

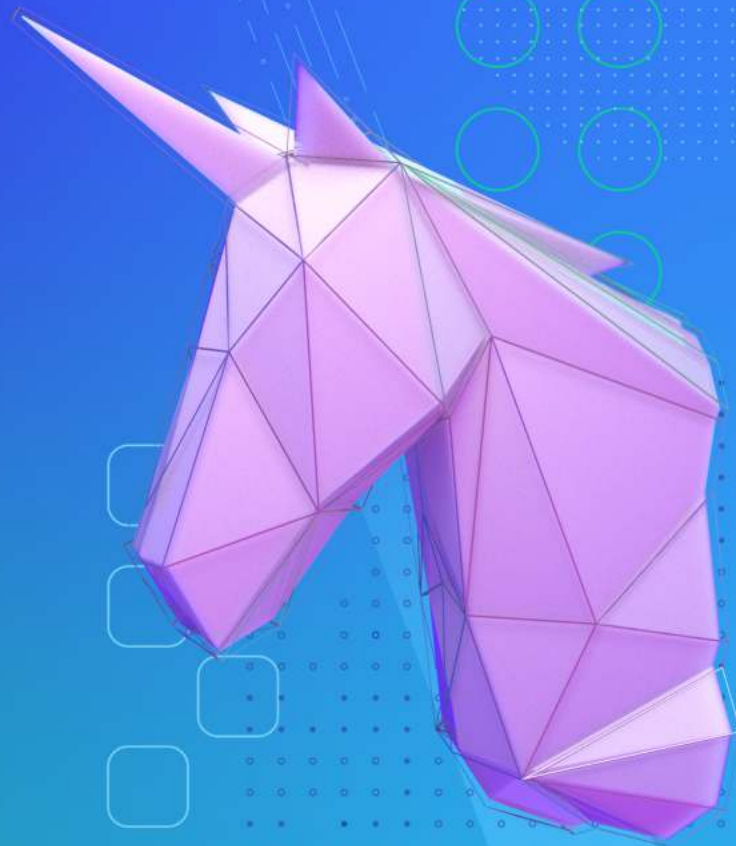


Архипелаг  
20.35

**nekorobka.com** –  
сервис по подбору  
творческого хобби

**20.35**  
УНИВЕРСИТЕТ

**20.35**  
НАЦИОНАЛЬНАЯ  
ТЕХНОЛОГИЧЕСКАЯ  
ИНИЦИАТИВА









r/AskReddit ▶ Cheap and easy hobbies to start  
30 тыс. просмотров · 1 год назад  
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Share your own stories in the comments below. / Nothing else to do? Want to procrastinate? Things watch / r/AskReddit -  
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HOW TO FIND A HOBBY | ALL YOU NEED TO KNOW  
234 тыс. просмотров · 3 года назад  
Get Wisdom  
HOW TO FIND A HOBBY Being productive is the best way to find a hobby, which leaves you no time to be unhappy and think



Tips for Starting a Hobby Farm  
79 тыс. просмотров · 3 года назад  
The 10 Acre Woods  
Slow and steady is how you start a hobby farm. We built our chickens then moved on to other animals learning along the



Hobbies to Try At Home in 2020 | Hobbies  
52 тыс. просмотров · 6 месяцев назад  
Improvement Pit  
The First 100 People Will Get A 3 Month Free Trial At Skillshare...  
questions I receive is about how to find your passion. Here's  
Ссылка



What I wish we had known before starting a  
1.3 тыс. просмотров · 4 недели назад  
The New Adventure  
Don't start a hobby farm before you watch this video! Here is  
hobby farming videos check out. Thank you for checking out



How to Start a Planted Tank Hobby for Beginners | Beginners Guide to Setup Planted  
Tank | DIY Ideas  
4.3 тыс. просмотров · 3 недели назад  
Mayor One - Aquascaper  
This Video is about What a Beginner Hobbyist generally faces when he starts the hobby, the fears and the mistakes that he  
wants to make in the beginning The video starts with an understanding of what a Beginner Hobbyist to know to start the



How to identify your passion and know what hobby to take up  
1.4 тыс. просмотров · 3 года назад  
Anna Mason Art



www.nytimes.com › guides › [Discover any strategy](#)  
[How to Find a Hobby - Smarter Living Guides - The New York ...](#)  
Let's start with some science. A large body of research suggests that how you spend leisure  
time matters to your health, and that your hobbies are good for you in ...

www.sharon.com › how-to-do... › [Discover any strategy](#)  
[How to Start a New Hobby - Entertainment - Sharon.com](#)  
10 (pass. 2016) -> [How to Start a New Hobby - Entertainment](#) Hobbies are fun activities that  
you can enjoy at your leisure.

bestofthewords.com › 37.04... › [Discover any strategy](#)  
[a New Hobby | 22 Words](#)  
is where to start... Choose from eight colors and get  
one flexible body and spirit.

