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 Hajiyev, 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!

https://goupaz.slack.com

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

https://github.com/goupaz

https://youtube.com/goupaz

https://www.meetup.com/goupaz

Sponsor

All My Taxes

https://www.allmytaxes.com

goup

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

Female Entrepreneurs since 2017

Ex. Co-founder & CBDO @wasco

Founder of wteam

AGENDA

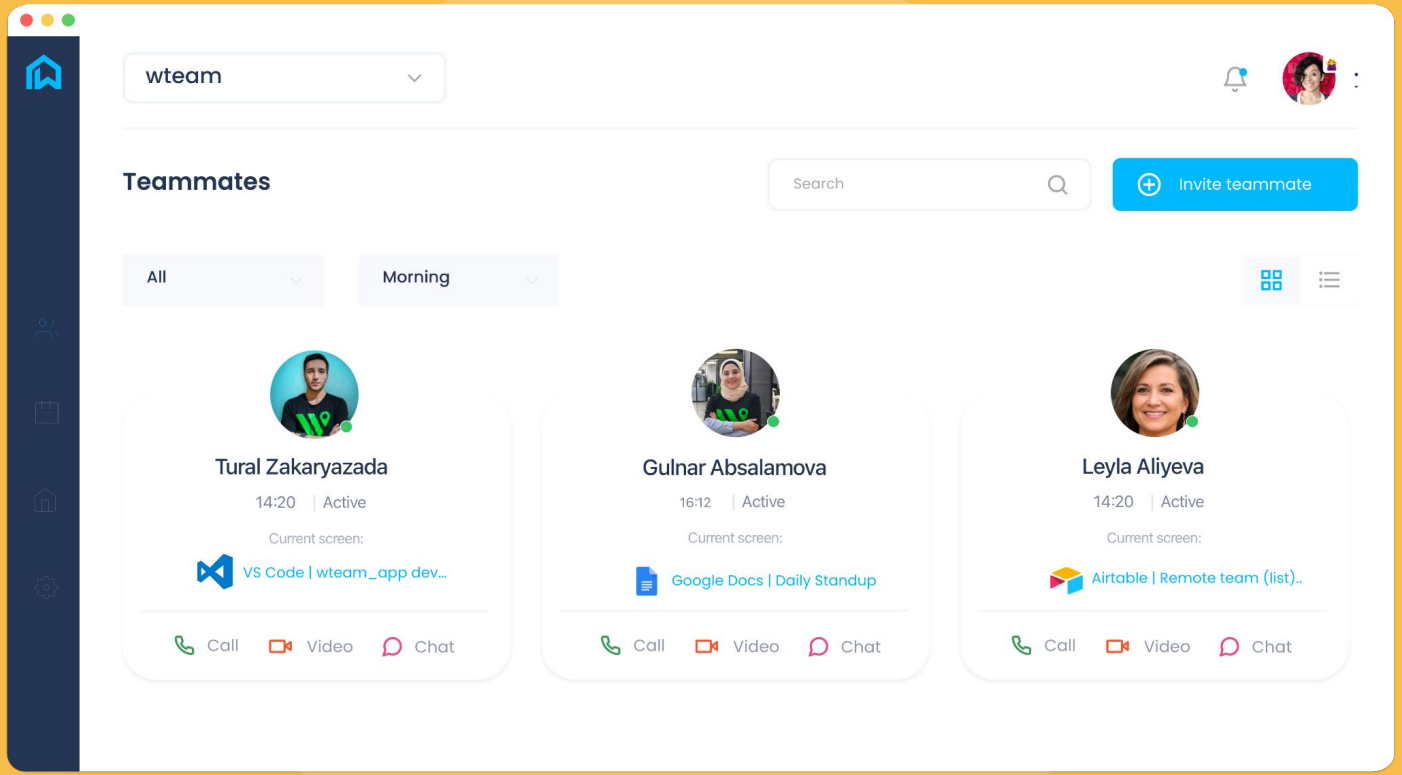
01 WHAT IS WTEAM ?

02 HOW TO BUILD PRODUCT?

03 STARTUP METRICS

04 FUNDING

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:

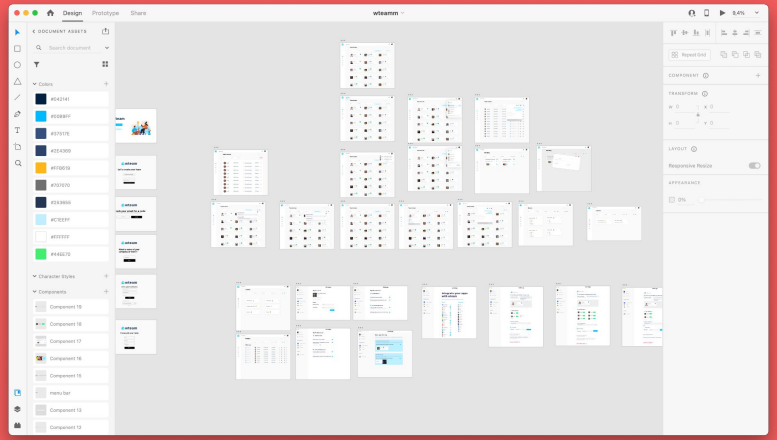
1. A prototype
2. A landing page
3. A video
4. A drawing
5. Powerpoint Slides
6. A drawn story

