



How to build and launch startup

Gulnar Absalamova, CEO

April 18, 2021 10:00-11:40 AM PST

Agenda

	DURATION
KICK OFF	10.00-10.05
INTRODUCTION	10.05-10.10
PRESENTATION	10.10-11.00
BREAK	11.00-11.05
Q & A Discussion	11.05-11.35
WRAP UP	11.35-11.40



Hosted by:

**Nurlana Mollayeva, Community Manager @
GoUp, Student @ ASOIU**

GoUp Community driven Open source accelerator!

- Building next generation community: egoless, collaborative, competent, decentralized, scalable, fun community culture.
- Structure and index the data flow within community.



Co-hosted by:

**Vurgun Hajiyeve, Founder @
Expertech**



ExperTech is a monthly tech meetup series organized by ATL Group to bring IT minds together.

- The goal of this meetup series is a commitment to the development of the local IT ecosystem for professionals, students, and IT enthusiasts.

We want to know you, if you fit!



slack

<https://goupaz.slack.com>



<https://www.linkedin.com/company/goupaz>



GitHub

<https://github.com/goupaz>



<https://youtube.com/goupaz>

meetup

<https://www.meetup.com/goupaz>

Sponsor



All My Taxes

<https://www.allmytaxes.com>



To reach for community event
sponsorship contact us over Slack:
slack.goupaz.com

Code of Conduct

01

Language
English

02

Collaboration
Learn, benefit,
contribute

03

Equality
Despite roles and
accomplishments

04

Neutrality
No marketing,
selling, competing



Photo Shoot Time

Please turn on your camera :D

whoami

Gulnar Absalamova

gulnar@wteam.chat

[linkedin.com/in/gulnarabsalamova](https://www.linkedin.com/in/gulnarabsalamova)

Female Entrepreneurs since 2017

Ex. Co-founder & CBDO @wasco

Founder of wteam

AGENDA

01 WHAT IS WTEAM ?

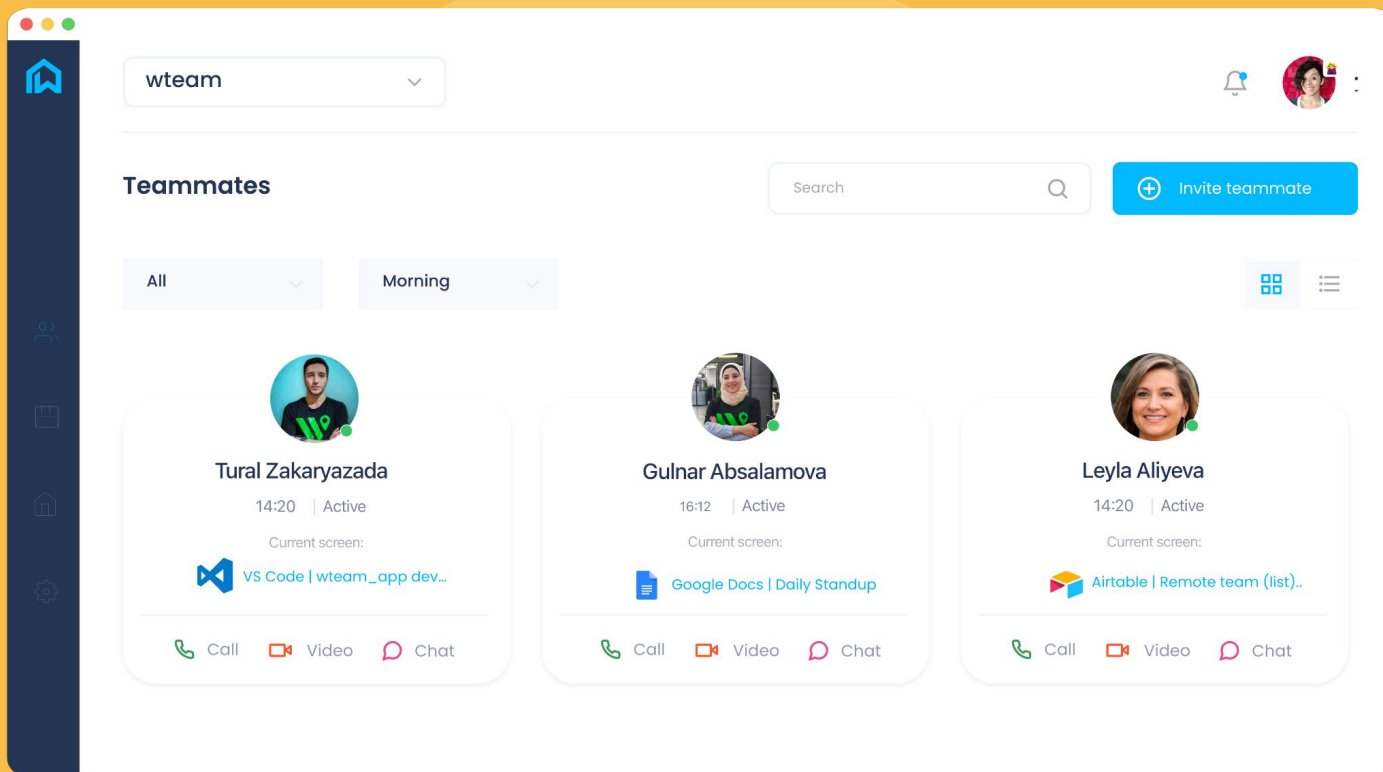
02 HOW TO BUILD PRODUCT?

