

LOW CODE

Get that Code out of here

University of Padova
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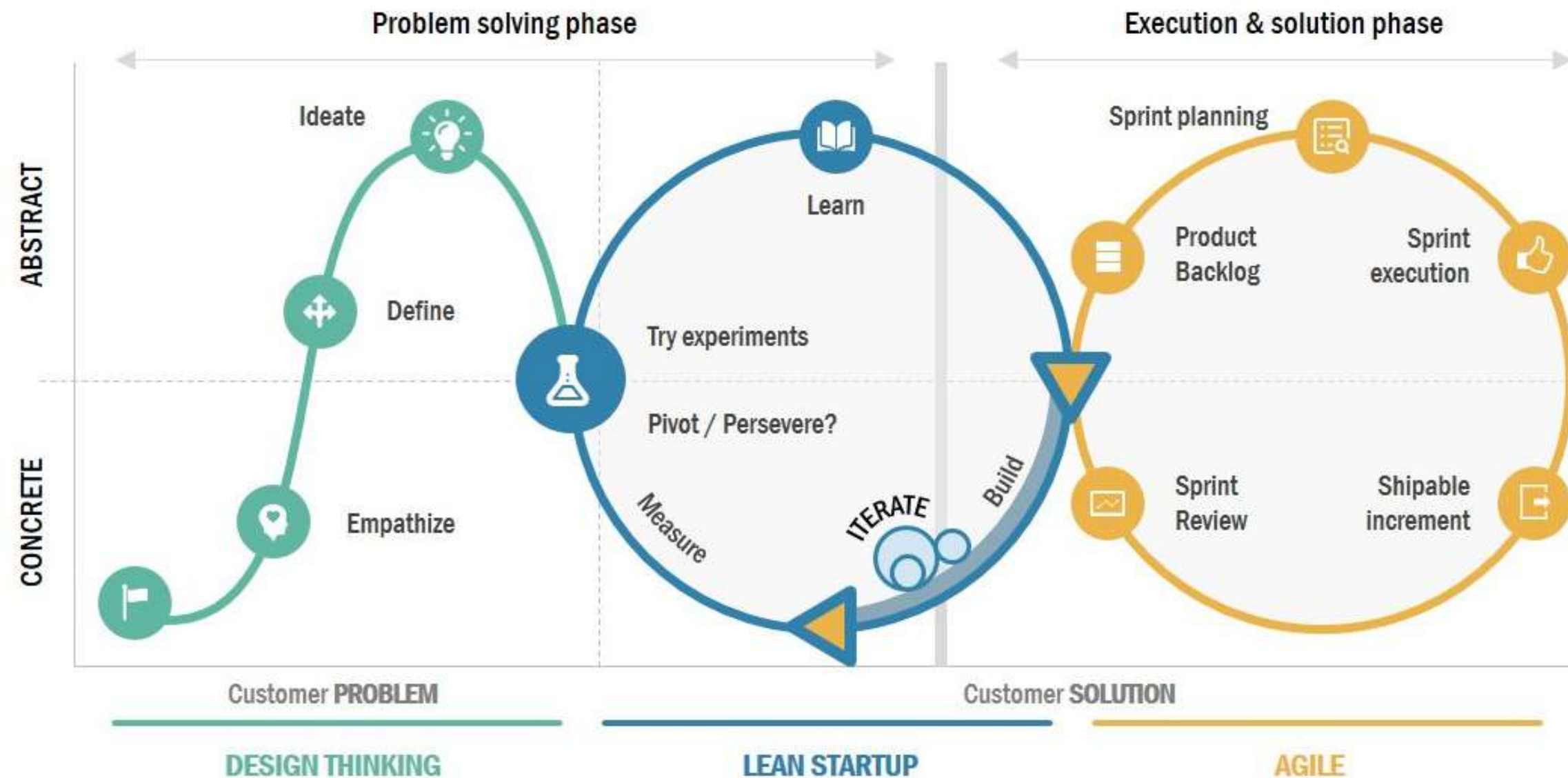
Startup in ICT



Methodology: the Lean Startup methodology

A scientific approach to creating and managing startups

- Experimental learning
- *Scientific approach to creating and managing startups*
- Goal of getting a desirable product to customers more quickly
- *Business-hypothesis-driven experimentation*
- Iterative product releases
- *Validated learning*
- Customer feedback and flexibility over planning and intuition