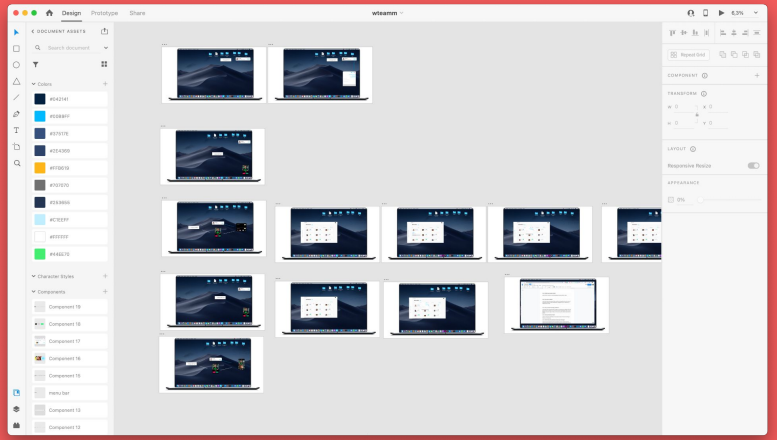
Useful tools:

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

Fake Product Phase

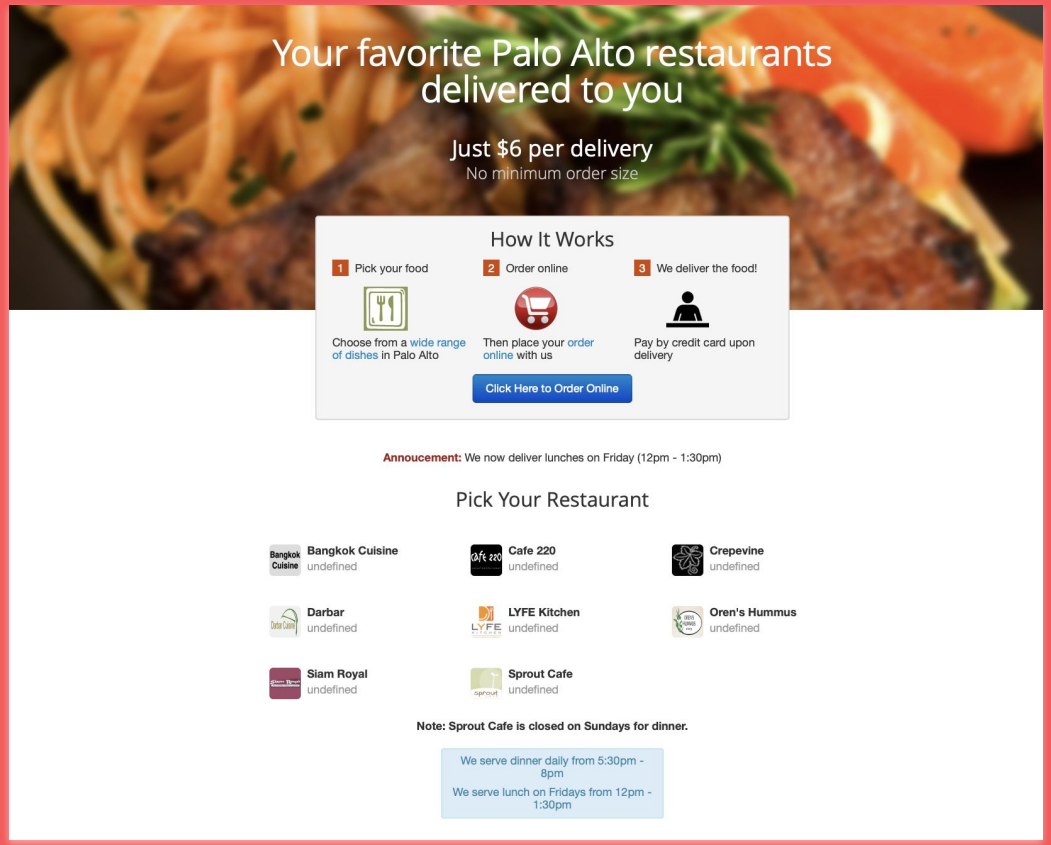
wteam fake product phase





Fake Product Phase

