

Course Recap, Leaderboard Freeze on Sept. 8 at 11:59pm PT, and Next Steps

Hello all,

With the release of the latest [bitstarter template](#), we've covered the primary backbone of the class syllabus. Starting from scratch and basic account setup ([L2](#)), you can now dial up a virtual machine on AWS ([HW1](#), [HW2](#), [L3](#)), set up your text editors and command line tools ([L4a](#), [L4b](#)), do some basic market research ([L5](#)), version control your code in git ([L7](#)), set up an HTML page, do some basic design, and style it in CSS ([HW3](#), [HW4](#), [L5](#), [L6](#)), add frontend JS widgets for accepting payments and social sharing ([HW6](#)), and deploy your application to your own custom domain like example.com ([HW7](#), [L7](#)). And with this [template](#) and the material from [Lectures 10](#) and [12](#), you can start extending your crowdfunder or replacing it with a different webapp.

Hopefully the competition at <http://startupmooc.org> has also been reasonably enjoyable. Simply getting something up from scratch and into the leaderboard is a win, and it looks like companies will raise about about \$10000 in total, which is fairly good for this first instantiation of the MOOC. We'll take all of the [feedback](#) into account in the next edition of our leaderboard.

With that said, we do have more lectures to release that delve into more advanced JS topics and the philosophy of business. Given time constraints, we've decided that the best option for now is to complete the formal class on Sept. 8 at 11:59pm PT as planned, freeze the leaderboard, announce winners, and issue grades. However, we'll continue to release subsequent lectures and videos on an ASAP basis over the next few weeks while leaving the forums and class website open till we get through everything in the syllabus.

Up to this point, this first MOOC has been an exhausting but rewarding experience for the course staff. I'd like to personally thank our TA (Alex Chia) and our Community TAs (Szabo Csaba, Laszlo Varga, Thanos Lefteris, Gregory Horne, and Cristian Carpenter) for their great effort this quarter, as well as all of you in the forums who made this worthwhile.

--B

Fri 6 Sep 2013 6:22 PM PDT (UTC -0700)

An Improved Bitstarter Template

Hello all,

We've put together a more sophisticated sample template for the bitstarter at github.com/startup-class/bitstarter-leaderboard. We've put quite a bit of effort into documentation; see the [README.md](#) and the comments in the individual files. The app covers the topic of how to organize a more complex Node-

based web application with multiple routes, backend database/ORM logic, a simple API, and both client- and server-side templating. Note that after reading through the code for this template and deploying it you'll have explicitly used three of the four components of the so-called **MEAN** stack (E:[Express](#), A:[Angular](#), and N:[Node](#)) and replaced the fourth (M:[MongoDB](#) and [Mongoose](#)) with an alternative technology pair ([PostgreSQL](#) and [Sequelize](#)). Consider this supplementary; you don't need to use the template for any app you already have on the leaderboard, but you can use it to help build newer apps or simply read it and learn a bit about the structure of more complex webapps.

--B

Fri 6 Sep 2013 5:37 PM PDT (UTC -0700)

Enroll your App in the Leaderboard at startupmooc.org

Hello all,

After a good amount of beta-testing, we now have a live leaderboard. Please go ahead and enroll your crowdfunding app at startupmooc.org.

You will need the following:

- Google Account (to sign in)
- Coinbase Account (for BTC rankings)
- A deployed app URL (e.g. either one of the form [example.herokuapp.com](#) or [example.com](#))
- Optional: Twitter Account (for Tweeting)
- Optional: Github Account (to report issues)

To get started with the leaderboard, do the following

- Click Sign In in the top right corner and sign in with your Google Account
- Add your team with My Team OR have your team leader add you to his team after it has been created
- Pick up to two tags for your Team
- Click 'Create Team' to add your team
- Add team members if you have any
- Then link your Coinbase account
- Now go to the leaderboard page and send out a few sample Tweets.
- Get some people to send BTC to you as well, and confirm it's registering in your Coinbase account.
- Check back every 10 minutes for stats to be updated.
- Note that BTC totals are reported in USD at the prevailing exchange rate (~1 BTC = 118 USD) as people have a feel for what a dollar can buy.

To report an issue:

- Login to GitHub
- Browse to <https://github.com/startup-class/leaderboard/issues>
- First check to see if your issue already exists and add to its description if it does
- If yours is a new issue, click on New issue on the top right corner
- Include a screenshot and as much detail as you can to allow us to reproduce the issue
- We may ultimately open-source the leaderboard code but will use Github to collect issues in the interim.

