

# **LEAN IT IF YOU MEAN IT**

## **AN ENTREPRENEUR'S JOURNEY!**

**Testing lean startup methodology under the ultimate pressure  
– entrepreneurial life.**

*Luka Klancir*

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## Preface

I would just like to scramble a few words related to the people that gave me insight, comments, and ideas in starting and finishing this journey. Thanks to Alen, a great buddy, for being the first to read the full manuscript and take his time to give me a ton of suggestion and advice. I would also like to give a big shout-out to Ana and Antonela for the fantastic visual identity of the whole book. Finally, I will put the spotlight on a good friend of mine who wrote a one-page length review to tell me how she felt about reading the book. Needless to say, the review left an incredible impression on me that I decided to share it with the rest of the world. Katarina, the white space is yours (I'll even put you in italic!)

*“For better focus and creating sentences I’m first setting up an easy-mode song, ‘Pretty Lights – Finally Moving.’ This isn’t related to the review, but it doesn’t matter. This review will be written in the same style as you have written your book – easy, readable and understandable. It will be a bit all over the place as my thought flow is on maximum so I might get lost in the following sentences. I started reading the book the same night you sent the manuscript, and it dragged me so long that I have read 54 pages in one stroke. And then I got tired of it. I’m joking, my battery died... Today I have finished reading through the whole book, and I must admit that I have no regrets. My review can’t be objective as we are close friends for many years. I think that other colleagues to whom you will send the manuscript could be more objective than me. With that being said, let’s continue.*

*The book reading goes very smooth, why? Because throughout the whole book I have related myself with so many situations. I’m not an entrepreneur in the same sense that you are, but I am a person of goals and plans. I think I once told you that while we were traveling from Varaždin to Zagreb how for*

*anything I want to achieve, I need to create a clear plan and follow it. Otherwise I tend to have very bad or no results at all. Anyway, the book is very well structured and has a great concept. We could say that it is some kind of your journal that is oriented on the goals you have set.*

*But now I'd like to say something about that "higher purpose" that I figured, at least for me. This book shows how much a person's psyche and character can influence his lifestyle. Generally speaking, if you are one of the rare individuals who actually knows what they want to do with their life and what is their role here, then it's best for him or her to put clear goals in front of them. Maybe for some, it's just too extreme to expect that the brain will function for a full 17 hours a day, but you showed that it is partially possible (with your occasional insomnia caused by other factors). Also, you have shown that it is not easy, and it is completely okay that sometimes a man will kneel before his vice as long as he doesn't continue to do so every following day. Nay, you showed that something that you have missed today could be compensated tomorrow which is, by the way, a fucking example of persistence and consistency. OK, in the end, you showed that some goals had prolonged itself, but they are still here. And that gives you space for continuing the book but also personal development. You showed that a person could advance a lot but only if you clearly and firmly decide what is the thing you want to accomplish.*

*To me, personally, the book has left such an impression that since yesterday when I have read the book, every time I look at the clock, I compare to what you have done until that time, and what I have done. Literally. And this gives me so much of an incentive that you probably aren't even aware. Two days ago, I started reading and already yesterday I have launched my project, and together with it, the orders. Although this is a source of income for me, I was fulfilled with the fact that it is something I have started by myself. For a long time I have been setting up and arranging the Facebook page and telling to*

*myself 'I will, I will, I will' but then I have read your book and said – 'It's about time to move'. I firmly believe you will influence people with this book, which after all, I think, is the point. I can say that you undoubtedly have influenced me. The book shows how those little and small life situations can turn around the whole day. Work is not everything.*

*Maybe I'm thinking too much about everything that has been written then someone else would, but at the end of the day, these things are individual to each person. I'm not sure what kind of review you have been expecting? You don't need an ego boost how you will succeed in life or something of that sort so I figured that the point of feedback is what kind of an impression does the book leave on me. To sum it up, just let me know when you write the next "wind in the back"!*

## Introduction

It's Thursday morning, **25<sup>th</sup> of June 2015**. National Day in Croatia, a public holiday. I'm sitting in a Café in Zagreb and writing the first lines of this thing that I imagined as a book. Most people today will relax, have some barbecues, spend time with friends and family, probably connect Friday with the weekend and go to the seaside. Croatia has a great seaside, you probably heard of it. Shame you haven't got time or money or (insert any other reason) to visit it like the rest of the nation. Why, you ask?

Because you are a relentless entrepreneur (like me), and you are building a business with the dream of creating jobs, making millions and going on vacation whenever the fuck you want regardless if it's a public holiday or a usual Monday. Because you are not like the general public. You, my friend, are special. Or that's at least what you think of yourself...

The thing is that you, and me, and Johnny over there, and Jane over here and many, many others are just wantpreneurs. You want to create jobs; you want to be your own boss, you want to make millions, but you just can't start working on those "WANTS". If you could only find that motivation, that determination, that feeling that will push you forward. You have a great idea, you have some skills, but you lack execution. Every day is another excuse. You are tired, you have too much work, your girlfriend or boyfriend is giving you some hard time, you have to study, and you are tired again... You are looking for a breakthrough, that moment of enlightenment, enrichment when you will finally start working on yourself or that idea and project you've had in your head for so long. Well, hate to break it to you pal, but that "magical" moment isn't coming by itself. How do I know that, you ask? I've been waiting for that particular moment for a long time now, but I think that moment just doesn't exist in this form. Maybe it does, and maybe some of you might disagree with me. That's fine. But if you are thinking about

moments when you just woke up and felt energized and did lots of productive stuff that day, we are not thinking about the same. I'm talking about a moment when you are magically ready to start changing things in your life and dedicating your time to a certain cause or causes until you achieve them. The thing is, pal, you have to decide that the moment is now, starting from this very second, and if I were you I would throw this book away and start hustling and grinding on the project, idea, startup, lifestyle or anything else valuable to you... right, fucking, now! That is what I did this morning when I woke up, and if you do the same now, I will be happy to know that I somehow contributed to it.

What this book will be about, is not like gazillion other motivation and self-help nanny-fanny books that will tell you the 5 or 7 or 133,78 steps towards success and riches in life. No. If you are looking for that kind of stuff, you are in the wrong place, and I suggest you stop reading from this part on. This book will showcase a guy that will try to throw out the "want" part from the wantrepreneur and start fucking working on the ideas, projects, and goals that he has set for himself. I will be sharing day to day progress in real time, and like you at this very moment while reading this page as well as I am writing it, I do not know the outcome of this whole thing. The outcome being a successful startup project, healthier and happier lifestyle, achieved goals or maybe after all a big fat failure in everything. And this outcome will be clear to you as well as to me when I will be writing the last pages of this book, and you are reading them.

This will be raw, and as you can see, you will find a lot of "fucks" and "shits" here. It helps me materialize my thoughts more realistically so you can "contemplate" how I honestly feel about a particular thing. By the way, I have no idea how to write a book or how to put it all in some conceptual piece. I will write down my thoughts and actions into this so you can think of it as some mixture between a personal biography/memoir/blog. Maybe now some

literate person will say: “What the hell is this guy talking about, does he even know what a memoir is?”. To be honest, I don’t know. It’s not important right now. What I will be doing is just planning, executing, getting the feedback and executing again on my goals and plans in real life while at the same time sharing the results and experiences with you guys and most importantly, myself. Eric Ries, the author of Lean Startup, coined a great term for this – Validated Learning<sup>1</sup>, which I will try to apply.

To sum up, I will be testing the lean startup methodology at the absolute pressure, not at a single startup project but at living the life, the entrepreneurial life. So buckle up ladies and gentleman as this will be one hell of a battle where the enemy (world) is one ruthless motherfucker.

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<sup>1</sup> **Validated learning** is a process in which one learns by trying out an initial idea and then measuring it to **validate** the effect. Each test of an idea is a single iteration in a larger process of many iterations whereby something is learnt and then applied to succeeding tests. – Eric Ries

## Who is this guy?

If this is some sort of a personal biography and journal, you need to know a little of my background, where do I come from and what led me to this point in life. You can skip it if you are not interested, but I think it will help you to get a grip on the following chapter. So, if you have nothing against, let's start...

I was born on May 28<sup>th</sup> 1992 which would mean I'm 23 years old at the time of writing this. Grew up in a village called Zlatar Bistrica and attended the primary school there. My mom and dad were running a restaurant called Purga. One of the better known from the 90's in that part of Croatia. We also had some sort of a rural tourism at our home with a stable and 5 or 6 horses. There was a lot of excursions from schools and associations around that time. I was always helping out my parents with all the stuff like sorting out the bottles, sweeping the storage, attending the people, cleaning, working in the stables and pretty much everything you can imagine in a hospitality business.

I think I developed working habits early in life as my father was quite strict opposite to my mom who was more of a gentle soul. Either way, I would say that my first real job came when I was twelve. It was Summer of 2003, and I just landed a job in an Austrian Diving Club. Fuck yeah, you've read that right. Unglaublich! How that came by, you're wondering? Well, I'm about to tell you.

Every summer since I was 2 months old I went to the seaside on the island of Pag where my grandparents had a summer house. I was always in the sea, diving, snorkeling and swimming. "Get the hell out of the water Luka, it's enough for today", Granny yelled from the house. So there was this diving club ran by an Austrian guy. I was always passing by, and there were diving suits and jackets drying on hangers as the guys came from a diving trip.

Damn, those suites and equipment looked good, and I always wanted to try putting it on and imagined how it must be cool to breathe underwater. But I was way too young. So when I finally turned twelve, I got my granddad to enroll me into the diving course which lasted 7 days. Every morning I was there first when they opened and last when they closed. I got around quickly. There was this Bosnian guy who spoke Croatian, and he was my mentor because everybody else was mostly Austrian.

As I was there early, I always helped them with basic stuff like preparing the boat, the drinks and food, and specially with preparing the equipment for diving. After the diving trip, when we came back, I stayed longer and helped wash the suits in fresh water, clean up the boat, the office and fill up the diving bottles with air. It was really something that I very much liked doing. After the course finished and the whole day came to an end, my mentor turned to me and asked if I would be interested to keep on doing this stuff which I was doing for free now but in return for my services get to go with them every day on a diving trip. I was out of my mind! Diving and working with diving gear for whole summer? Hell yeah! And so I started my first job. An eleven-year-old kid working in a diving club full of Austrians that I didn't quite understand. The average price for a dive at that time was about \$30, and when there was a full day trip two or three times a week, it was around \$60. So in average I was making \$45 per day as a kid (in counter value). I worked and went diving for about 50 times that summer. I did it because I loved diving, and still love it today. So for the next 5 years, I came back every summer and acquired more than 400 dives as well as becoming a certified dive leader with three diving stars and got the benefit of learning some German language in that period. Definitely one of the most remarkable experiences in life for me!

Okay, let's get back to the land. I enrolled High school in 2007 as a Computer Technician. Here I got myself really interested in IT stuff. My first

project was actually my final High school thesis where I made a game in Visual C++ called Battleship. After High school, in 2011 I enrolled an undergraduate study on the Faculty of Organization and Informatics in Varaždin, a part of the University of Zagreb. The study programme was Information and Business Systems, a mix of IT and Economics. I started as a usual freshman, getting familiar with the student life, obligations, exams and of course, meeting new people. I also started looking for student associations and among them were the Microsoft Student Partners. This was actually my first push to go outside the regular activities of the university and start doing something more than required. It was in the second semester of freshman year when I applied to join the MSP club but unfortunately, at that time I didn't get in because they already filled the membership quota for that year so I was encouraged to apply again next year. And I did just that. This path ultimately led me to the position of Microsoft Student Partner Lead for my faculty and region as well as organizing Software Startup Academy and Imagine Cup National Finals in 2014.

But let's get back a bit into January 2013. That month a good friend of mine, Mr. Filip Rafajec, came to me with a question. It went something like this: "Klanc...what do you think about getting the fuck out of this country for half a year? Would that be interesting to you?". Needless to say, I was instantly sold on that idea. Few days later we made an online application, and we were going on a Erasmus student exchange! We were going to Graz, Austria for the winter semester of 2013/2014 to study on Karl Franzes Universitat. After the application we **only** had 4 months waiting for the actual results of the application, fighting with legal agreements, issuing 123 permits and trying to synchronize our subjects at both universities. Standard Croatian bureaucracy. But in our minds, we were already there.

Now those five months on Erasmus were one of the greatest five months of my life. If someone would ask me to get back in past, I would say, take me to

this exact date: 2<sup>nd</sup> of September 2013. That was the day I relocated to Graz to begin my Erasmus. An incredible experience. Won't go into much detail here but this was something that broadened my views. It was almost as an epiphany moment. So many different people, so many different cultures, stories. It makes you realize how your country where you have lived for the last 20 years and your life, in general, is so small. How there is so many more adventures to go on, so many people to meet and hear their thoughts and stories. I was fucking blown away. This whole experience had a great impact on me then, as it has now, and I would definitely attribute some of my life visions and goals to that experience.

After we returned from Erasmus, somewhere in February 2014, we literally had a shitstorm waiting for us. Three exams (on top of all seven we did in Graz) had to be done to pass the winter semester and academic year. With that in mind, the final summer semester was starting, and it was one of the hardest in the bachelor studies. So basically lockdown and study mode for the following five months. But was it only that? Of course it wasn't. You know what those two crazy mofos decided to do... start a news portal. But not just any news portal... We cofounded a Bitcoin related news portal. And so the Croatian Bitcoin Portal has been born. Give me a second just to copy & paste the description from LinkedIn... here it goes: *"Croatian Bitcoin Portal (Hrvatski Bitcoin Portal) is a web portal focused on bringing information, news, statistics, and analysis from the field of digital cryptocurrencies like Bitcoin and Litecoin. Our mission is to raise awareness about Bitcoin and other cryptocurrencies as we firmly believe the time is coming when we will have to adopt this innovative technology."* Ladies & Gents, there you have it, our first venture, our first startup. Furthermore, we applied for several pitching and startup competitions in the following month and guess what happened. We won Social Impact Award with our project COINsulter (that was like an extended business branch of the whole Portal). From there on, we got a 3 month incubation period in Impact Hub Zagreb and pitches in

Vienna and Bratislava. This was my first encounter with entrepreneurship, pitch decks, investors, valuations and the whole thing revolving the startup industry. I can say that basically from here on I really got interested in entrepreneurship and dreaming about a greater future. Oh, such poetry!

That summer of 2014 when I relocated to Zagreb to nurture our startup, I also researched a bit the IT scene. There were several companies that caught my eye, but one was standing out. The name was Degordian – a full-service digital agency. They got my attention with the expansion to Austria, agency culture, clients and especially projects they were working on. I was hooked immediately, and although they didn't have any position opened at the time, I just sent out an open cover letter and my CV but didn't apply for any particular position. I wrote something along this lines: "If you think that my skill set and experience would be a fit for some role in your company, be sure to let me know." And a month later, an email is coming through. "A position at Degordian has been opened for a Project Management Intern, would you be interested in an interview?". I was like hell yeah! Truthfully, I was expecting something along the Development roles, but this fitted more to my overall experience with the before mentioned "startup life" than the formal engineering background from the University. Anyways, went to the interview, passed the tests and starting from October 2014, I was working in Degordian as a Project Management Intern. Timelines, features, scopes, resource allocation. I learned a great deal about the digital industry, marketing, development and project management overall. Such a hectic and challenging job. But I fucking love it! Shout-out to Maja & Mladen, who are in the PM Team and taught me a lot about the things I just mentioned.

That same October I also enrolled my master study of software engineering back on the UNI. Since I was an intern, I was obligated to be in the firm only for 20-25 hours per week. Basically three working days. So the other two days, I was in Varaždin on my regular studies. I had to work it out with some

professors to cut me some slack with some lectures because of the quite rigorous tempo I had that semester. I was traveling back and forth each week between Varaždin and Zagreb where Monday until Wednesday I was in Zagreb, and the rest of the week was dedicated to studying in Varaždin. That also counts in the weekends as I had to catch up with the remainder of the week somewhere. I had this kind of lifestyle up until just a few weeks ago when the academic year finished. Now I'm fully stationed in Zagreb and ready to rumble. **Lean, mean and recycle bin.** I just made that up on the spot. Seriously, google it, you won't find it! In other regards, that would be it folks. Few pages sum up my life up to this point. There are many more details in my "life story" but let's leave that for some other time, preferably with a pint of beer at the local pub. Let's get on with the show!

## Planning the plan

The one advice that I can give you is that you need a plan. Period. I have read a lot of blogs, books, articles and worked on projects as a part of my job, and one thing that I'm sure and everybody agrees on is that in delivering any end result, you at least need to have a plan or a timeline how will you deliver that result. With developing your plan you will also be making yourself a favor and write down the goals and expectations you want to achieve, and it will be much easier to see what are they, and what are you trying to do. Now in this chapter, I will try to write out my plan which I call **The Battle Plan**. This particular name came to my mind as a result of some previous situations where the good friend of mine (Mr. Rafajec) with whom I started a few projects (among Croatian Bitcoin Portal) sometimes said: "Sad ćemo da destrujemo" (Serbian language). It was like our war cry, literally meaning "let's take action!".

Now I've taken some time to think out how I will outline this plan so it will be understandable to everybody. The first step that I did in my battle plan is that I gave it a name. I named it **Operation "Combo-Breaker."** There are three primary Objectives in operation "Combo-Breaker" that I will try to tackle where each is divided into three parts. Each objective consists of a description, goal and a plan of action on how you intend to deliver the goal and objective. I think they are pretty self-explanatory. Next, I will write down the objectives that I will be trying to accomplish throughout the most of this book.

### **Objective 1: Startup project**

#### *Short Description:*

A tourism job search platform aimed at the regional hospitality market for waiters and cooks.

*Goal:*

Create a Minimum Valuable Product<sup>2</sup> of the web app and a business plan by the end of September 2015.

*Plan of action:*

Define project timeline and the roles with my co-founder as well as the part each will take on. Take at least 3 hours to work on it on weekdays and at least 8 hours on weekends. Combine the development with the education of meteor.js framework. Keep track for startup competitions and meetups as well opportunities for promoting the product.

## **Objective 2: Education**

*Short Description:*

Meteor is a complete open source platform for building web and mobile apps in pure JavaScript.

*Goal:*

Learn meteor.js development framework on an intermediary to a high level by the end of 2015.

*Plan of action:*

Devote at least 2 hours for coding on weekdays and 8 hours on weekends as a part of learning the framework and developing the MVP. Stay up to date with the development community.

## **Objective 3: Lifestyle**

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<sup>2</sup> A **Minimum Viable Product** (MVP) is: "[the] version of a new **product** which allows a team to collect the maximum amount of validated learning about customers with the least effort" — Eric Ries.

*Short Description:*

Change the current biorhythm, start exercising and eat healthier food with a good organization of time.

*Goal:*

Get fit and stabilize sleep and nutrition habits by 15<sup>th</sup> of August 2015.

*Plan of action:*

Wake up every day at 6:00 AM. Do a running session of 20-30 minutes. Eat healthy breakfast. Get ready for work. Lunch. Do a gym session after work. Eat a healthy dinner. Sleep at 11:00 PM.