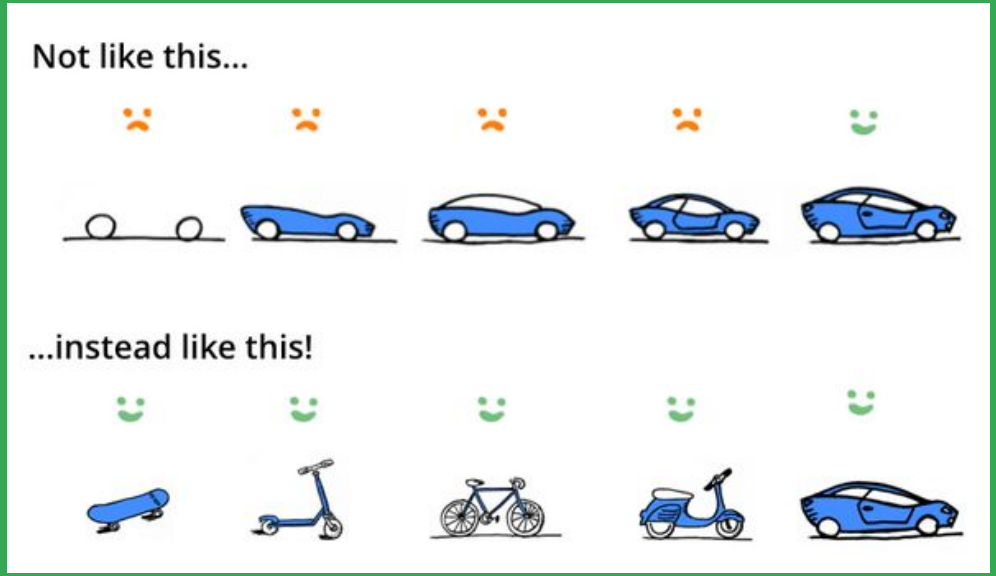
Doordash
Fake Product Phase



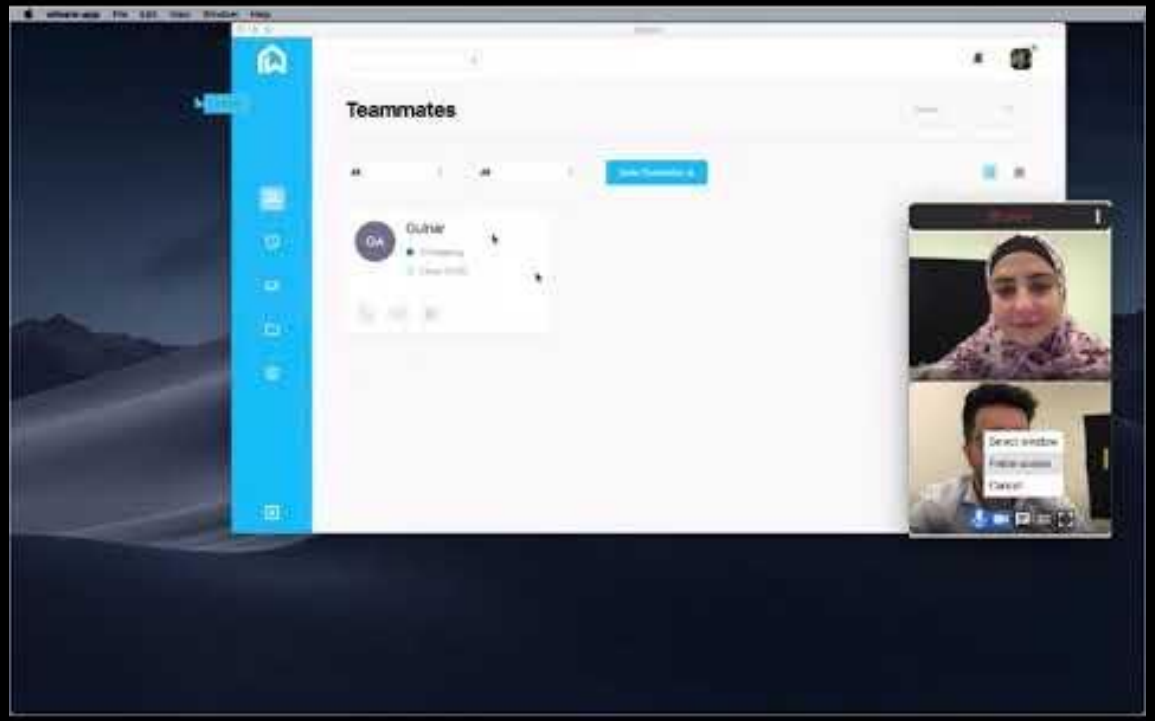
MVP= Minimum Viable Product

MVP has just those features that allow the product to be functional,and no more.