--B

Wed 28 Aug 2013 2:23 PM PDT (UTC -0700)

Lecture 12 (Node: Latency, Async Flow Control, Debugging), Final Project Guidelines, and Leaderboard Beta Opened Up

Hello all,

Three quick announcements for today:

1. [Lecture 12](#) on Backend JS with Node has been posted. This covers Node in more depth: latency, flow control, and debugging. It also has some medium length programs that are worth reading.
2. To anticipate some final project questions, we've posted a set of [Leaderboard/Project FAQs](#). Short version: have fun, don't cheat, and your project ranking won't be graded. You are only graded on HW1-7. This is for fun.
3. We've also opened up the leaderboard beta test and are letting more people in gradually over the next few days until it's ready for everyone.

We'll send out an announcement next when Lecture 13 and an (even more detailed than HW7) sample crowdfunding template are available for you to peruse. See you in a bit.

--B

Wed 21 Aug 2013 11:18 AM PDT (UTC -0700)

Course site back up now

The Startup Engineering class was temporarily down this morning due to technical difficulties with the Coursera platform. Specifically, due to some recent changes, we had an unexpectedly high load on our databases, and had to take the class offline until the problem was fixed. We are very sorry for the downtime, and appreciate your patience as we made the fixes! The class site is back up now.

- The Coursera Staff

Thu 15 Aug 2013 11:08 AM PDT (UTC -0700)

Intermediate Javascript (FP/OOP) and Leaderboard Beta Test Registration

Hi all,

We've posted 40+ pages on [Lecture 10: Intermediate Javascript \(pdf\)](#). You've been doing a fair amount of JS already, but this should fill in the details and increase your familiarity with functional programming (FP) and object-oriented programming (OOP) techniques.

Our target schedule for the next ten days or so is as follows.

1. Our goal is to open up the leaderboard next week. We've been heavily testing it with the TAs and now feel that it's ready to open up a bit more. If you want to beta test it, we'll take the first 30 who sign up [here](#).
2. We're putting together a simple full-stack JS crowdfunding template that extends our progress from HW7 and which can be used to enroll in the leaderboard. You can modify this template app and merge it with your own work to get something into the leaderboard.
3. We're shooting to have Lectures 12-13 out by early in the week, and Lectures 14-15 by the end of next week. These will cover intermediate frontend and backend JS and go through databases and ORMs in much more detail.

We'll send out an announcement once the next JS lectures are live and then update the syllabus accordingly. Please take a look at [Lecture 10](#) in the meantime, figure out the categories for your crowdfunder, and register to be a [beta tester](#) if you want to experiment with the leaderboard.

--B

Thu 15 Aug 2013 3:50 AM PDT (UTC -0700)

Tips on HW7 and Twenty Final Project Categories

Hi all,

Please see below for comments and resolutions to some common questions we saw on the forums for HW7,

as well as notes on final project categories:

1. **Coinbase button:** In step 4 of HW 7, please make sure to replace the coinbase button with your own HTML from HW 6, so that the Bitcoin goes to your account.
2. **Node install:** In order to install the latest node version, log in/log out after running `setup.sh` so that the `nvm` installation is detected. See the README [here](#) and also the note to exit in part 3 [here](#).

```
curl https://raw.githubusercontent.com/startup-class/setup/master/setup.sh | bash
```

```
exit # and then log in again
```

```
git clone https://github.com/startup-class/bitstarter-ssjs-db.git
```

```
cd bitstarter-ssjs-db
```

```
./setup-ssjs.sh
```

Again, log out after running `setup.sh` so that `nvm` and `node` are sure to be recognized. There are other ways to do this, but this should be robust.

3. **Postgres install:** Your install might not work if you did not enter 'bitpass0' as the password when prompted. Either rerun the `pgsetup.sh` script or use this command to resolve the issue:

```
psql -d template1 -c "ALTER USER ubuntu WITH PASSWORD 'bitpass0';"
```

(It's not particularly important for now, but if you are interested in what this command is doing: `template1` is the special postgres database that serves as a template for the others, including the `bitdb0` database we're using here as defined in `.pgpass`.)

4. **Final Project Categories:** We did a review of the most popular categories from the first survey and came up with a list of final project categories (up from the initial four), as listed below:

Category	Details	Approx. number of students w/ interest
Data	Data science / machine learning / big data / crowdsourcing / search	11529
Developer	Productivity / developer tools	7964
Location	Mobile / location-based / maps / transportation / travel / lodging / restaurants	7181
Entertainment	Entertainment / movies / music / games	5667
Commerce	Retail / e-commerce / local commerce	5191
Robotics	Robotics / drones / telepresence	5143
Infrastructure	Data centers / infrastructure / computer hardware / networking	4999

Payments	Payments / currency / crowdfunding / finance	4899
Fitness	Fitness / sports / health / nutrition	4634
Communications	Texting / communications / telephony / video chat / file sharing / p2p	4548
Energy	Clean energy / electric vehicles / energy efficiency / oil / gas	4317
Education	Higher education / K-12 education / MOOCs	4159
Ads	Advertising / marketing	3450
3D Printing	3D printing / CNC	3047
Medicine	Genomics / medicine / healthcare / pharmaceuticals / biotech	2934
News/Blogs	Print media / blogs / microblogs	2202
Social	Social networking / marriage / dating / friendship / meetups	1875
Supply Chain	Supply chain / operations research	1800
Semiconductors	Semiconductors / circuit engineering	1566
Law/Government	Law / regulation / government	1430

Please pick at most two of these categories for your final project. We consolidated some of the less popular categories together; the combined set should be sufficiently diverse to include your project.