03 STARTUP METRICS

04 FUNDING

What is wteam?

wteam is virtual office for remote teams



Why we launched wteam ?

1. To helps teams communicate & collaborate faster
2. To help build closeness / combat loneliness by putting the best parts of an office online.

**How to build your
product?**

Three phases

01 Fake Product Phase

02 MVP

03 Final Product Phase

Fake Product Phase

Is a non functional product:

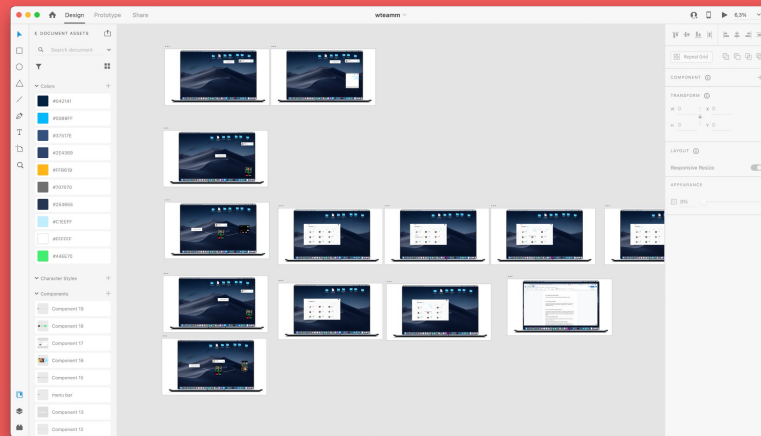
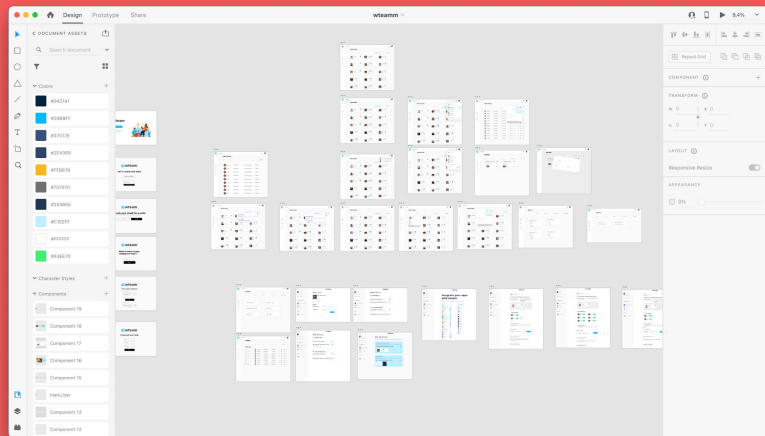
1. A prototype
2. A landing page
3. A video
4. A drawing
5. Powerpoint Slides
6. A drawn story