The Lean Startup methodology

A scientific approach to creating and managing startups

Lean canvas

The Lean Canvas		Designed for:	Designed by:	Date:	Version:
		Startup Name	Name1, Name2, ...	DD/MM/YYYY	X.Y
Problem Top 3 problems	Solution Top 3 features	Unique Value Prop. Single, clear and compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target Customers	
Existing Alternatives List how these problems are solved today.	Key Metrics Key activities you measure	High-Level Concept List your X for Y analogy (e.g. YouTube = Flickr for videos)	Channels Path to customers	Early Adopters List the characteristics of your ideal customers.	
Cost Structure List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.		Revenue Streams List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin			

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com/canvas). PowerPoint Implementation by: Nexis Chronos Limited (<http://www.nexischronos.com>). License: CC BY-SA 4.0

Customer development



***Focus** on who are your **customer** and **validate** using MVP*

Agile engineering

No code

Low code

New development approach

***Explore** all your channels instead of Business Plan*



It is time to innovate

We do not have to reinvent the wheel.



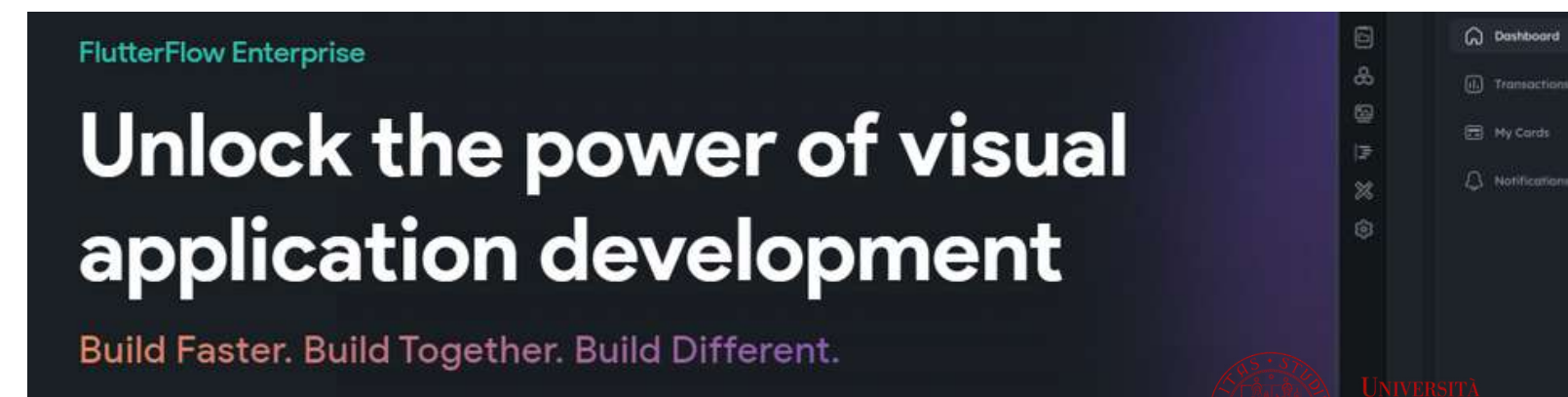
Traditional development

<i>Time</i>	<i>Slow</i>
<i>Language</i>	<i>You choose</i>
<i>Customization</i>	<i>No limits (if you are a pro)</i>
<i>Costs</i>	<i>It depends but usually expensive (time)</i>
<i>Experience</i>	<i>It is crucial</i>
<i>Comfort</i>	<i>Not so much (servers, different platforms, bugs etc..)</i>