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[A Brand New Hobby | by Harold ...](#)  
Use. Locating a new hobby is like choosing a new  
help you identify and develop ...

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The first step in starting a new hobby is selecting what  
Ball or try one of these.

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es to do at home, you can find a new passion and ...  
is a brilliant way to help you get ... you learnt at school  
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Best Documentaries Of All ...

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is then ever to pick up a hobby you've always wanted to  
want to try picking up a new hobby... Fun fact, I learned  
the piano via ...

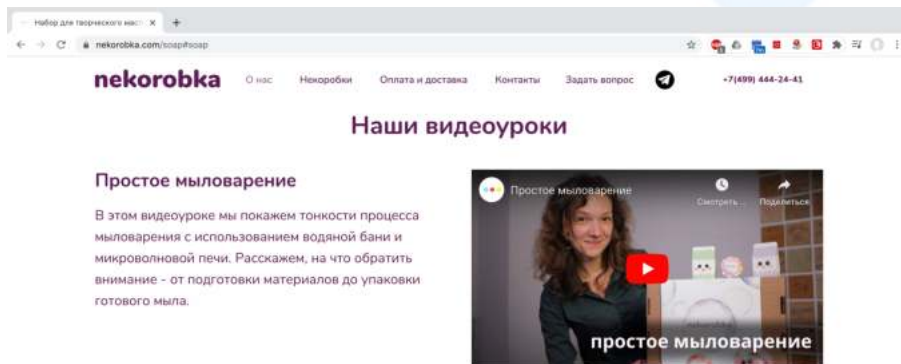
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one Looking To Start A New Hobby ... Promising review: "I  
to freeze moments in time!

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one Looking To Start A New Hobby ... Promising review: "I  
to freeze moments in time!

www.bustle.com › articles › 1... › [Discover any strategy](#)  
[How To Find A Hobby As An Adult - Bustle](#)  
29 oct. 2015 -> 7 Ways To Find A New Hobby ... Where do you start? ... are seven tips on  
how to discover what you love to do and find your hobby as an adult.

missmillmag.com › get-started... › [Discover any strategy](#)  
[How to Get Started With a New Hobby Today \(2020\)](#)  
11 мая 2020 -> Do you feel energized to start a new hobby? Here's a step-by-step process to  
find your next passion. Med Levine. Step ...

www.futurelearn.com › blog › [Discover any strategy](#)  
[How to find a new hobby - 40 ideas to try - FutureLearn](#)



## Как это работает



### Закажи

Оформи подписку или закажи Некоробку с новым творческим мастер-классом.



### Получи

Готовую Некоробку мы доставим сразу, а наборы по подписке первого числа каждого месяца.



### Научись

Погрузись в процесс вместе с профессионалом своего дела и получи новый навык.



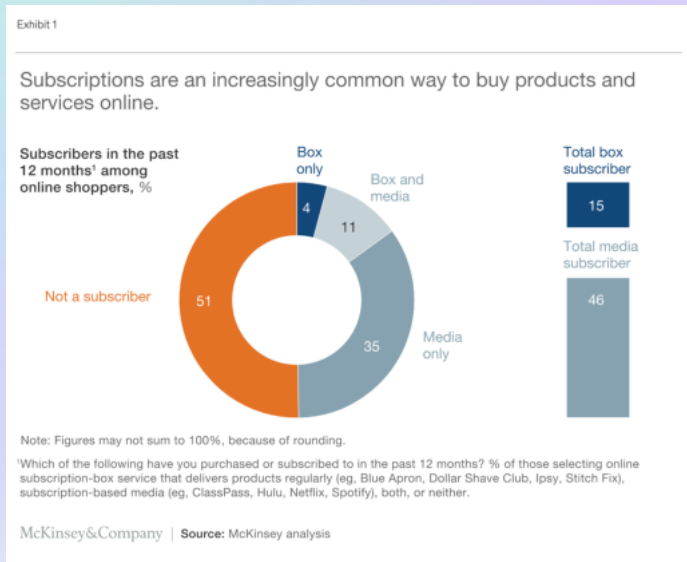
### Создавай

От каждой некоробки тебе останется крутая и полезная вещь, сделанная своими руками.