Useful tools:

1. Balsamiq.com
2. Adobe XD
3. Figma
4. Sketch
5. Google Slides

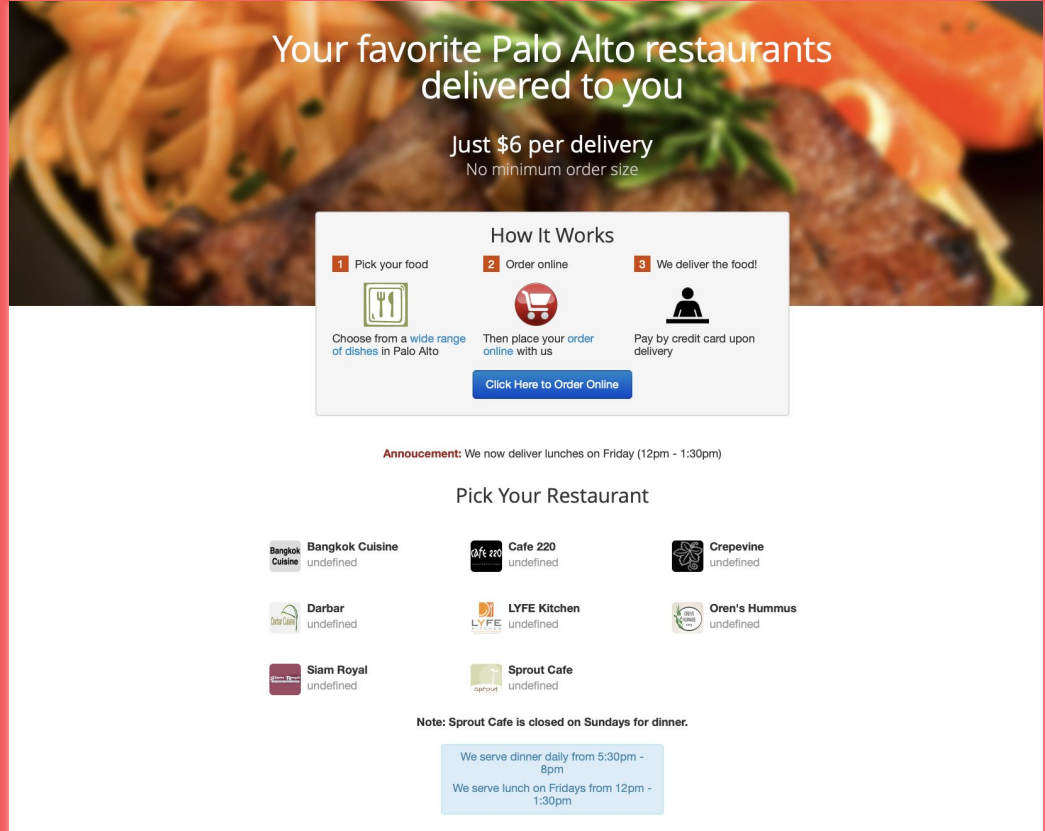
Fake Product Phase

wteam fake product phase



Fake Product Phase

Doordash Fake Product Phase



The image is a mockup of a website for a food delivery service. The top section features a background image of a dish with spaghetti and meat. Overlaid on this is the text: "Your favorite Palo Alto restaurants delivered to you" and "Just \$6 per delivery No minimum order size". Below this is a "How It Works" section with three steps: 1. Pick your food (with a fork and knife icon), 2. Order online (with a shopping cart icon), and 3. We deliver the food! (with a person icon). A blue button labeled "Click Here to Order Online" is positioned below the steps. An "Announcement" section states: "We now deliver lunches on Friday (12pm - 1:30pm)". The "Pick Your Restaurant" section displays a grid of restaurant logos and names: Bangkok Cuisine, Cafe 220, Crepevine, Darbar, LYFE Kitchen, Oren's Hummus, Siam Royal, and Sprout Cafe. A note at the bottom states: "Note: Sprout Cafe is closed on Sundays for dinner." A light blue box at the very bottom contains the text: "We serve dinner daily from 5:30pm - 8pm" and "We serve lunch on Fridays from 12pm - 1:30pm".