Visual development

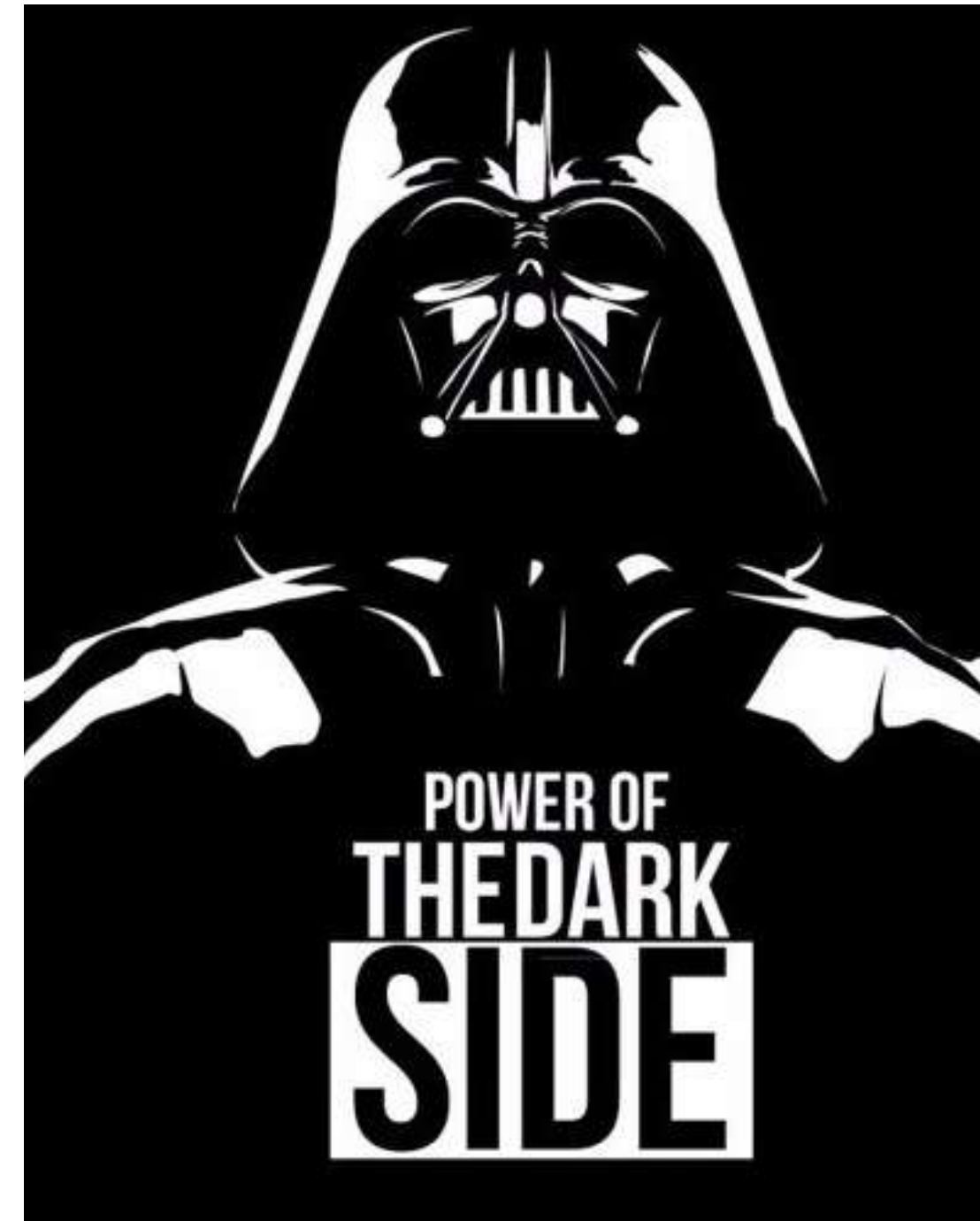
<i>Time</i>	<i>Fast</i>
<i>Language</i>	<i>You adapt</i>
<i>Customization</i>	<i>No limits (if you are a pro)</i>
<i>Costs</i>	<i>Very low</i>
<i>Experience</i>	<i>You learn fast and no code needed</i>
<i>Comfort</i>	<i>As never seen</i>



No Code

The new frontier of software development

- It is crucial to stay **up-to-date** with the **latest technologies** and leverage them effectively
- Having a **technical background** is a **competitive advantage** for young startups
- No Code is revolutionizing** the way we build applications



