

# Technical entrepreneurship

# Roadmap

- 1) Product pitch**
- 2) Find your market fit**
- 3) Build & Scale**

# Roadmap

- 1) Product pitch →
- 2) Find your market fit → **Measure**
- 3) Build & Scale →

# **1) Product pitch**

# Target

**Who** are my customers?

# Pain

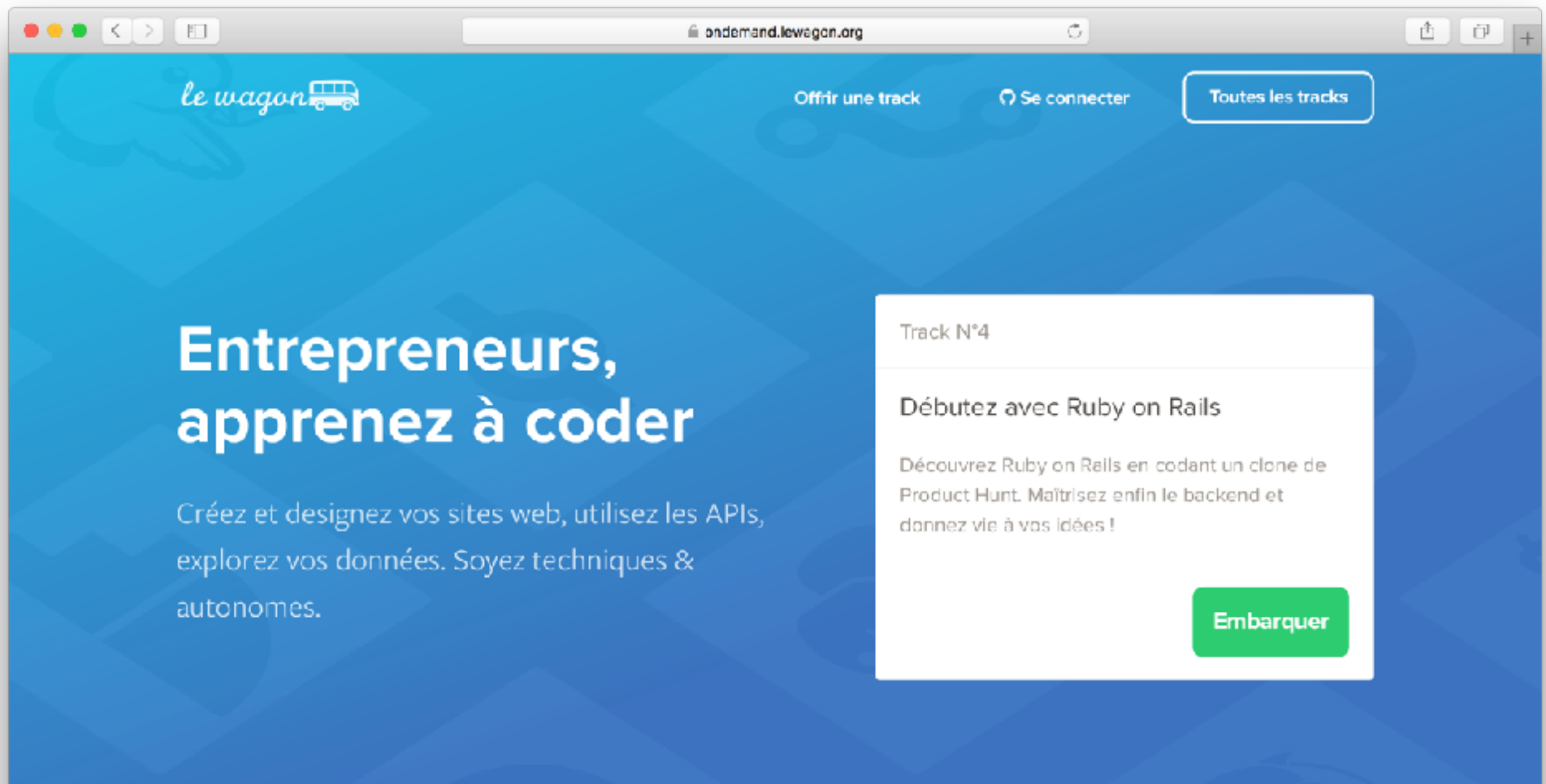
**What** do they suffer from?

# Solution

**How** do I answer their need?

# Example #1

## Le Wagon On-Demand



# Target

**French entrepreneurs** looking for coding skills

# Pain

Online tutorials are **specific & time-consuming**

# Solution

Online courses **focused on building products**

## **2) Product / Market fit**



**A**cquisition

**A**ctivation

**R**evenue

**R**etention

**R**eferral

**A**cquisition

Activation

Revenue

Retention

Referral

**H**ow do people  
know I exist?

# Coupons / Partnerships



...

# Newsletter

1,277 Recipients

List: La Wagon Newsletter

Subject: Cet été, j'apprends à coder!

Delivered: Fri, Jun 27, 2014 08:00 am

[View Email](#) - [Download](#) - [Print](#) - [Share](#)