Your favorite Palo Alto restaurants delivered to you

Just \$6 per delivery
No minimum order size









How It Works

- 1** Pick your food
Choose from a [wide range of dishes](#) in Palo Alto
- 2** Order online
Then place your [order](#) online with us
- 3** We deliver the food!
Pay by credit card upon delivery

[Click Here to Order Online](#)

Announcement: We now deliver lunches on Friday (12pm - 1:30pm)

Pick Your Restaurant

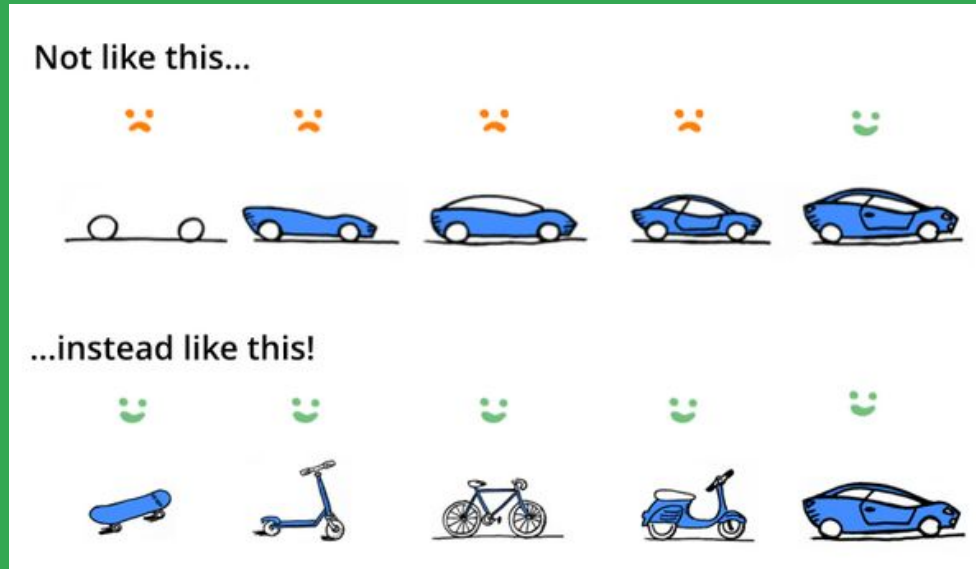
 Bangkok Cuisine undefined	 Cafe 220 undefined	 Crepevine undefined
 Darbar undefined	 LYFE Kitchen undefined	 Oren's Hummus undefined
 Siam Royal undefined	 Sprout Cafe undefined	

Note: Sprout Cafe is closed on Sundays for dinner.