BUILD

Quick

Efficient

Economic



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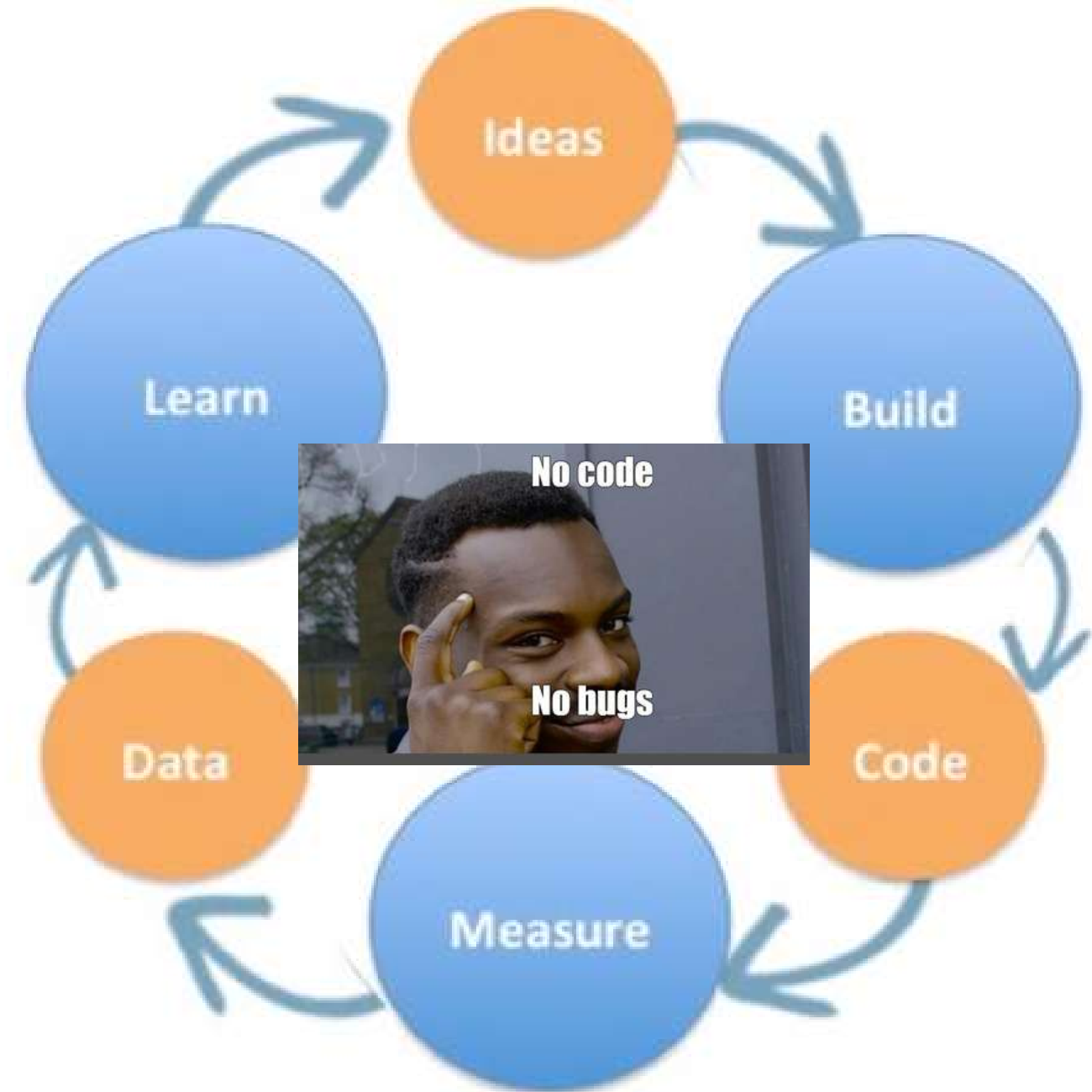
No Code

The perfect tool to build MVPs

Formulate **hypotheses**, test them, and **iterate** until you achieve the best **problem-solution fit**

Receive user **feedback** as quickly as possible

Testing and iteration methodology for **product development**



Eric Ries definition

*The version of a new product that enables a team to gather the **maximum amount of validated customer information** with the **least amount of effort**.*



Flutter

Build apps for any screen



Firebase

Products and solutions you can rely on through your app's journey



Build

Accelerate app development with fully managed backend infrastructure

[View all build products](#)

- Cloud Firestore
- Authentication
- Extensions



Release & Monitor

Release with confidence and monitor performance and stability

[View all release & monitor products](#)

- Crashlytics
- Performance Monitoring
- Google Analytics



Boost user engagement with rich analytics, A/B testing, and messaging campaigns

[View all engage products](#)

