

getLaunched.io - Background

The STORY

At 17, Slavisa Tavic started his first company – an online store that distributed water cooling systems for the ICT industry. Since then, he has invested in no less than 7 startups, with a major interest in tech startups. While completing his BSc studies in Business Administration, he focused on entrepreneurship depression and met his business and personal mentor: prof. Dr. Rolf Meyer.

Together, Slavisa and prof. Dr. Meyer – the startup guru and the serial entrepreneur – started to work on a “magic” tool meant to simplify business analysis and financial planning. They just wanted to ease entrepreneurs' life.

That’s how getLaunched was born: mixing business experience with passion for building useful tools that simplify the startup hassle. And since there aren’t enough ways of paying it forward, both founders are enthusiastic advocates of spreading business knowledge, coaching and organizing seminars for entrepreneurs.

“For me, entrepreneurship is not an option. It’s a calling. It’s just something I HAD TO DO.”
(Slavisa Tavic)

The MODEL

The mastermind behind the 7 Keys Model is prof. Dr. Rolf Meyer from the University of Applied Sciences Northwestern Switzerland FHNW.

While launching and running the center of entrepreneurship at the FHNW School of Business, Dr. Meyer realized that most students and startup founders were excited about their ideas but they found it hard to transform them in real businesses, with success potential.

Therefore, in 2005, he developed the simple 7 Key Model which took basic management tools used to analyze a market and made them accessible to everyone. Market analysis and business planning became simple and user-friendly.

After supervising and coaching a few hundred businesses, Dr. Meyer was completely aware of the needs and worries of any start-up, from tech apps to social entrepreneurs. His unique model is available exclusively on getLaunched platform.

What sets getLaunched.io apart?

Newbies or even serial entrepreneurs find it hard to handle all excel spreadsheets, business model canvases or business plan creation tools. Files of various formats are placed on different platforms or drives. Entrepreneurs have to download templates, save them on their computers or email them to other team members. Collaborating in these terms is a daunting experience. They have to learn each tool, read business books and decode the business jargon.

GetLaunched.io makes the basic startup power tools accessible from one single place: the getLaunched.io platform. Financial Analyses, Business Plan Generator, Startup Competition Form, Business Idea Validator – they are covered in one creative and interactive environment. Our friendly dashboard is fun and easy to handle. Entrepreneurs no longer need vitamins or yoga to keep their enthusiasm levels high. We help them through the startup hassle so they can focus on growing their business.