First, before I explain all of the above, I just noticed that this is a neat 3x3 setup of the battle plan. Let's call it the **battle matrix**. Shit, this might even become a legit method for planning this kind of stuff, who knows! So, using my new established terminology, **Operation Combo-Breaker** has a battle matrix of 3 main objectives each consisting of 3 parts for delivering the objective. You can see that they are all somehow interconnected. This means that "**Objective 1: Startup project**" is reliable on "**Objective 2: Education**" which is necessary for learning the programming language needed to code the MVP (Minimum Valuable Product). "**Objective 3: Lifestyle**" is important if I want to have a good organization of time, health, and energy to work on Objectives 1 and 2 with my existing obligations, such as working on my regular job. The objectives can also be looked as separate entities. For example, if the startup project fails, after all, I will still have the newly acquired coding skills as well as better lifestyle habits. If you are doing something of this sort for yourself, try to develop a battle matrix like mine where everything is supportive and self-standing at the same time. If you want to be a good General and deliver the objectives, put some effort and thought in developing your plan! Good, I think I was clear with all this.

Everything else will be the details that I will share with you as we advance through the period ahead, and I face all these objectives face to face.

Finally, what I want to add here are some realities that I'm acutely aware of, and you should also be. You know, in all those motivational and lifehack books, blogs and articles everyone is talking about certain steps and guides which, if you follow, will guarantee you success. But there is a harsh truth. Neil deGrasse Tyson, a great astrophysicist and a person I very much admire, said: ***"The universe is a deadly place. At every opportunity, it's trying to kill us"***. I will rephrase that a bit and use this analogy to refer to the world and life as the **Enemy**, and I will use that analogy everywhere further on. Not because I hate living, or I'm suicidal or something stupid like that where some hippie might rage out because of this. It's just how I see things, and it also fits on a conceptual level for the battle I'm just preparing to step in. To continue on that truth I mentioned just a bit earlier. No one talks about the emotions we humans go through. Emotions like feeling sad, alone, angry, stressed, unwilling and tired. Maybe I'll be missing some human touch. Maybe I will be stressed out because of the work that day. Or there will be some family issue. Many things might pop up in this battle. And if you think they won't affect you or me in our plan, then my friend, you are under some serious delusions. It's like advancing towards the enemy and expecting they are having a tea party, but those bastards have all kinds of booby traps set up that will blow the shit out of you when you're least expecting. Those booby traps are emotions and events, caused by external factors on which we have no power. And they will happen. I'm aware of it and when those moments come, well shit, I'll have to figure out some strategic maneuvers to get back towards execution of **Operation Combo-Breaker**.

## The Battle begins!

### Day 1 - 26<sup>th</sup> of June 2015 - Friday

I think the best way to write this up is to divide the battle plan in days instead of chapters. Just a heads up; I might not be able to write just about every day, but I will write which day it is from the start of the book, which was 25<sup>th</sup> of June 2015 (from my viewpoint, yesterday). In that day I will try to summarize what is happening regarding the objectives and how I'm advancing on the "front" and what problems or solutions I'm facing.

I tried to wake up at 6:00 AM, but fuck, I failed of course. The reason behind this is the beforehand chapter "Planning the plan." Yeah, I was planning **Operation Combo-Breaker** late into the night, and it was worth it. Either way, I got up about 45 minutes later, washed myself a bit and in 6-7 minutes I was ready for my running session, a part of the Objective 3: Lifestyle. Now, I don't have any particular equipment for running. Shorts, T-shirt, sneakers, an analog wristwatch that I wear normally and the keys from the apartment. Notice that I'm not as fancy like all those Instagram runners and I don't take my smartphone with me. Why? Those 20-30 minutes while I'm running I like to have my head only to myself, no distractions, no emails, no music. Just me and myself. It gives me time to clear my head, think about stuff, maybe its business, maybe life, maybe just "What's in this street? I have never been here... Shit lets take a look! Maybe some hot chick is drinking morning coffee on the balcony."

So I went running. It's a great feeling afterward. Endorphins kick in, and I'm instantly pumped up for the day ahead. The next thing under Objective 3 is the healthy breakfast. To be completely clear, I don't know a thing about healthy nutrition, so I did what every person should know to do. I Googled:

“Best foods for breakfast,” and found a lot of stuff. What did I do next? I picked the first. It was like “The Best Foods for Breakfast” (oh you don’t say) and did a quick read on it. What did I conclude from that? That there isn’t a single thing of those foods in our fridge...so I just ate some salami and cheese. What a great improvisation, but hey it’s a start, don’t judge. The next thing I did is that I sent a message to my sister saying: “Listen, from next week on we are going to eat some healthy breakfast, or at least I am, so the next time when you are in the supermarket buy some of this stuff that is mentioned in the article. Thx!” To start off, Google can be your best friend and there is a lot of articles on this topic. Maybe check with some nutritionist friend to help you out.

Okay, next thing that I’m doing is writing this stuff. Damn, this is starting to feel a little bit like inception. I’m planning, researching and doing all these objectives and in the meantime writing about how I’m planning to write it down. Now I’m lost. Okay, Klanc (that’s my nick) let’s go on. It’s 8:22 AM in the morning and I’m slowly getting ready to go to work. Yeah, yeah I had a shower in the meantime, don’t you worry. I think it was, after all, a good start for Day 1 and covering the “morning part” of Objective 3.

After work I’m going straight to Varaždin, my study city and for the “semester end” party with friends and colleagues. I’ll get smashed and wasted; I can promise you that, and I will be recuperating the whole weekend. You might say now: “Oh this guy is so determined on the goals he set like working 8 hours during the weekend, wow.” I told you this wouldn’t be usual stuff that you are expecting. But in my defense, consider it as the last weekend that soldiers have before deployment to the battle. This will be my weekend off after all the exams and stuff, and after that, when I return to Zagreb, operation Combo Breaker is going full operative, I can guarantee you that.

For the record, each morning I might dedicate around 20 minutes to half an hour to write like this, about the start of the day or the end of the previous day, if I don't catch some time the previous night, that is. I hope you understood this. Well fuck it, you'll get the grip in the meantime, I know I am still making sense of all this.

## **Day 4 – 29<sup>th</sup> of June 2015 – Monday**

Okay, it's 11:13 PM, I just came to Zagreb, and I'm quite tired as well as again off my schedule to go to sleep at 11:00 PM. I'll just clarify a bit what happened during the weekend and today. Well, mostly I was chilling with my roomies, watched a movie and after a long, long time played a video game that I totally loved when I was a little kid. The game is Civilization 3, a strategic turn-based game where you bring up some nation you pick. I saw a meme on the web that reminded me of it and went instantly to download and play it. Nostalgia moment. Other than that I had some final academic stuff that I head to deal with today on the university, and now I don't have any more obligations until somewhere at the start of September when I will have one exam. Plenty of time until then.

On the other hand, regarding the battle plan, there was some progress also. I talked with my colleague and co-founder Filip about how and when will he be able to start coding and developing with me and it should be somewhere on Wednesday. Then we will probably have a Skype and define all the technical details and stuff how we are going to approach the project.

There was one more interesting thing. The roomie with whom I'm living in Varaždin, Ivan, is a real IT wiz and a hardware-hacker. He surprised me with one project he did. The project is connected with one thing that Filip and I also talked about a few weeks ago regarding an occupation in the long run. It's an involvement in the aerospace industry, specifically commercial spaceflight and asteroid mining. I know what you are thinking. "Shit these guys are crazy, how can you even touch that industry without tons of cash." Well, that is true, but that is something we are working on. The idea is to start from where we can, and that is software. The first thing that we are planning to do is to create a HUB which would connect particularly rising startups in this space with private people and amateur astronomers looking to get

involved in that industry. Maybe some sort of a crowdfunding or venture hub for those two parties. We are still not clear about it, but there are some ideas which I will share with you later on. I spoke after with Ivan and told him to explore the "Selfstarter," an open source platform that has functionalities of Kickstarter crowdfunding system and sees if he can set it up and, you know, just play a bit with it to see what's it about. He did that and showed me on Saturday, and it was pretty cool. A very good starting point for us to continue building and pondering on top of it. Probably even configure bitcoin and blockchain technology in it for some tracking of those deals or "buy-ins". We will see. It's not the primary objective for now but will be coming back to it during the summer and update how the situation is developing here. I mean this guy, Ivan, he was already in the USA and has some friends and networks from NASA and Lockheed Martin. Incredible. I must say I admire him. Well as I said, this has a potential to be something great in the long run, particularly since "Swiss Space Systems" will be coming to Croatia to incorporate and plan to have facilities and space missions in the near future. I definitely see an opportunity here.

## **Day 5 – 30<sup>th</sup> of June 2015 - Tuesday**

Woke up at 6:30 AM. Again a bit late, but I'm improving. Did the run, and got back here to the apartment only to see that we still don't have anything in the fridge. Thanks, sis. I'll have to go to the supermarket myself and buy some of those healthy breakfast foods, but there is a problem. A big unnecessary problem and I'm quite angry about it.

I still haven't got the paycheck for this month, and it's late for two weeks already. I have real problems with the student job office, through which they process those monthly student contracts, and I must say, I don't know if they are stupid or what. They are sending snail-mail each time to the wrong address in Zagreb, where the firm was located more than a year ago, and they always need like one week to basically write the paid sum on the computer and mark it as "Awaiting payment." How hard can that be? When I asked them to change the address, they said something like "Yeah, you know it's not that simple, there is protocol... blah, blah, blah". I also told the secretary in my firm to call them and tell them to change the address, but the same story came up as with me. The result of all this bureaucracy shit... I'm dead broke. I literally have for two bureks (it's a street food from the Balkans) and have to cope with that for now. I don't want to borrow money, but maybe I'll need to so that I have something to eat during the day at work. I hate borrowing money! Honestly, I hope the cash gets in tomorrow because I might even go on a forced diet.

This situation is also the reason why I still haven't gone to the gym. Because I can't fucking pay for the membership... Until then I'm doing pushups and sit-ups here at the apartment. Frankly, I was never a big fan of gyms, and I mostly did all the training at home. But there is one perk that it has. When I come to the gym, I'm more focused and less distracted because, shit, I came to the gym and paid for it in the meantime! I got some stuff to do now related

to the bitcoin news portal, so I will finish that up and head to work. Oh yeah, found some interesting tutorials on Meteor.js development, Objective 2, and added them to my TODO list for tonight.

It's 9:02 PM. I took a break from coding and tutorials. Now you are saying: "Ah finally a word about Objectives 1 and 2." Yes, finally, even for me. This just proves my point that it isn't just like a snap of a finger, and you are "magically" doing everything how it should be done. It's a process, and I'm slowly but steadily executing on operation Combo Breaker. So, I found this great site called "meteor tut's" that has a great repository of videos and tips for developing on the meteor.js framework. I went through Meteor's official tutorial a few weeks ago, and it is an excellent explanation of setting things up and running your first app. The next step that I'm doing now is finding similar applications that might simulate a part of our job search platform. Today I'm going through a tutorial that is creating some parts of Facebook-like status updates, likes, and accounts.

My main priority now is to create a user access & management system. For you guys that might be a little less tech savvy, it is the part of the app where you can log in and have a user profile or some dashboard and management if you are an admin of the site.

Wait, a little diversion. Just had a phone call from my dad. Oh, that's a completely new story and everything that I would need to explain. Cutting to the point, he wants me to create a marketing strategy for selling trips and excursions on a sailing boat for which he just became partner and skipper.

Damn, I really don't know where will I fit all this extra work and stuff inside the existing battle plan. It's getting kinda out of control. Remember the strategic maneuvers that I mentioned in the "Planning the plan" chapter. Yep, I'll have to use some already and operation Combo Breaker hasn't even gone

hardcore yet. Okay, I'll get back to meteor and coding and will try to call it off at 11:00 PM this night. We will see how the situation is going to develop these days. Told you the enemy is one ruthless motherfucker and will try every diversion tactic to stray us off the plan.

## **Day 6 - 1<sup>st</sup> July 2015 - Wednesday**

6:15 AM. I was on the tracks at the nearby athletic ground and was warming up for some circles. Ten, to be exact, with one last sprint. This is 11 laps times 300 meters so it ends up roughly 3,5 kilometers (2.2 miles) when I run like that (in case you were wondering how much do I run in 20 to 25 minutes). After that, I did some stretching and strength exercises and was in the apartment at 7:00 AM.

Then a big surprise for me! My sister, Lana, went yesterday evening to the supermarket and bought mostly all of those foods that were mentioned in the article and prepared some breakfast when I got back. Wow, I could not believe it. So, she made two eggs, some cottage cheese, blueberry pancakes and freshly squeezed orange juice. Now that was a decent breakfast! In the end, she said: "don't get used to it" and went back to sleep. Thanks anyways! So I'm doing multiple stuff this morning that is not in the main objectives of Operation Combo Breaker, but I thought about all this extra stuff that came along while I was running. Those will be some kind of Micro-objectives, and I will be devoting the morning hours for them. To be more specific and consistent I will write out these micro-objectives as following:

### **Micro-objective 1: Bitcoin Business Development**

### **Micro-objective 2: Marketing Strategy for Sailing trips**

So to give it an acronym, MO1 (micro-objective 1), will be fairly active these days because of the Greek Financial Crisis. I'm noticing high activity on the news portal because bitcoin has gotten some highlight from the recent events and it's bullish on the financial market. Some inquiries are also

coming in about setting a bitcoin ATM in Bosnia and Herzegovina, so I will have to deal with those questions also.

I will try to tackle MO2 also during the next few weeks because it's going high season on the seaside but to be honest, it is a bit late now to start promoting one sailing ship. This has to be done in winter and early spring when people are planning such trips, but I will try to spread out the word a bit and maybe get some business for my father. I'll be expecting a cut from the deals of course.

Heading to work now and will get an update later tonight. This is LEAN as it could be. Planning, executing, getting the feedback and adjusting to the situation.

It's 9:53 PM. I think I will continue to write in this style so that my opening line will always start with the current time at which I'm writing. In this case, anyone who will be reading this will have a sense of what has been happening and when. I believe there will mostly be two timestamps per day as until now I have shown a tendency to write early in the morning and before sleep. Good, we got this solved.

Since I have come back from work, I have been coding and exploring meteor.js. I'm stuck on one part. It's a bug or something that I'm missing. I'm trying to setup the user access control module which I would expand later in the project but for now, I want to learn to how to create basic roles for the app like administrator, moderator, guest and so on. I posted a question explaining the problem on the site I mentioned yesterday, "meteor tut's." The guy responded half an hour later to get more inputs on the problem. I was surprised by the fast reaction. This site might be a great help in overall Objective 2. Anyway, I explained the problem thoroughly and now expecting some help from the other side.

So while I'm waiting, I decided to recap the day a bit. And here I am. I talked to Filip, and we will probably meet at Saturday so we can finally set the direction for the whole product and project. We need to define the design, mockups, business logic and some timelines for starters so we can synchronize and start working on separate parts. That's pretty much it, and Objective 2 will be mostly that. Trying and learning by doing. Tomorrow morning, I must attend MO2 (Micro-objective 2) and start creating some digital strategy to advertise the sailing trips. To be honest, I don't see much potential in this at the moment, and there is a long story behind all the business with my father. It might be precious time for me which I could spend otherwise on the main objectives but don't know, maybe it turns out something profitable at the end.

## **Day 7 – 2<sup>nd</sup> of July 2015 - Thursday**

It's 9:47 PM. I'm fucking hyped! In the past one hour, I had a great inflow of ideas and tactical operations regarding Objective 1! But first things first, let's recap the day from the beginning.

I woke up at 6:00 AM but damn, I was feeling somehow extra tired. I don't know why but I must admit that for one moment I thought I would send everything to hell and get back to sleep. I was thinking of giving up! But then something popped in my mind. And it was this. This battle plan, operation Combo Breaker and everything that I'm sharing here. It gave me a push and I just instantly stood up on my feet. As I said in earlier chapters, if you want to be a good General in your battle plan, suck it up and perform your duties!

Okay the hard part of getting up was done, and now comes an even harder. Running session! The feeling of tiredness didn't just go away because I've managed to get out of bed, it was still there. On the start of my running session, I was already out of energy. No juice! It's not that I have a marathon in the morning, and it's only 3.5 kilometers (2.2 miles) so I did it until the end as usual but today it was much harder for me. I don't know why... Maybe the body still hasn't adapted to this new rhythm, which is pretty fucking demanding, I must say.

I'm practically active and on the move or doing something either physical or mental for 17 hours straight before I go to sleep. But hey, dude, if it were easy, everyone would be doing it, right? So I came back to the apartment around 7:00 AM and was pretty exhausted. Took a shower, made breakfast but this time alone (that was expected). I ate two eggs, some cottage cheese and after that, I made a little fruit salad with bananas, nectarines, and blueberries. That was an energy boost!

The rest of the morning I spent on Micro-objective 2 (MO2) figuring out what would be the best channels to start promoting the sailing offer. I need to create some sort of a business card or a small visual that would be good for sharing on social media channels like Facebook. I'll forward that to my dad so he can share with his audience which is older and probably has some more money than my friends which are mostly students. The target group would be people in their mid-thirties and forties with families. I also need to create a landing page with all the basic info and a signup form. Which brings me to finding a good domain name for this endeavor. I was brainstorming through multiple names and their availability and found out that [sailsadria.com](http://sailsadria.com) is free. I just might go with that one. I would have bought it maybe if I had some fucking money! Yeah, you guessed it. Still no paycheck. But I spoke with my secretary at the firm today, and she told me that the snail mail just arrived, and it will be paid immediately. So I'm expecting to cash in tomorrow. Finally! I really don't have any more money to buy some lunch tomorrow let alone domains and other business related stuff.

Okay, a little break now. I'll eat a yogurt and come back in a few minutes. Guess it doesn't make a big difference to anyone who's reading along... I'm back. This is some hell of a freestyle writing, and I hope if someone who will be reading this won't get lost in the flow. (told you I don't know how to write)

So... I was saying about the stuff that I did in the morning regarding the Micro-objective 2, and that was unfortunately all that I managed to do. Then I went to work. Oh yeah, I forgot to mention that I got a big project and client yesterday at work. Won't disclose any names but the important thing is that they are making a big campaign for returning to schools in fall, and our part is a Facebook application and a marketing campaign. I'm the project manager on this and coordinating the timeline for design, frontend, content, backend and launch. Not something that I didn't do before, but definitely a

big client for me! By the way, mosquitoes are killing me over here, and I'm constantly killing those bastards, but they keep coming and coming.

Later in the day I came back from work around 6:00 PM. Since I'm still not going to the gym (refer to the money problem just a few lines above) I just immediately tackled Objective 2. In one moment tiredness kicked in again, and I was so sleepy. There was also one bug that was bothering me in the code regarding the user access control system that I started developing yesterday. I lost focus and was extra unproductive while walking around and looking at Facebook. Shit! But then around 8:00 PM I managed to fix the bug that wasn't even in the code but I had to re-create the whole folder and do everything from scratch.

After that, I immediately managed to figure out how routing and redirecting on Meteor.js is working. That's the thing when you have different pages, and you are navigating through them. With that done I started thinking about the navigation on the page and what pages would we need for the whole job search platform. This is what I meant in the intro of this chapter when I said I had a great inflow of ideas and strategic operations. I won't share it here just yet as I want first to meet up with Filip and go with him through all this.

This brings me to one last thing which I want to share before I go to bed. Tomorrow is Friday, and my firm is celebrating its sixth birthday so there will be a big, big party. Even colleagues from Serbian and Bosnian offices are coming, and there is going to be more than 100 people in the house where we work. The guys, CEOs, already brought an ice machine today and tons of alcohol that is in the basement. People will get wasted and shitfaced; I know it! I'll be there also, of-fucking-course. But I'll try to control myself as I have to get up at Saturday morning and head to my hometown. I'll have to take the car and head to Varaždin (my study city) to pick up stuff and clothes from the apartment as I won't be there the whole summer. I will also finally meet

up with Filip and will probably write all the conclusions on Saturday evening.  
Great things are upon us!