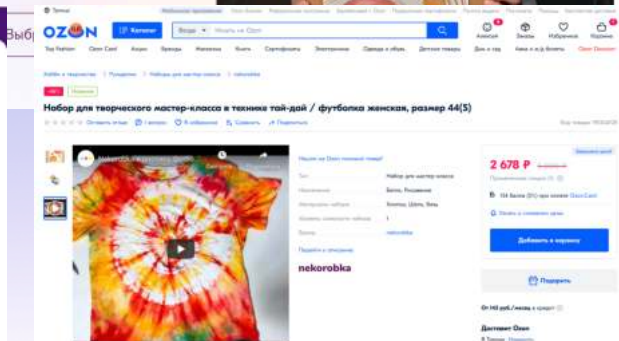
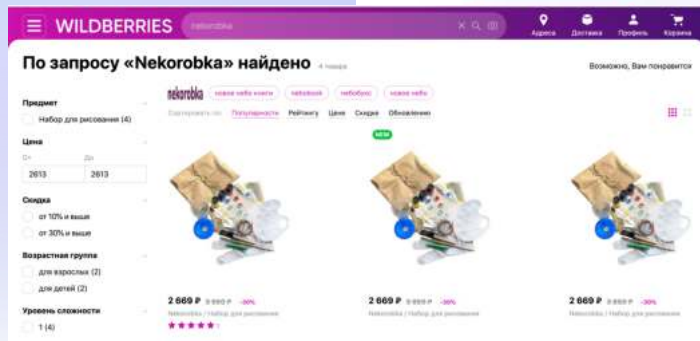
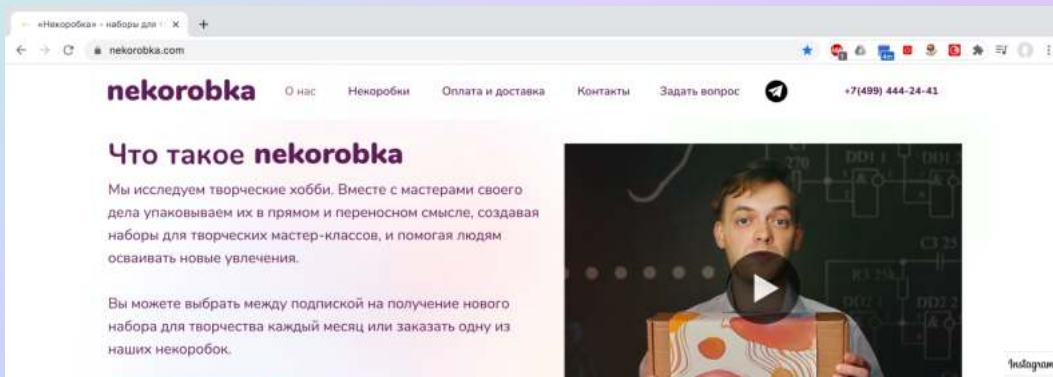
# 1 шаг. Оценили рынок

TAM (мировой) - 8 млрд. \$  
SAM (РФ) – 160 млн \$

McKinsey, 2018-2019



## 2 шаг. Запустили сервис и сравнили каналы продаж







# Выявили портреты потребителей





### 3 шаг. Технологии и сбор данных.



## M&A



## Дивидендная



## Команда



Алексей Шлыков  
СЕО

Опыт:  
СОО, 4 года в стартапе  
(Коптер Экспресс, от 7 до  
70 сотрудников), создание  
продукта и вывод на  
международный рынок

МВА, РАНХиГС



Всеволод Герус  
СОО

Опыт:  
3 года в e-commerce, опыт  
продаж и проверки  
маркетинговых гипотез.

МВА, РАНХиГС



Дарья Лихачева  
Оператор/Монтажер

Опыт:  
Съемки рекламы и  
полнометражных фильмов,  
участник международных  
конкурсов по  
операторскому мастерству

ВГИК, Оператор



Екатерина Зуева  
Дизайнер

Опыт:  
Дизайн для полиграфии,  
коммерческая  
иллюстрация,  
международные конкурсы

МГУДТ, Дизайнер



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