Open rate **41.1%**

Click rate **9.9%**

List average ..... 42.3%

List average ..... 9.9%

Industry average (Education and Training) ..... 18.5%

Industry average (Education and Training) ..... 2.4%

522

Opened

126

Clicked

8

Bounced

1

Unsubscribed

Successful deliveries **1,269 99.4%**

Clicks per unique opens **24.1%**

Total opens ..... **965**

Total clicks ..... **175**

Last opened ..... 4/28/15 11:51AM

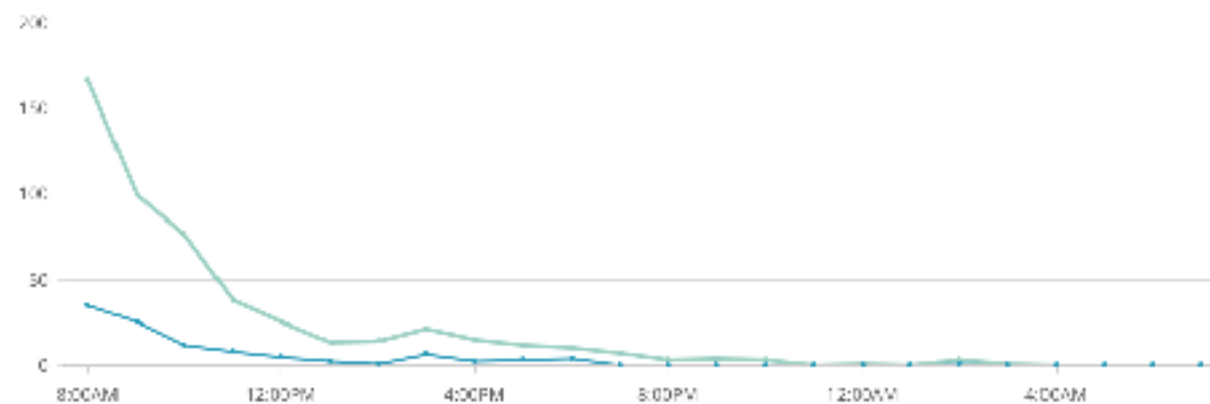
Last clicked ..... 2/25/15 12:56AM

Forwarded ..... 0

Abuse reports ..... 0

24-hour performance

Opens Clicks



# **Paid ads**

Upload emails on FB-ads

Create **look-alike** audiences

# **Whatever works**

- Big Events
- Paying influencers
- PRs
- ...

Acquisition

**A**ctivation

Revenue

Retention

Referral



**What do I want  
people to do?**

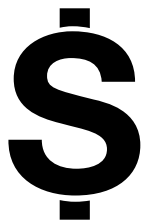
# Set metrics



**Likes, followers**




**Emails**



**Pre-orders**



# Vanity metrics

 Le Wagon	<a href="#">See Insights</a>		
	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	502	397	26.4%
Weekly Total Reach	30,179	27,195	11.0%
People Engaged	1,472	1,056	39.4%
Message Response Rate	0.0%	0.0%	0.0%
Total Page Likes	5,086	4,942	2.9%

Overall likes

vs.

Likes / week

# On-Demand example



## Activation = Revenue

### Débutez avec Ruby on Rails

☒ J'utilise les **300 €** de ma cagnotte parrain


~~199 €~~ **0 €** accès à vie


- 21 cours vidéos & leur quiz
- 11 heures d'explication
- 282 objectifs à accomplir
- Des réponses à vos questions par les profs du Wagon




**Le Wagon On Demand**  
Débutez avec Ruby on Rails


boris.paillard@gmail.com

 Numéro de carte

 MM / AA

 CVV

Payer

  
Modifier ces informations

Acheter le cours

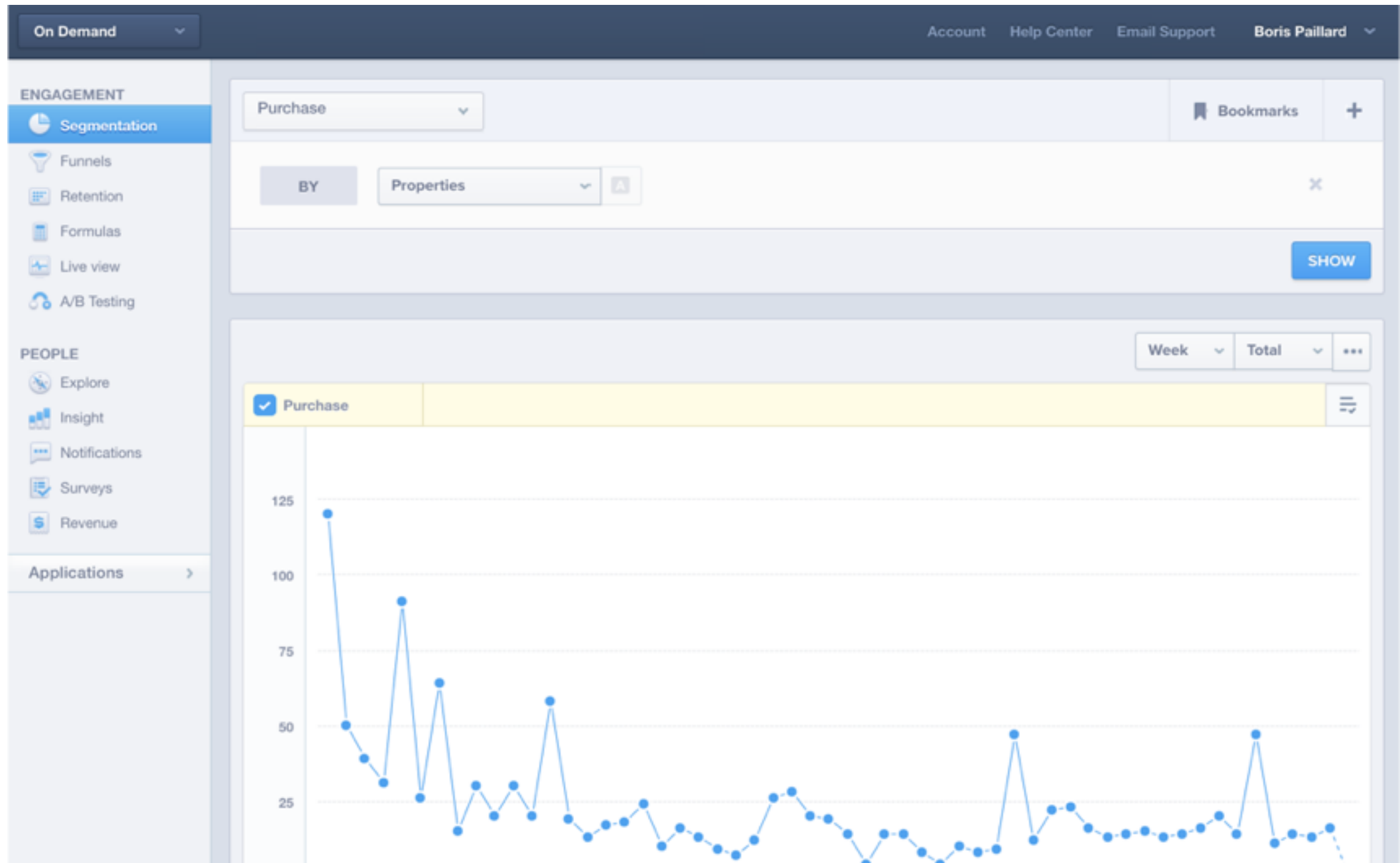
[Regarder la première vidéo](#) gratuitement.

