# Building **Simple** Web Apps

(In Sinatra)

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I'm **@davidlumley**

I work at **Client Heartbeat** and at **Collections**

I **design**, **engineer**, and **deploy** web apps

MVP is a complicated acronym for a **simple** web app.

*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**?

Validating your idea is **really important**.

**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**