Michael Sattler

Senior Technology Consultant, Speaker, Author at MichaelSattler360 Advisors

Greater Boston Area, MA, US

Technology Consultant, Startup Advisor, Speaker, Author

Biography

Michael Sattler has been in the internet business since 1995. He founded two companies in the late 90s, spent a decade helping grow another one into the $100 million range, and then went back and founded several more. His hands-on expertise has concentrated on developing hundreds of online and mobile products and services (from strategy to design to execution and operations) for companies like Endurance International (the world?s largest hosting company), and startups ranging from Highwired to Splitzee.com. At one point or another, Michael?s startup experience has put him in charge of all the functions a young company needs: from strategy to product management to sales and marketing to raising investment. His Babson MBA in Entrepreneurship gives him a unique generalist?s perspective on what it takes to get a venture off the ground. As a startup coach and consulting technologist, Michael has advised or worked with a tremendous variety of early-stage companies in recent years and has developed a distinct point of view for what it takes to be successful in today?s startup ecosystem. He?s a proponent of lean startup methodologies, agile management techniques, and taking full advantage of today?s technology to accelerate business. As a consultant, speaker, writer, and video producer, Michael is committed to sharing what he knows with the rising entrepreneurial economy.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Internet

Areas of Expertise

Start-Ups, Application Development, Social Good

Sample Talks

Sell Build Plan

The traditional method of venture development: plan your business, build your product, then sell it - is backwards. Today's ecosystem requires product-market fit first and foremost, so that's where you should start. In this talk, Sattler explains how to de-risk your idea through crowdfunding, crowdsourcing, and pre-selling to actual customers before starting the development process. He then explores what makes a "viable" MVP, and how to constantly iterate using lean startup techniques.

Education

Princeton University
BA History

Punahou School

F.W. Olin School at Babson College
MBA Business - Entrepreneurship