powered by stripe



# On-Demand example

## Activation metrics = purchases



You need somewhere  
to **bring** and **activate** people



**KICKSTARTER**

...

or

**Landing page**

# Landing page tools

launchrock

*strikingly*

 SQUARESPACE

 unbounce

# L<sup>e</sup>arn frontend

Languages



content  
+ structure

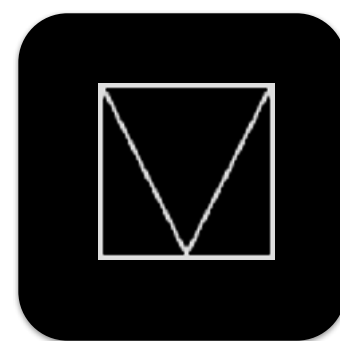


style



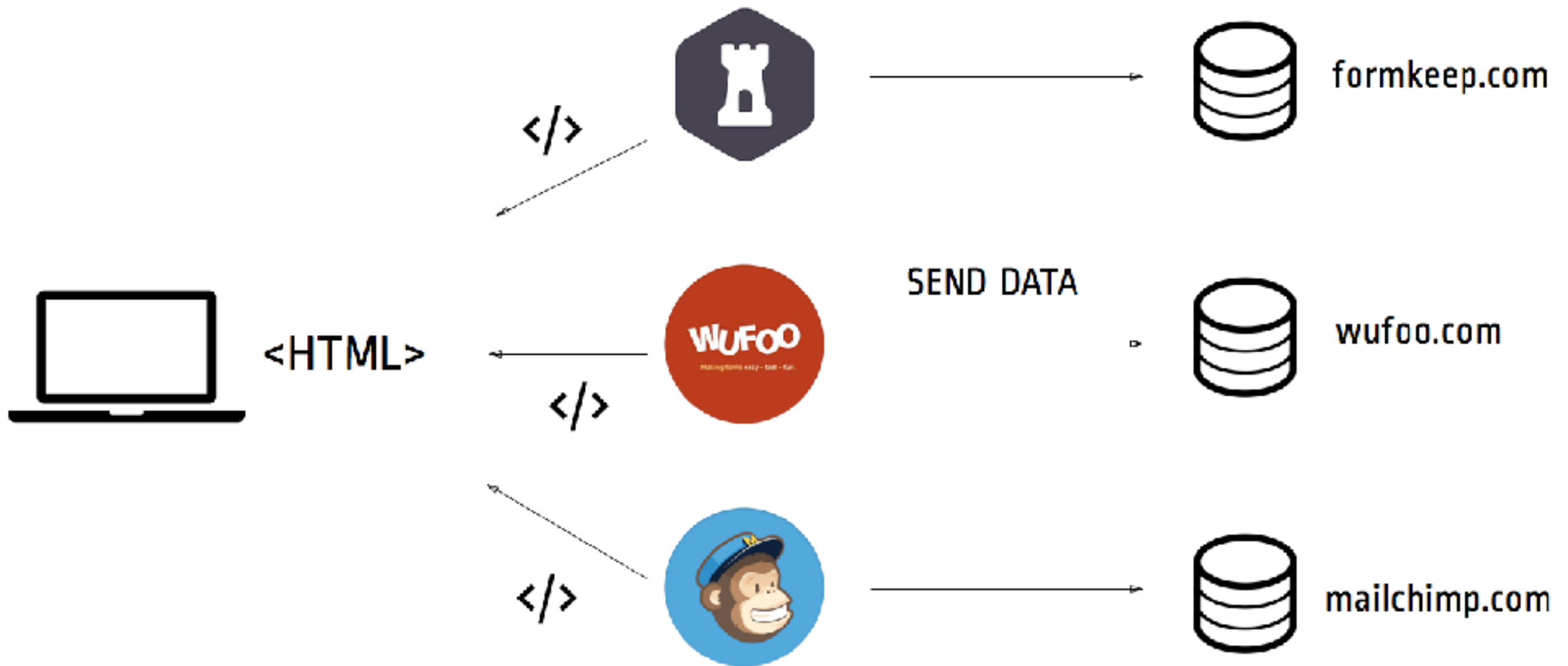
dynamism  
+ usability

CSS libraries





# Add Services



# **N**ewsletter



# Web-forms



# Survey



# Support



Intercom

# Payment

# stripe

# Analytics



Google  
Analytics

mixpanel

# Measure





**H**ow good is  
my Acquisition?

# Acquisition (GA)

<input type="checkbox"/>	Source/Support ?	Acquisition			Comportement		
		Sessions ? ↓	% nouvelles sessions ?	Nouveaux utilisateurs ?	Taux de rebond ?	Pages/session ?	Durée moyenne des sessions ?
		9 451 % du total: 100,00 % (9 451)	62,73 % Moyenne du site: 62,62 % (0,19 %)	5 929 % du total: 100,19 % (5 918)	49,81 % Moyenne du site: 49,81 % (0,00 %)	2,49 Moyenne du site: 2,49 (0,00 %)	00:02:43 Moyenne du site: 00:02:43 (0,00 %)
<input type="checkbox"/>	1. google / organic	3 309 (35,01 %)	57,00 %	1 886 (31,81 %)	37,32 %	2,89	00:03:21
<input type="checkbox"/>	2. (direct) / (none)	2 231 (23,61 %)	76,33 %	1 703 (28,72 %)	58,94 %	2,32	00:02:34
<input type="checkbox"/>	3. techcrunch.com / referral	863 (9,13 %)	83,78 %	723 (12,19 %)	38,35 %	2,81	00:02:53
<input type="checkbox"/>	4. facebook.com / referral	545 (5,77 %)	42,20 %	230 (3,88 %)	58,72 %	1,99	00:01:57
<input type="checkbox"/>	5. t.co / referral	435 (4,60 %)	40,46 %	176 (2,97 %)	59,54 %	2,09	00:02:20

For each referrer..