--B

Tue 13 Aug 2013 8:45 PM PDT (UTC -0700)

HW7 is live. Store your crowdfunder orders in a DB, using node's async, Express, and Sequelize modules and the Coinbase API.

Hello all,

[HW7](#) is now up and will be due on Thursday of next week. This is the last graded homework. We'll shoot for 1-2 more optional extra credit homeworks that will go further into JS webapps. This HW7 is reasonably self-contained, but should teach you a fair bit as you go through it. Have fun with this and we'll circle back once we have the next set of JS lectures out. We've got a few beta testers for the leaderboard and will send out an announcement as well once that's ready to accommodate the full class.

--B

Thu 8 Aug 2013 6:55 PM PDT (UTC -0700)






































Lectures on Social/Mobile/Local, Virality, Regulation, and the Technologies of 2013 are now available

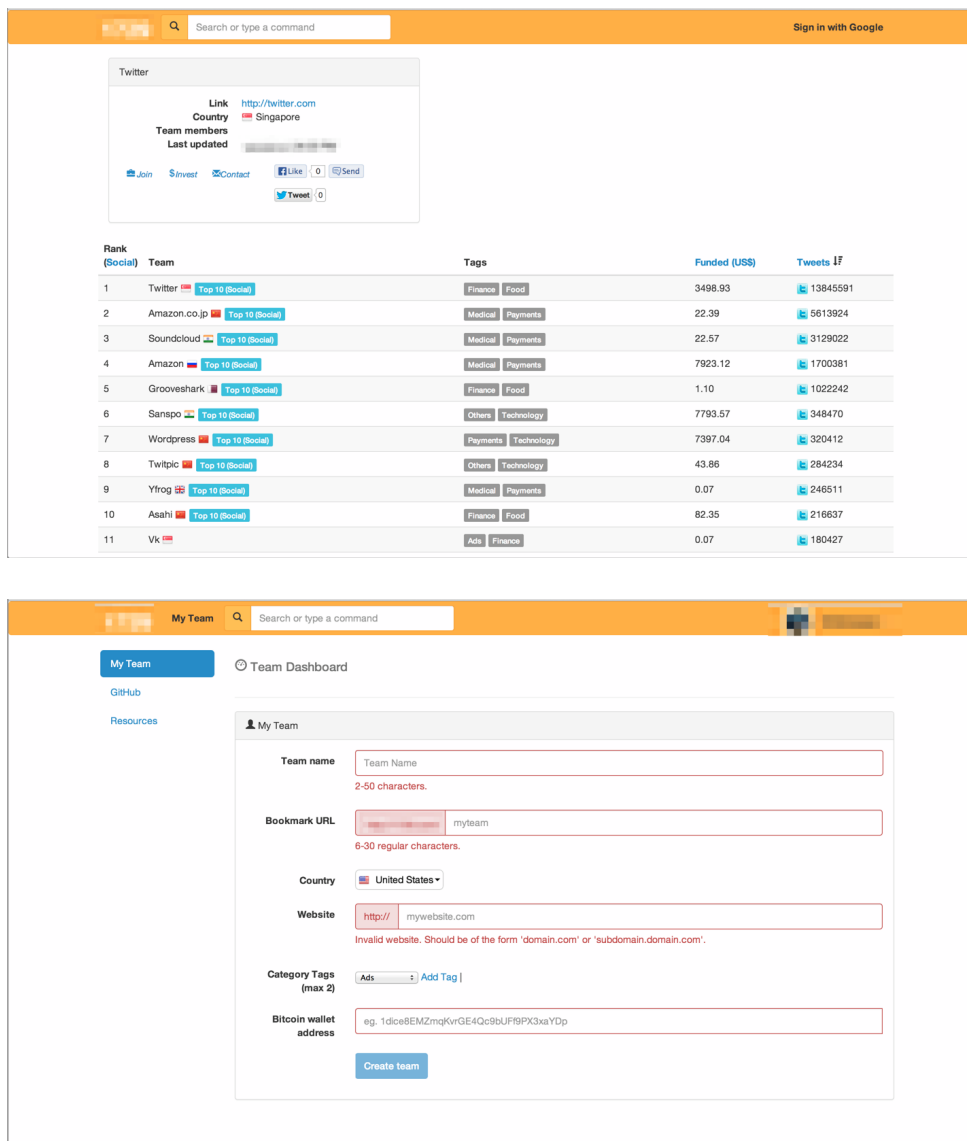
Hello all,

~50 new pages of PDF content is now available. Please take a look at [Lecture 9: Social/Local/Mobile, Virality, and Growth](#) and [Lecture 11: Regulation, Disruption, and the Technologies of 2013](#).

