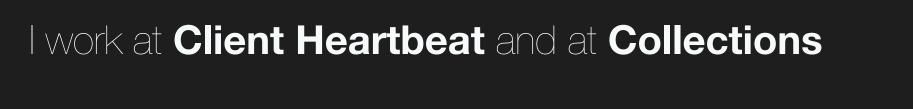
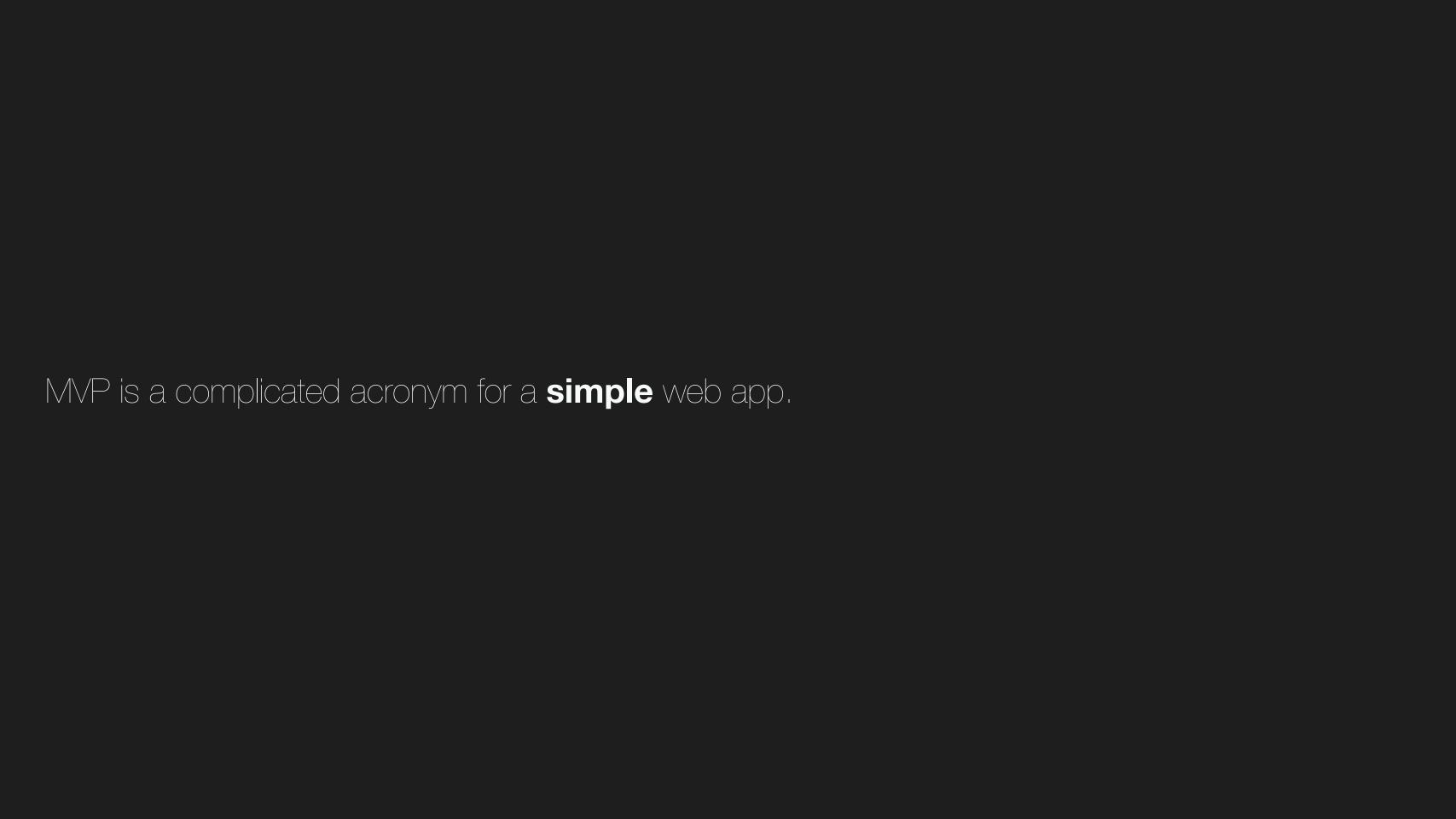
## Building Simple Web Apps

(In Sinatra)

I'm @davidlumley



design, engineer, and deploy web apps



The grim reality is that most start-ups fail. Most new products are not successful.

Eric Ries

I have an idea for the next myspace; it's like airbnb but for shoes. How do I build it?

Wouldn't everyone love it if we combine facebook, tumblr, and reddit?



What matters? Users. Engagement. \$\$\$.

Great acts are made up of **small** deeds.

Lao Tzu

Sinatra. Datamapper. Heroku. Stripe.

Make things easy for yourself, build features one by one.

Life is really simple, but we insist on making it complicated.

— Confucius

Don't stop validating.

Keep building, keep improving, keep saying no.

The best is yet to come.

— Frank Sinatra

Ask me questions @davidlumley

View the code github.com/davidlumley/simple-web-app