## **Day 8 – 3<sup>rd</sup> of July 2015 - Friday**

It's 7:21 AM. I just came here to say that I failed... I fucking failed to wake up at 6:00 AM and missed my running session. I hit the snooze button for like five times until I managed to get up and realized that if I go running now, I won't have any time for MO2 which I want to attack this morning. Damn you enemy! Putting up a hell of a fight against my willpower. The reason behind this is that yesterday night I also stayed a bit over the sleeping time where mosquitos were attacking me, and I think I went to sleep somewhere behind midnight. Shit, that's all I wanted to share. My yesterday speech about how you have to be a tough General... ah, I can just cover my ears now!

## **Day 10 – 5<sup>th</sup> of July 2015 - Sunday**

It's 12:12 PM. I'm sitting on the couch in my home, my real home where I was born and raised, and it feels pretty peaceful. It's the town(village), Zlatar Bistrica which I mentioned in the chapter "Who is this guy." My mom and grandma live here, and I rarely come over, maybe once every two months. When I come over, I feel like a real royal person, a king! They are always jumping around me (especially grandma) and giving me food and food and food. I just sit on the couch, relax or do my stuff and everything else is taken care of. Yes, it feels good to be at home.

My life for the last two years is pretty dynamic and nomadic, so to say. First Austria half a year then Varaždin another half then Zagreb through Summer then again on the weekly transit between Varaždin and Zagreb, and now I'm here, preparing to move to Zagreb full time again this summer. Always on the move! Sometimes when I tell that to people, they ask me if I'm related with the mafia or doing some illegal stuff because of all this relocation. I usually reply, I'm just living fast and traveling light. That's why when I come over here is that I have this feeling of peace and calmness.

Now that I have given a nice intro let me summarize what happened during the last two days. As of that tragic defeat that I shared on Friday morning where I skipped my running session or to rephrase myself, where I didn't have enough willpower to get up and move my ass, I decided that this event is now behind me and my attention should be focused only on executing Operation Combo Breaker. After all, I expected there would be fierce battles and tough fights! Some of them will be lost, of course, but we are in for the long run. And in the long run, things seem pretty good to me.

So after I created some ads and visuals for the Micro-objective 2: Marketing Strategy for Sailing trips, that Friday morning I headed out to work. As my

firm was celebrating six years and other colleagues from international offices were coming over, there was a quite relaxed atmosphere in the office and an early party mode. As it was nearing 5:00 PM, more and more people started gathering near the beer machine and outside on the terrace and backyard. And so it started. Now I can explain all the stuff that happened there and some of that shit was really, really crazy, like me breakdancing and almost crashing the DJ stand, but I don't know how it relates to operation Combo Breaker, so I'll skip the details here. Long story short, I came home around 3:00 AM in the morning after I have eaten a kebab at the local kebab shop. And it was delicious!

When I woke up around 10:00 in the morning I was quite “okay” because I was drinking water for the last few hours of the party. Went home with the train to pick up the car and head to Varaždin. Unfortunately, I decided that I won't be in that apartment anymore, and the hardest part is that I'm leaving good roomies behind with whom I had a lot of a great time. Especially Ivan, the guy I mentioned before, who is together with us in the whole space project. The reason why I left is that I believe after summer I will be spending even more time in Zagreb and for a few days that I might be in Varaždin it just doesn't pay off for me. So I picked all the stuff and handed the keys to my landlord/roomie. Fawelled with the roomies and called Filip. As a matter of fact, he called me a few minutes earlier. Objective 1 was next on the menu. We sat down in a cafe nearby and rolled out the strategies. Okay, I intend to explain Objective 1 in details now because we have a pretty clear vision of how to attack it.

### To recap **Objective 1: Startup project**

#### *Short Description:*

A tourism job search platform aimed at the regional hospitality market for waiters, cooks, animators, housekeepers and rest.

*Goal:*

Create a Minimum Valuable Product of the web app and a business plan by the end of September 2015.

*Plan of action:*

Define project timeline and the roles with my co-founder as well as the part each will take on. Take at least 3 hours to work on it on weekdays and at least 8 hours on weekends. Combine the development with the education of Meteor.js framework. Keep track for startup competitions and meetups as well opportunities for promoting the product.

For those with a sharp eye, you can notice that I have updated *Short Description* with the targeted groups. We decided that we shouldn't restrict us only on waiters and cooks but to have all sorts of touristic jobs available. That's why we have added three large groups: animators, housekeepers, and rest under which all the other job descriptions will be classified. Let me first explain what the job platform will be... The name "Sezonci" means seasonal touristic workers in Croatian. Henceforth the name "Sezonci". Our focus is, of course, seasonal jobs which are in Croatia mostly manifested during the summer and the high demand for the workforce is between May and September. Nevertheless, we are not cutting off all other sorts of seasonal jobs by which we mean all jobs mostly related with the hospitality and catering sector where a certain workforce is needed in a fixed period of time.

For example, weddings, holiday celebrations, all sorts of local events and festivals (we have a lot of events of this kind in our region). A typical use case that we expect the most might be: "A medium experienced cook is needed for the season at Hotel X located in Dubrovnik." A less typical use case might be: "We are searching for ten waiters and five cooks for a two-day festival in

Zagreb" or "10 workers are needed for wine picking in place X". I think you have an idea now what we intend to accomplish with the platform.

Secondly, we are connecting potential workers with employers. We intend to do that in a similar style as online freelancing platforms. One platform, in particular, Upwork. Upwork is a very popular platform that connects freelancers with employees but strictly in the IT industry. The way it works is that you arrive on the site, and you're eligible to register either as someone who is hiring or someone who is looking for a job. This is the same logic that we are transferring to our platform.

Let's say you are someone who is looking for a waitering job and you come to the page and have an immediate overview of all openings for waiter jobs that are available. When you choose one that suits your criteria you are prompted to register and fill out your profile with the minimum required data like basic information, work experience, eligibility and so on. Then you can automatically apply for that job. The employer is notified of this event, and he can see all the applicants for the posted job. He then selects the best candidate, and the rest is on you. We will serve as an intermediary platform for those two parties and create a process that is simple, requires minimal input and gives the desired result which is connecting employers with employees for a certain seasonal job.

This pretty much explains the whole concept and the idea. Now it's time to build that. Filip will be attacking the frontend section and develop the page with all the necessary sections, information, and CTA-s (Call to Action) buttons and events. I'm attacking the backend part where I will try to develop all the logic for the profiles, job postings, applications and so on. I'll be updating precisely on what I'm doing as we continue to advance with Operation Combo Breaker.

That's a sum up of all the stuff that I've been thinking about last week regarding the Objective 1. Now it's time for some development action. I have a grip on the Meteor.js framework, and I'll try to develop each part of the platform and combine it with specific education on that part. Tonight I'll set up the whole project and push it to Github so we can start synchronizing and coding simultaneously. Github is a versioning system that helps developers to work on the same project, resolve conflicts and be up to date with the whole codebase. Lock N Load bitches! With this I'm finishing the report on Day 10 and tomorrow, I'm getting back to the Objective 3 routine. Hmm, this report thing sound pretty cool too. I mean the name. Okay, add this to the **Battle Plan Methodology**. *Objectives, Battle Matrix, Reports*. I tell you, this stuff could become something efficient. Ha-ha, don't take my word, either way, we will witness the outcome!

## Day 11 – 6<sup>th</sup> of July 2015 – Monday

It's 10:10 PM. The day is coming to an end, and as much as I can say, it was a good day! Woke up at 6:00 with ease even though I thought it would be a bit problematic. The reason why I thought it would be problematic lies in the fact that I fell asleep somewhere around 2:30 AM in the morning. That left me with roughly three and a half hours of sleep till 6:00 AM. I just couldn't fall asleep even though I went to bed around midnight. The insomnia was killing me, and I was constantly hot and scratching, and you probably know what I'm talking. You want to go to sleep, but you aren't tired. And I know why I was not tired. I took a nap on Sunday afternoon while I was at my home-home and when I arrived in Zagreb I had a cappuccino around 8:00 PM. Yeah, a fucking stupid decision. But still, I got up pretty easy. If you sleep less than four hours, your body doesn't even enter the REM<sup>3</sup> phase of sleep. So I didn't even do one full cycle of sleep, and that's why you feel rested and not tired after so little sleep. It's a good hack but on the long run it's bad, and you are getting a lot of sleep deprivation if you intend to do that constantly.

Either way, I did my usual running session on the tracks. I'm not in the mood for some freelance running and found that lap running suits me pretty good. Forgot to mention that the Mayor of Zagreb is also there every morning during this period! He and his friends or advisors (I don't know) are a bunch of 5-6 people that are just walking around the tracks and chatting. It's so funny when you see people in suits joining the mayor and trying to pitch him ideas. I literally think they have like one lap to pitch and then their time is up. Business! So I came back to the apartment around 7:05 AM, had a shower and made breakfast. Two eggs, cottage cheese and a fruit salad. Standard.

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<sup>3</sup> A kind of sleep that occurs at intervals during the night and is characterized by rapid eye movements, more dreaming and bodily movement, and faster pulse and breathing.

After that I attacked **Micro-objective 2: Marketing Strategy for Sailing Trips**. I found a super fucking cool web application for creating visuals to share on social networks. It's called "Canva" and it's awesome. I will use that for all the marketing and promotional stuff from now on. Simple User Interface with lots of predefined templates for various social network mediums like Facebook or Instagram posts. Cool pictures, overlay effects, and fonts. I suggest this app to anyone doing similar stuff and promoting his project or startup. I created some neat visuals that are communicating basic information and can now be shared via social networks. Tomorrow morning, I will create the whole digital strategy and open all the social pages relevant for this and maybe set up some advertisement campaign.

I also have some stuff to do regarding the **Micro-objective 1: Bitcoin Business Development**. I think we have an opportunity to become a regional partner with an international bitcoin exchange called MonetaGo. I must see a bit more into that matter. So after I did some of this stuff on MO1, I went to work. Usual hectic Monday with lots of stuff happening, clients calling and bugs reporting in. Was finished around 5:20 PM and headed back to the apartment. But the heat outside, fuck me. Today was so hot that now, while I'm writing this, I'm sitting in my underpants and sweating. Hot town, summer in the city.

Upon arrival to my apartment, I went to immediately google something. I googled: "Gym workout routines". Yeah, you guessed it! Today was the day when I enrolled my membership in the local gym. Objective 3 is now fully covered. As I'm not a big gym goer, I had to research a bit about which exercises will I be doing and most importantly how. So It was around 6:00 PM, I had an idea what I will be doing and went to the gym which is exactly under my apartment building. An even better surprise was that during summer there isn't a lot of people inside and they had this promo offer where I got the membership pretty cheaply! Ka-ching! Went immediately into the

gym routine with some curls, pushups, bench presses and the other stuff that has some names for it but I don't bother to remember it. As long as I'm training and sweating. I'm not looking for some mega pumped body, just a fit and healthy lifestyle with the bonus of some good body definition and energy boost. Today I stayed for about an hour and a half, but I intend to strictly be no longer than one hour. I need all the remaining time to focus on Objectives 1 and 2 with the addition of leaving one hour to write up the report for the day. Starting from today, I think I have a good time schedule now. I'll lay it out here just to have it crystal clear:

1. Wake up at 6:00 AM.
2. Running Session till 7:00 AM.
3. Shower and breakfast till 7:30 AM.
4. MO1, MO2 and unpredictable tasks from 7:30 – 8:45 AM.
5. Regular day job from 9:15 AM– 5:15 PM.
6. Gym Session 6:00 – 7:00 PM.
7. Shower and dinner from 7:00 – 7:30 PM.
8. Objective 1 and 2 from 7:30 – 10:30 PM
9. Operation Combo Breaker report from 10:30 – 11:00 PM.

It's tight, I must admit. I'm writing for about 45 minutes already, and it's 11:05 PM. Regarding the Objective 1, there was not much progress today as I'm stuck on the user access control system and still figuring all the logic behind this. I'll try to explain a bit more in details tomorrow. Enough for today. Ciao!

## **Day 12 – 7<sup>th</sup> of July 2015 – Tuesday**

It's 10:28 PM and it has been one hell of a day. Literally. It's fucking hot. I saw a picture online where a thermometer showed 52 degrees Celsius. Shit, that's insane for our region. Anyways, there is also some other hot stuff going on but first things first.

As these incomprehensible heats continue to push on, so they pushed me out of sleep again. I slept so bad last night, and I think I fell asleep around 4:00 AM, like really fell asleep and not waking every half an hour just to be soaked in sweat or searching for a cold spot on the bed. But 6:00 AM came along really fast, and the alarm kicked off. I felt like somebody has beaten me up. A part of not sleeping enough and part from the first gym session yesterday. I struggled hard and finally around 6:30 AM I managed to get out of the bed. Since I was already kicking a bit late, I was thinking if I should go running or not. Fuck it, no disobedience this time. Objective 3 must be delivered!

Went out and did the standard session except for the mini workout that I was doing after running each morning. Came back to the apartment, it was around 7:10 AM. Showered and made the standard breakfast. According to the plan, MO2 was next on the schedule. I created the Facebook page and the logo, and now I have to come up with some content and probably start figuring out the web page. That's in the attack plan for tomorrow. Went to work a bit earlier today because I had to leave a bit earlier. And why is that? Bear with me just a bit more. Standard stuff on the job, some projects are being prepared for the launch phase and nothing special. 4:30 PM came along, and I had to go. I had a meeting at 5:00 PM. Before I tell you why, with whom and where, I'll start with some events 2 months ago that lead to this meeting today.

Roughly two months ago I applied for a lecture about Agile Software Development held by Tom Gilb here in Zagreb. For those who don't know who Tom Gilb is, he is a veteran in agile software management and development, has 75 years and is called Agile Granddad. He was there in the beginning before it was cool to name everything Agile. Either way, a great lecture from Tom but he is not the reason for the meeting as mentioned above.

After his lecture, another presentation came up, and it was from a guy who is working for some software company that is a close partner with IBM and Oracle here in Croatia. He held a presentation about Scrum Development Methodology and after the talk, he gave out exams. Everyone in the lecture room, which was full with about 200 people, could take this exam and solve it as an application for a scholarship offered by his firm. So as everybody did it, so did I! It was mostly a developer test with lots of questions regarding development, technologies but also a bit of managerial stuff. I found that really interesting and an opportunity to test my skills as I was already there. I think I solved most of the questions and was satisfied but on the other hand, I wasn't even thinking seriously about it.

The exam was the first step of a selection process they had intended to do. So everybody returned the exam to him, and he said that we might get contacted if, of course, the results are good. I didn't even hear him say that. I wrote the email on the paper because it was a field to fill out. So in about two or three weeks, an email is coming in telling me that I have passed the first selection step in the process and that they are inviting me for an interview in their firm. I was like, wuuuuut?! After I had read the mail thoroughly, I saw the connection with the lecture from a few weeks ago, and I knew what it was about. As Mr. Klancir never steps down from a challenge, I went on and followed up on the mail and confirmed my arrival to the interview. When I came there a few days later, I was asked by this same guy who held the

presentation a series of question from which some were from the test we had. He was probably checking if I hadn't copied some of the answers! Anyway, it was a strictly technical oriented interview with few mind bender question that had me thinking so much that I had to ask a question on StackOverflow<sup>4</sup> to find an answer to it. Anyways, I did the talk with the interviewer and went home with no expectations whatsoever. The next morning I'm getting an email that I passed the second step and am now to proceed to the third step which is a psychological estimation. Interesting Klanc... This was quite a detailed selection process, and I went to the psychological evaluation mostly because of curiosity and as it was the final step of the whole process. At this stage, it felt to me like a challenge, and I wanted to see if my skill set and knowledge is better than the rest of the applicants. After a few hours of cognitive and emotional tests as well as a pleasant talk with the psychologist I was done and informed that I can expect the final feedback in the next few weeks...

And the feedback came. It came last Friday, Day 8, and it went straight into my spam folder. Damn. I stumbled upon it on Monday, and I don't know why I went to that folder. I do that so rarely that I was even surprised I went to that folder. I was even more surprised when I saw the email. It was something roughly like this: "Dear Luka, we would like to invite you to sign the agreement on the scholarship funding by our firm. All details would be provided at the meeting which is to be held on Tuesday, 7<sup>th</sup> of July 2015 at 5:00 PM". I was like "Are you fucking kidding me". First, I accidentally stumbled upon this and then I was a bit shocked. I didn't expect this. I have a great job at Degordian where I'm working now, and this whole process was more of a challenge to me than an actual search for a firm that would fund my last years of university and probably hire me after graduating. I mean, if I would theoretically finish my university now, I have a guaranteed position as

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<sup>4</sup> StackOverflow is a language-independent collaboratively edited question and answer site for programmers.

a Junior Project Manager at my current firm. But the challenge to see if I can get the scholarship, if I'm better than all others that applied, has been pushing me throughout the whole selection process. It was pushing me to find out if I'm up to the challenge. And so after all, as I'm already on the top of the hill, it would be a shame not to put a flag on it. I decided I would go to the meeting and see all the terms and offers they will present.

And there I was. The guy who interviewed me the first time, went straight to the chase and gave me a copy of the legal agreement. He said he would leave me with the agreement for half an hour to go through all the terms and obligations that I must honor if I decide to put my signature and round up this whole story. And there I am. Sitting and looking at the terms as following:

They would fund me with a scholarship for the following 19 months till March of 2017 when I'm expected to finish my university and get a Masters degree.

The scholarship amounts to a quite nice amount of euros in monthly rates which would be paid out each month during the period of before mentioned 19 months starting from next month (August 2015).

My obligation for the whole scholarship is that I get my Masters Degree and that after the scholarship period I must sign a work contract with the firm which obliges me to work at the firm double the period of scholarship, in my case 38 months or roughly three years.

After I had read that, I was fucking baffled. I mean, if I sign this I'm practically locked in a position for the next five years. Me, an entrepreneur who is constantly on the move, looking for new opportunities, dreaming of hiring people, not getting hired. I can't commit myself to such a long period... But, wait! It's a good firm, the pay is great, it's structured, and I'm getting a secure job. What the fuck am I supposed to do now... I have a great job

already, and I don't want to leave it, but here is the benefit of this scholarship, which would be an extra income for me... I was playing hundreds of scenarios in my head which would happen if I sign, or don't sign and so on. And for the first 15 minutes, everything was telling me not to sign it... But then I started thinking and reading what happens if I break the contract at some point in the scholarship period...

If I break the contract, I'm obliged to return the amount that was funded to me in whole sum or monthly rates. Okay, the interesting part are these monthly rates. So if I go through the full scholarship of 19 months and break the contract at the end, I would basically have a credit to return for the following new 19 months. Yes, credit. And then my internal financial advisor whispered: "But that's credit with zero percent interest rate. Cash in, cash out and no extra fees mate". So yeah, I signed it, and I'm now a scholar from a good and established firm, and my final thought was: "If I sign the contract, what is the worst thing I have to deal with if I break it." Now this "credit" thing is not the sole thing that made me sign the contract. This is a really good deal in many other terms I won't disclose here, but I just don't know what I will be doing or trying to do in 5 years. For me, it's just too long. Also, I have no intent of leaving Degordian. This thing with breaking the contract and refunding is my joker card. I just had to know that I have a way out that isn't too painful and according to my internal financial advisor (from a financial standpoint) not bad at all.

