

# Start up Interview



# Our Interview Partner



***Dmitri Scherbanev***

***a 18-year-old multimedia artist***

# the start up idea

„My main service is laid up in using your footage to tell a story. This ranges from simple, yet entertaining stream highlights, riveting VLOGS, to educational content filled with motion graphics.

Generally, there is no fixed style for the type of videos I do. We will join together and work towards achieving a relationship with our own, awesome and unique editing style.“

Interview - question	Answer
<p>What exactly does your start-up business do and what is special about your business idea? / Can you describe your business idea in three sentences?</p>	<p><b>Today, YouTube is a huge marketplace and advertising space. Many personalities exert a strong influence there and earn millions of dollars annually through their entertainment. Our job is to relieve them from the routine work so that they only have to come up with ideas.</b></p>
<p>Where are you based and why did you choose this location?</p>	<p><b>It's an online business, and since I'm still a student and at the same time a very young entrepreneur, the "head office" is in my family's attic.</b></p>

Interview - question	Answer
<p>How did you come up with the idea for your start-up company? / Why has not anyone else come up with this idea yet?</p>	<p>The potential YouTube offers is enormous. Since many see YouTube as just a gimmick, and do not know the enormous amount of work that some people put in there, there probably were not many who recognized the market in there. Things like marketing, SEO, copywriting, videography and post-production have enormous significance, but unfortunately there are only few specialists for this portal.</p>
<p>How did you get involved with it and what's exciting about it?</p>	<p>It started in the summer of 2016, when a respected e-sports coach was looking for a "video editor". I've been working as a freelancer ever since and realized that YouTube is much more complex than it seems. The company has been around for a short time (Freelancer) so all the problems keep me busy. Exactly these problems are what makes the task so exciting and fulfilling.</p>

Interview - question	Answer
Who should use your product / service?	<b>Content creators, who currently have a viewer number of several million per month as a minimum.</b>
How do you know that there is currently a need for your product / service?	<b>Many content creators started making their video for the enjoyment of the game. However, as soon as they come into atmospheres, where their opinions are hotly debated in public, they realize that it is more than just a "game". Since these people are incredible artists, but have no sense of business, many fall sharply after their rise.</b>

Interview - question	Answer
What makes your company different from others? / What's new about what you do?	<b>We are different in a way in the fact that we connect business with the leisure fun YouTube provides. There is currently no company that specializes so strongly in this sub-market and wants to offer virtually all delegable work. These works include the aforementioned marketing, copywriting, sponsorship, post-production, etc.</b>
Was there any particular reason why you started your start-up business?	<b>Not really. A start-up would someday without question have arisen one way or another, but that it happened in this area, was not intended. I've been working as a freelancer next to school since I was 16, and since my experience has given me more clients than I have had at some point, I decided to use that reputation and pass the clients on to today's employees.</b>

# Problems !?

Interview - question	Answer
<p>What were the biggest difficulties you had to overcome when founding your start-up? How difficult was the founding? / Was there a problem at the beginning? And if so which ones? When you look back, what problems did you have to start with?</p>	<p><b>Phew .. A huge language barrier for a 16-year-old, legal difficulties since there's virtually nothing left to do by nature, public disgust and humiliation on the internet, frustrating results, brutal and honest criticism, sleepless nights, an existence which does not come up to a decent social life does are some points. Many of them are still haunting me today. My biggest inner conflict, which I can address publicly, would be the ultimative motive if I do not waste all my youth. I'm just a teenage boy and young. Parties, excessive alcohol consumption, a relatively carefree life I give up very early, and I'm never sure if one day I'll regret never having had a proper childhood. Because even before starting the company I was not very sociable.</b></p>

Interview - question	Answer
<p>If you look to the future, what problems will you face in six months?</p>	<p><b>Finding the right people. I have a very small margin for my own profit, and not without reason. I pay almost the entire amount to the responsible staff, so I can be sure that they are good people. However, these are immensely difficult to find in a field where no training exists despite the fact that you have to deal with huge amounts.</b></p>
<p>Did you ever feel that you possibly had to close your start-up again?</p>	<p><b>No. Almost every employee is paid by performance, so fortunately it is not that bad if one month is worse. There are often moments when everything is lost. However, my reason why I do it all is far greater than the fear and the frustration.</b></p>

Interview - question	Answer
<p>Why will you prevail against the competition?</p> <p>Why are you ahead of your competitors ?</p>	<p><b>There are only two competitors.</b></p>

# customers

Interview - question	Answer
Who is your target audience? / In your opinion, which target group will be the first to use your product / service?	<b>Answered above</b>
How many users / customers do you already have?	<b>Currently we are working with 6 personalities and one company, due to a lack of employees.</b>

Interview - question	Answer
<p>How do you get new users / customers to try your product? / Claim your service? / How do you convince undecided users / customers to give your product a chance? / How do you find out about customer needs?</p>	<p><b>These questions are still open, since I am really busy taking care of my customers and I do not have enough capable freelancers available to me.</b></p>

Interview - question	Answer
<p>Do you already have regular customers? / If so, do you have special offers for these?</p>	<p><b>Currently, all customers are regular customers, because every contract is designed for the long term. One-time jobs are not jobs that we are currently running.</b></p>
<p>How easy is it in Germany to found a start-up business? / What official bodies did you need to start so that you could start your business?</p>	<p><b>I can not say much about that because I'm currently going through this process myself. I also have no comparison with other countries, but I have to admit that bureaucracy and the legal environment often create very difficult situations.</b></p>

employee  
or  
self-employed?

Interview - question	Answer
<b>What advantages do you see as a self-employed person compared to an employee?</b>	I stand at the front, working in unknown areas with the most intelligent, virtuous and interesting people. People I would never have met otherwise
How big is your team?	Our team consists of 5 men.

# the future

Interview - question	Answer
Which business areas will you expand as your business grows? What is your next milestone?	<b>A near goal is to make it easier for companies that view YouTube as a good strategy to get rid of any work on the platform.</b>
And where is it going - Where do you see yourself in 5 years' time? / Where do you see yourself in 10 years' time?	<b>At best, outside of this industry. My goal with the company is to build predominantly experience as a CEO and to become a more independent person. Maybe it will be possible for me to set up the company so that I am no longer needed for it to grow. I will continue to strive to be an entrepreneur. However, by other means.</b>

Interview - question	Answer
Who is currently your biggest competitor? / Who could become a competitor in the future?	<b>Render.GG is currently our biggest competitor because most capable people found themselves there first. In the future, FoV Content Creation could be very dangerous, as they are also starting to offer Search Engine Optimization and Graphic Design, while Render.GG only offers Video Production.</b>

# advices

Interview - question	Answer
Do you support other start-up companies? If yes how?	<b>Only indirectly. If I have clients I know they either do not have the budget for our service, or who would be better off with someone else, I'll pass them on to the competition.</b>
If you could give a tip to young founders, what would that be?	<b>I am just a young founder, my opinion is not worth much. However, I can already say the following: If money is your only source of motivation, you have already lost. It will never be enough to build big.</b>

Thanks for your  
attention!