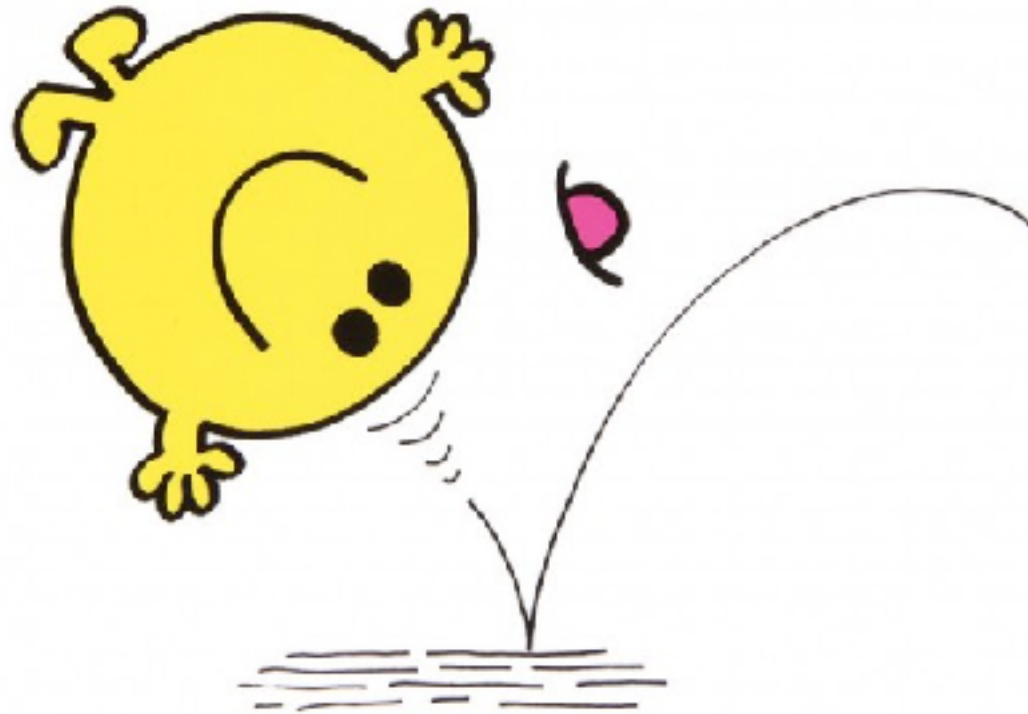
Do visitors stay?

Are they interested?

# Bounce rate


## MR. BOUNCE

*by Roger Hargreaves*



**H**ow good is  
my Activation?

# Activation (emails)



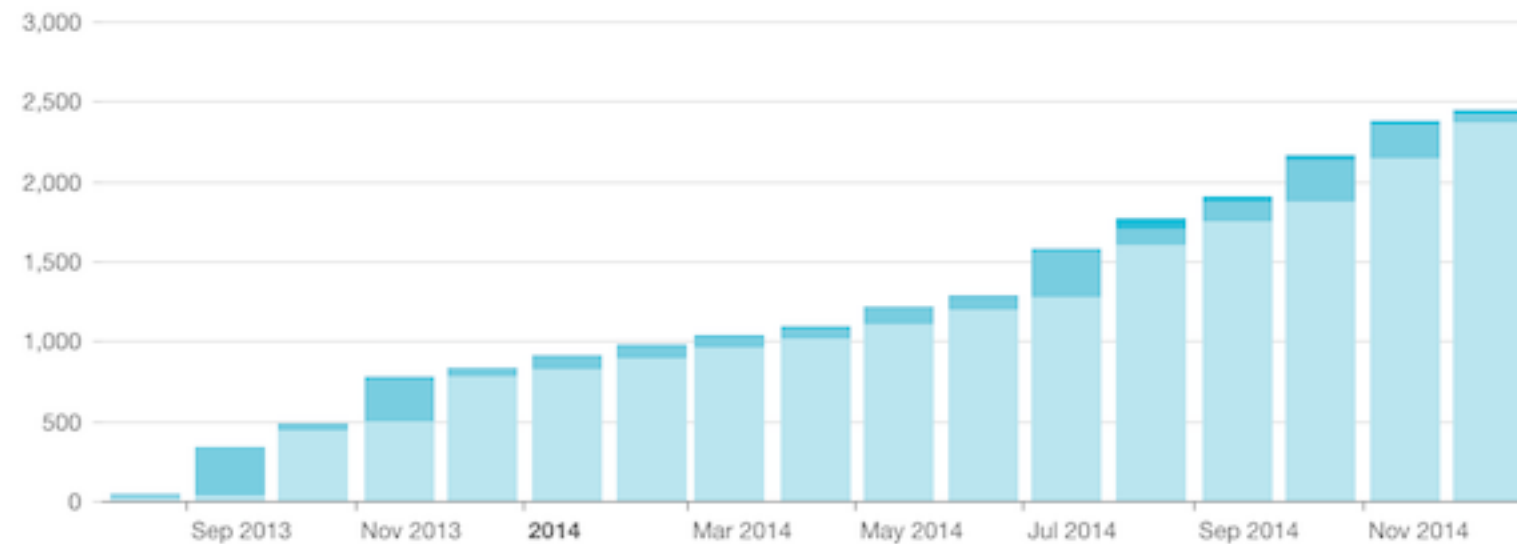
**R** Romain Le Wagon 26

- Campaigns
- Templates
- Lists**
- Reports
- Automation

7	5	108	55
Avg Subscribe Rate	Avg Unsubscribe Rate	Total Unsubscribers	Total Cleaned