We will see what the future holds. I told you I'm going LEAN and MEAN. So, let's leave it for now and see what will be the feedback in the following months and adapt to the situation accordingly. At this point, I just don't have anything to lose, and I believe I made a right strategic decision. Think fast, deliver faster, the enemy is always on the move. I'll definitely use the money for investing purposes. Shit, it's already midnight and still fucking hot as hell here. I'm too tired. Will catch up tomorrow.

## **Day 13 – 8<sup>th</sup> of July 2015 – Wednesday**

It's 8:07 AM. I was sleeping just until now. Exactly... no running session today and no waking up at 6:00. Fucking heat got me playing insomnia again, and I decided that the goal of Objective 3 is also a good biorhythm which means regular and enough sleep. For the last two days, I have been sleeping 3-4 hours per night and decided that this morning I will regain a bit of that lost sleep at the cost of running. Again a good example of LEAN methodology. I can't affect the weather and temperatures but must adapt for now. The coolest part of the night is somewhere from 4:00 AM till 8:00 AM and I took this period today to finally recharge my batteries. The weather forecast said there will be a storm tonight and a considerable drop in temperatures, so I believe I'm going back to the regular battle plan tomorrow morning. I'm in a hurry now and I will dedicate tonight evening to Objectives 1 and 2 and will probably give a more detailed report on the progress tomorrow.

## Day 14 – 9<sup>th</sup> of July 2015 – Thursday

It's 9:52 PM. I'm having Internet problems so thought it would be a good thing not to waste time on hitting the refresh button but to finally give a report on progress within Operation Combo Breaker. Damn the name is cool! It always gives me a feeling of power. Had to mention it.

Very well, let's get back to the report. I have already told what happened yesterday morning so I'll go straight to the evening part (from yesterday). As I started hitting the gym this week, I must make an observation that this exercise session from 6:00 PM to 7:00 PM after work is very efficient in boosting my energy level and concentration. Before, when I came from work and had dinner, I felt a bit tired and went into that "hibernate" phase so to say. It happened at some part of the evening but this week I didn't have any! Even on Monday and Tuesday when I had only a few hours of sleep that day.

On the bigger scale, Objective 3: Lifestyle is already starting to show some results. I think the nutrition and food are also a big part of this. I'm eating a lot of fruits and vegetables, and as I said, I see a considerable improvement in my energy levels and concentration throughout the day and especially towards Objectives 1 and 2. And what's been happening on that front you ask? A lot!

Yesterday there was a lot of coding, thinking and management between Filip and me as we were setting up Github and making sure everything works fine as well the project is synced correctly. Filip is developing on Windows 8 OS, and I'm on Mac OS X. There were a few difficulties with meteor.js packages<sup>5</sup> that took a good portion of the evening from us until we finally managed to set everything up correctly. From the other side, there is a considerable

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<sup>5</sup> Meteor.js packages are different sets of already built functionalities that a developer can leverage to speed up the development

advancement on the user access control system where I have managed to send out confirmation links to new users that registered on the application. Sounds trivial but for me working with this new framework and JavaScript where I consider myself a fucking noob, it was a big deal! I stayed up until midnight until everything was finally working as it should. Decided that it's time for sleep and finally was looking forward to sleeping. Why? Because there was a freaking storm and it finally dropped the hellish temperatures. It was raining outside, fresh air coming in through the window, and I fell asleep like a baby.

## Day 15 – 10<sup>th</sup> of July 2015 – Friday

6:00 AM, wake up time! I got up, and it was still raining. Not crazy rain but the mediocre one. Didn't stop me from the running. To be honest, it felt great! Fresh temperature, cooled air and me streaming through the rain. After that as usual; shower, breakfast, Micro-objective 1 and a bit of Micro-objective 2.

Remember MO2 – Bitcoin Business Development? Fuck yeah, there is going to be some serious action and work on this. I'll be working on it on Saturday and Sunday and will do a report then. Standard procedure after that: work from 9:15 AM – 5:15 PM. Hitting the gym around 6:00 PM. I must admit that I'm quite enjoying the exercise. As I'm doing the cardio workout in the morning through running, I'm mostly pumping iron here. I believe that is the saying. After all, the gym is nicely equipped, not many people, decent music and most important... it takes me exactly 2 minutes from the apartment. That's fucking neat!

As I came back to the apartment, I cooled off a bit and went straight to Objectives 1 and 2. I didn't even go to shower immediately. I was hyped and was thinking a bit what I'm going to implement and try out next during the gym workout. I started working today on routing<sup>6</sup> intensively. Figuring out how to redirect and link all the pages and set up the hierarchy of the website. In Meteor.js there is a package that implements this logic, and it's called the iron router. After I had started reading, I saw that this goes very, very deep and I might be stuck at this point for a while. I will be focusing on Objective 2 here and figure out how it works, look through various examples and then try to translate all that to our application. I'm quite enjoying on working with this project and meteor and tackling all these problems and figuring out how to solve them. It's fulfilling and every day I look forward to the evening part

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<sup>6</sup> Routing is the process of creating navigation throughout the web application.

when I can finally dedicate myself to building something of my own! So, anyway, this would mostly sum up everything from today and yesterday and with this line, I'm calling the day off.

## Day 16 – 11<sup>th</sup> of July 2015 – Saturday

It's 9:56 PM. Haven't written a report on Friday as it was a usual day on the battlefield with the exception that I stayed a bit longer at the firm as a colleague had a birthday, so the guys popped a few beers. Didn't stay for too long and I was in the gym around 7:00 PM instead of 6:00. Everything shifted a bit, and I didn't manage to do much on the Objectives one and two, but that's why I dedicated most of this day to it.

Woke up at 10:00 AM as it was Saturday. I thought I would wake up as usually at 6:00 AM and go running but when the alarm buzzed I said: "Fuck it, today is sleeping session." Anyway, I'm feeling pretty sore in legs and muscles from the regular Objective 3 tempo and a weekend break from running will be a good recovery for next week. But I still went to the gym at 7:00 PM and made it a half an hour longer extending it with a cardio workout. And the cardio replacement in the gym for running is rowing, at least for me. I was never fond of running in the gym but as you can't just go rowing as easy as running outside then the gym is good for that replacement. The majority of this day was dedicated to Objectives 1 and 2. There was some real advancement on the front and after I finish this report I'll work on them a bit more. I decided to branch out and have a dedicated project for testing all the modules and implementations we need for the whole application. The reason for that is when we are working on the app at this early stage; we are getting a lot of conflicts via the Git<sup>7</sup> versioning system. This happens as we are still noobs and don't know to develop on Meteor.js framework properly. I often find better solutions for implementing some functionalities from hour to hour and restructure the whole project, templates, and code. Filip does the same, and we end up with entirely different programming and design patterns so

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<sup>7</sup> Git is a version control system that is used for software development and other version control tasks.

that we just can't merge and sync the whole codebase afterward. Until we have a clear vision and all the test modules developed on the side, there isn't much sense to go straight into the core application development. I mean, we didn't even create a decent sitemap of the application, so this will be one of the priorities in the following days. Tomorrow I'll be dedicating most of the day to MO2 – Bitcoin Business Development as I announced before. I'm thinking of creating a more detailed report on the whole bitcoin thing so I will share all the info tomorrow.

## Day 17 – 12<sup>th</sup> of July 2015 - Sunday

It's 10:48 PM. It's late, and I just started writing the report for today, which I said will be a bit longer and detailed. The way it started, I will be probably going to sleep somewhere behind midnight. Well, fuck it, I'm here to share all the stuff that happened today.

Woke up at 8:15 AM just to see my sister sleeping. She should have woken up at 7:00 AM as she had the morning shift at a Café she is working. I woke her up, and that was the fastest "getting out of bed" I have seen with the screams "My boss is going to kill me." Was quite funny to watch, I must admit. That whole event woke me up also as I thought I would be sleeping a bit longer since I went to bed pretty late the night before. I was stuck on fixing my Internet connection. Remember a few days ago when I said that my Internet is not working so I jumped in to write a report. Yeah, the Internet situation got a lot worse. Had a problem with the DNS (Domain name service) where it just killed the ISP and Internet every few minutes with the message DNS\_PROBE\_SOMETHING\_SOMETHING\_FAILED. I think I Googled through the whole Internet in that meantime between failures. I was trying every possible solution that was posted or described somewhere on the forum and didn't manage to resolve the problem.

The problem waited for me in the morning. After even posting the problem on a specific network forum, I tried to Google a bit more, but you all know how it's fucking irritating when you don't have Internet, let alone when it breaks every few minutes, and you can't get the result you clicked on. Finally, there was this post where there was a suggestion to make the latest OS update. I remembered that I still didn't do my upgrade to the new OS X Yosemite version, so went to the App Store to update it. When that was finally done, it was all working fine for half an hour, and bam, again... DNS\_PROBE\_SOMETHING\_SOMETHING\_FAILED! I was like, you gotta be

shitting me. But the DNS was resolved much faster this time. So I got Internet again for some time. After half an hour the error pops up again. I was desperate at this moment. Didn't know what to do else. I tried every possible solution I came across. But somehow, magically, during the afternoon it just got better! Up until now, I'm surfing normally, and there is no sign of the original problem. How the hell did that problem go away? I have no fucking clue. Must have been some of those solutions and fixes I applied but that's not how computers usually work... It's an instant fix or instant fail, so this is still unclear to me. Well enough about that waste of time. I told you about this just because it was another booby trap<sup>8</sup> from the enemy which took out precious time from the Operation Combo Breaker.

Let's get to the real deal; Micro Objective 2 - Bitcoin Business Development. To give this section head and tail, let me explain how and why I'm in the cryptocurrency space in the first place. Gave you a short introduction in the second chapter but will go a bit broad here. Bitcoin, cryptocurrency, digital payments and financial services based on the blockchain technology is something I firmly believe in as a technology. I believe that Bitcoin as a technology, not just currency, in its very own nature suits perfectly the environment of Internet and Internet of Things in the means of development and online transfer of value. For me, it's the logical step forward in how we perceive and transfer money, financial instruments, real-estate, movables, digital contracts and probably many other things yet to come.

I believe it will soon become a part of our lives, and I want to be on the forefront of it. An early adopter. And this is one of the reasons why I'm actively engaged in the Bitcoin domain. Most of my activities are focused on the Croatian Bitcoin Portal which is an outreach to the community and serves as a point of education, news and information. A much long-term plan is to

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<sup>8</sup> A **booby trap** is a device or setup that is intended to kill, harm or surprise a person, unknowingly triggered by the presence or actions of the victim.

develop a business inside the Bitcoin industry and through the project I'm doing today it's slowly starting to manifest itself. As this battle plan is focused on concise problems and projects a.k.a. objectives I'll continue with what I have been working on today.

There are a lot more things and opinions I could share with you, especially in this digital currency domain but who even gives a fuck what I think? We are here to see actions, not words! So let's take action (Sad ćemo da destvujemo)! A few days ago I received an inquiry from a guy saying that he is interested a bit more about bitcoin and thinking about implementing bitcoin payments into a gastronomic business that he runs. After a few exchanged emails, it turns out that this business is a very famous Vienna-style coffee and cake shop in Zagreb. It's right on the main square, and it's elegant! I was surprised and said to him that I would contact him next week on Monday and send him a document where I will try to explain all the requirements needed for such an endeavor. And that's what I have been doing for the majority of Day 17. I was exploring lots of software and hardware solutions, POS (Point-of-Sale) systems as well as case studies of such implementations. Here is even a link on a Reddit post where I was looking for some insight on that topic: [https://www.reddit.com/r/Bitcoin/comments/3czxbk/implementing\\_bitcoin\\_in\\_a\\_restaurant\\_type/](https://www.reddit.com/r/Bitcoin/comments/3czxbk/implementing_bitcoin_in_a_restaurant_type/) . It might be cool when I will be reading this in a couple of years and remind myself of all the things I did. I realized that there is quite a big industry growing around this merchant solution that offers the possibility of payment processing as well as storing, converting and handling the bitcoin transactions behind the scenes.

There is much more to learn and try out, but this will be my first project of this kind, and I'm looking forward to getting some real time feedback and experience that might be useful for future endeavors of this kind. I created a nice ten-page document outlining all the necessary steps and technologies,

but there is still one big question that I need to polish out. It's the regulatory environment, and this part might be the trickiest to tackle. But if I manage to pull all this out, as I said, a lot of valuable knowledge and experience will come out of this PILOT PROJECT, and that is something I will try to capitalize on in the future. Even today I learned a lot of stuff that I didn't know, and I'm considered an expert in the field, at least in Croatia, duh! To sum up, it was a pleasant and productive day with not much advancement of the primary objectives, but a lot of precious intel was gathered regarding the secondary objective. That's all from me for today.

## Day 18 – 13<sup>th</sup> of July 2015 – Monday

It's 10:09 PM. Third Monday since the start of **Operation Combo Breaker**. While I was writing the date in the report headline, I stopped for a moment and thought how it's almost three weeks into the battle. Also as I was in the shower this evening, I thought about the stuff that I need to do regarding the objectives and realized that although I'm reporting the progress of operation Combo Breaker on a daily basis, I'm also adding a lot of other thoughts in the process. Thoughts that might be relevant to the whole picture, but in the end, they are clogging the main point which is progress with the Objectives and making noise in the reports.

I decided that I will continue doing and writing in the same style as until now because it is the real deal and it gives a broader concept to all events that surround and affect me. However, I will also add in a big weekly report on the actual status of the whole Operation and Objectives. I think this will give me valuable insight on the real status of all the Objectives and better information for next steps in the whole plan. Maybe I'm wasting too much time on Micro Objectives. Maybe I should be focusing more on Objective 2 as it would be easier than to tackle Objective 1. That's the kind of intel I want, and I'll do that weekly analysis and report every Sunday starting from this week.

To get back to the daily report for Monday. Everything according to plan except that I got up a bit tired as I slept for about 5 hours. The morning routine was standard regarding the Objective 3 and later I was focused a bit on Micro-objective 2. I did some follow ups on emails and read the news relating to the situation on the bitcoin markets. Amidst Grexit (Greek Debt Crisis) bitcoin was bullish the whole week and broke the \$300 mark yesterday on the market. This whole activity brought a lot of attention to the Croatian Bitcoin Portal; therefore I've got a considerable amount of inquiries and traffic to handle.

Rest of the day was also a usual Monday at work. Continued on Objective 3 at 6:00 PM with a standard gym session and dedicated the rest of the evening mostly to Objective 1. I finally created a whole sitemap with intended user flow throughout the entire application. A beta version for now, but I think it will be the ground for further development. Here is a link to the sitemap: <http://i.imgur.com/Nwf3TkL.png> . I think I will leave this kind of “artifacts” throughout the book, just to have some real outputs from the whole Operation Combo Breaker. Maybe one day I will look at it and say: “Now that page and layout... that was fucking stupid. It cost me 100 hours to redesign it later in the live version!”. If this is the kind of problem awaiting me in the near future, then damn you, past and present me! Following the newly created sitemap I started rearranging the whole application structure and was doing it until 10:00 PM. That would be all for this report, and I'm calling it off for today.

## Day 21 – 16<sup>th</sup> of July 2015 – Thursday

It's 7:31 AM. I'm on a bus heading for Varaždin. This decision came just about yesterday when I picked my student contract at the firm and decided that I will personally take it to the student job office to process it and return to Zagreb. The reason behind this is that I don't want to go through the whole shitty process of snail-mail between offices which has taken up to 2 weeks in the past. Just fantastic for the year 2015 where it isn't possible to do this kind of stuff electronically. Welcome to Croatia. Now as I have "dead time" during the bus ride, I thought it would be a good substitution to report in what has been happening for the past two days.

Ooor maybe not... I also have car sickness when I'm reading or typing on a laptop and just about now it started to rumble in my stomach. I'm off until I get to Varaždin and then I'll head somewhere for a coffee to finish this up.

It's 10:24 AM (3 hours later). Returning to Zagreb. I hope I'll be able to write a bit before I get the sickness again. It's a random thing. Sometimes I'm good while doing something during the ride and sometimes it hits me immediately. Anyway, after I did all the bureaucracy and paperwork, I went to grab that coffee with a good colleague of mine who works on the faculty. His name is Danijel, and he's one crazy motherfucker (in a good sense). He helped Filip and me a lot during last two years with all our projects and competitions. As I already informed him before summer about all the ideas that are now Objectives, we did a little recap of all the progress. Why I like this guy is because he has this real passion coming out from him when he speaks about business and startups, and I can clearly see that he has the ambitions to do something more, to start something. He, as many others have locked himself in the standard work cycle and is looking for a way out (or that's at least my impression and opinion). Unlike others that just want that, I can see when speaking with him that he is ready to work on that "wants" just like I decided

21 days ago. I asked him if he would join the ride on the job search platform a.k.a. Objective 1. And I think he is in. He was in a little dilemma as he felt that I'm doing that from a favor to him, but it's just on the contrary! I need people, whom I can trust and will be reliable, and I know that he will put his all into it. So tonight I will share all the materials, insight and progress with him to bring him up to date with the progress. Fucking hell, again this noxiousness. I'll wrap this up in the evening.

It's 10:12 PM. Has been a long and hot day. When I came to Zagreb around noon, I went straight to job and stayed there until 6:00 PM so I could finish up all work. I finally came home around 7:00 PM because I stopped in the nearby bar for a beer with colleagues from work. I thought to myself if I should go to the gym or not since today everything was kinda out of the schedule. Decided that I will skip Objective 3 completely today and head on to Objective 1.

And now some insight into the situation on Objective 1. The reason I haven't reported since Monday is that I wanted to devote all the time I have to developing and coding, and there was nothing unusual in those two days. The standard battle routine from 6:00 AM till 11:00 PM with the extended time for Objective 1 instead of writing a report. And I can finally say that I have made some fucking progress on the whole application. Specifically, the user access control system, roles, and users. It's mostly set up now with a few patches to consider along the way... but yes, it's working. Eureka! To clarify this a bit, the app has now basic functionalities for user control like an admin system where you can do all CRUD operations (Create – Read – Update – Delete) on the database or to be more accurate Mongo Collections.<sup>9</sup> For the admin system, I used a neat meteor package called

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<sup>9</sup> **MongoDB** (from humongous) is a Free and open-source cross-platform document-oriented database. Classified as a NoSQL database.

houston:admin so keep that in mind if you will be developing on a Meteor.js framework.

Furthermore, according to the user flow diagram from the last report, a guest user can now register either as an employer or employee and is then saved in the collection with certain properties and roles which we can use later for restricting and showing only relevant content to a specified user, in our case administrator, employer, employee or guest.

On top of that, a mail verification system is added to verify the user's emails and add an extra layer of security to prevent spammers and so on. That's mostly it for this week, and I have been working hard on Objective 1, as well as Objective 2 and reading through meteor documentation, examples, StackOverflow, forums and so on.

I feel there is a considerable advancement on **Operation Combo Breaker**. The enemy is tough, but we are tougher. The weekend is upon us, and I intend to use it for developing the job posting and applying logic as well as for MO2 where I want to continue researching and gathering information and know-how for such projects and endeavors like the current one. That's all for today. It's still hot, like 30 degrees Celsius and I fucking hope I'll be able to get some regular sleep today. After I consider the whole plan from the big picture, sleep is the one thing that is deviating the most, and I believe this isn't going to be a good thing in the long run. We will see.

## **Day 24 – 19<sup>th</sup> of July 2015 – Sunday**

It's 8:21 PM. Weekly report ahead. You might have noticed that I started to report less frequently. Well, the reason behind is that I want to use every single second to be productive and achieve the most progress on Operation Combo Breaker. As there was nothing unusual happening and everything is going steadily forward, I tend to focus on Objectives and then report every 2 to 3 days. Yes, I tend to focus... Even though I'm trying to be productive, it doesn't seem to me like I am. Let me tell you what is all about.