- Remote Config
- Cloud Messaging
- A/B Testing

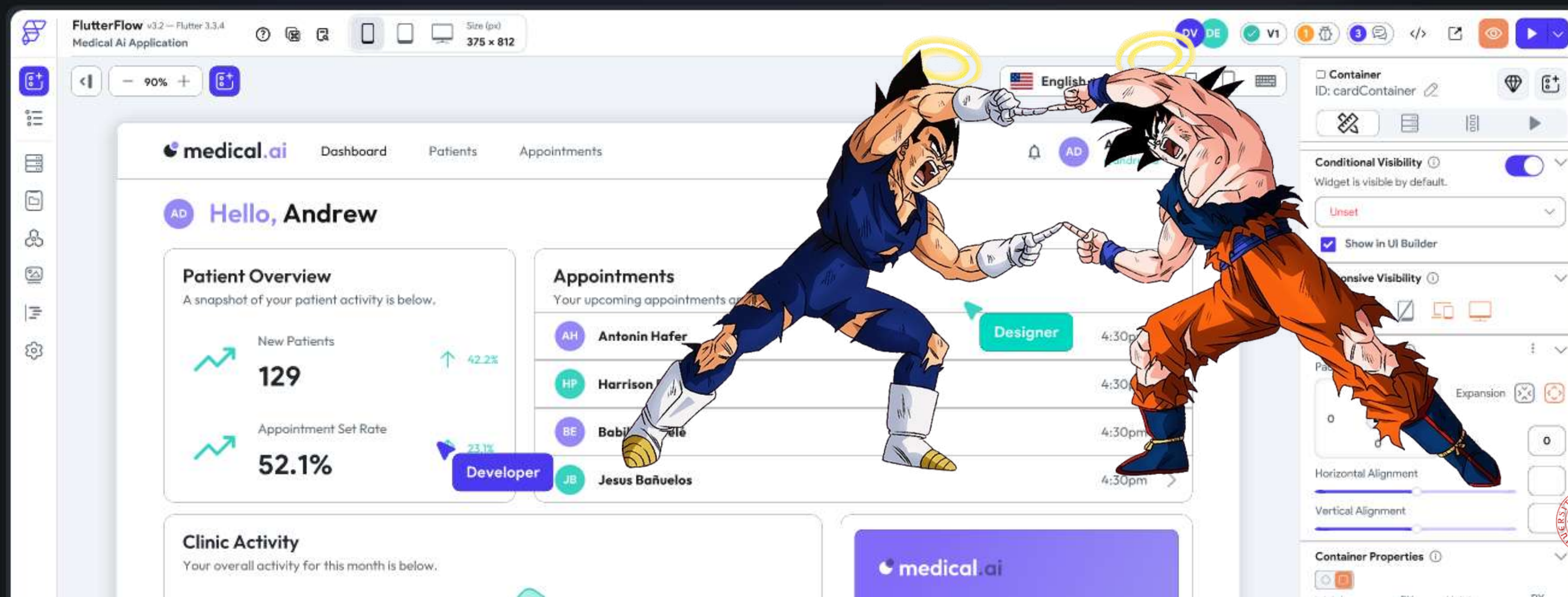


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Build applications faster than ever