## List growth

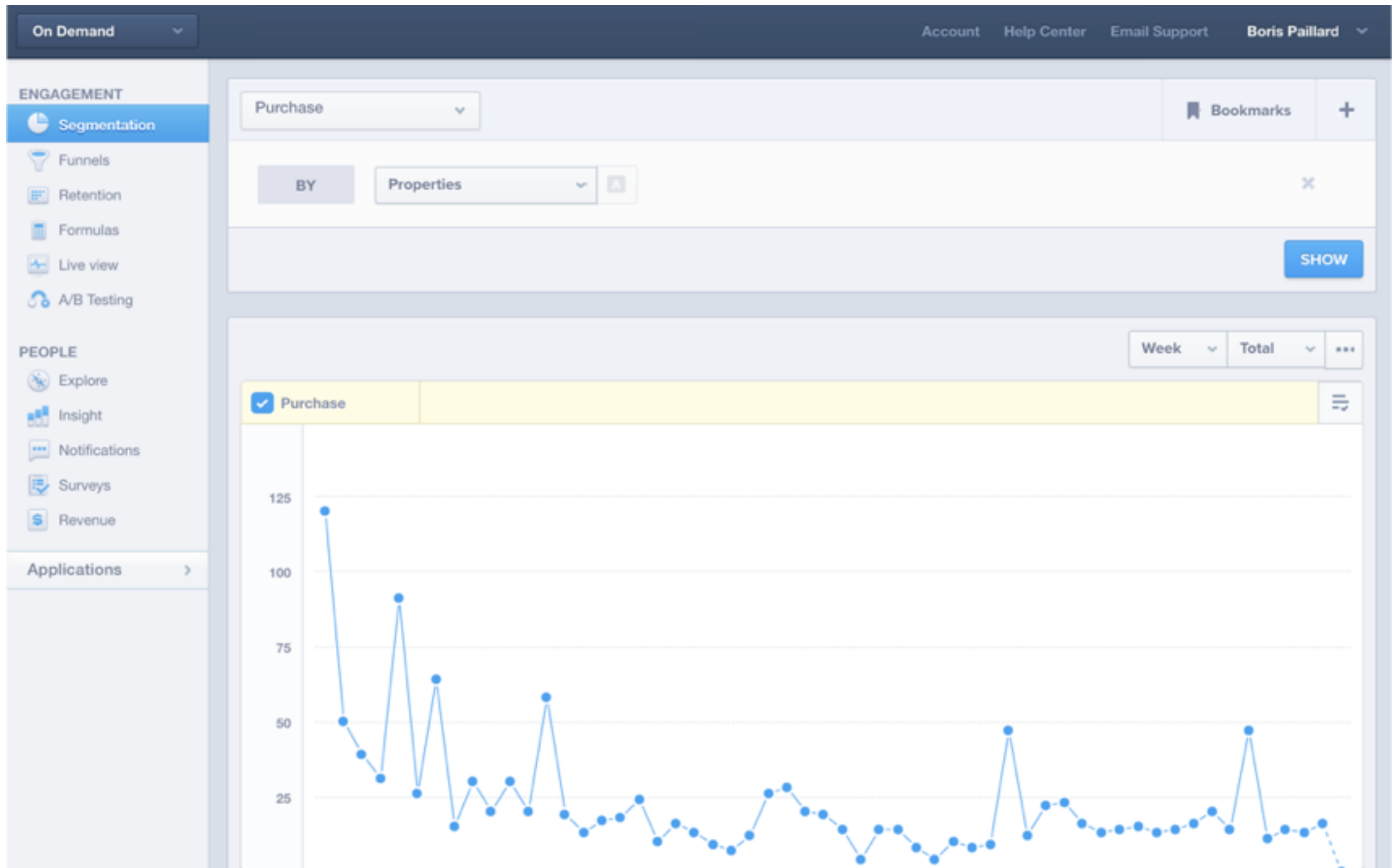
☒ Subscribes ☒ Import ☒ Existing



**H**ow good is  
my Revenue?

# Revenue

(Stripe / Mixpanel dashboard)



**Which campaign  
is working?**



# Utm-ize your URL

to differentiate between campaigns

## Google Analytics URL Builder

### Step 1 - URL to share:

(e.g. <http://www.analytics.org.il>)

### Step 2 - Fill the form or use quick sets: [Edit](#)

**Source\*:**  (Referrer: i.e. Google, Newsletter, Facebook, Twitter)  
**Medium\*:**  (Marketing Medium: cpc, Banner, email, QR)  
**Term:**  (Identify the paid keywords or other value)  
**Content:**  (Use to differentiate ads)  
**Campaign\*:**  (Product, Promo code or slogan)

#### Final URL:

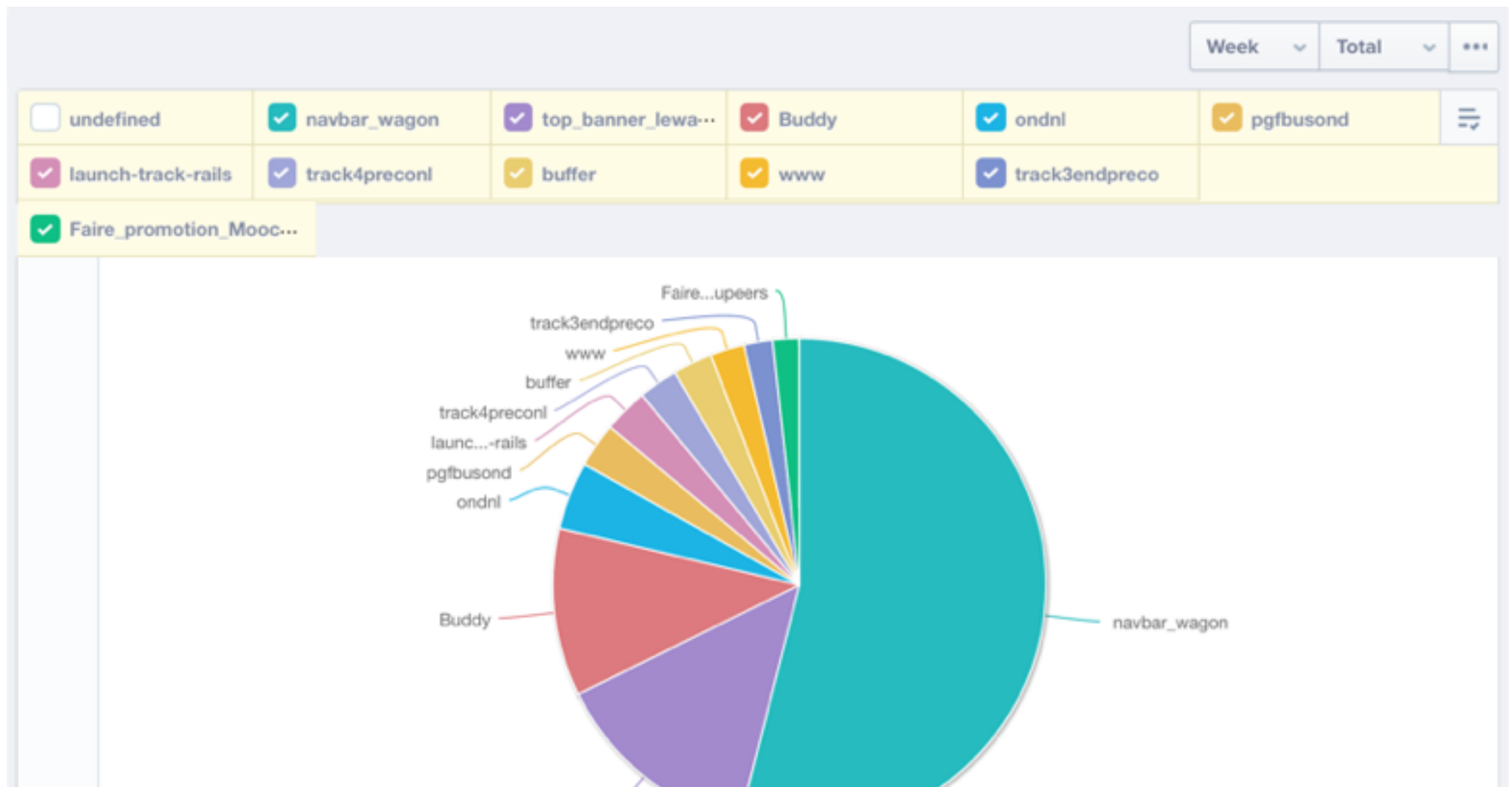
[Configure Bit.ly](#)