Developing and solving problems for Objective 1 leaves me a lot of the time thinking and being stuck on a single problem. For example, how to get a particular employer from the database and show his profile. With that in mind, I have to take care that nobody can visit or violate his access right to change something on the profile if he isn't the real user. Many similar problems occur, and when I can't solve them in a certain period, I start drifting. I go on Facebook, then search songs, then get back to coding, then again Facebook. There is a term for that: "Attention span of a squirrel." So yeah, that's a situation that I'm facing daily and thinking of using some techniques like Pomodoro. If you haven't heard of Pomodoro, that's a simple time management technique which just counts down 25 minutes in which you are supposed to concentrate on a specific task and then gives you a 5 minute break, to relax and do whatever you want. And so it goes in repetitions. I think I will try it tonight a little bit.

Anyway, after this short intro, let's get to the weekly breakdown and progress report. Don't know yet how to structure this but let's start from Objective 3 and recapping the Battle Matrix.

### **Objective 3: Lifestyle**

*Short Description:*

Changing the current biorhythm, start exercising and eat healthier food with a good organization of time.

*Goal:*

Get fit and improve sleep and nutrition habits and evaluate on 15<sup>th</sup> of August 2015.

*Plan of action:*

Wake up every day at 6:00 AM. Do a running session of 20-30 minutes. Eat healthy breakfast. Get ready for work. Lunch. Do a gym session after work. Eat a healthy dinner. Sleep at 23:00 PM.

*Summary:*

After “self-examination”, these are my conclusions:

Before I start, you might notice that I changed the Objective 3 goal a bit. Before it was “Get fit by 15<sup>th</sup> of August” and now it is “evaluate on 15<sup>th</sup> of August”. This means that I plan to continue having this kind of lifestyle later on, but the goal stays on that date for now. And the reason why I picked that date is that I'm going to the seaside from 15<sup>th</sup> until 22<sup>nd</sup> of October so, shit, yeah I want to look like someone who cares about his body and health. And now on to the point...

I have changed the biorhythm quite drastically if I reference to a period of two or three months before. I usually get tired between 10:00 – 12:00 PM and wake up around 7:00 AM if I don't use an alarm. I can see that pattern on weekends. But the sleep is still lacking. This hot weather has a great take on it, and I tend to wake up 2-3 times during the night, so I never have a full 7 hours sleep cycle. This is something I have to improve, but is kinda out of my reach until this summer heat waves pass. The consequence is that I struggle

with getting up in the morning which leads to actually being on my feet around 6:25 AM. That's 20 min off the schedule resulting in a whole shift of 20 minutes in the morning routine and finally leading to 20 minutes less time for morning Micro-objectives. The running session is going as intended. Some details:

Warm-up run from the apartment to the tracks: 500 meters

Running session with ten laps (300m per lap) resulting with 3000 meters: 20 minutes

Stretching: 5-10 minutes

Small exercise session with push-ups, sit-ups, and pull-ups: 5-10 minutes

Post-exercise light run to the apartment: 500 meters

Running distance overall: roughly 4000 meters or 4 kilometers

Time spent overall: ca. 45 minutes

The whole conclusion is that running gives me a boost in the morning, and I feel less tired throughout the day. I have even noticed a small weight loss as my abs are starting to show up again, so it's contributing to the main goal of the objective which is getting fit. I tend to run the whole working week and then have rest on the weekend but until now I had 4/5 running sessions per week as something always pops out.

Next is the healthy breakfast and in general nutrition habits. I have considerably changed what I eat now, and it's a fairly simple diet:

**Fruit:** bananas, nectarines, peaches and blueberries

**Vegetables:** cucumbers, tomato, carrots, pepper

**Rest:** cottage cheese, eggs, Greek yogurt, oatmeal, chicken and rice

This is mostly what I eat with slight changes in the foods that I might come across in the supermarket. The biggest part here is that the food now takes a

considerable amount of my budget and money, but this is something that I expected. Anyways, it's not as I'm spending on anything else but food.

The last but not least to cover in Objective 3 is the gym session. I think I'm doing pretty good. Always in the timeframe from 6:00 PM to 7:00 PM. Don't have much to say about the structure that I do. I mostly check some exercises on the web or watch others do it on the spot and then I replicate. I think I'm getting fit and after all, it gives me that energy boost for the evening to attack Objectives 1 and 2. For the gym part, I tend to workout six days in a week where Saturday is a longer 2 hours session with a cardio part in rowing. I do 20 minutes of rowing for a running substitution on that day.

Conclusion on Objective 3:

Try to fix the sleeping issue and tend to get a full 7 hours of sleep. Get up on the feet latest by 6:10 AM in the morning. Diverse a bit the food menu. Lifestyle overall improved for 70% (this is my free evaluation).

## **Objective 2: Education**

*Short Description:*

Meteor is a complete open source platform for building web and mobile apps in pure JavaScript.

*Goal:*

Learn meteor.js development framework on an intermediary to a high level by the end of 2015.

*Plan of action:*

Devote at least 2 hours for coding on weekdays and 8 hours on weekends as a part of learning the framework and developing the MVP. Stay up to date with the development community.

### *Summary*

Although it might seem that Meteor.js is a neat and easy framework on the first sight, it sure fucking isn't. But that's a good thing. Yes, there is a lot of simple tutorials that will set you up for a few hours, and you will have a cool real time TODO list working on the web. But as I dug into the core and started developing many other functionalities and features I see that meteor.js is a very intelligent and robust framework with lots of plugins and options you can use...but there is a catch. You have to figure out first how it all relates, works and integrates into the whole framework. Okay, the big part is that I'm a noob developer and really for the first time I'm spending a lot of time in thinking and developing properly. And fucking coding in full-stack JavaScript! That's a big thing for me, and I see it as an interesting skillset that I intend to improve on and will surely use later in my life.

For anyone that is thinking of following my steps let me spare you some trouble and give you a few links that will help you dive in steadily into the framework:

1. [Meteor Official](#) - The essential first step will explain to you how to get up and running and guide you through your first web app. Don't be discouraged on the beginning as you won't probably understand much of the code but as the time will pass and you start implementing "bigger" logic and look for some code snippets from this first tutorial, then you will feel the clickers in your brain click. That's how it worked for me.

2. [The Meteor Chef](#) - this was my entry point to a lot of features and modules you can use in your application. Check it out as this guys are doing fantastic work for the development community and noobs like myself.
3. [Meteor Tips](#) - this is when you will start working with routes in your application, so I suggest you go through this example also.

This is something for starters as you can basically Google all your specific questions and needs and there is a massive base of those on Stackoverflow including like 5 of mine (depending on when you will be reading it, things might get out of date).

#### *Conclusion on Objective 2:*

I will need a lot of more education and go through examples until I master the grounds of the Meteor.js framework. Although I believe that once you get the grip, the clickers will start to click more and more. I also joined the Meteor Zagreb Meetup Group, and I can't wait for the upcoming meetup to be scheduled. My knowledge base would be around 15% at the moment, and there is still much room for improvement.

### **Objective 1: Startup project**

#### *Short Description:*

A tourism job search platform aimed at the seasonal and regional market for waiters, cooks, animators, housekeepers and rest.

#### *Goal:*

Create a Minimum Valuable Product of the web app and a business plan by the end of September 2015.

### *Plan of action:*

Define the project timeline with my co-founder and the roles as well as the part each will take on. Take at least 3 hours to work on it on weekdays and at least 8 hours on weekends. Combine the development with the education of meteor.js framework. Keep track for startup competitions and meetups as well opportunities for promoting the product.

### *Summary*

Ah, yes, the big guy. The number one incentive of the whole Operation Combo Breaker. So, what's been happening on this front? The easiest way for the tech savvy is to check the code behind it on this weekly commit: <https://github.com/lklancir/meteor/commit/67a1a5fdc2acee84763b6ae48e311e8af23c3dfd> . Meteor has an excellent feature which allows you to deploy the application to their servers and have it immediately hosted online. So I decided that with every weekly report I will deploy the current version of the MVP and have a somewhat record how the project advanced during the development and whole Operation Combo Breaker. Although at the time of you reading this, it might not be hosted anymore on those free servers. To explain what we have up there for now here is the sitemap from a few days ago:

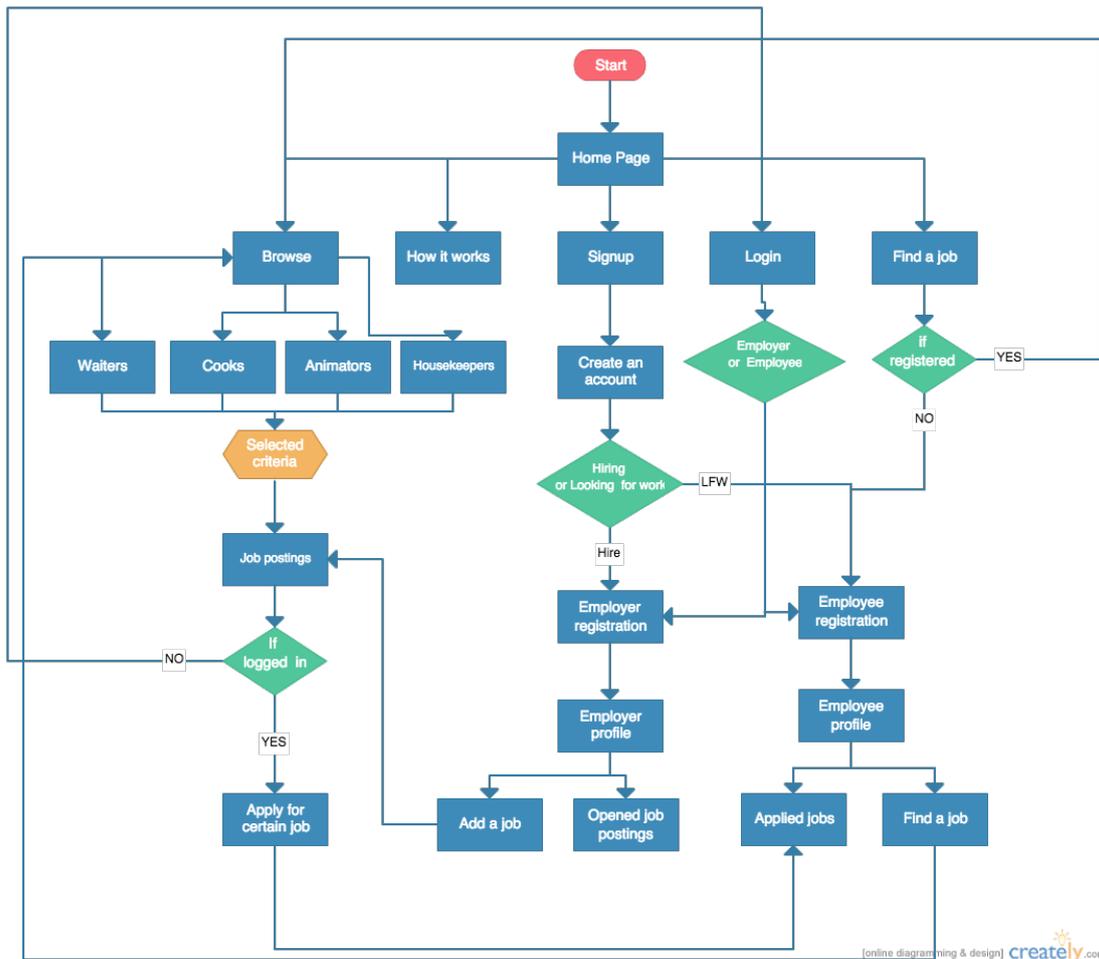


Image 1.1 - Sitemap

It's a bit small so here is the link again for the bigger version:

<http://i.imgur.com/Nwf3TkL.png>

- Following the sitemap, a guest user can now land on the page but does not see anything except the login and registration.
- He can register either as an employer or employee
- He is assigned a role and according to that can access his dedicated profile
- The employer profile is set up, and the employer can add a job
- A job listing now appears on the homepage
- For now a user with an employer, role can see the job listings, so we have to change that to employees also

- Basic routing is set up
- Email verification is set up
- Main mongo collections are set up, and they are employers, employees, and jobs

Those would be all technical specifications that were implemented until now, and this pretty much sums all the progress on the Objective 1. Filip is a bit behind on his part as he has to do his bachelor thesis and does not have enough time for the project. I hope he jumps in later on.

*Conclusion on Objective 1:*

There is still a lot of development ahead and solving some real security issues and authorization rights. Next week I have in plan to fully finish the employer section with all the necessary features that are needed. I would say that we are on some 35% realization of the MVP but this is a hard guess, and only backend is involved in this estimate. There is still the whole front end part and the business part.

This was a great overview of the overall progress for the whole Operation Combo Breaker even for me alone. It gives me a much clearer vision where we are and where we are heading and it will surely serve as a retrospective to see how it all advanced during the time. There are still Micro objectives which I won't cover today since they are more day to day stuff and will be updating so accordingly. That's it for me, lights out!

## **Day 26 – 21<sup>st</sup> of July 2015 – Tuesday**

It's 10:26 PM. A tough day, I must admit. I skipped my running session this morning. To be honest, I skipped the whole morning... I was sleeping until about 8:45 AM. Damn, I was just too fucking tired and couldn't do a thing. Just hit the snooze button a few times and then delayed the alarm until 8:45, the last possible delay since I have to get to work in some reasonable time. I don't know.

Went to sleep at 23:00 PM last night, but the night beforehand (Sunday to Monday) I had only like 4-5 hours of sleep. So that must have transitioned onto today. That's not the only reason. There is a lot of unexpected situations, and the enemy is devious, so I think all that stress might be a reason also. And what is that you ask?

Yesterday, my colleague Mladen and me got some serious news. Our Project Management Team Leader, Maja, announced that she is leaving the firm... Kaboom! That was a punch from nowhere. She got a job offer from Google in London, and I'm really happy for her. You can't turn off Google. Anyway, this means all the big projects and the clients and basically everything that she has been doing for the last five years will be split between us two. And those are some nasty projects and clients. What else can I say then, bring it on motherfucker, we are ready for you. Actually, We are not ready...but I look on this as one hell of a challenge, and it can only help me build my skills, both managerial and technical. So, Maja will be with us for two more weeks, but I can already feel the workload piling up a little. There are meetings, reorganization, standard work and already today I stayed until 6:30 PM. So yeah, this might now occur more often, but I will try to control it.

It also pushed my plan schedule, so I ended up finishing with the gym session at 8:20 PM. After I showered, made dinner and chilled a little from

everything, it was already 10:00 PM. I didn't manage to do any effective work on Objectives 1 and 2.

I also had a call from my dad where he told me that he is getting some more responsibilities within the partnership and has now a charter of 4 boats under control. I still don't know the details of this whole deal, but sounds to me like it could be something from this endeavor. He has some skipper gig for an Italian client in the first half of October. Regarding this whole story or to better say Micro Objective 2, I decided to put a little more effort now in developing the website and all the digital promotional content and push it through the channels. I will allocate all the time now to setting this up and then I will just need to maintain it and push it to the right direction. This means neglecting Objective 1 for a few days but will still be working with Meteor.js as I will set it up as a backend for the website. I found a great free HTML template that is slick and sexy which I need to integrate with Meteor.js. I want to have a submit form and collect inquiries from the website, so I need to have some kind of administration and backend for processing all that. Meteor will work like a charm here, but the hardest part is interconnecting an already finished HTML template with the core meteor structure. Still a part of Objective 2. And when I mean that this is the hard part, I really mean a pain in the ass as I saw on the forums. I also saw a great opportunity here where you could produce optimized Meteor.js templates that a user could integrate easily. Of course, for a certain price. But that's maybe for a later occupation.

So, yeah, MO2 will be my focus for a few days. As I said. Lean, lean, lean. Evaluate, adapt, execute. Also, I forgot to mention that I got a confirmation for the meeting with the guy who wants to implement bitcoin payment in his coffee/cake shop. The meeting will take place next Monday, so I will also have to allocate some time to MO2 – Bitcoin Business Development at some part of the week, probably the weekend.

Damn, at this point, I'm starting like three businesses or startups (whichever terminology you prefer) with the addition of working on a regular job. Isn't that something. Just don't burn out Klanc. I hope that shortly I will look at this lines with a smile. That would be all from me for today.

## Day 28 – 23<sup>rd</sup> of July 2015 –Thursday

It's 10:30 PM. Not a usual day. Yesterday (Wednesday) was usual. Everything was mostly on schedule and went well, so I didn't feel the need to write a report. But today... today was not usual.

First off, I slept again in the morning. Couldn't get up. The reasons were obvious to me. From this fucking heat, I can't sleep during the night, and I was feeling too sore because of the gym and running session from yesterday. The main reason is the fucking sleep deprivation that I'm having the last two weeks, and I barely ever sleep the “planned” 7 hours. If by some miracle I even end up in bed around 11:00 PM, that rises to 11:30 PM when I eventually fall asleep. Then I wake at least a few times during the night and never have a full sleep cycle. Remember a week or two ago when I said that you could manage to sleep less in the beginning but in the long run it takes the toll. So voila, it's taking the toll this week. Read Tuesday. When I woke up at 6:00 AM with the pains in muscles and sleep deprived I just don't have the slightest amount of energy even to think about getting up. So I had to sleep for two more hours to get the battery recharge just for getting up. Tomorrow I will be fine, I guess.

I also skipped the Gym session. I have a good reason for that also. Ah, excuses, excuses. But shit, it was worth it. Today my colleague and I passed the Google Tag Manager Fundamentals course and obtained a certificate. Google Tag Manager is an extension for Google Analytics and gives you a full range of possibilities in implementing various events, tags, and measurements you want to track on a particular website. A valuable trait and skill today. As I'm working quite enough with Google Analytics as a part of my job description, I found this very useful and a stamp on my knowledge about the tool. So I would say it was a good reason to skip the gym today. The rest of the evening I've been attacking Meteor.js and trying to set up this

one-page presentation website. And I can't and can't. It's taking me way too much time than planned.

Meteor.js is a bit specific if you are going to implement already finished HTML themes. Specific in the sense how he handles external files like various JavaScript animations and sliders that come as a part of the HTML theme. And to integrate them into his structure is one shitty job. I'm thinking of trying node.js<sup>10</sup> and express framework for this task. One guy from StackOverflow advised me on that so I decided to take a look on those technologies. With that said, that's all that has been happening today.

Oh, yeah, there was a thunderstorm this evening. And rain fell. And I don't know if I ever felt this happiness like today because of the rain. The fucking rain fell and dropped the temperature for some 10 degrees, so it's like 22 now. The rain.

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<sup>10</sup> **Node.js** is an open-source, cross-platform JavaScript runtime environment for developing a diverse variety of tools and applications.

## **Day 31 – 26<sup>th</sup> of July 2015 – Sunday**

It's 10:38 PM. Weekly report ahead! Quite late though and in 20 minutes I should be in the bed, but it seems like I'll have to push the "go-to-bed-deadline" again. Also, if you have noticed, we are exactly one month into the Operation Combo Breaker. So let's see how we are advancing. We will have a standard overview throughout the objectives without repeating the whole battle matrix.