You should be embarrassed to show it to people



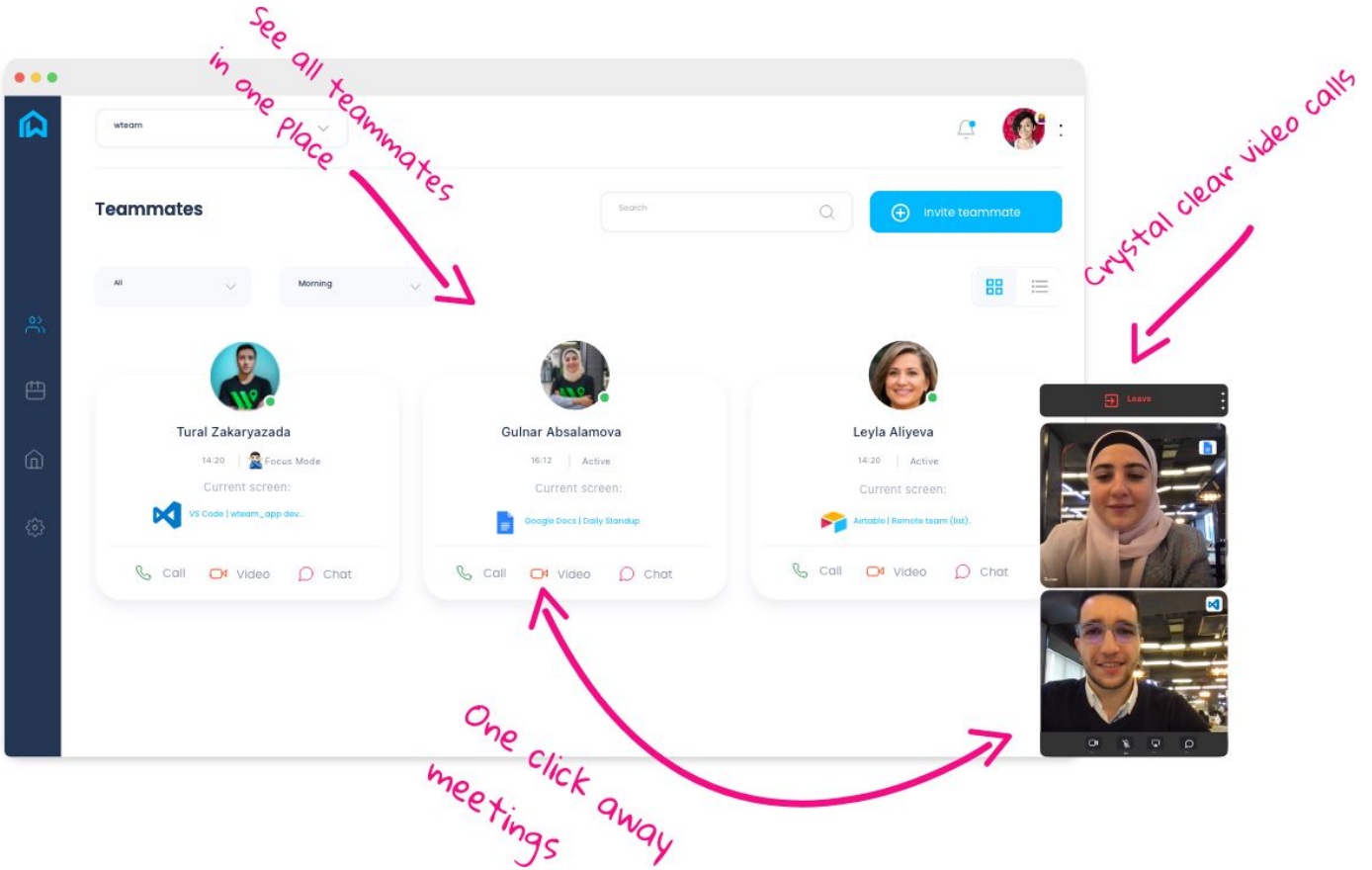
wteam MVP



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?

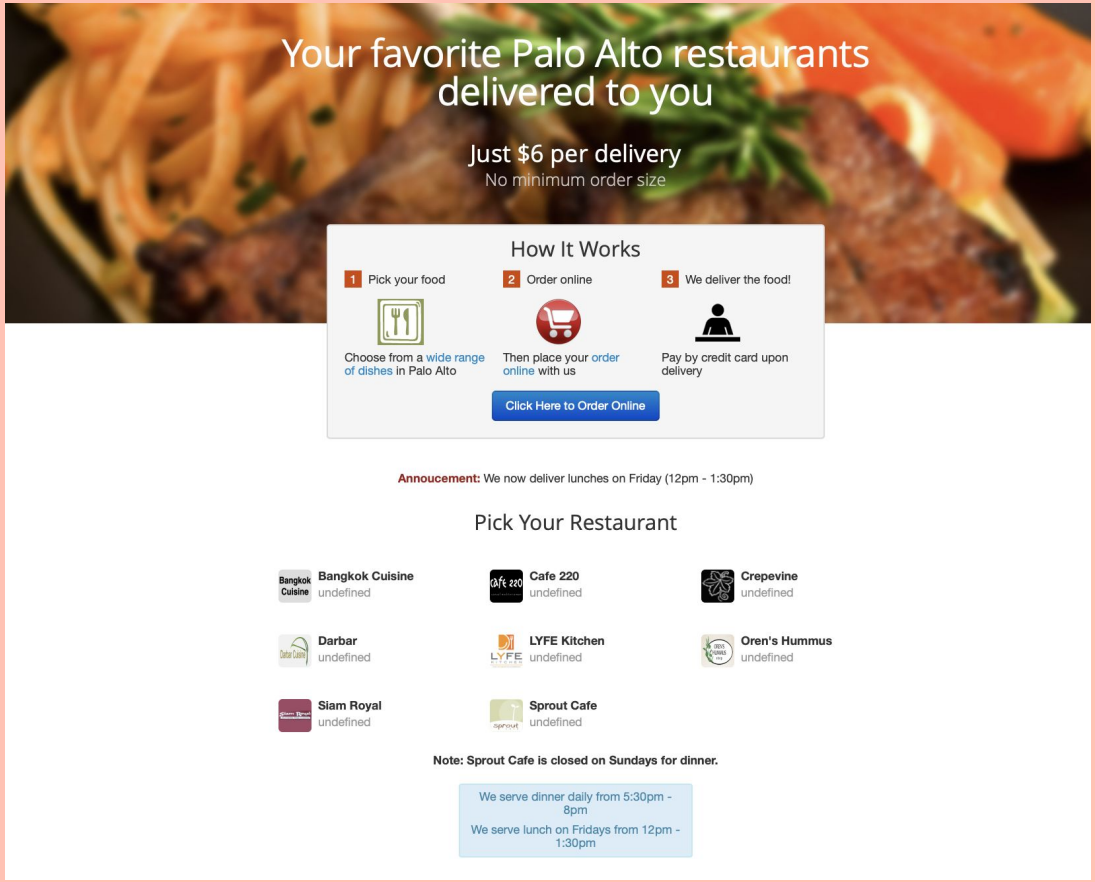
1. Don’t wait too much to test your product