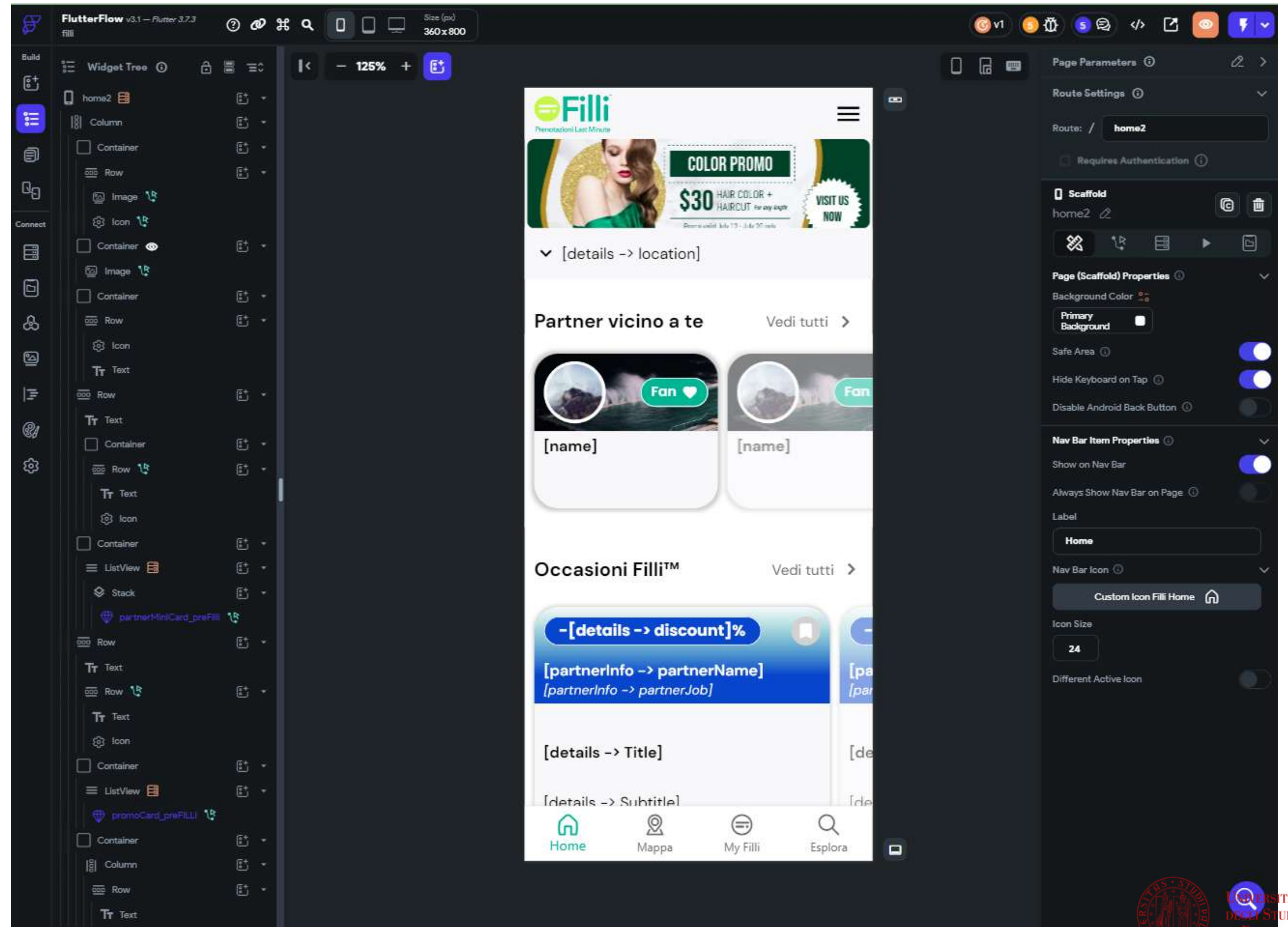
Create beautiful UI, generate clean code, and deploy to the app stores or web in one click. Fully extensible with custom code.