We're going to frontload the rest of the Javascript content for the class over the next few lectures so that you should have everything required to build your app by the end of next week at the latest. In particular, Lecture 10 and 12-14 will focus primarily on Javascript, and we'll be including a completely optional set of exercises aside from HW7 that will help you flesh out the process of setting up a full JS app.

Separately, we've been hard at work on the startup leaderboard for your final projects! Below are a few screenshots with some dummy data.

<div>  <input type="text" value="Search or type a command"/> Sign in with Google </div>				
Rank (Social)	Team	Tags	Funded (US\$)	Tweets
1	Twitter  Top 10 (Social)	Finance Food	3498.93	 13845591
2	Amazon.co.jp  Top 10 (Social)	Medical Payments	22.39	 5613924
3	Soundcloud  Top 10 (Social)	Medical Payments	22.57	 3129022
4	Amazon  Top 10 (Social)	Medical Payments	7923.12	 1700381
5	Grooveshark  Top 10 (Social)	Finance Food	1.10	 1022242
6	Sanspo  Top 10 (Social)	Others Technology	7793.57	 348470
7	Wordpress  Top 10 (Social)	Payments Technology	7397.04	 320412
8	Twitpic  Top 10 (Social)	Others Technology	43.86	 284234
9	Yfrog  Top 10 (Social)	Medical Payments	0.07	 248511
10	Asahi  Top 10 (Social)	Finance Food	82.35	 216637
11	Vk  Top 10 (Social)	Ads Finance	0.07	 180427
12	Badoo  Top 10 (Social)	Medical Payments	0.07	 162668
13	Nikkansports  Top 10 (Social)	Payments Technology	0.11	 159849
14	Ask  Top 10 (Social)	Others Technology	6438.51	 150445
15	Speedtest  Top 10 (Social)	Payments Technology	1901.13	 147769
16	Bleacherreport  Top 10 (Social)	Medical Payments	0.07	 127949
17	Amazon.co.uk  Top 10 (Social)	Payments Technology	5.86	 110882
18	Elpals  Top 10 (Social)	Others Technology	3987.69	 99714



The top screenshot shows a Twitter team profile for a team named "Twitter" with a link to <http://twitter.com> and a country of Singapore. It includes buttons for "Join", "Invest", "Contact", "Like", "Send", and "Tweet". Below this is a table listing the top 11 teams based on funding.

Rank (Social)	Team	Tags	Funded (US\$)	Tweets	IF
1	Twitter	Finance, Food	3498.93	13845591	
2	Amazon.co.jp	Medical, Payments	22.39	5613924	
3	Soundcloud	Medical, Payments	22.57	3129022	
4	Amazon	Medical, Payments	7923.12	1700381	
5	Groovespark	Finance, Food	1.10	1022242	
6	Sanspo	Others, Technology	7793.57	348470	
7	Wordpress	Payments, Technology	7397.04	320412	
8	Twitpic	Others, Technology	43.86	284234	
9	Yfrog	Medical, Payments	0.07	246511	
10	Asahi	Finance, Food	82.35	216637	
11	Vk	Ads, Finance	0.07	180427	

The bottom screenshot shows the "My Team" dashboard. It includes a sidebar with "My Team", "Team Dashboard", "GitHub", and "Resources". The main form allows creating a team with the following fields:

- Team name:** Input field with a 2-50 character limit.
- Bookmark URL:** Input field with a 6-30 regular character limit.
- Country:** Dropdown menu currently set to "United States".
- Website:** Input field with a validation message: "Invalid website. Should be of the form 'domain.com' or 'subdomain.domain.com'".
- Category Tags (max 2):** Input field with a dropdown menu and an "Add Tag" button.
- Bitcoin wallet address:** Input field with an example: "eg. '1dice8EMZmgKvGE4Qc9bUf9PX3xaYDp'".
- Create team:** Button to submit the form.

Once the JS lectures are released, we'll be able to launch the leaderboard and get to the competition from the syllabus, so hang in there as things should start to get fun later this month. In the meantime, please do take a look at the PDFs for lectures 9 and 11. We'll send out an announcement as soon as the JS Lectures (10 and 12-14) are up.