2. Testing your product is started from day one

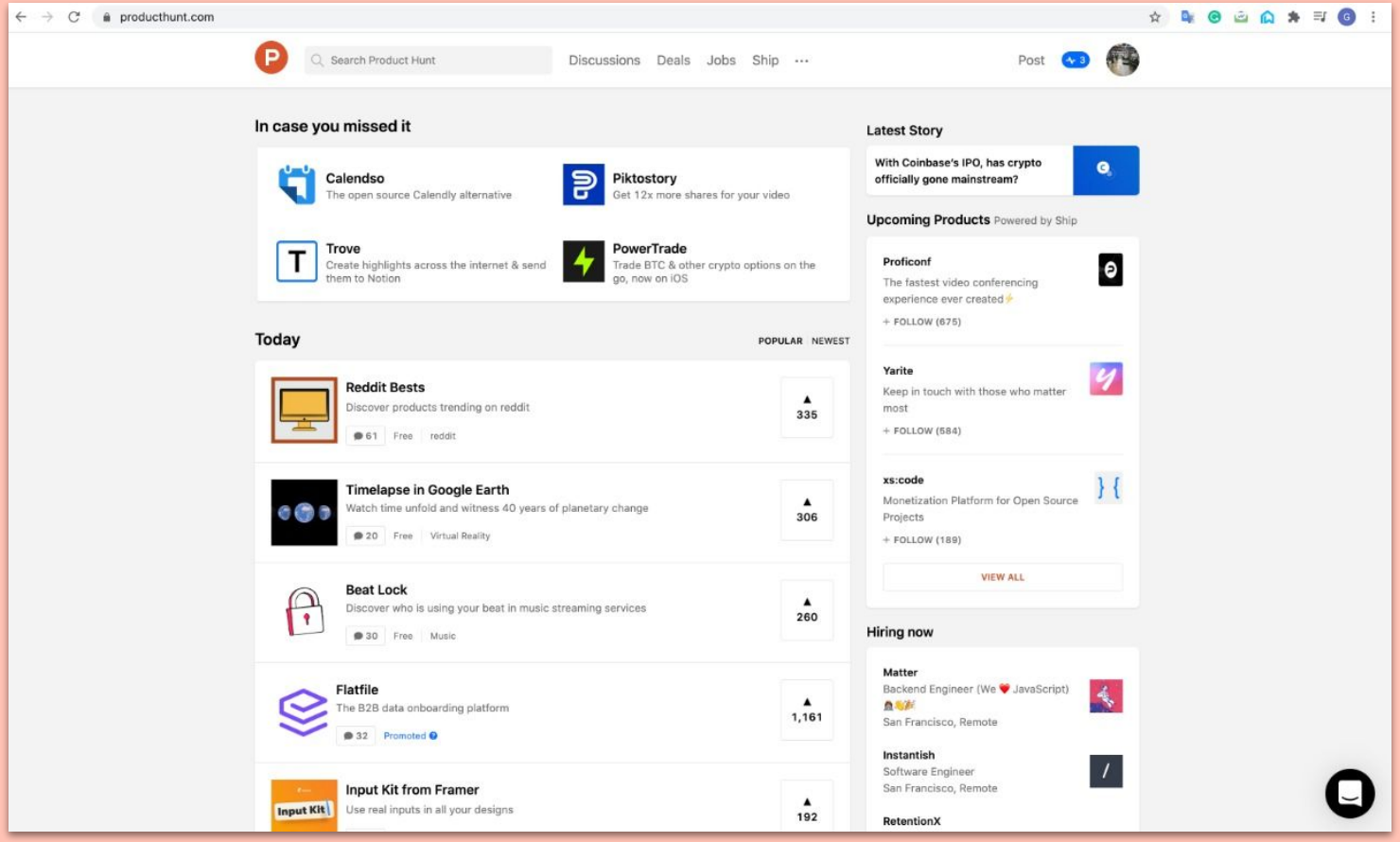
1. Start with friends
2. Then friends of friends
3. Then people you don’t know

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)



Product Hunt



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.