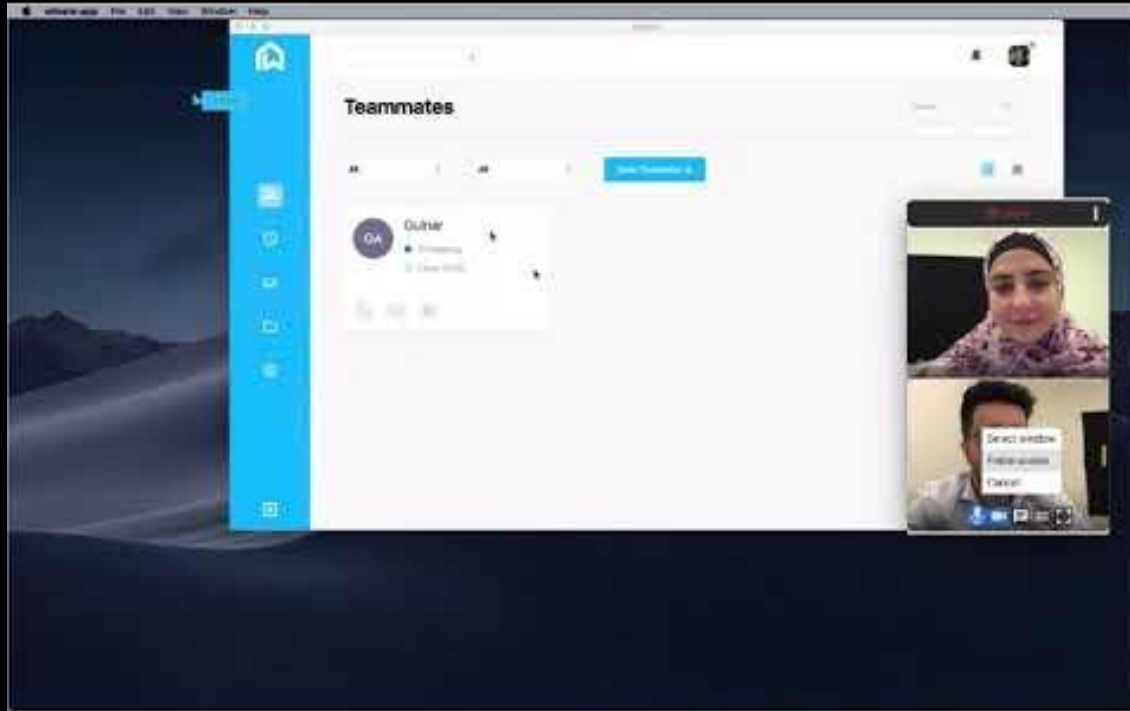
We serve dinner daily from 5:30pm - 8pm
We serve lunch on Fridays from 12pm - 1:30pm

MVP= Minimum Viable Product

MVP has just those features that allow the product to be functional, and no more.
You should be embarrassed to show it to people