Thanks,

--B

Tue 6 Aug 2013 2:40 PM PDT (UTC -0700)

HW6: Set up your crowdfunder with social buttons, analytics, and Bitcoin payments

Hello all,

[HW6](#) is now up, and will show you how to augment your crowdfunder to add social buttons, analytics, and Bitcoin powered payments. You'll want to acquire some Bitcoin to test out the payment system. If you have a US bank account, try [Coinbase](#). If you are outside the US, try [howtobuybitcoins.info](#). If, and only if, you have given both of those a shot and truly cannot acquire any Bitcoin, then we will send you <\$1 USD in BTC for testing if you fill out [this form](#). We've also included optional directions for setting up Stripe, if you want to accept payments in the US or Canada. Finally, we've included some links on the [Week 5](#) and [Week 6](#) pages which you can browse for context; we'll put out an announcement when the corresponding pdfs and video links are live.

--B

Wed 31 Jul 2013 7:16 PM PDT (UTC -0700)

Guest lectures by Airbnb, Judicata, Square, and Twilio.

Video lectures 5-8. And an important survey to help us optimize!

Hi everyone,

Lots of new content to announce.

- First, please help us optimize the course by filling out this five minute [survey](#) (you'll also learn something about the NPS metric!). The survey will really help us quantitatively determine what is working and what is our highest priority to improve; it's complementary to the qualitative data from the forums, which can point in different directions at times.
- Next, please check out the subtitled videos for lectures [5](#), [6](#), [7](#), and [8](#).
- Finally, take a look at the videos and slides for guest lectures by [Airbnb](#) ([video](#), [pdf](#)), [Judicata](#)([video](#), [pdf](#)), [Square](#) ([video](#), [pdf](#)), and [Twilio](#)([video](#), [pdf](#)).

Go ahead and dig in. We'll be back with more content soon, including lectures 9-11, and will send out an announcement when they are live.

PS: Web development moves fast. Over the weekend, Twitter Bootstrap just updated Bootstrap 3 to a release candidate, such that links to [twitter.github.io/bootstrap](#) now take you to the version 3 site. To see what's changed, read [this blog post](#). To get the previous Bootstrap 2 material, please [go here](#).

Mon 29 Jul 2013 6:36 PM PDT (UTC -0700)

HW5 is up - Review, Git, HTML, and CSS

Hello all,

[HW5](#) is now available. This is a set of four multiple choice quizzes that reviews the material from lectures 1-8, and goes into much more depth on git, HTML, and CSS. Links are provided next to each of the questions with the relevant information. You should find this assignment good for solidifying your understanding of git commands and the structure and styling of webpages. No programming this week; we'll add payments, sharing, and analytics features to your crowdfunder in the next assignment (HW6) once you've done a bit more with frontend JS.

We're now entering Buffer Week I. The TAs will have a continual presence in the forums to answer HW5 questions. Please take the time to go through this HW5 assignment, review previous lecture pdfs, and to think about your final project and product tiers. In the meantime, we're going to be hammering away on content and getting a number of new videos together. See you soon.

--B

Sun 21 Jul 2013 9:47 PM PDT (UTC -0700)

Lecture 8 on Mobile is up; HW5 out this weekend

Hello all,

We've got a new lecture on mobile for you [here](#). This lecture is a bit more business-oriented: it goes through the historical perspective on mobile, the present, and the likely near future. It also discusses one possible strategy for getting your feet wet with mobile: build out a relatively simple website or webapp with a responsive framework like Bootstrap 2 to get a reasonable level of functionality across all devices, and then proceed to build out a full fledged native app. (Note: you won't need to build that native app in the class, this is just a general strategic point). Separately, we're adding a bit more content to HW5 to make it a recap of the first five weeks, so stay tuned. We'll put up an announcement as soon as it's up. In the meantime please do check out Lecture 8.

--B

PS: You might also mess around with the [Bootstrap 3 release candidate](#), which is now mobile-first. That is indeed the way the wind is blowing!

Fri 19 Jul 2013 5:00 PM PDT (UTC -0700)

HW4 Extended - Due on Monday July 22 at 11:59pm PT

Hello all,

For those of you want to work on HW4 over the weekend, you can submit it on Monday evening at no penalty. Please do relax, though - the grading here is going to be very lenient. Don't get stressed out, just learn things at your own pace.

--B

Fri 19 Jul 2013 6:16 AM PDT (UTC -0700)

Extending to 12 weeks and inserting a project buffer

Hello all,

So, in this first offering of the MOOC we're running about a week behind plan. This isn't the end of the world, but we'd greatly prefer to get everything done on schedule going forward rather than let dates slip. Towards that end, we're going to do three things:

1. Once Lecture 8 and HW5 are posted, we'll be taking the next week to catch up/get ahead on materials/videos (Buffer Week I).
2. HW5 will be a bit longer than usual to give you something to work on during this period. It will also be due on Wed. July 31 at 11:59pm so we can get back to Wednesday due dates.
3. We'll also insert one more buffer week (Buffer Week II) during the week of August 19. If everything goes well we can use this time to discuss project ideas and interact with you in the forums. Otherwise, think of this as a [project buffer](#) (1, 2) from Goldratt's [Critical Chain](#) theory.