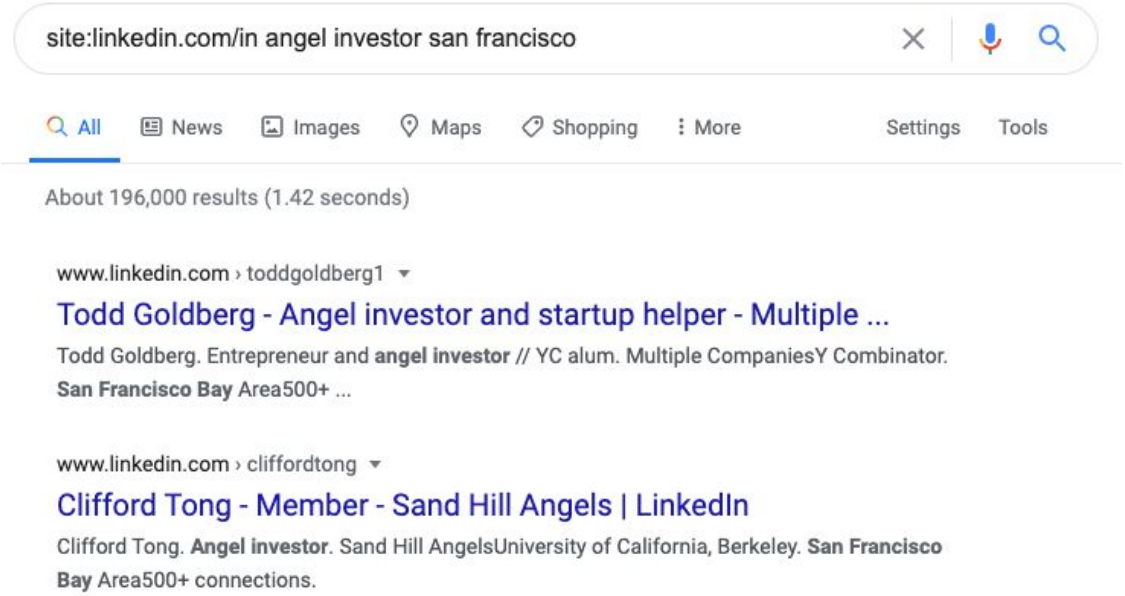
- **Identify the keywords that best describe your target**

  (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.**

Src

Investor Contact Harvesting via LinkedIn



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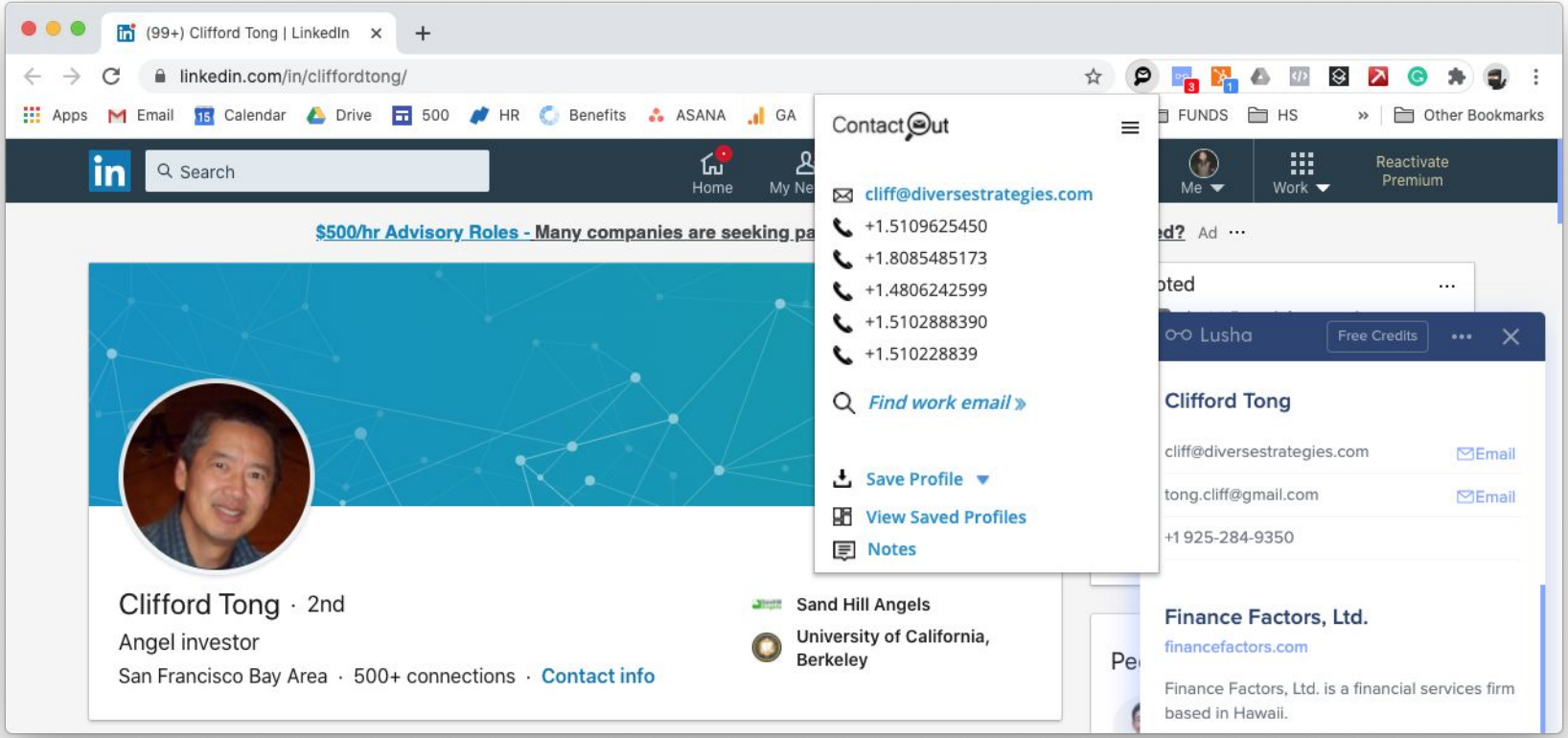
Investor Contact Harvesting via LinkedIn