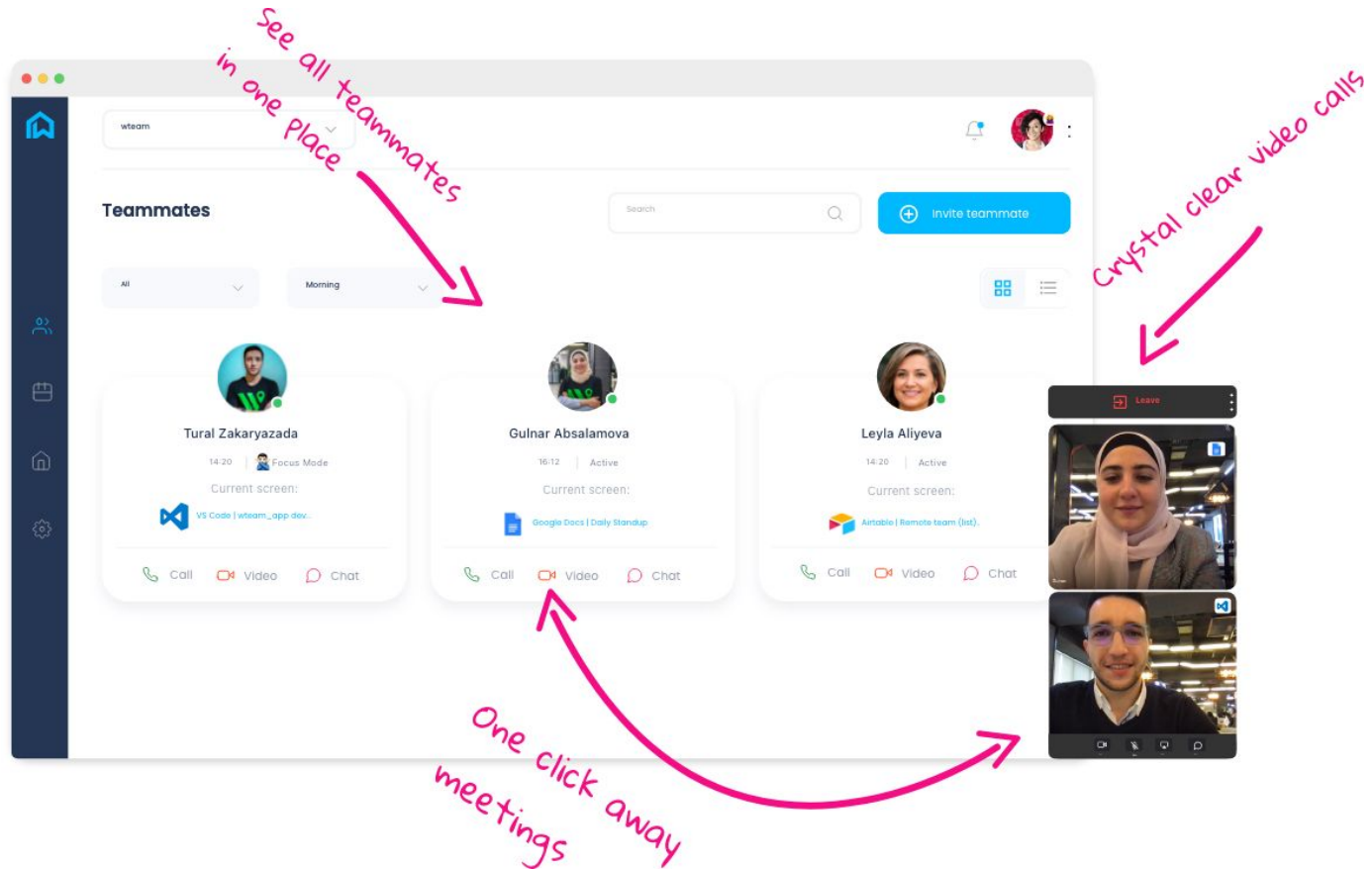
wteam MVP



Final Product

Final products your beautiful product that you want everyone to see and you are very proud of

Final Product



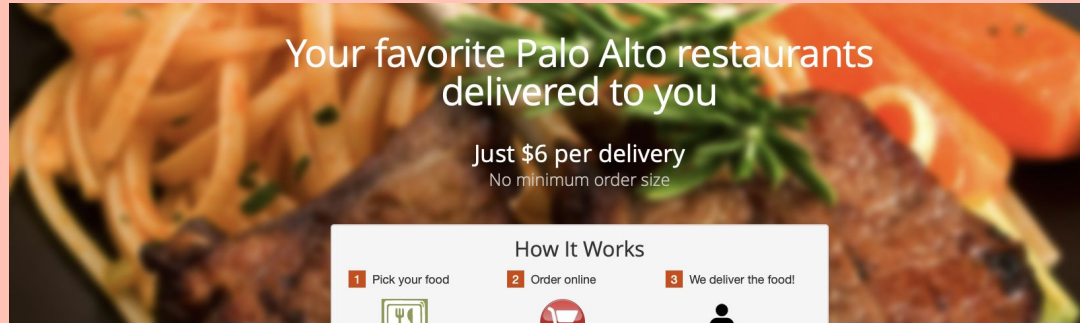
How test your product?

- 1. Don't wait too much to test your product**
- 2. Testing your product is started from day one**

- 1. Start with friends**
- 2. Then friends of friends**
- 3. Then people you don't know**

1. Buy domain Godaddy.com, Namecheap.com etc.
2. Create simple Landing Page Wix.com, Unbounce.com
3. Launch your product different place. (Producthunt, Indie Hackers, BetaPage,Startup Galaxy)
4. Measure your metric




Doordash first website (original name is Palo Alto)



Your favorite Palo Alto restaurants
delivered to you

Just \$6 per delivery
No minimum order size









How It Works

- 1** Pick your food

Choose from a **wide range** of dishes in Palo Alto
- 2** Order online

Then place your order online with us
- 3** We deliver the food!