We've updated the syllabus [here](#) and the logistics pdf [here](#) with the new dates. In particular, the final project leaderboard will now continue through till Sept. 8 at 11:59pm (i.e. you will also have two more weeks to work on your final project). In sum: we're committed to delivering everything we discussed at the outset, including outstanding guest lectures and an awesome final project competition; it'll just take 12 rather than 10 weeks.

Please note: during the Buffer Weeks, Community TAs ([Thanos Lefteris](#), [Gregory Horne](#), [Csaba Szabo](#), [Cristian Carpenter](#)) will still answer questions and the class website and everything else will otherwise operate like normal. You may want to use the extra time to digest the pdfs up to this point and focus on your final project.

Thanks all. We'll send out an announcement next when Lecture 8 and HW5 are up. Schedule hiccups notwithstanding, we've worked hard on the material and hope you like the content so far.

--B

Wed 17 Jul 2013 7:23 PM PDT (UTC -0700)

Learn the basics of production deployments and how to set up your own custom domain.

Hello all --

Please take a look at [Lecture 7](#) on Deployments, DNS, and Custom Domains. Going through the interactive tutorial here will teach you how to use `git branch` to organize a three-phase development/staging/production workflow. You'll also learn how to register your own custom domain name (e.g. example.com) and point it to your crowdfunder in progress at example.herokuapp.com. Finally, you can choose whether to get an SSL certificate and a custom Google Apps account at this new custom domain.

Wed 17 Jul 2013 2:51 PM PDT (UTC -0700)

HW4: Learn how to turn a barebones index.html into a styled, responsive design

Hi all,

Both parts of [HW4](#) are up. First, there's a short quiz on [market research](#), from [Lecture 5](#). Building on [Lecture 6](#), there's also a fun [programming assignment](#) which takes you another major step along towards running your own crowdfunder. By the end you'll have made pretty good progress, as shown below:

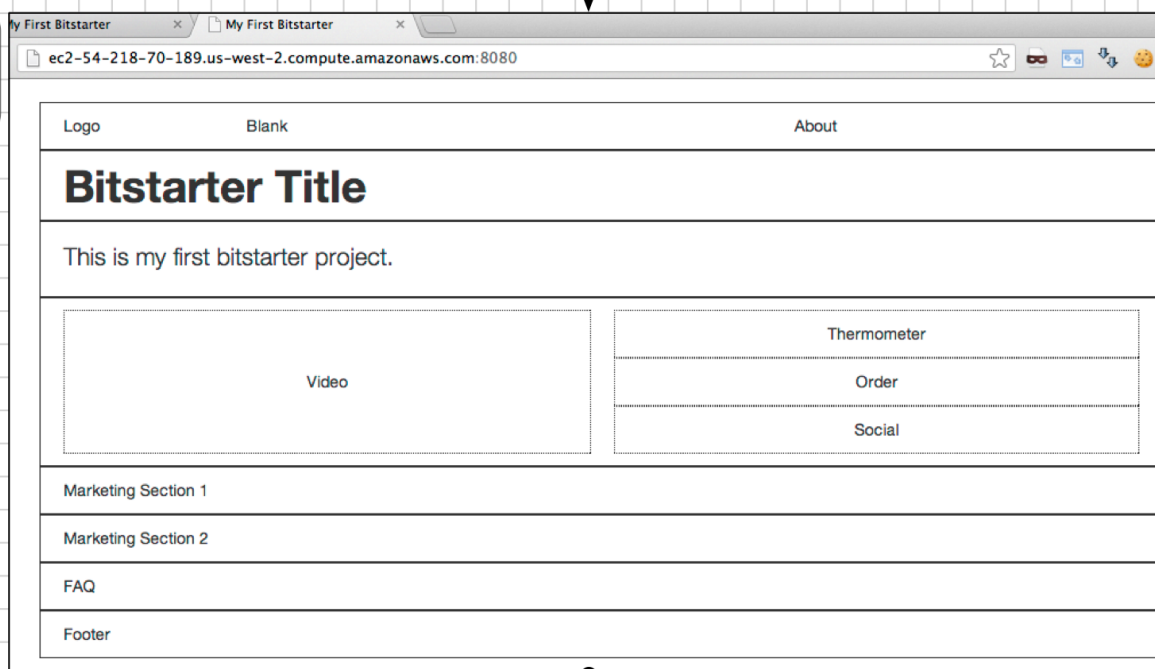
Startup Engineering
From Hello World to an HTML/CSS skeleton
coursera.org/course/startup

Hello World

guarded-lake-3837.herokuapp.com
Hello World!

Homework 3
Learn to edit with emacs and Linux tools, set up a barebones HTML structure, push it to Github, and deploy it on Heroku.