[\\$ Create Highly Converting Landing Pages in Minutes \\$](#)

Let's add UTM on lewagon.com  
using a **URL builder plugin**

# On-Demand example

## Purchases by UTM



# Prototyping

# Tip #1

Use right services

# On-Demand MVP



+



# How do most services work?

Through an **API**

# Web-101

Client





# Web-101

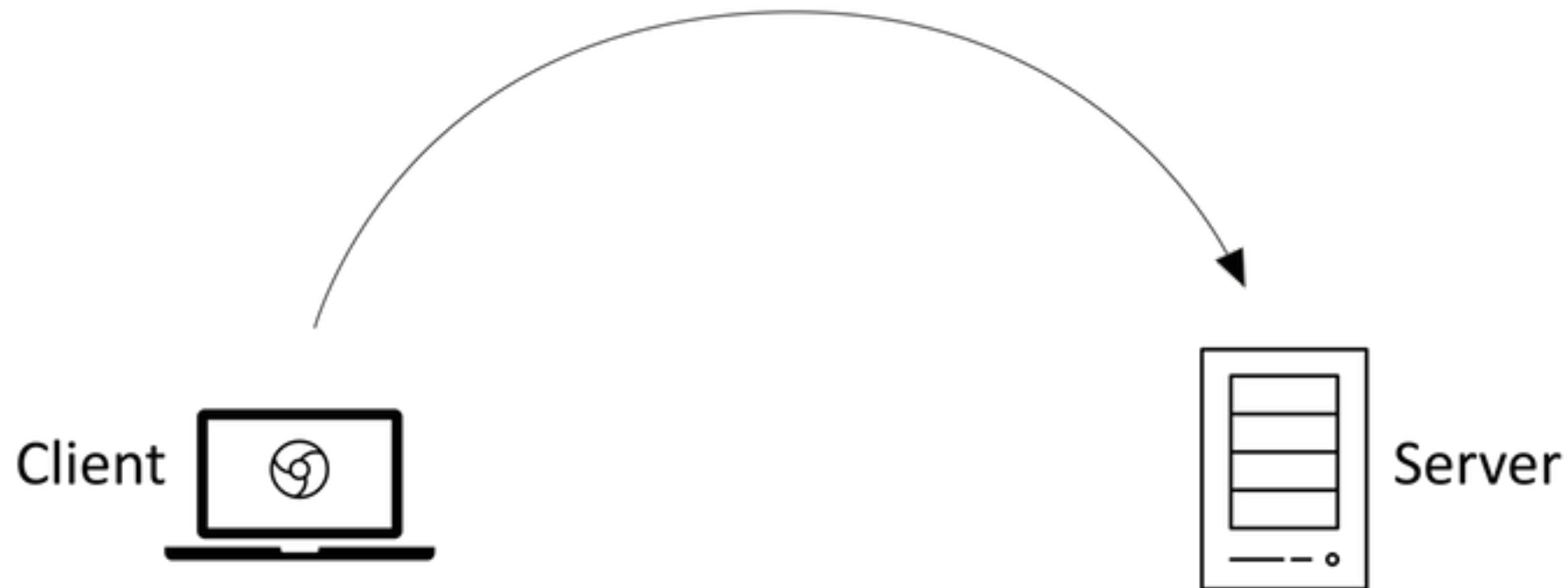
Client  
+  
Browser



# Web-101

**HTTP** request with **URL**

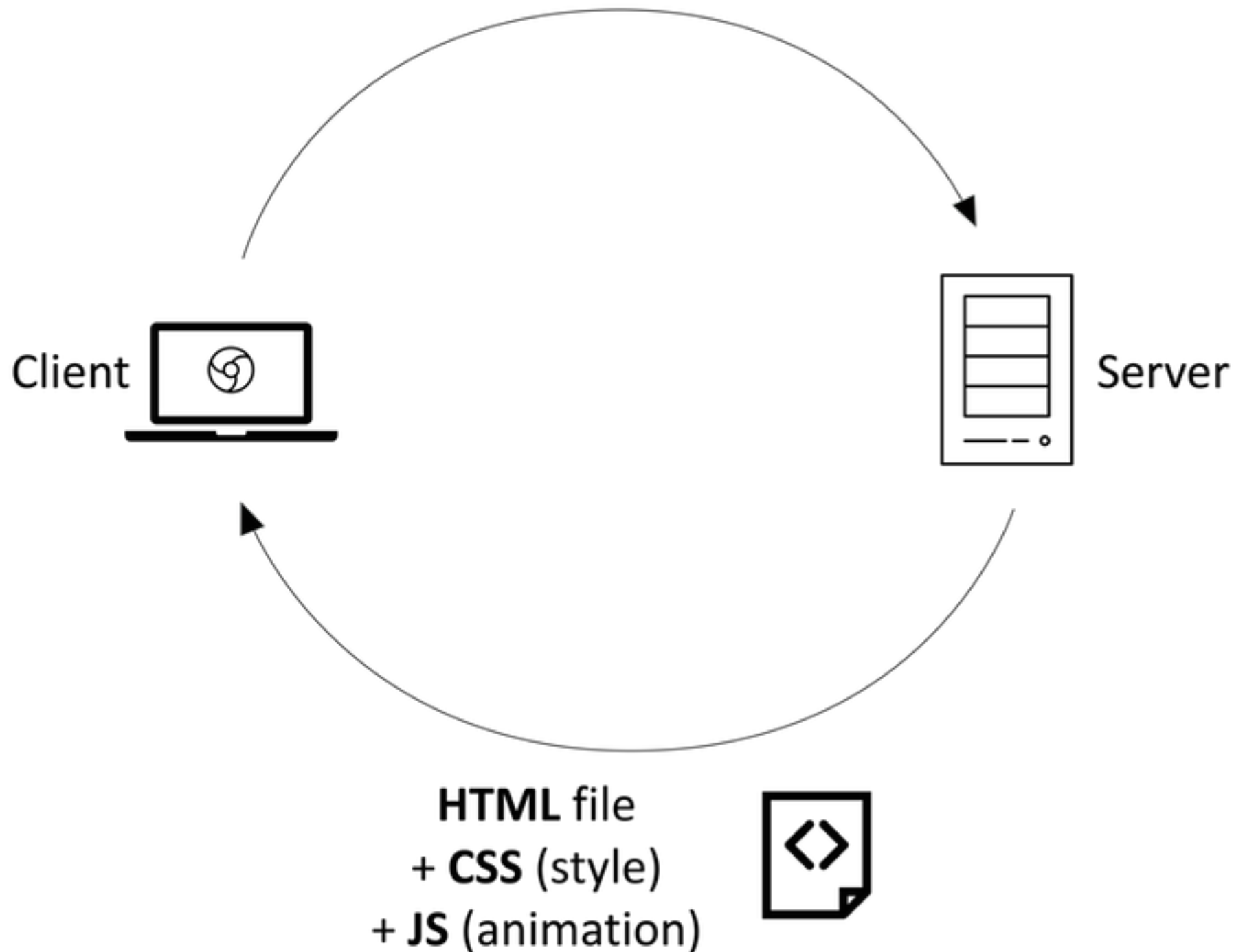
GET "http://lewagon.org/program"



# Web-101

HTTP request with URL

GET "http://lewagon.org/program"



# Human interface



#1 Bill Gates  
\$81.9 B



#2 Carlos Slim Helu &  
family  
\$79.2 B



#3 Warren Buffett  
\$72.9 B