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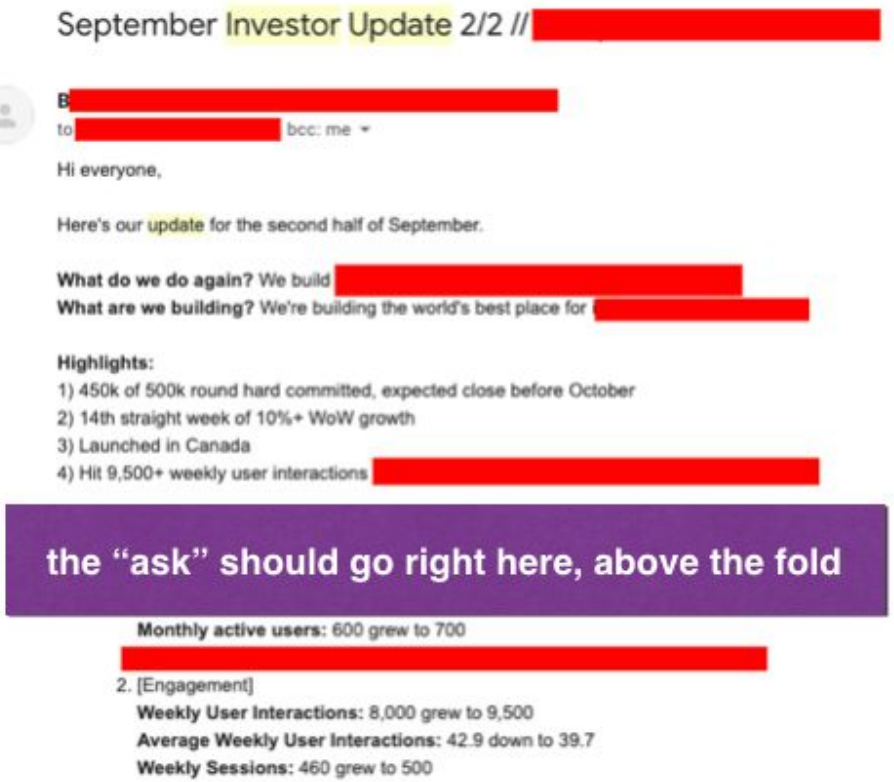
Investor Contact Harvesting via LinkedIn

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



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Accelerators/Incubators

How to find accelerators

Google It

- Identify the keywords that best describe your target

  (“SaaS” + “Startup” + “Accelerators” + “London”)

Apply Events Jobs Benefits

Add your

Search

Tural

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
Tehrān

Missing Link Project
Beirut

CTTSC3 - General technologies
Tel Aviv

5 MINS

BREAK

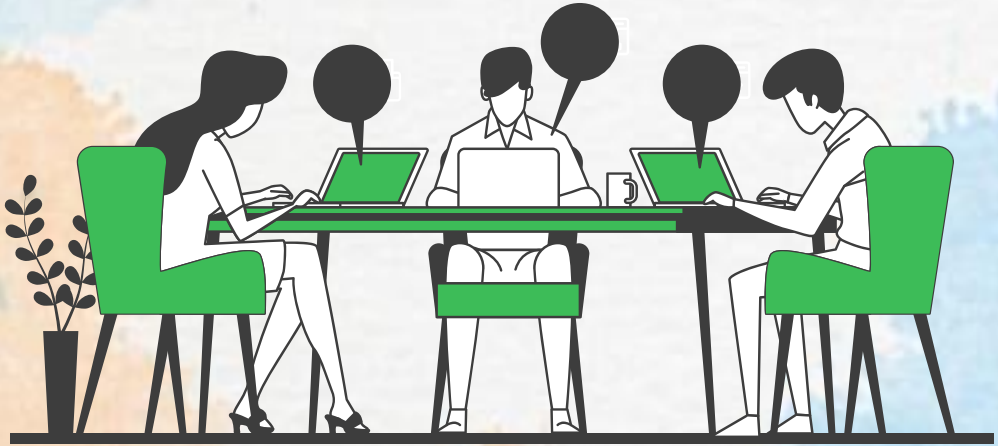
Q&A Discussion

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

What Are the Company's Values?