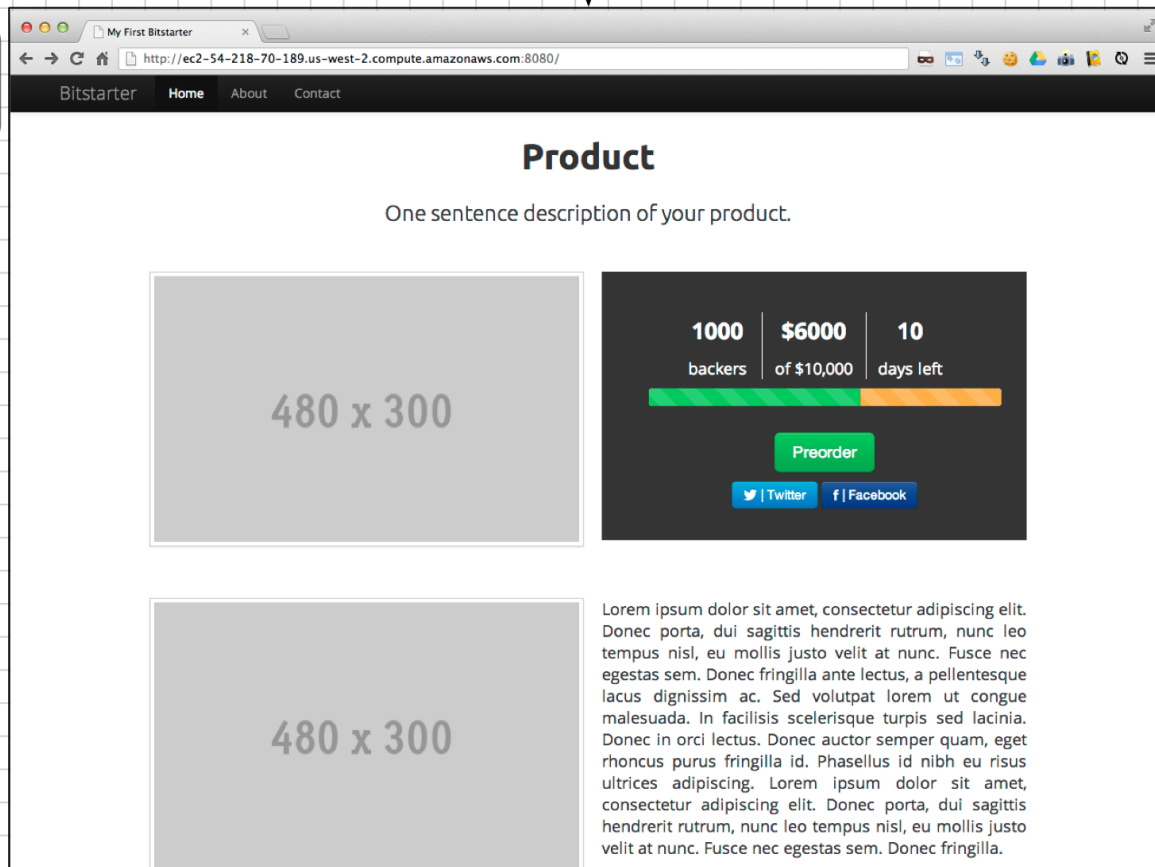
HTML Skeleton



Homework 4

Learn to style HTML with Bootstrap, set up a responsive scaffold, and begin populating it with your own startup idea.

HTML/CSS Skeleton



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec porta, dui sagittis hendrerit rutrum, nunc leo tempus nisl, eu mollis justo velit at nunc. Fusce nec egestas sem. Donec fringilla ante lectus, a pellentesque lacus dignissim ac. Sed volutpat lorem ut congue malesuada. In facilisis scelerisque turpis sed lacinia. Donec in orci lectus. Donec auctor semper quam, eget rhoncus purus fringilla id. Phasellus id nibh eu risus ultrices adipiscing. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec porta, dui sagittis hendrerit rutrum, nunc leo tempus nisl, eu mollis justo velit at nunc. Fusce nec egestas sem. Donec fringilla.

FAQ

What does FAQ stand for?

What's a Frequently Asked Question?

This work is licensed under the [CC BY-SA 3.0](#), without all the cruft that would otherwise be put at the bottom of the page.

If this sounds like fun, go ahead and take a crack at the problems [here](#)!

--B

Sat 13 Jul 2013 1:08 PM PDT (UTC -0700)

A few quick updates

Hello everyone,

A few quick updates:

- The pdf notes for lectures 5 and 6 are available [here](#).
- HW4 will walk you through some basic market sizing calculations (building off Lecture 5), and also step you through the process of improving your crowdfunder with Bootstrap, making it mobile friendly with responsive design, and picking out some product tiers.
- HW4 will also be due one week from now (July 19) to give you the week to work on it. This means we'll be shifted two days off from the original schedule, but fortunately we do have the room for it as we have some slack weeks towards the end w/o HW due.
- We'll post the pdfs for lecture 7 and 8 as soon as possible, along with accompanying videos for lectures 5-8, and post an announcement at that time.