**Readable content**  
**HTML / CSS**

# Programming interface

```
{"richestPeople": [  
  {"firstName": "Bill", "lastName": "Gates", "value": "81"},  
  {"firstName": "Carlos", "lastName": "Slim", "value": "79"},  
  {"firstName": "Warren", "lastName": "Buffet", "value": "72"}  
]}
```

**Structured data**

# API

**HTTP** request with **URL**

GET "http://lewagon.org/program"



# Let's compare

Github **website**

<https://github.com/Papillard>

Github **API**

<https://api.github.com/users/Papillard>

# Let's play with **Facebook graph API**



## Graph API Explorer

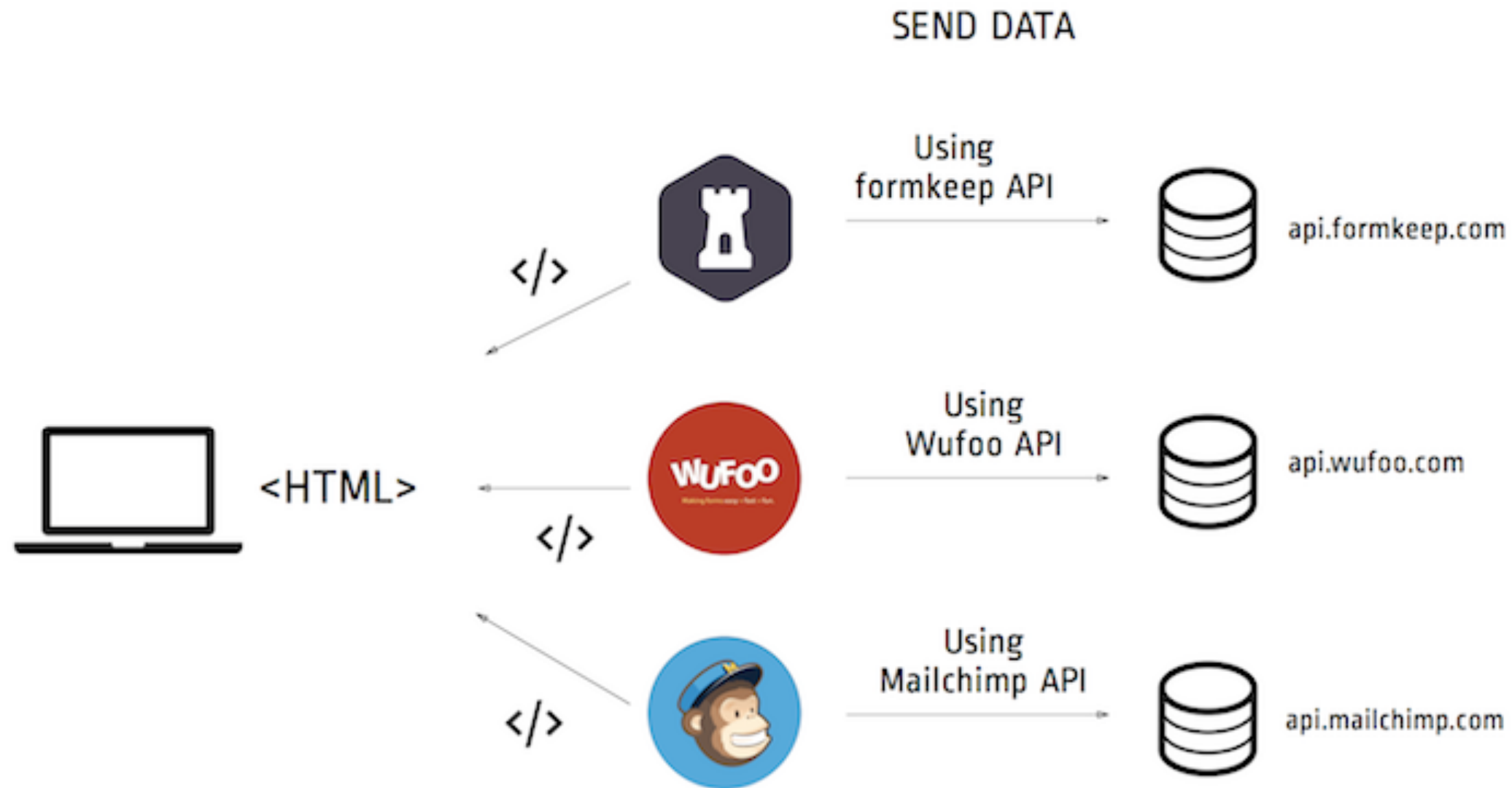
Explore the Graph API from your browser. Test permissions, query data and learn more about the Graph API syntax.