Pay by credit card upon delivery

[Click Here to Order Online](#)

Announcement: We now deliver lunches on Friday (12pm - 1:30pm)

Pick Your Restaurant

 Bangkok Cuisine undefined	 Cafe 220 undefined	 Crepevine undefined
 Darbar undefined	 LYFE Kitchen undefined	 Oren's Hummus undefined
 Siam Royal undefined	 Sprout Cafe undefined	

Note: Sprout Cafe is closed on Sundays for dinner.

We serve dinner daily from 5:30pm - 8pm

We serve lunch on Fridays from 12pm - 1:30pm

Product Hunt

producthunt.com

P

Search Product Hunt

Discussions Deals Jobs Ship ...

Post

In case you missed it

Calendso
The open source Calendly alternative

Piktostory
Get 12x more shares for your video

Trove
Create highlights across the internet & send them to Notion

PowerTrade
Trade BTC & other crypto options on the go, now on iOS

Today

POPULAR NEWEST

Reddit Bests
Discover products trending on reddit
61 Free reddit 335

Timelapse in Google Earth
Watch time unfold and witness 40 years of planetary change
20 Free Virtual Reality 306

Beat Lock
Discover who is using your beat in music streaming services
30 Free Music 260

Flatfile
The B2B data onboarding platform
32 Promoted 1,161

Input Kit from Framer
Use real inputs in all your designs
192

Latest Story

With Coinbase's IPO, has crypto officially gone mainstream?

Upcoming Products

Powered by Ship

Proficonf
The fastest video conferencing experience ever created 🌟
+ FOLLOW (675)

Yarite
Keep in touch with those who matter most
+ FOLLOW (584)

xs:code
Monetization Platform for Open Source Projects
+ FOLLOW (189)

VIEW ALL

Hiring now

Matter
Backend Engineer (We ❤️ JavaScript)
📍🇺🇸 San Francisco, Remote

Instantish
Software Engineer
San Francisco, Remote

RetentionX

How to identify and measure the metrics

Company	Metrics that represent value	Ideal frequency
Airbnb	Booking/Stays	Annually
Instagram	Active users	Daily
Gusto	Running employee payroll	By weekly/Monthly
Lyft	Riders	Weekly/Monthly

Need to funding?

Different way to raise funding

1. Friends and Family
2. Angel Investor
3. Incubators/Accelerators
4. VC

Friends and Family



Angel investors





How to find angels?







If you know who your investor is, find them and spam them.

- **Identify the keywords that best describe your target**
(usually this is “angel”, region, and some sort of industry descriptor)
- **Use Google to run a LinkedIn site: command to find all relevant profiles.**
(example)
- **Use contact harvesting tools (Lusha / ContactOut)**
- **Send them investor updates as though they asked for them.**

Investor Contact Harvesting via LinkedIn

site:linkedin.com/in angel investor san francisco

✕ |  

 All  News  Images  Maps  Shopping  More Settings Tools

About 196,000 results (1.42 seconds)

www.linkedin.com › toddgoldberg1 ▾

Todd Goldberg - Angel investor and startup helper - Multiple ...

Todd Goldberg. Entrepreneur and **angel investor** // YC alum. Multiple CompaniesY Combinator. **San Francisco Bay Area**500+ ...

www.linkedin.com › cliffordtong ▾

Clifford Tong - Member - Sand Hill Angels | LinkedIn

Clifford Tong. **Angel investor**. Sand Hill AngelsUniversity of California, Berkeley. **San Francisco Bay Area**500+ connections.

Investor Contact Harvesting via LinkedIn

The screenshot shows a web browser displaying the LinkedIn profile of Clifford Tong. The browser's address bar shows the URL `linkedin.com/in/cliffordtong/`. The profile header includes the text **\$500/hr Advisory Roles - Many companies are seeking pa**. The profile picture is a circular headshot of a man. Below the picture, the name **Clifford Tong** is followed by **· 2nd** and **Angel investor**. The location **San Francisco Bay Area** and **· 500+ connections** are listed, along with a **Contact info** link. To the right of the profile, a list of affiliations is shown: **Sand Hill Angels** and **University of California, Berkeley**. A white overlay box titled **ContactOut** is positioned over the right side of the profile. It contains the email `cliff@diversestrategies.com`, five phone numbers, a **Find work email** link, and buttons for **Save Profile**, **View Saved Profiles**, and **Notes**. On the far right, a snippet of another profile for **Finance Factors, Ltd.** is visible, showing the website `financefactors.com` and a description of the firm.