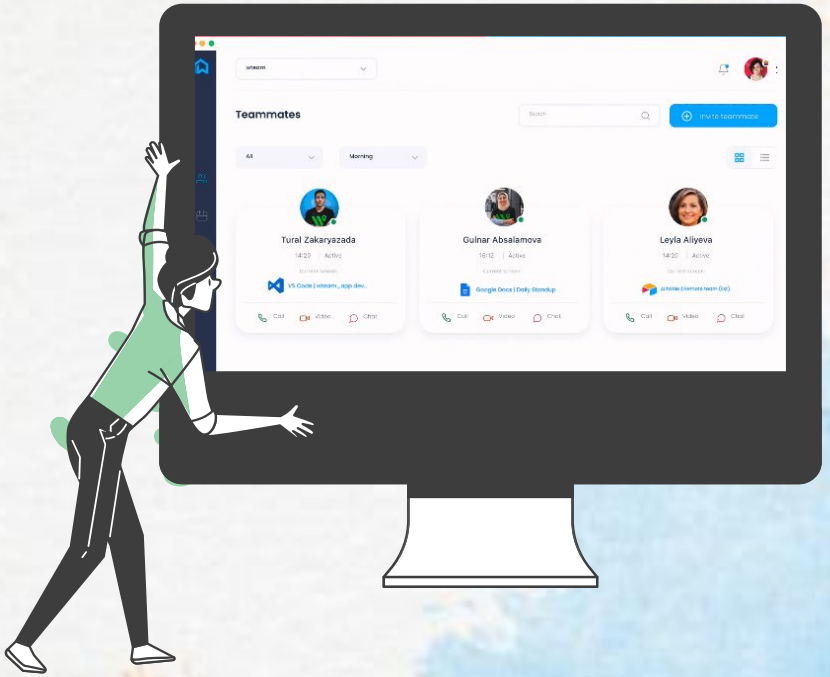
What are the main qualities of successful startup-er?

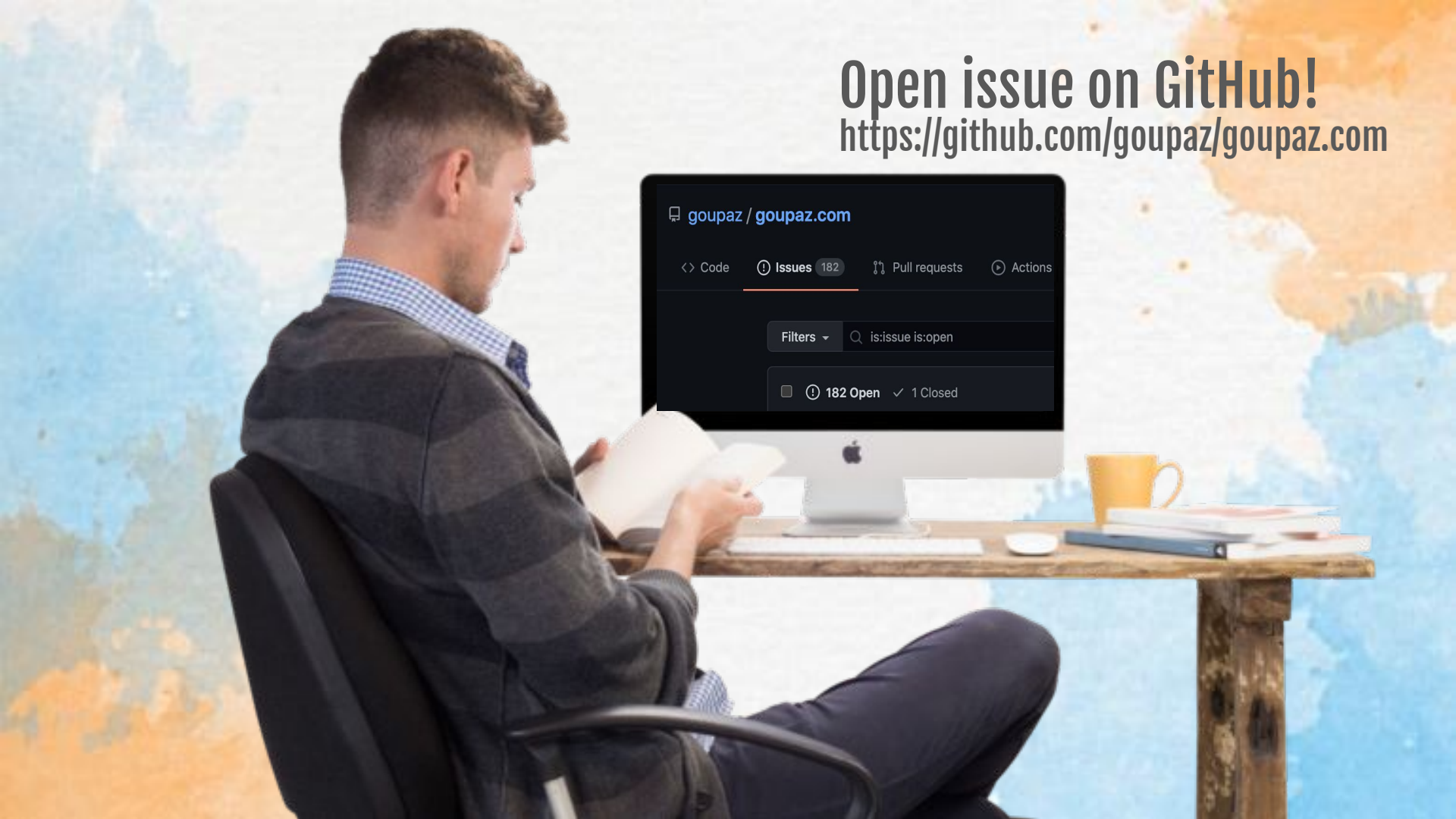
How do I determine whether I am capable of starting a business?



Wrap up

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




Open issue on GitHub!
https://github.com/goupaz/goupaz.com
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Code
Issues 182
Pull requests
Actions
Filters
is:issue is:open
182 Open
1 Closed

THANK YOU