### **Objective 3: Lifestyle**

Well, this has been a bit harsh week for Objective 3. Heavy and hot temperatures were on the peak with the start of the week and because of that I had very little sleep and felt exhaustion. That has resulted in a bit less activity regarding the running and gym sessions. Specifically:

Running sessions: 3/5 – skipped Tuesday and Thursday

Gym sessions: 5/6 – skipped Thursday

Everything else was pretty normal except that for lunches I have been eating cheese bagels which I don't think are a really good way towards healthy nutrition. One reason for this is that I don't have time to cook food at home and ordering in while at work turns out very expensive for my budget, so bakery is something I have to cope with. For now! Breakfast and dinner are standard with lots of fruits, vegetables, cottage cheese, and eggs.

### **Objective 2: Education**

I must say that this week was very, very productive for Objective 2 and the whole education regarding the Meteor.js framework. I said that I would focus

this week on Micro – Objective 2, which is building up a presentation website for the sailing trips. I'll talk more detailed about MO2 later in this report, but now I would like to share my insights directly from the backend side, and that is the coding and development of the website. I reported through the week that I had major difficulties in implementing custom HTML themes in Meteor.js, and this whole process and development took me far more hours than expected. When I sum up, it was like 30 hours spent on this whole MO2 project which was mostly development until now. So what's it all about? Yes, integrating a prebuilt HTML theme with the existing Meteor.js structure is a pain in the ass. The biggest pain is adding all the external JavaScript files that come along with the custom theme. Most of the time it's jQuery<sup>11</sup> (JavaScript library) that animates your navigation bar, makes slick transitions between sections, changes the content dynamically and so on. All these effects are nice to have, and I wanted them on the website. So to integrate it, you need to do a lot of modifications to the files and how you load them and so on. Meteor, by default, loads all the JavaScript files in a minified combined version and then adds it to your browser. So the ordering is important.

Throughout this whole week, I learned to work with meteor packages and his internal structure which opened my eyes about the workings of some things inside the framework. Furthermore, I learned a lot about jQuery and working with it. The hardest part for me was figuring out the validation for the form. I have a contact form where a user can submit his inquiry, but you have to validate it. This means checking if he has written a correct email and filled out all the required fields. So I played a lot with jQuery and some plugins and gained knowledge how all this works inside meteor.js. All this knowledge will now be used in Objective 1 where I won't need to do this research again. As I said, very productive and valuable knowledge attained this week and would say it was hella productive for Objective 2.

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<sup>11</sup> **jQuery** is a cross-platform JavaScript library designed to simplify the client-side scripting of HTML.

## **Objective 1: Startup project**

On hold! I didn't touch it. So the whole week was dedicated to MO2 and while Objective 2 was productive in the sense that I stumbled on a lot of problems that I needed to research and find a solution, the overall productivity on Objective 1 was zero. Nada. Setting up the MO2 took me far more than anticipated and until I had it done, I stopped all advancements on Objective 1. So the whole codebase and everything regarding it hasn't changed from the last weekly report. Because of that, I can't share much here so I will continue with Micro Objective 2.

## **Micro Objective 2: Marketing Strategy for Sailing trips**

Let me sum up what I have been doing throughout the whole week including today. I think it might be a good roadmap for further similar endeavors. If you are making a digital marketing campaign, your goal is to reach as many potential customers, collect information and finally, close the deal. For us, the goal is to book a sailing trip. Naturally, the first step is to create a website where you can promote your business. And that's what I have been doing this whole week. Got it up and running just a few hours before writing. Ladies and gents, I present to you: SailsAdria - <http://sailsadria.com/> . To do this, I found a free bootstrap HTML template that I tweaked to my need. Here is a little sitemap that any business should have on its presentational website:

- **ABOUT** – who you are and what are you doing
- **SERVICES** – what services and products you are offering
- **PORTFOLIO** – in my case it's a fleet section where we have the sailing boats, but it could easily be a portfolio or gallery where you showcase your products or services

- **LOCATION** – where are you located (more for brick and mortar)
- **CONTACT** – how can a user contact you

Added a Big header photo and information about the business and services. I used the “portfolio” section and restructured it to be the “fleet” section. Had to add a Google Map for the location and a contact form for a user to be able to send inquiries or bookings. That were the guidelines for me in developing the website. One of the most important parts for me is to collect inquiries or bookings via the contact form. This was mostly why I needed Meteor.js as the backend for processing all the inquiries and collecting them into a database. I have an admin panel for checking all the inquiries and responding accordingly. In the future, there will probably be multi-language support starting with German and Italian, so I also implemented routing. After all was done, I bought the domain and pointed it towards the meteor servers where the website is currently hosted. For now, it seems good, but don't know how much traffic can it withstand so probably I will transfer it to Digital Ocean in the nearby future. On top of all that I implemented Google Analytics via Google Tag Manager (of course) and had set up basic user tracking. I intend to do much more customized tracking like event clicks, especially on the boat types and form submit buttons. After the whole development had been done, I moved on to the second stage.

Marketing. First stop, Facebook. As the Facebook Page has already been set up, I created a new post entitled: *“Sailors, we have set sail to our slick & newly launched website! Take a look and tell us what you think!”*. with the link towards the website. Boosted the post for 20.00\$ for the next two days to see how it will “breathe.”

When you are creating an Ad on Facebook, you have to select the budget and the targeted audience. Mine is as following:

- **Targeted countries:** Austria, Germany, Italy, UK, Netherlands, Poland

- **Age group:** 30 – 55
- **Gender:** All
- **Interests:** Adriatic Sea, Croatia, Kornati, Sailing, Adventure Travel

There are much more preferences you can set up, but these are the basic for now as I want to see how they will respond to the ad. Surely there will be some tweaking later on. Also, I have stopped the Ad now as it is 00:25 because all of my target groups are Europeans which are probably sleeping at this time, and I don't want to spend the budget on some nightwalkers that might click or like the post but won't have an actual engagement from them.

This was the basic setup for now. Much more work regarding marketing ahead. Have to create engaging content about sailing in general so people might follow the page. According to Guy Kawasaki, a famous entrepreneur, and Social Media expert, you should have like ten posts about the "domain" you are active in with one post that is self-promotion and other are interesting content for your targeted audience. This will remain as a part of the morning time that I have between running and going to work. Oh yes, I almost forgot. Search Engine Optimization or SEO. I think I have at least 5-10 hours of work in optimizing the whole website to be as most SEO friendly as possible. Found a very helpful article today when I was setting up the meta tags for Facebook. Yes, you need those if you want to have a nice description and a header image on the Facebook post which the Facebook Graph API gets directly from your website's content. Anyway, I will ultimately need the SEO knowledge in the Objective 1 also.

To wrap up. Micro Objective isn't that micro after all. It turned up to be a quite big chunk of work and still needs, in my rough estimate, around 20 hours of work on it – not counting in the maintenance and servicing the

potential customers in the future. But after all, I see some potential in this...if executed right all along the way.

I still haven't told you the whole background story behind this business with my father and how it all started but that's after all for some other time and occasion. I tend to focus more on important stuff like working and sharing concrete details, suggestions and advice here. Even like this, writing takes a considerable portion of my time so going much broader would maybe be interesting for a reader but to me, it's not really productive.

With this, I'm finishing the report. Many more things and insights I can share but enough for today. There is still plenty of white pages to be written.

## **Day 32 – 27<sup>th</sup> of July 2015 – Monday**

It's 10:50 PM. Interesting day. Skipped Objective 3 again. Now, this starts looking like an excuse after excuse and that's exactly what it is. But fuck it, I have my reasons. I have problems with sleep lately and don't know what to do about it. I'm waking up in the middle of the night and today, for example, I woke up at 3:00 AM after I went to sleep around 1:00 AM. My brain was on 200%, and I was dreaming and thinking about Facebook posts, marketing and how to get more exposure and creative and all that shit. It has come to this point where I wake up and just think about the projects and business.

In other words, Operation Combo Breaker has totally obsessed me, and I'm constantly thinking about different strategic battle maneuvers and tactics. Even at night while I should get a good rest for next day. I think I ended up asleep somewhere around 4:30 AM. When I woke up at 6:00, well shit, those two and half hours of interrupted sleep weren't enough for me to function well, and I knew I had a long day ahead so I slept in for two more hours until 8:00 AM.

I managed to do a little optimization on the Ads for SailsAdria and check some interesting content online. Forgot to mention that since last week I'm using Klout app. It's an app to find interesting content and articles and sharing them on your social networks. As you find interesting topics to read, you also become a curator and expert for the domain that you are interested in. For me its startups, bitcoin, analytics, and sailing now. While sharing interesting content from this category, I'm building a status and a user base of people following me. A slow process of becoming an influencer. I think this is a must for any entrepreneur in his field or fields. After that, I went to work and pretty much everything was standard there...

Now comes the highlight of the day. Micro Objective 2 – Bitcoin Business Development. I had a meeting at 7:30 PM with the manager of Cake and Coffee Vienna style shop. He and his two assistants were there, and as I mentioned before in the reports, they are interested in implementing Bitcoin into their business. Today, after I did that project elaboration, we had a kick-off meeting to talk about the idea, pros, cons and define next steps in implementing the whole idea. We went through a lot of things, from a technical perspective, across accounting and regulatory environment to marketing options and benefits. It went very well, and next stop for me is to do a follow up with specifying all the necessary things we need for technical implementation and exploring a bit more the accounting and marketing part of the whole project. Will do this in throughout the next few days.

But there was one thing that came up, and I was expecting it. Compensation. Charging my services. Money. And I said nothing. I will do all this pro-bono. Why? Here is my take on this. I look on this also as an investment where I will get relevant insight and knowledge from a real project and implementation as I haven't done something similar before. I do not know how to charge something where I know stuff in theory but don't have a "benchmark" or solid project behind to see how everything works, starting from technical, accounting, regulatory side and many other variables that will surely pop out. I'm anticipating around 20-30 hours of work on this consisting of documentation, meetings, education, opening the necessary accounts, demonstration, testing and probably some maintenance like "Hey, this doesn't work like expected, can you come check it out." I see this as a good investment and reference which I could use later on if I continue developing the business in this area. Probably there will be some media exposure if we do this right, which means extra added value for Croatian Bitcoin Portal and a path to grow the "expertise."

Still, one big question arises that had me thinking on the way back to the apartment. How to charge your Bitcoin "consulting & skill" services? It's a cutting edge industry. Not many people have the skills and expertise from this area, and there isn't much information or case studies on similar projects which you could use as a starting point. So I started a Reddit thread. And it got a really good response and still is trending now as I'm writing this. People are adding their experiences and advice. Doesn't make sense to rewrite it all here so I leave the link to the thread here if someone wants to know more about this topic and in particular the question mentioned above. Have a look: [https://www.reddit.com/r/Bitcoin/comments/3et3tl/how\\_to\\_charge\\_your\\_bitcoin\\_consulting\\_skill/](https://www.reddit.com/r/Bitcoin/comments/3et3tl/how_to_charge_your_bitcoin_consulting_skill/) .

Great answers and comments popped out and gave me quite a good ground for future similar projects. There will probably be even more interesting insights in the morning as Americans are just getting in the evening mode so I'll surely check them tomorrow. It seems like Micro Objectives 1 and 2 have stolen the show from the primary Objectives. Well, this is the lean way. Lean it if you mean it. Oh... and by the way, for the compensation part of MO2 I managed to strike a deal that whenever I come to the cake and coffee shop alone or with my girl, I get free cake and coffee. Like a boss!

## **Day 34 – 29<sup>th</sup> of July 2015 – Wednesday**

It's 10:44 PM. Damn, I'm tired. The enemy is ruthless. Since Maja, the PM team leader announced her departure from the firm, the work, and obligations have just been stacking up since every project of her is reassigned now among us. Not that I mind the work and challenges but it's taking the toll on my primary objectives, and Operation Combo Breaker can't go hardcore mode as intended.

I spend more energy on work and even stay longer hours like until 6:00 PM. This results in shifting the gym session for almost 1 hour later, leaving me with 2 out of 3 planned hours for both primary and micro Objectives 1 and 2.

Having in mind that there are also time-consuming activities like commuting, preparing dinner, washing the dishes, going to the supermarket and so on, I'm left with fewer hours than in the original plan. Haven't taught about those everyday “chores” when planning the plan. But okay, that's just a minor offset. Anyway, I'm still working and spending all of the time on MO2 – Marketing strategy and a bit of development regarding the SEO of the site. Yesterday I migrated the website from Meteor.js servers to Digital Ocean where I will be paying five bucks per month but will have a much stable and reliable production server. Migrating took me the whole last night as there were many things that I was doing for the first time but it was also productive from Objective 2 viewpoint. Learned a lot how to deploy meteor apps to servers and handle that process.

Spent the today's morning and night on creating visuals for the Ads that I will place on Facebook these days. Got a suggestion from a colleague at the firm, who works in the traffic team to create four different creative "dark posts" and then distribute them equally to the targeted audience. In this way, I will get the metrics on which post performs the best and on what kind of

visuals and content the audience responds best, so I will know the best "art and content" direction for further posts and ads.

As this all marketing and traffic stuff is quite new to me, I have to explore, research and learn all of these things. And fuck, it is time-consuming. Not that I don't like it but every once and awhile I run into something specific that requires something else, that requires something else. For example, after creating the ad, you can get a Facebook conversion pixel for tracking the conversion you make, like when a user sends an inquiry or books a sailing trip. That's a conversion for me. Now you have to implement the conversion pixel on the website, and I'm trying to do that via the Google Tag Manager. But I have a specific thank you page which is a pop-up or an event that happens on the site. So I have to figure out how to attach the conversion pixel to fire off on that event. This is what I meant. A lot of stuff that I have to do for the first time. And it's okay but time-consuming, and I'm going very, very broad in all this stuff. That's why bootstrapping startups require teams of 2 or 3 people. Ideally hacker (programmer), designer and hustler. The project that I'm doing is very specific, so I'll stay solo on this one, but all this stuff awaits us on Objective 1 as well and in a much larger, larger scale.

That's why I'm going to a meeting with Danijel tomorrow night. Remember Danijel, the guy with whom I had coffee in Varaždin and was all hyped and ready for action. Yeah, he is coming to Zagreb, and we will talk about some concrete stuff that we have to take on in the following weeks and months regarding the Objective 1. Fuck it's already 11:26 PM. I'll never reach those magical 7 hours of sleep that I thought I'd have.

## Day 35 – 30<sup>th</sup> of July 2015 - Thursday

It's 10:52 PM. The morning and job time (since 9:00 AM to 5:30 PM) went as usual with the exemption that today morning was quite rainy. But that didn't stop the mean machine. That's me. HE-HE.

Did the run and got back for the regular "before work" stuff. Well, not so regular. Yesterday when I finished the report I went to the website of SailsAdria just to check one thing. Quite an important thing which I should have inspected immediately after deploying it to the live production server. I went to check if my form for submitting inquiries and bookings is working and collecting the data that is supposed to be submitted by the user via the web form on the site. And of course, after I went to check this functionality I noticed that the data is not written in the database. I was like WHAT THE FUCK. I tried several times again and just confirmed the situation. The form submitted data just doesn't get to the mongo<sup>12</sup> collection (database). Now that is strange. Everything works fine on the local computer server and meteor deployment servers. So what is the problem here? I still don't know.

As I'm writing this, I'm waiting for some help and hopefully an answer on StackOverflow where I explained the problem. I was messing with the server and database the whole morning and the last few hours but just can't seem to find the solution. We will see in the morning probably. So that's what's been happening on the technical side. But let's get down to business. Let's get to the juicy stuff.

Was on the meeting with Danijel, whom from now on I'll just call Dac as that's his nickname. The meeting lasted for 3 hours since 7:00 PM till 10:00

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<sup>12</sup> **MongoDB** (from humongous) is a Free and open-source cross-platform document-oriented database. Classified as a NoSQL database.

PM and I can say that I'm quite satisfied, happy and hyped at the same time. Dac is in the game for sure. We talked about the whole project and which parts we need to tackle and divide among us. He will take over the business side of the whole Objective 1. We will collaborate on all the stuff regarding the business, but I will try to focus more on the development and coding part to get a full working MVP by the end of September. Until then, Dac will take on the whole business plan followed with some serious marketing preparations. I'll do an extensive report on the progress and strategies regarding the Objective 1 on Sunday within the weekly report. That's it for today and I will be moving to a horizontal position in a few minutes. Again 11:29 PM.

## **Day 37 – 1<sup>st</sup> of August 2015 - Saturday**

It's 3:07 PM. Aaaaand I just woke up half an hour before. To explain why I woke up this late, we have to rewind back to yesterday. Specifically, around 5:00 PM when the job shift was finishing. As I told you, Maja, our PM Team Leader is leaving for Google and yesterday, Friday, was her last day. So we decided to throw a little farewell party. Now I won't go into much detail how that went but let's say that at one point around midnight, the cops showed up. One of my colleagues and me went out to see what they have to say. They asked what is happening and who is the organizer and all this standard stuff. My colleague stated that one of our team leaders that has been with the firm for five years is having a farewell party and that she is going to work in Google. In other words, he told the truth. On that, the officer said: "Shit, I'm already six years on my job, and if I left, nobody would throw a party for me.". Following him, I said: "Well, if you were going to Google, maybe they would." On that being said, they immediately took our ID's and written down for a check-up. Fuck, you stupid Klanc. Don't need to explain what happened next. "Turn down the music and go home!

So I came home at 1:00 AM. Mildly intoxicated. Nah...shitfaced. Went to sleep and here I am, 14 hours later. But finally, I feel like I got enough sleep and regenerated myself a bit. Will hit the gym around 6:00 PM and in the meantime, I'm attacking Objective 1 again. That's all for today. Hasta la vista!

## **Day 38 – 2<sup>nd</sup> of August 2015 – Sunday**

It's 10:17 PM. Weekly report from Operation Combo Breaker. Ladies and gents, I think we are doing well! Slow but steady progress. A lot of work, mostly tinkering the code and working again. I think operation Combo Breaker advanced on the fronts this weekend. We will see when I put it all "black and white" down on paper and analyze. Let's start with the standard form:

### **Objective 3: Lifestyle**

#### *Short Description:*

Changing the current biorhythm, start exercising and eat healthier food with a good organization of time.

#### *Goal:*

Get fit and improve sleep and nutrition habits and evaluate on 15<sup>th</sup> of August.

#### *Plan of action:*

Wake up every day at 6:00 AM. Do a running session of 20-30 minutes. Eat healthy breakfast. Get ready for work. Lunch. Do a gym session after work. Eat a healthy dinner. Sleep at 23:00 PM.

#### *Summary:*

Well, Objective 3 wasn't so bright this week. The numbers are as following:

- Running session: 3/5
- Gym session: 3/6

Skipped running on Monday and Friday while gym also on Thursday. Well, a lot of events this week that lead to "disregarding" Objective 3 for the moment. There was the meeting for MO2 on Monday and meeting for

Objective 1 on Thursday. Friday was the unexpected yet welcoming event. I need a bit of “venting” from this standard routine. Maybe that’s why I was quite productive this weekend.

Nevertheless, the eating habits are still the same. Lots of fruit, vegetables, eggs and chicken. I do eat everything else, but this is most of my diet. Everything is pretty good regarding the Objective 3 except one thing. Sleep. Not good. I still don't have a good biorhythm of a 7-hour sleep cycle. And I think I won't. Too much stuff to work on and recently, almost every night I have dreams and thoughts about various technical implementations, code problems that I encounter and business aspects of all projects. And I wake up in the middle of the night. I always feel like extra hot although the temperature is quite normal these days. And then my brain pumps up even more and starts thinking about all the stuff that I mentioned above. This results in me not being able to sleep for the next hour and a half at least. And when I finally fall asleep, 6:00 AM hits the clock and it's wake up time. So yeah, no wonder why yesterday after I got drunk and forgot everything I slept for 14 hours straight like a baby. Fuck it, guess that alcohol, after all, is the solution in some situations. Nice Klanc, making a good path towards AA lol.