Browser tabs: (99+) Clifford Tong | LinkedIn

Address bar: `linkedin.com/in/cliffordtong/`

Profile header: **\$500/hr Advisory Roles - Many companies are seeking pa**

Profile picture: [Circular headshot of Clifford Tong]

Profile details: **Clifford Tong** · 2nd
Angel investor
San Francisco Bay Area · 500+ connections · [Contact info](#)

Affiliations: **Sand Hill Angels**
University of California, Berkeley

ContactOut overlay:

- Email: `cliff@diversestrategies.com`
- Phone numbers: +1.5109625450, +1.8085485173, +1.4806242599, +1.5102888390, +1.510228839
- Link: [Find work email](#)
- Buttons: [Save Profile](#), [View Saved Profiles](#), [Notes](#)

Finance Factors, Ltd. snippet:

- Website: financefactors.com
- Description: Finance Factors, Ltd. is a financial services firm based in Hawaii.

Investor Contact Harvesting via LinkedIn

add a clear “ask” — like feedback on a new pitch deck or a preview of a new process or technology



September Investor Update 2/2 //



B [redacted]
to [redacted] bcc: me

Hi everyone,

Here's our update for the second half of September.

What do we do again? We build [redacted]

What are we building? We're building the world's best place for [redacted]

Highlights:

- 1) 450k of 500k round hard committed, expected close before October
- 2) 14th straight week of 10%+ WoW growth
- 3) Launched in Canada
- 4) Hit 9,500+ weekly user interactions [redacted]

the “ask” should go right here, above the fold

Monthly active users: 600 grew to 700

2. [Engagement]

Weekly User Interactions: 8,000 grew to 9,500

Average Weekly User Interactions: 42.9 down to 39.7

Weekly Sessions: 460 grew to 500

Accelerators/Incubators

How to find accelerators

Google It

- Identify the keywords that best describe your target
(*“SaaS” + “Startup” + “Accelerators” + “London”*)

HERE'S HOW F6S HELPS YOU GROW



[Find Accelerators & Funds](#)

99% of Accelerators choose Startups on F6S

[Get Free Benefits to grow](#)

2.3 Million Founders use F6S Benefits

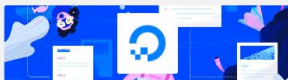
[Find a Startup Job](#)

Connect with Startups that need your talent

[Recruit Talent](#)

231,787 F6Sers are looking for opportunities

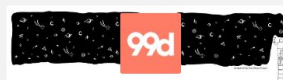
POPULAR BENEFITS [see all 531](#)



Free \$50 DO Cloud Credit
from DigitalOcean in Hosting



3 Months Free 1Password
from 1Password in Security



\$35 Off + Free Upgrades
from 99designs in Design

STARTUP PROGRAMS NEAR YOU [see all 11,395](#)



Pi campus
Baku



Tbilisi Business Accelerator Spark
Tbilisi



Triple S Application Form
Yerevan

CONTESTS NEAR YOU [see all 2,611](#)



Next Up 2018
Tehran



Missing Link Project
Beirut



CTTSC3 - General technologies
Tel Aviv



5 MINS

BREAK

Q&A Discussion

...

What Is the Current Runway, and What Are Your Future Funding Plans?

...

What Are the Company's Values?

What are the main qualities of successful startup-er?

...

How do I determine whether I am capable of starting a business?



Wrap up

Feel free to reach out
<https://wteam.chat/>



Open issue on GitHub!

<https://github.com/goupaz/goupaz.com>



A cluster of stylized tropical leaves in shades of pink, orange, yellow, and blue, located in the top-left corner of the slide.

THANK YOU

A cluster of stylized tropical leaves in shades of blue, orange, yellow, and pink, located in the bottom-right corner of the slide.