

Shorten

Shorten URLs for fun and profit!

Project description

We'll be going into business as a URL shortening company. People will be able to visit our home page, enter a long URL, and we'll respond with a short URL which they can then share with others. Paid customers will be able to do the same, but will be able to provide the short ID for their URLs. So long as the short ID has not yet been used by someone else, we will let them use it. We will provide usage statistics, with more detail and better features for paying customers.

Team

I'm looking for one or two others to join the implementation team.

Implementation

We plan to implement the MVP using an SQL, then migrate to NoSQL.

SQL

Not sure which relational database to use. Suggestions welcome!

No-SQL

Leaning towards using a key-value database once this business becomes so successful that it outgrows SQL databases.

BOLTS

Here are our expectations.

Business

This will be a two tiered business.

At no charge, anyone may use the service to shorten a URL. Click throughs may be limited per day, and or rate-limited.

We will invite people to pay for the service if they wish either

- to define their own short IDs
- to have unlimited click throughs

We plan to quickly implement a "minimum viable product" prototype, and then seek venture capital to go into production.

Operation

The founders will operate the application until it becomes more successful, at which time we will hire a staff, led by a Chief Operating Officer (COO) to ensure value to our customers.

Legal

The business will be a Utah LLC.

Technical

Our priorities will be:

1. Choose and reserve a short domain name
2. Choose an initial SQL database for a prototype
3. Choose both client-side and server-side programming languages
4. Implement the MVP

Social

We will gain customers through advertising, although relying mainly on word of mouth. As we grow, we'll establish a marketing department and use social media to get the word out.