### *Conclusion*

Step the game up for the upcoming two weeks before evaluation and try to get full sets of exercise sessions. Get to sleep before 11:00 PM and complete a full sleep cycle of 7 hours.

## **Objective 2: Education**

### *Short Description:*

Meteor.js is a complete open source platform for building web and mobile apps in pure JavaScript.

*Goal:*

Learn Meteor.js development framework on an intermediary to a high level by the end of 2015.

*Plan of action:*

Devote at least 2 hours for coding on weekdays and 8 hours on weekends as a part of learning the framework and developing the MVP. Stay up to date with the development community.

*Summary:*

Objective 2: Education is the most consistent objective in the whole Operation. There were trade-offs between Objective 1 and Micro Objective 2 in regards to the product and project but the underlying technology which is Meteor.js stayed the same, so I'm continuously working on my coding and problems solving skills. And I must say that I feel like I am getting better at software engineering overall. Whenever I solve a new problem or implement a functionality or a feature, I get super pumped. Like, "Fuck yeah, this shit works, I'm the freaking boss, uber-mega programmer." It's an incredible feeling when after a few hours of working on a feature or a bug that you are trying to fix and after reading through dozen articles and forums you finally get it to work as it is intended! That kind of stuff keeps me pushing on and on. This week I managed to migrate SailsAdria to a hosted server on DigitalOcean. I played with a Node.js package Meteor Up (mupx) which is a tool for deploying meteor apps, so I had some time configuring all these things. Great experience and skills which I will surely need later on Objective 1 and probably other software projects that might arise.

*Conclusion:*

Keep up the pace. Start reading Official Meteor Documentation more thoroughly and learn by doing. Keep an eye for the Meteor Zagreb Meetup which might be somewhere soon.

## **Objective 1: Startup project**

### *Short Description:*

A tourism job search platform mainly focused on the seasonal and regional market for waiters, cooks, animators, housekeepers and other “time restrained” physical jobs.

### *Goal:*

Create a Minimum Valuable Product of the web app and a business plan by the end of September 2015.

### *Plan of action:*

Define the project timeline with my co-founder and the roles as well as the part each will take on. Take at least 3 hours to work on it on weekdays and at least 8 hours on weekends. Combine the development with the education of Meteor.js framework. Keep track for startup competitions and meetups as well opportunities for promoting the product.

### *Summary:*

Okay, here we are again. The real deal. The real muthafuckin G. I must say that I was already quite anxious for not doing anything regarding the Objective 1. Two weeks have passed since the last commit and update, and I just had to get back to this front again. Otherwise, the enemy would push down, and I would probably forget some stuff like where I implemented that feature and written a function or a method or similar. I'm not doing a great job with the code documentation, and I was already lost yesterday when I

was looking at some parts of the code. As the codebase keeps growing, I think I will have to incorporate the habit of commenting my code. Anyway, you might notice that I changed the Short Description again. I added that the job platform is MAINLY aimed at the seasonal job market of waiters, cooks, animators and housekeepers but ALSO on other "time-restrained" physical jobs. This came after the meeting with Dac on Thursday. We decided that there is no point in restrictions. We only have to focus on something that will be the driver in the beginning. And that's the Croatian Summer Season on the seaside. But we are not crossing out the whole continental part of Croatia where there is also a great search for a workforce in agriculture. For example, grapefruit picking in big vineyards and similar jobs where machinery isn't of much help. That being said, let's move on the technical part and see what have I done this weekend.

#### Added features and functionalities:

- All users that land on the homepage can now see all job listings (will be only a view for guests as employers/employees will have the job listings inside their dashboards and layouts)
- Job listings are updated with fields:
  - employer: a user who created the job (linkable to the employer)
  - applicants: all employees that applied for the job
- Job listings have a button for "apply" and "cancel apply" to a certain job (employee)
- Every Job listing is linked to a detailed view which will have more information about a specific job
- Every Applicant is linked to the particular profile of the employee who applied for the job (public view - will be customizable on the user employee profile in later iterations)
- Cross-Linking tested (fetching specific user data based on ID)
- Job posting and applying tested

The commit can be seen and evaluated here:

<https://github.com/lklancir/meteor/commit/567ef28bbdd14bbd82e94667392348e27c1e36a6>

With these functionalities and features, I think that the core of the app is actually working as it should. There is much more to be developed and tested, but this is something that the job search platform is grounded on. Becoming an employer or employee. Posting a job and applying for one. Checking the jobs and employees with a detailed view. Have a list of all the jobs and all the employees. The last list I need to implement in the employer view, but that should be easy now.

This evening I came to a big realization. From now on I need to start integrating the backend with the frontend. I did test all the functionalities, and while there still is a lot more logic to be implemented, I need the frontend to adapt it towards the backend and sync everything steadily. Like getting a job listing with all the details and criteria on which it would be searched and ranked. Setting up profiles with all the relevant data (skills, experience, pictures). This would all make more sense if I did it step by step while connecting each part of the frontend page and set up the layout of all elements and buttons and fields and so on.

So yeah, I need to start working on the frontend part. Full stack baby. Now, you might ask: "But where is Filip, wasn't he supposed to be the Frontend part." Yes, he was. But there was something that came up in his plans so to say. He is going to enroll his master studies in Austria next academic year. In other words, starting this September. Two weeks ago he got the application letter, and now he must fix all the administrative paperwork stuff. He also needs to submit his bachelor thesis as soon as possible so he might defend it and get a bachelor degree from our UNI here in Croatia. There is quite some stuff on the stake, and he said that he must attend to that before he can start

working on Objective 1. And that's okay with me. Anyway, when he settles in Austria, we will have a good path for expanding the job platform on the Austrian seasonal market. Schladming, here we come! (that's an Austrian ski resort). They have a very good winter hospitality season.

Yeah, looks like it's all on me for now. At least the MVP version. If this goes up as planned, I'll need to find someone ready to tackle Meteor.js. For now, I'll slice the Front side. Slice and dice baby. (That's a term when you are coding the frontend HTML & CSS side. The SLICE I mean. I just threw the dice in.)

### *Conclusion*

Start commenting the code and attack the frontend side of the application. Try to slice one page per day.

Well, I think that would be all for today and this week folks. It's 11:57 PM. Yeah, seven hours my ass.

## **Day 41 – 5<sup>th</sup> of August 2015 – Wednesday**

It's 8:41 PM. Klanc reporting in! It's been two days. Although from a reader's perspective this is kind of continuous. What has been happening with Operation Combo Breaker? Pretty much a lot of stuff so I will start from recapping Monday.

A meager 3 hours of sleep wasn't much. I know, again my sleep problems... Fuck I just don't know why I have these insomnia moments. Especially on Sunday to Monday nights. Probably because of a full day working on Objective 1 and then writing it all down, so my brain keeps working for hours later. I did wake up and did everything according to the schedule. Around 7:30 AM I had to go into the city to get a contract with the Student Job Office in Zagreb. I had enough of my old one in Varaždin (you remember all the "unpleasantries" of which I have written before), so I decided to register with this one. Of course, there was some paperwork stuff, bank account documents and so on, but I managed to wrap it up just before 9:00 AM and get a fresh job contract which I later gave to my secretary in the firm.

That was one less worry off my mind. Thinking about all this now, I still haven't checked if the first rate of the scholarship settled on my bank account. According to the contract, it should be at the beginning of the month. Let me do that right now... Nope. Nada. Niente. Okay, we cleared that mystery for now. Monday on the workplace was hectic. The first week without the Team Leader. A lot of emails, meetings, project estimates and so on. It's going to be tough. Came home just around 6:00 PM and went straight to the gym. The standard one-hour session followed by a shower, dinner and so on.

Started working a little bit on Objective 1 - The frontend part but didn't manage to get much far. I must admit that I was fairly tired and went to sleep

at 10:00 PM already. Waking up on Tuesday morning was even harder. I decided to sleep over Objective 3. Why? Lack of willpower? Laziness? Probably both with a combination of exhaustion. But hey, I'm back on tracks now.

Again, a lot of pressure at the job but won't go into details here. I'm working on interesting stuff, big projects, big clients. A lot of skills and knowledge that I feel I'm acquiring on a daily basis. Working as a Project Manager in a Digital Agency gives you insight into practically every aspect of a Digital Business Strategy. But this isn't the focus of the Operation Combo Breaker so I won't write too much about it. After work, as I was leaving, I bumped in a few account managers that were going for a beer, so I joined the squad. Had a couple of beers and headed home. On my way, I suddenly felt an unstoppable urge to take a piss. Fuck. My bladder was probably the size of basketball after those few (3 or 4) beers, and I had to react fast. There was a McDonald's on the way, so I thought: "Okay. I'll run in, order two cheeseburgers, go to the toilet and pick them up". Awesome tactical operation Klanc... until I checked my wallet, which was empty of course. Not even a dime. Again a nice booby trap from the enemy. Okay, fortunately, there is an ATM just 30 meters down from McDonald's so I'll have to go there first. Until the moment ATM was spitting my cash out, I was already dancing. You know when you are in such an urge that you can't stop moving or else it's game over. People were already looking weirdly on me. So I grabbed the money and ran to McDonald's. As I was approaching the counter, I yelled "2 CHEESEBURGERS" and went straight to the toilet downstairs. I pissed so hard that my bladder hurt for like ten more minutes later. But it was a relief. Whoa! So I went up, paid for the cheeseburgers, sat down and ate them. Haven't been in McDonald's for quite a while and actually enjoyed this treat. When I was finished, I ordered two more burgers and small French fries. Told to myself. "To hell with Objective 3 today." and went on a nearly masochistic rampage against the meal I just ordered again. When I came to the

apartment around 8:00 PM, as I already decided that Objective 3 battle was lost today, I skipped the gym part also and went straight to the Objective 1. I was looking for some good bootstrap templates and components how I might set up the whole design and layout. It was mostly research and UX brainstorming. Went to sleep around 10:00 PM again as tomorrow (or today) was a new day. By the way, McDonalds accepts credit cards... Idiot.

So here we are. Wednesday. New day. And a public holiday! Did I forget to mention? Yeah, I forgot that today is a public holiday. Found out just yesterday evening while I was going for a beer with the crew. This came in perfectly. Because I was feeling bad about yesterday Objective 3, I gave a bit more effort in the morning running session so I went for 12 laps plus the sprint. Afterward had an extensive stretching and workout session with pull-ups, push-ups and so on. A good 1 hour of continuous exercise. I was sweating like a dog. Since I had a free day ahead, I decided to take a shower and get some more sleep. Morning is the best for sleeping, especially after such a workout. So from 7:30 till 10:30 I had my nap. When I woke up (again) I was ready for battle. Objective 1 was the target. And so I spent the whole day slicing and setting up the frontend part. It's productive but quite slow. There are two main reasons:

- First one is that I have to think really good and a few steps ahead of how to set up all the components, grids, buttons, CTA-s, layouts and pretty much everything to have the best user experience. Although this is the MVP version, I want to have it best possible as it can be from the beginning. So as I'm rearranging the elements back and forth, I'm watching in parallel many other job platforms and looking for best practices
- The second one is actual that all this is pretty new to me. I have done some basic frontend but now I'm doing it all, so there is a learning curve also present in the whole project

This is all that there is for today. As I said, the free day came in handy as I needed a longer batch of hours so I can get myself into this whole frontend thing. I'm looking forward towards the weekend where I expect something functional and UX plausible for the third weekly prototype. We will see what it end ups! As for tomorrow and Friday, I have to re-focus on Micro Objective 2 – Bitcoin Business Development. I have a meeting at Friday 7:30 PM for the final check and deal about the bitcoin payment implementation so that I will do some extra research and project documentation tomorrow. I will write a report probably before sleep. That would be all for this report. K, thx, bye!

## **Day 45 – 9<sup>th</sup> of August 2015 – Sunday**

It's 10:48 PM. Checking in for the weekly report. I know, I disregarded the battle plan reports this week as the last, and only one was on Wednesday. And now I see how the days move faster and faster when you start recapping them after a longer period. You also might notice that I started writing the weekly report, which usually takes more than 2 hours, just before "planned" bedtime. This is because I had a nap this afternoon and I already knew that I won't be able to fall asleep until somewhere late in the night. So, before I got on the report, I cleaned the dishes, took a shower and made myself an awesome salad consisting of tomatoes, cucumbers, peppers and cottage cheese. Everything homegrown directly from the Granny fields. Mixed with a little balsamico and voila, a light and tasteful dinner. I'm now ready to analyze and see what is the status of Operation Combo Breaker. Let's start with the usual order but this time, I think there is no need to recap the battle matrix so I will just continue with the summaries and move to conclusions.

### **Objective 3: Lifestyle**

#### *Summary*

Firstly, let's see the week in numbers:

- Running session: 4/5
- Gym session: 4/6

I fully skipped running and gym sessions on Tuesday because of the incident. You know. THE INCIDENT. Also skipped gym session on Friday because of the meeting I had for Micro-Objective 1. Anyway, it was a solid week overall regarding the Objective 3. Not much to say here but I'm keeping order, especially with the nutrition habits. Trying to eat as many vegetables and fruits as possible.

#### *Conclusion*

Step the game up for the next week. Try one more circle on the tracks and longer repetitions in the Gym. Eat one or two bananas just after the workout. Until now I have waited a bit after a workout but have found out that it is necessary to get some proteins just immediately after.

## **Objective 2: Education**

### *Summary*

This was kind of an interesting week for Objective 2. Although I haven't improved my skills and knowledge regarding Meteor.js framework that much, I have improved and "refreshed" some skills regarding the bootstrap framework and CSS. Bootstrap is a CSS framework used in frontend development for describing the look and formatting of a document written in markup language. It has already pre-built design blocks which you can use and adapt to your needs. I believe this is the best solution for the MVP version. A lot of stuff is happening here, and I'm spending a great deal of time researching that and setting things up to look somewhat pretty while maintaining a fair user experience. Anyway, Objective 2 has become what I have expected. A full-stack education for web development where the major component is Meteor.js combined with other development aspects like those before-mentioned that I need to "conquer."

### *Conclusion*

Follow Objective 1 and attend to Objective 2 accordingly. Learn by doing.  
(*Epic conclusion Klanc.*)

## **Objective 1: Startup Project**

### *Summary:*

And here we are. This has been an interesting week for Objective 1. The whole job platform has gotten a new look and design that isn't quite yet done, and probably won't be for the next two months, but at least I have started to address this issue. And as much as I'm combining the backend stuff with the frontend, more and more cases, scenarios and problems pop up. Especially in the frontend part where I need to adjust all the menus, layouts buttons and so on to have a decent look of the site. I told you about that in the Objective 2 summary but yeah, it's taking a lot of time figuring that out, and I must say that I haven't advanced as much as I have expected in Objective 1. That being told let me push all the code on Github and deploy the version 3 of the MVP to see how are we doing actually...

Added features and functionalities:

- Set up the bootstrap template named “Creative agency” from which I have taken design elements and structures
- Homepage has a layout structure that will probably stay like that with minor additions to the content
- The header CTA button will lead to registration
- “Job Categories” placeholders are set up, and they will lead to the chosen category with filtered jobs in that category
  - For now, we do not have the filtering functionality implemented
- Job listings page has all the jobs listed while clicking on the specific one leads to a detailed preview of the chosen job
  - An employee can apply for a specific job
  - A guest user will be prompted to register before he can use this feature
- Employer section was updated in the following:
  - Layouts
  - Add a Job Page – most of the necessary information added via inputs but still some are missing (have to check other job sites).

- o My Jobs Page – User can shift between active, inactive and expired jobs. User can activate and deactivate a job

That would be all of the features and functionalities that were implemented. Since I was spending a lot of time on CSS and Bootstrap and setting things up to look decently, I haven't managed to implement much backend logic although as I see, there will be plenty of that. As I was writing this list down I also thought what has to be done next so, I'm thinking of implementing some sort of a SCRUM <sup>13</sup> framework into Objective 1. Just to add things that I would need in the following steps of the MVP and focus my development efforts on them. I think I would be wandering less around like that... Or is it overkill for a one person job? It makes sense when more people are developing but for one person, specifically me? Have to see the ratio of time it would take to create the SCRUM plan in comparison with actually spending the time on development. I think that with my tight schedule I should better use every second on coding. This is the inner project manager speaking.

Here is the Github commit:

<https://github.com/lklancir/meteor/commit/07d3f803180216e35b184ced6de924d1fef3ac37>

I just looked in retrospective through versions 1, 2 and the last one (number 3) looks like something decent now in regards to those two. But I just figured out that when deploying the app on the meteor server the local database isn't transferred, and new Mongo instance is created. This being the case, it's impossible to see all the features like jobs and employers because there are none populated, and there are no accounts created yet. And you can't also create the account since the confirmation mail is still going through the

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<sup>13</sup> **Scrum** is an iterative and incremental [agile software development](#) framework for managing product development. - Wikipedia

"dummy" mail-trap server, so I have to do that manually. Will try to setup this feature for the Version 4 so we can have a real demo in this preview mode.

*Conclusion:*

Slow progress, after all, I must say. When I can't get something fixed or designed the way I imagined since there is a lot of CSS code tweaking, then I tend to lose my focus and perform a task much longer than needed. As I want this to be a top notch MVP and product, I must give focus to every detail and user case scenario.

### **Micro Objective 1: Bitcoin Business Development**

*Summary:*

I don't have a concrete and established goal for this micro objective. Throughout all what has been happening we can narrow it down to the implementation of bitcoin payment processing in the cake and coffee shop.

The meeting on Friday was a great success. In every possible way. After going through all the steps necessary for the implementation and how we will do that, the owner seemed very enthusiastic about it. I still need to figure out one detail regarding the actual settlement and fees when you transfer the money directly from BitPay to your bank account. This is one thing that we need to be clear about before moving in with the deal.

Furthermore when we cleared the main "micro-objective" we continued the conversation about many topics. The owner has the plan to push a whole marketing strategy for his shop around the middle of September, so he asked me for my opinions on all that. We discussed the current website and a digital strategy I would suggest regarding that. He asked me if I was interested in a job of recreating the current website for them. With the whole

Operation Combo Breaker on my back, I had to decline although this is a project where we are talking about 2000 euros as I was estimating it with him. Even though it looks appealing, I don't think I'm up to the challenge yet, definitely not in solo freelance mode. I told him that I would give him a few suggestions and contacts where he may inquire furthermore.

He is also looking for a postgraduate marketing student that would lead and negotiate with the marketing agency all the necessary things. This is something where I also have a few persons in mind, and I can help with. For all this, I'm not looking for any compensation, and this turns out to be a good strategy. I'm now a VIP guest in this shop which is, as I mentioned earlier, a famous cafe in the center of Zagreb. The owner treated me with special coffee and fruit cakes, and that's something that I get pro bono whenever I come now. And those things are delicious and top class. He is also a sommelier, so he shared some knowledge and experience about wines with me, and that is a subject I find very, very interesting and would like to know more about. So next time when I order a fruit cake, a good wine to supplement my taste is **Gewürztraminer**.

*Conclusion:*

From a little Micro-Objective, a great cooperation and connection has developed, so I intend on maintaining and developing it even further.

