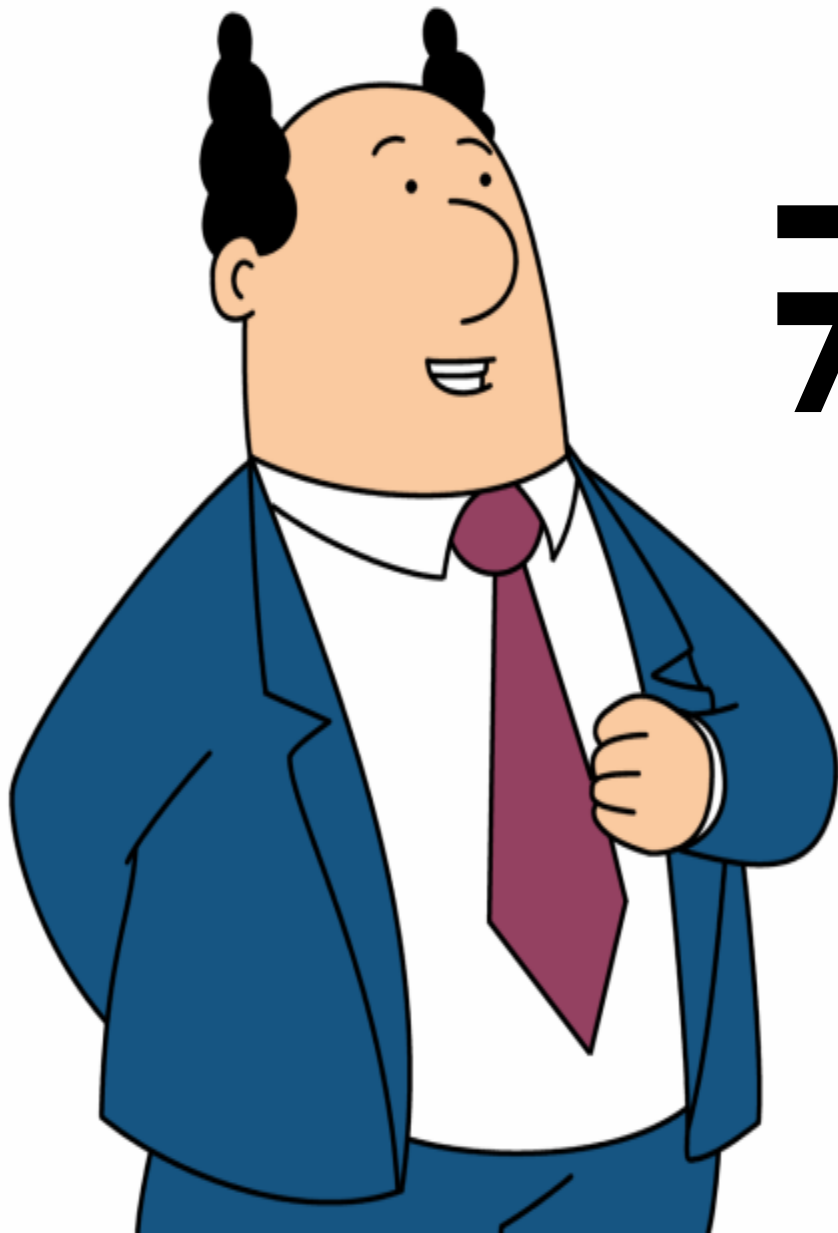


*Initiative  
„LeanCorp“*

**Excel through empowerment!**

Indrek Julge  
SEB Corporate  
Banking





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# USERS:

# USE CASES:

PROSPECTIVE EMPLOYEES  
①  
JOBSEEKERS

ENTERPRISE BUSINESSES  
②  
PROSPECTIVE CLIENTS  
LOOKING FOR LAND-  
SCAPE / UA / JUJU

TECHNICAL  
DECISION MAKERS  
BUSINESS  
ANALYSTS  
CORPORATE DECISION  
MAKERS

PROSPECTIVE PARTNERS  
③

SMALLER GOVTS  
TECH PARTNERS  
OEM: hardware  
& software partners  
TELCO'S

④  
TECHNICAL PEOPLE  
LOOKING FOR  
UBUNTU  
REDIRECT

OTHER TECH PEOPLE  
& FANBOYS  
~~CONSUMERS~~  
~~COMMUNITY~~

⑥  
PEOPLE WHO KNOW  
ABOUT UBUNTU BUT  
DON'T UNDERSTAND  
WHAT CANONICAL IS

⑤  
PRESS /

MEDIA / ANALYSTS  
JOURNALISTS  
BLOG COMMUNITY  
ANALYSTS

→ FIND JOB  
→ COMPANY  
CHECK

EXISTING USERS /  
CLIENTS  
→ PEOPLE LOGGING  
IN TO LANDSCAPE  
→ CREDIBILITY CHECK  
→ REPUTATION CHECK

INDUSTRY  
CUSTOMERS THAT  
HAVE CUSTOMERS OF  
THEIR OWN  
→ BECOME PARTNER  
→ CREDIBILITY  
CHECK

→ GETTING POWER TO  
UBUNTU.COM  
→ GETTING POWER TO  
OTHER PARTS /  
CHANNELS

→ GETTING TO  
BACKGROUND INFO

FIND JOB

COMPANY  
CHECK

WHY FOUNDED?

WHAT HAVE THEY  
DONE IN THE PAST?

CORE VALUES?

JOB DESCRIPTION

WHO WORKS  
THERE?

WHAT ARE THE  
OFFICES LIKE

WILL THEY  
HIRE ME?

DAY TO DAY  
LIFE

EMPLOYEE  
BENEFITS

GROWTH  
OPPORTUNITIES

HOW TO  
APPLY /  
CONTACT

WHAT'S THEIR  
HIST. AND PROJECT

JOB SECURITY

STAY AND  
GROW?

KEY SKILLS

HOW THIS  
COMPANY WORKS

HOW THIS  
COMPANY WORKS

SCALES  
GROWTH?

EMPLOYEES

WHO ARE THEY  
WORKING FOR?

COMPANY  
SITE

ARE THEY  
GROWING?

ARE THEY  
GROWING?

ARE THEY  
GROWING?

ARE THEY  
GROWING?

ARE THEY  
GROWING?













Culture eats  
strategy for  
**breakfast!**