# Facebook, Mailchimp, Stripe, etc..

know you are not developers (yet)



**They give you embed button**



# Tip #2

Connect APIs to automate tasks

# Use APIs connectors like Zapier



# Le Wagon

## Zap #1

### Student application:

- city: Brussels
- session: January 14
- email: bob@gmail.com

### Card creation:

- board: Brussels
- column: inbox
- card: bob@gmail.com



# Le Wagon

## Zap #2

### Card switch:

- from: inbox
- to: interview
- card: bob@gmail.com

### Email sent:

- to: bob@gmail.com
- content: « let's meet »



# Tip #3

Connect everything to Slack



# Example of **Le Wagon** #student channel





# Tip #4

Engage customers with Intercom



Intercom

# Example of **Le Wagon** automated email



Intercom

# Prototyping - Take aways

Pick **right services** for your MVP

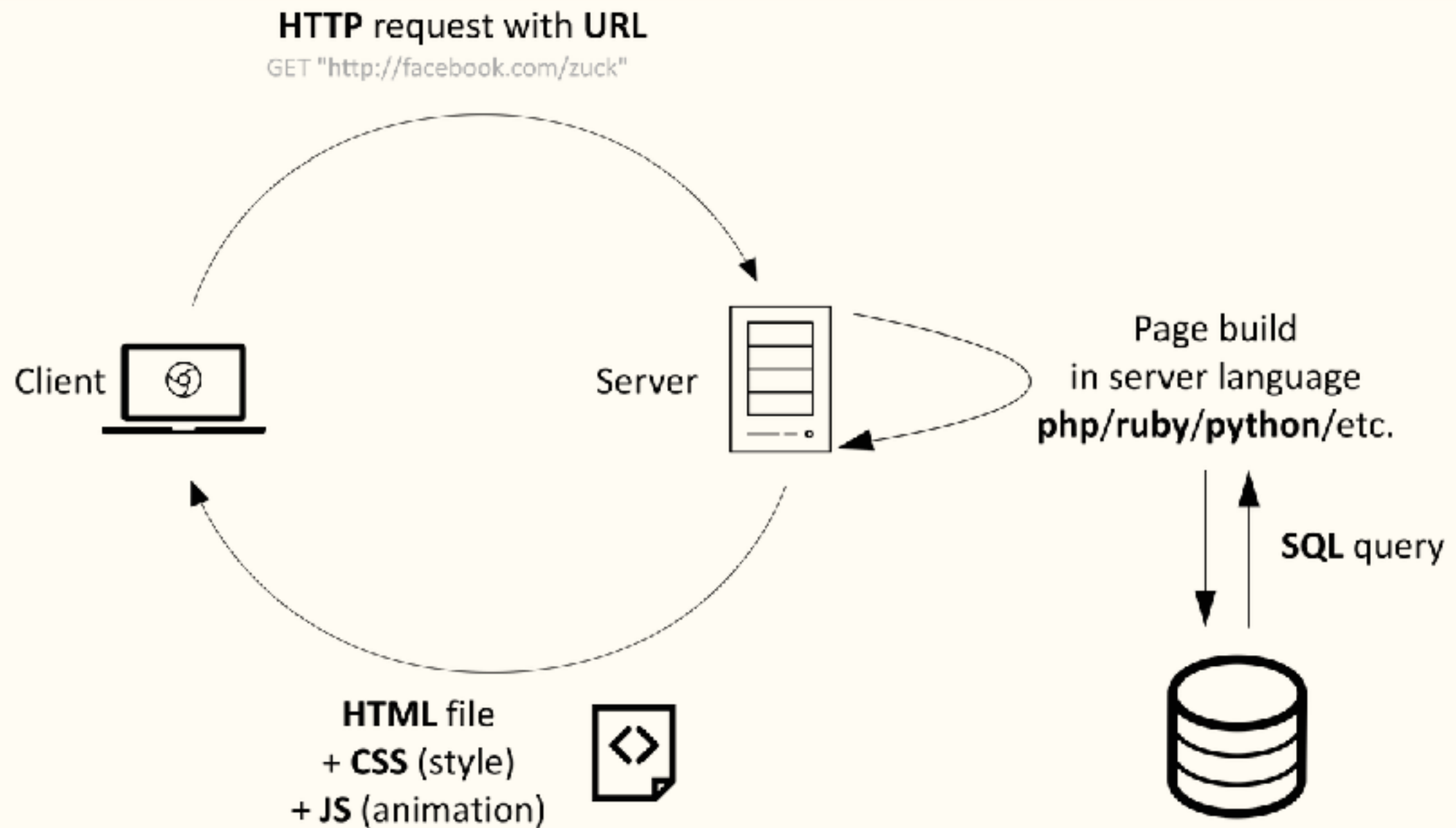
Automate tasks with **Zapier**

Channel info with **Slack integrations**

**Engage your customers** with Intercom

# Scale

# Go Full Stack



# 2 options

Find a CTO

Build it yourself

<http://lewagon.com/apply>



**Thank you!**