**Micro Objective 2 - Marketing Strategy for Sailing trips**

*Conclusion:*

Haven't done much on this front, so I'm skipping directly to the conclusion. The website is up although the SEO part is really bad as I can see in Google search for SailsAdria. I don't think I will allocate much more time on this objective as it is a project that I have to start working on for the next season since its already too late for this one. As long as we have the site up and

have a referring point to send all inquires if there will be some in the meantime.

I think that would be all for today. It's 2:05 AM in the morning. Haven't been writing all the time as I have been watching some videos on YouTube, so it has taken a while to finish this report. Must give a heads up that I'm going on a vacation on Friday for ten days so will have to see how I will organize the following weekly report and the whole Operation Combo Breaker. But I will attend to that during the following days. With that being said, one last thing remains...good night!

## **Day 47 – 11<sup>th</sup> of August 2015 – Tuesday**

It's 10:06 PM. I just noticed that we passed half of the Operation Combo Breaker. Well, not really since Objective 2 has an "ending" on December 31<sup>st</sup>, 2015. But the whole idea of this was to make a change during the summer. Roughly 90 days to round up. So, yeah, I'm half way through. And I must say I'm quite satisfied although I know I can do more and better. Until now I'm feeling a bit worn out, yes, but there is something near what I'm hoping will recharge me.

I'm taking ten days off from the upcoming Friday until next Sunday. This means that I'm taking a vacation from my job, but Operation Combo Breaker still goes on just not in the intensity like until now. I'll try to get some rest and recharge the batteries but will attend on "free" time to Objective 1 for sure. Anyway, until then I'm still in full combat mode. Yesterday and today were pretty usual and according to the plan. Have done some work on the employer section, and now I went on to tackle the employee section. I want to set up user profiles this week so we can have nice and slick profile views. That would round up everything regarding Objective 1. Micro-Objective 1 is still in process, and I feel like I need to push this also a bit more. I got all the info that I need so tomorrow morning I will be sending emails and researching some stuff regarding bitcoin processing and the tax obligations. Reading a lot of news recently in the bitcoin space and some fascinating startups and technologies have emerged. We definitely need to keep an eye on this industry. Mark my words!

## Day 51 – 15<sup>th</sup> of August 2015 – Saturday

It's 8:53 AM. I'm sitting on a terrace outside a summer house on the island of Vir. The day arrived, and exactly 51 days before I was sitting in that cafe in Zagreb and writing the first lines of this whole thing. Operation Combo Breaker was also born that day. Objective 3, among other primary objectives, was also a part of this new **Operation** that I have boldly decided to step into. But there was something special about Objective 3. It had the earliest deadline of the whole three. And when I was planning it, I planned it carefully to match this date. Why? Because I can say that after a rigorous 50 days of waking up at 6:00 AM and going to sleep after 23:00 (most of the time) with running sessions, gym session and eating healthy food I feel like I deserved this vacation. Yes, there were the other primary and micro objectives that fulfilled the whole day for me but just because of this particular date for Objective 3, I feel much more accomplished and satisfied. I even have a nice fit body figure which is a plus on the beach. Fuck yeah. It's like finally picking up the fruits of your work.

Amazing how a simple timestamp on paper can have so much impact on the whole outcome. That is why you have to make measurable and time restrained goals. This isn't the end of Objective 3. Hell no! It was the first milestone, and now I will revise it and set up another date to strive to. With that being said, let's go to the terrace. Man, the smell of the air, Mediterranean trees and sea is something incredible. It feels great! I'm here at a friends house and later today we are going to my grandparent's summer house on the island of Pag. There we will stay for seven days. I haven't been there for like six years I think. Can't wait to get there, to visit the beach, the beach bars in the center of town, the fish food. Woah. I'll be going now. All my friends are still sleeping, and I woke up at 7:00 and now is 8:30 AM as I got used to getting up early. Will have to "adapt" these days.

## **Day 72 – 7<sup>th</sup> of September 2015 - Monday**

It's 9:01 PM. Long time no see my friends. I've been counting through the calendar and **22** days have passed. And I must say, they passed really fucking quickly. Time is running fast. Where I have been, what has been happening, how is Operation Combo Breaker going are all questions I will try to answer and reveal now. But first things first, why haven't I written a word for 22 days?

Well, let's start from where I left off, 22 days before. I left off on that neat little terrace where I was writing the daily report. After that, as my vacation actually started I decided I will put Operation Combo Breaker and the whole reporting thing aside. I was on vacation, and as much as I thought almost every day about Operation Combo Breaker, I said to myself that I would do only that, think! Nothing else. And frankly, I didn't want to spend time on evenings or mornings on writing as there was always something going on.

Either way, it was a great vacation. One of the best in all my years on the seaside. Actually... it was the first REAL vacation. Ten years before I always came to the seaside with the intention to work, and although you technically are on the seaside, you are working and having obligations. That was one of the main reasons I wanted a vacation this year with no obligations, no worries, and no stress. And I managed, partially. There were some escalations on the workplace where I needed to intervene, mostly every day in the morning but I could handle that. Otherwise, it was my friends, swimming, going out and eating some good food. And having a traditional card game Belot with the crew and the granny. I will never forget when we were playing one game, and I played it out wrong, and she said literally to me: "You must be retarded"! Ahhh Granny!

The days passed quickly, and seven days later, Sunday came. Time to get back home. On my way home I jumped a bit more south and visited Dad for a few hours. Mostly for some business discussions. After that, we headed for Zagreb and then Varaždin. I went to Varaždin because that night it was hosting the concert of a great band that I love to listen, Parov Stelar. That was incredible, and I don't regret driving 600 kilometers that day just to have a dance and listen to Parov. After the concert, I headed back to Zagreb as I had to work the next morning. Yeah, I came to the apartment around 3:00 AM, immediately fell asleep like a fucking bear and woke up at 7:30 AM to stabilize and get ready for work. Imagine how I looked like during the day. Like I truck drove me over and after that threw me in a ring where Randy Orton made a few RKOs<sup>14</sup> on me. And there was a hell of a lot of work to do. On top of everything, my colleague Mladen also went on vacation, so I had to take over a couple of his projects and update myself with the current timeline.

And there you have it, folks. This is one of the reasons why I didn't get back to Operation Combo Breaker and reported that week. Because I was throwing a double shift at work and still recovering from the lack of sleep from Sunday. I was completely smashed from exhaustion that week. An excellent way to come back from vacation. A friend of mine said that vacation should be your vent off. That's nice... but then a fucking fire hose is waiting for you to turn off the fire that is burning because the vent was leaking highly flammable gas while you are away. Yeah, something like that happened to me. Anyway, I won't go into too many details from work for now, but it was hectic and tough. But that's fine. Good skills and understandings of the job are emerging from that kind of situations. Always look at the bright side.

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<sup>14</sup> Initials of WWE wrestler Randy Orton (Keith is his second name). It is also his signature move.

After work I was also preparing an exam that I had exactly a week ago at 31st of October. That was also a pain in the ass, but I managed to work it out. Computer-mediated communication was the name of the subject. Damn, that's what I have been doing for the last three years. But still, you need to know the proper definitions and write 30 pages of seminars to be able to attend the exam. Fuck me; I can't wait to get over with college stuff finally. Anyway, I'll continue from here on tomorrow as we need to catch up and I don't feel any more like writing today.

## **Day 188 – 2<sup>nd</sup> of January 2016 – Saturday**

It's 12:32 PM. Well, look... who... finally... appeared. To the consistent reader of this book, it's just a new page, but if you look closely, 116 days have passed since my last words in September. As I said in the beginning, you will know the outcome of this whole project/experiment/startup when I will be writing the last lines of the book. Well, that moment just isn't today!

I have finally decided that it is time to get back, pivot my startup(life) again and of course, make a summary what has happened with the objectives in operation combo breaker. I will also try to catch up with what have I been doing, what have I learned and what did I achieve. There are so many things I would like to share here but don't know where even to start. Maybe it would be best if I explained why I stopped writing.

It's easy...because I was fuckin lazy! After a rigorous tempo and the battle plan during the summer, I enjoyed the vacation that came afterward. But the problem is that during those ten days I lost the grip on the whole idea of writing and reporting real time feedback from my daily endeavors. Writing a daily report each few days and then wrapping with a weekly one kept me going and having the feel of either progress or stagnation. In both cases, I knew that I was either doing something right or something wrong, so I managed to maximize productivity. Unfortunately, those ten days were enough to break my routines. The power of habit eh. Now I can see that 50 days are not nearly enough to develop a habit for something. At least for writing. And that's somewhat true. I have read a few articles online where authors forced themselves to write each day at least a paragraph of text otherwise you are out of the game soon. But in my case, it's a bigger problem. My writing was also a motivation for doing the objectives of Operation Combo-Breaker. Once I have stopped writing, I stopped working on the objectives with that also. Okay, I haven't completely stopped working

on objectives 1 and 2 and overall on things that I'm occupied with, but I must admit I haven't been effective as during the summer. There are several reasons to that. More workload on the job and university semester. Yeah, a lot of time spent on those two fronts. With that in mind I started to lose the grip where I am, what do I want to do and where I'm going. And now it's time to change that again. New Years Resolution? Maybe. Remember that moment I was speaking at the beginning. Well, I decided that the moment is again in motion. First of all, I will recap operation combo breaker and see where exactly am I standing in regards to that. So let's assess the situation first!

### **Objective 1: Startup project**

#### *Short Description:*

A tourism job search platform aimed at the regional hospitality market for waiters and cooks.

#### *Goal:*

Create a Minimum Valuable Product of the web app and a business plan by the end of September 2015.

#### *Plan of action:*

Define the project timeline with my co-founder and the roles as well as the part each will take on. Take at least 3 hours to work on it on weekdays and at least 8 hours on weekends. Combine the development with the education of Meteor.js framework. Keep track for startup competitions and meetups as well opportunities for promoting the product.

### **RESULT**

The goal was not reached. And I won't be laying out any fucking excuses for that. The goal wasn't reached because I didn't work on it. However, the project is still alive. Most of the functionalities are as in my last weekly report. In the meantime, Filip kicked in; we bought a great frontend template for the whole UX thing. This is a decision that came about two months ago as we decided that we can't cover all the all the aspects of the MVP and design/UX being one of those. The project is now in final phases where we should rewrite the whole platform and integrate it with that template. Needless to say, I should be working on that but haven't done much for the last two months. Viva la procrastination!

## **Objective 2: Education**

### *Short Description:*

Meteor is a complete open source platform for building web and mobile apps in pure JavaScript.

### *Goal:*

Learn Meteor.js development framework on an intermediary to a high level by the end of 2015.

### *Plan of action:*

Devote at least 2 hours for coding on weekdays and 8 hours on weekends as a part of learning the framework and developing the MVP. Stay up to date with the development community.

## **RESULT**

Goal not reached. I can see now that this goal wasn't quantified well enough and now I have a problem of estimating its achievement. Well if I would have been coding for 2 hours every day and 8 hours on the weekend I think I

would like really fucking grasp the framework. You can never actually learn to code but on the other hand, I believe that I learned a considerable amount through this objective. I use Meteor.js framework for every project that I work with now, whether private or for university purposes. One of that UNI related would be cryptographic algorithms. You can see more on the [Portfolio Page](#). To sum up. I have learned a great deal and I leverage this knowledge for many other side-projects but should have defined an earlier deadline to say it was achieved. So I'd rather say that it is not reached then to have false "satisfaction". Now it's time to use this knowledge for definite plans of action!  
(Napoleon Hill)

### **Objective 3: Lifestyle**

#### *Short Description:*

Changing the current biorhythm, start exercising and eat healthier food with a good organization of time.

#### *Goal:*

Get fit and improve sleep and nutrition habits and evaluate on 15<sup>th</sup> of August.

#### *Plan of action:*

Wake up every day at 6:00 AM. Do a running session of 20-30 minutes. Eat healthy breakfast. Get ready for work. Lunch. Do a gym session after work. Eat a healthy dinner. Sleep at 23:00 PM.

### **RESULT**

Goal achieved. Well, it was the shortest on in terms of time, but I would definitely say that I completed it. It was hard, but I made it through. The only one problem is that I stopped after that. And that is bad. Reaching the first

goal and objective in terms of time constraint was a success for me. And as I told before, the vacation felt like a reward. But it also didn't become a habit. The whole healthy lifestyle. And I can feel the consequences of that. Since I have stopped exercising and eating greener and healthier food, I feel like my energy levels are no near those during the summer. I'm more tired, lazier and fatter. Fucking hell. Even though it's set as the Objective number 3, I think it is the most important objective in every tactical operation like this. The battle matrix just can't work without it.

Okay. That was a great reminder for me. What did I want to achieve and how did I not achieve it. I'm starting to realize that the concept of the battle matrix is something that can have a great foundation. And I think that I made one flaw in it. And that's setting different dates for completing the objectives. I believe that the system where I would have equally set the same dates for each of the three objectives would be much more effective. I'll get back to that a little bit later when I am planning the plan once more.

The next thing I want to talk about is my activities during this time in between writing. I must admit that the amount of work intensified on my job. Starting with the end of September, I got a full blown software project to lead. It's a big international client, and we are rebuilding their whole messaging platform. The app is focused on low bandwidth areas like Asia, Indonesia, and South America. The project in its size is huge with several hundred thousand users on board the app. Our firm is working on a CRM and API system that is the backbone of the whole platform. Three senior developers are working on it. Another development studio is working on the mobile apps, and another on the telecommunications and VoIP. I'm the PM in this whole story and trying to lead and synchronize between all of the teams. Lots of development hours are already logged during the last three months, and that's only from our side. And I'm accountable for all of them. So, yeah, it's a big project but man I learned a lot about telecommunication apps and platforms like Viber and

Whatsapp not to mention product management over all. Just to give you a sense of how much energy I'm spending on work.

With all that in mind, my semester also smashed me. Five subjects from which two I just can not fail because it's my last chance as I have "sacrificed" them last year because I was unable to attend the lecture since I was working in Zagreb. Each Wednesday I woke up at 5:30 AM to ride to Varaždin where I took classes till 3:00 PM. Then mostly I had some more UNI stuff to do like assignments and homework, and I got back to Zagreb in the evening. The rest of the days I was working, and only on Wednesdays and sometimes Thursday morning I had to be on the lectures. I mean, I will still have to go for a few week as the semester officially ends in January, but for now, most of my attendance obligations have met the criteria so I will be focusing on the final projects and exams. But more on that in the days to come.

Basically this fall was mostly dedicated to the regular job and UNI stuff which ate up a fucking lot of my time. I also took a Coursera subject on Cryptography as a part of my assignment project from a mathematics class. Had to dedicate time on weekends for that. Above all of that, I also gave a little bit more attention to the **Micro Objective 1: Bitcoin Business Development**. I decided that it is time to reactivate the Croatian Bitcoin Portal, so I found this remarkable young student who is studying PR. Her name is Marina, and she already has a portfolio of news articles that she has written across some other news portals. I like her style, and she has a sense for this whole startup and entrepreneurship industry. Actually, she was my first hire. First employee. Kinda cool when I think about it like that. She is now running the whole news section and taking care of community management. Anyways, Filip also joined the train and said he would set up a new template for the website so we should be getting a brand new look in 2016! I'm looking forward to it. I have also been keeping a close eye on the

whole industry because I must admit that I see enormous opportunities in the whole blockchain and digital currency space. And I'm surely not the only one as major banks and tech giants are also jumping on the blockchain bandwagon. This will be a part of my new battle plan. Well, there you go, folks. It's not that I haven't been doing anything, on the contrary, I have been doing a lot of stuff that I even won't bother to mention here, but that is also the reason why I decided to get back to the battle plan. I have lost the sense where am I currently with all those projects and activities and where should I focus my energy to have the biggest chance of a successful outcome in all this mess. That would be all for today. Tomorrow I will be planning the plan vol. 2 and set up a new battle strategy for the challenges yet to come!

## Victory over Capitulation

**Day 363 – 22<sup>nd</sup> of June 2016 – Wednesday**

Haha, hola amigos! It's 2:37 PM and a public holiday – Day of Antifascist Struggle. I've taken this day to wrap up this thing I have been writing and will share some of my thoughts and past months along the line. In three days, a full year will pass since I've written the first page of this "book" and I hope you had a great journey throughout reading the rest of the pages and following Operation Combo-Breaker till the very end. Yes, END! There I said it. It seems like I love to start and end things on public holidays. The most of the operational summary was in the beforehand chapter, and the rest of this chapter will be just my general thoughts and conclusions on this whole experiment.

First things first, where the fuck have you been for the past 172 days or since the last page (whatever your perception on this is) when you were saying, and I will quote now my own words: *"I have finally decided that that it is time to get back, reorganize my startup(life) again..."*. Wow, you really stuck to your words there and a tremendous showcase of organization by the way. Is it a bit strange that I'm like, being ironic to my past self and writing about it in the present? Fuck it; this whole book is an inception of its own. Anyways, as you can see, I didn't start reorganizing my life that day, and I just continued with no plan ahead and mostly just going with the flow I was currently in. To put it in a different perspective, **I've become comfortable and satisfied**. Although those words are mostly associated with good things, for an entrepreneur, they are dangerous. They show a lack of ambition, no clear goals and no clear vision of the future I once had. No learning, no sense of improvement, no battle plan. And if I have to be honest, life is pretty good for me this way. In March I got a promotion to a Project Manager at Degordian, taking on myself bigger responsibilities and bigger clients. In the wake of

getting a full-time contract, I transferred from regular studies to irregular on my University and forgot about studying and obligations related to a few more courses I have to finish. So yeah, a good safe job with standard working hours, coming home from the job, going for a drink, watch a movie and the usual... life. Not to put myself in total shades, I have been doing a fair deal of stuff besides the regular job and investing time in learning more about Project and Product management or handling Croatian Bitcoin Portal and investing in digital currency but all that was somehow along the way. I can't measure it; I had no plan to what I want to achieve and no feedback if the results are okay, or I achieved something of value with all that.

On the other hand, one thing that I totally disregarded was exercising and my body overall. I got a few unnecessary kilos on me; I didn't exercise at all, and I'm just sad how much more energy could I have had if I only activated myself a bit. And all this was slowly eating me inside out. So I decided it's time for a change (again). A change in which I will make obligations which I can't skip out. A bit more about that later on. Before that, I would like to go through the whole experiment in a sum-up fashion. The whole idea of this book and writing was exactly what I stated in the beginning: *"What I will be doing is basically just planning, executing, getting the feedback and executing again on my goals and plans in real life while at the same time sharing the results and experiences with you guys and most importantly, myself."* I think this continuous feedback and a sense of obligation to write down what happened and analyze it, helped me going forward. As you remember, the moment when I was clear in my head that I will stop writing during my vacation last summer, I immediately fell out of the whole game. Who knows how would it have played out if I didn't go on that vacation, or if I just continued writing in that period. We will never know.

Nevertheless, when I started writing, I had clear goals and expectations packed inside Operation Combo-Breaker, but most importantly, I had my

feedback in the form of writing this book in a mostly day to day reports and a weekly recap. A sort of a journal but with a more militaristic and strategic style. Anyways, the result is clear to me. While I was active in writing and following Operation Combo-Breaker, I was excelling and heading towards the goals or objective I have set for. That being said, I think any of you can take at least that from this book and apply to your life. **Setup the battle matrix and objectives. Be clear and precise in what you want to achieve and give yourself feedback all the time. Iterate on that and don't stop, just keep going, keep fighting. Don't become comfortable and satisfied, always go the extra mile!**

Since we got to the end, I might just lay it out now. In three days I'm starting my writing again. This time, we are leaner and meaner. This time it's Operation "\_\_\_\_\_". And no, the blank space is not for me... you slacker ;)