FlutterFlow

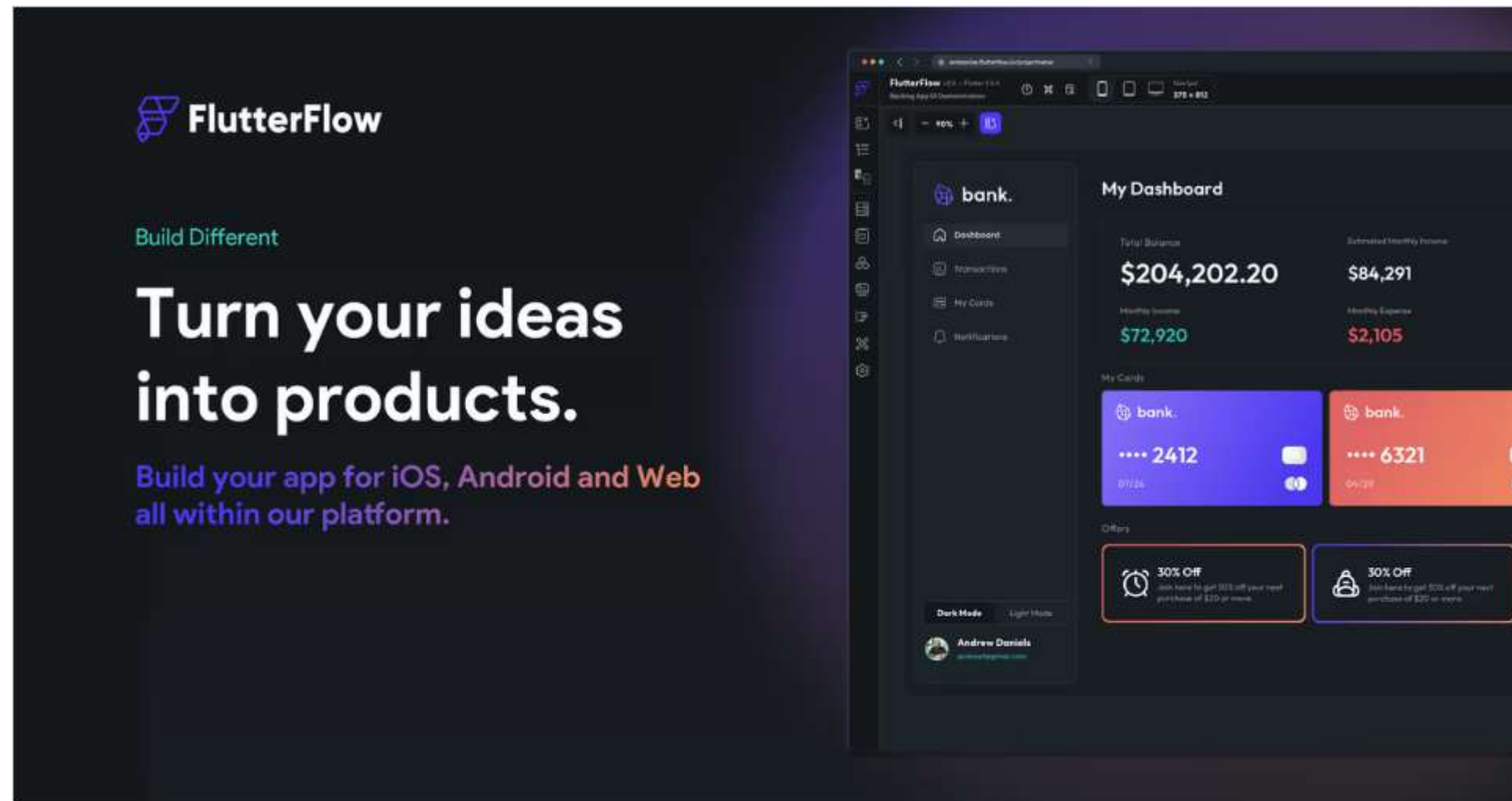
New way of thinking coding

- Drag and drop (possible)
- Easy managing data with Firebase integration
- API integration with other backend
- Customization (no limit)
- Visual action builder
- Custom widgets
- Custom actions



FlutterFlow

New way of thinking coding



Build beautiful, modern apps incredibly fast!

FlutterFlow lets you build apps incredibly fast in your browser. Build fully functional apps with Firebase integration, API support, animations, and more. Export your code or even easier deploy directly to the app stores!

 flutterflow.io

FlutterFlow

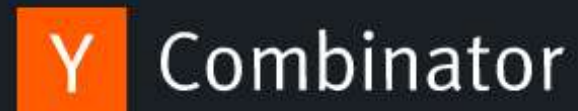
New era of developers

About Us

Flutterflow was founded by two former Google engineers who wanted to make it easier for designers, developers, and entrepreneurs to build mobile apps.

Using our simple drag-and-drop interface, you can build a fully functioning app in as little as an hour.

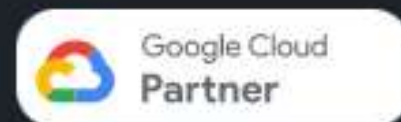
Backed By



Featured at



View our [launch video](#)



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Start Building



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Let's connect!



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May the Force be with you.



Hands on FlutterFlow

- Intro about the **tool** and dashboard

- How to set up a project in **Firestore**

- **Frontend:**

- The logic
- Components
- Examples

- **Backend:**

- Actions
- Visibility conditions

- **Integrations**

- **Customization** in dart

- Functions