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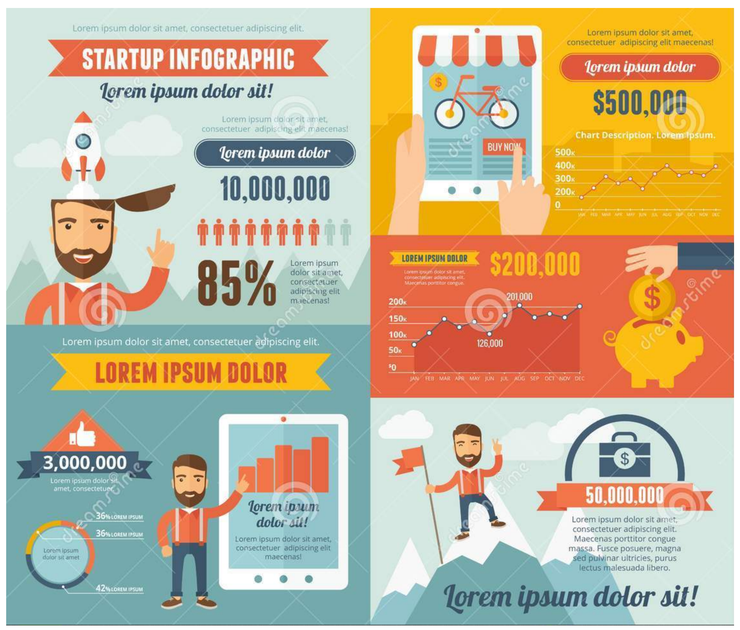
StartupBot

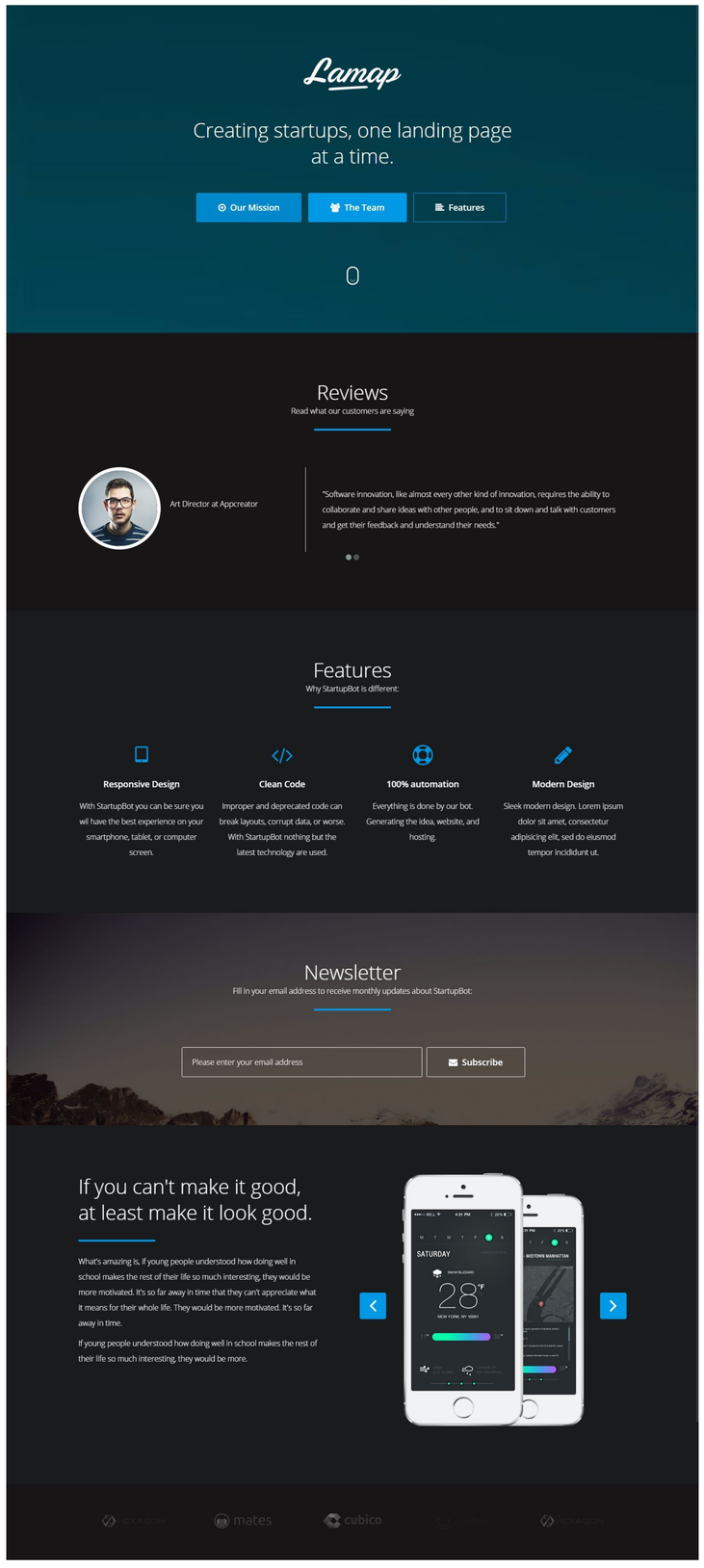
Creating startups, one landing page at a time.

Abstract:
Lower technology costs and reduced barriers to entry have allowed startups to flourish. Often small teams of developers are able to put together a web site and cloud service after just a few days of effort. However, a critical look at many startups will reveal a pattern of similarity and repetition. In this research project, we introduce StartupBot, which automatically creates a landing page of a randomly created startup.

Why?
Most startups follow a generic model, it's more noticeable when we look at one of these generic infographics below. One of the most common models is Uber for "X".

Uber for food delivery and road assistance are some examples of this model;





How?

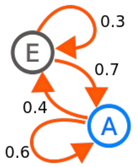
- **Infrastructure: Layout (HTML / CSS), Hosting, etc.**

Webpage generation is done using a static website generation method (i.e. The webpage is generated the first time and is editable in the future). The template is chosen randomly from our set of predefined templates. Each template has a logic-less template syntax (i.e. {{Mustache}}) and uses the generated text to build the final webpage.

Webpages are hosted by github pages and each startup is in it's own repository.

- **Text generation**

For generation, we use a combination of rule-based templates and markov-decision processes to randomly generate content.



MAD LIBS

An example of Mad Libs in our text generation is:

"My company, _____ (name), makes _____ (noun) to help _____ (adjective) _____ (noun) with _____ (noun)."

Future:
In future work, we will explore other generation techniques and other kinds of content and processes, such as code generation of the site's services. We hope to use number of customer signups and funding raised as evaluation metrics.

Code generation could be an Automatic Service API:
- Random delivery service of <item>
- Address look-up, tracking, etc.

Thanks to:
Logic-less templates.
node + npm
GRUNT The JavaScript Task Runner