Thanks for your patience; it's nontrivial to convert an offline class into an online class, and there were certain things which we underestimated in terms of how much time they'd take (especially in terms of keeping up with email volume, the forums, and video production). We've taken some steps to handle this, including the selection of four community TAs ([Thanos Lefteris](#), [Gregory Horne](#), [Csaba Szabo](#), and [Cristian Carpenter](#)) to

handle the forums along with our primary TA [Alex Chia](#). We've also built out our internal toolchain to compensate for some unexpected platform issues.

That said, we do hope you enjoy the material so far; do check out [Lecture 5](#) in particular. Please know that we are absolutely committed to the class even if we are a few days behind now; in particular, we will do our utmost to ensure you get plenty of final project time.

See you in the forums!

--B

Fri 12 Jul 2013 6:43 AM PDT (UTC -0700)

HW3: Brief Extension

Hello all,

Our TA and Community TAs will be going through the forums and answering all your HW3 questions. We've got several more lectures to post to catch up, so we're going to extend HW3's due date by 24 more hours. Should be back on track with the syllabus at that point.

--B

Wed 10 Jul 2013 1:49 PM PDT (UTC -0700)

When using Amazon Web Services, please only use t1.micro instances.

Hello everyone,

Two important points when using Amazon Web Services.

First, please use [this special link](#) to sign up for AWS if you have not done so already, so that the AWS staff can track your signups and consolidate updates/advice. Similarly, please use [this special link](#) to sign up for Heroku if you haven't done so already.

Second, please ONLY use [t1.micro instances](#) if you do not want to be billed by AWS. We edited [Lecture 2](#) to mention this very frequently, but just to reiterate: if you do not use t1.micro instances then you will incur bills from Amazon. You can confirm that you are running t1.micro instances by going to the [AWS EC2 Dashboard](#), clicking "Instances", and terminating anything that does not have the Type as "t1.micro".

The AWS Free Tier includes 750 hours of Linux and Windows Micro Instances each month for one year. Instances can run simultaneously and be eligible for free tier usage. **PLEASE NOTE: any use exceeding the 750 instance hours of eligible Windows or Linux instances across all regions will be billed at standard EC2 prices.** For example, if two t1.micro Linux instances are run for 400 hours each in a single month, the user will accumulate 800 instance hours of usage, of which 750 hours will be free, and the remaining 50 hours will be billed at the standard EC2 price.

See the screenshots below:

The screenshot shows the AWS Management Console for the EC2 service. The left sidebar contains navigation links for EC2 Dashboard, Events, Tags, INSTANCES, IMAGES, and ELASTIC BLOCK STORE. The main content area displays a table of instances. The 'Type' column for the instance named 'empty' is highlighted with a red box, and a red arrow points to it with the text 'You can confirm that you are only using t1.micro instances in the instances dashboard'. Below the table, red text instructions state: 'Go to console.aws.amazon.com/ec2' and 'And click "Instances" on the left'.

	Name	Instance	AMI ID	Root Device	Type	State	Status
<input type="checkbox"/>	empty	i-6ec3cd5b	ami-70f96e40	ebs	t1.micro	running	2/

You can confirm that you are only using t1.micro instances in the instances dashboard

Go to console.aws.amazon.com/ec2

And click "Instances" on the left

Create a New Instance

Cancel

Ubuntu Server 12.04.2 LTS (ami-70f96e40)

Platform: Ubuntu

Architecture: x86_64

Ubuntu Server 12.04.2 LTS, with support available from Canonical

(<http://www.ubuntu.com/cloud/services>).

Please review your settings and click **Launch** to finish or **Edit details** to make changes.

Instance Details

Name:

Detailed Monitoring: No

Shutdown Behaviour: Stop

Launch into: Default Subnet in any AZ

Security Details

Key Pair: cs184-john-stanford-edu

Security Group: Loading..

Advanced Details

Kernel ID: Default

User Data:

Network Interfaces:

When launching new instances

1) ALWAYS use t1.micro instances

2) Keep your usage under 750 hours per month to avoid bills.

See more here: aws.amazon.com/free

If you do not use the default t1.micro instances you will incur bills from AWS. But it's not hard to use t1.micros; just stick with the defaults! :)

3) Again: keep total usage under 750 hours per month across ALL instances.

Type: t1.micro

Termination Protection: No

Go Back

Edit details

Launch

In a bit more detail, AWS allows you to use t1.micro instances free for a limited trial. You will incur charges for using instances of a different size, or for using more than 1 year of t1.micro instance computing time. For full details on what AWS offers as part of the free tier, please see aws.amazon.com/free. You should set up a billing alert on your AWS account so you are notified of any unexpected charges or when you exit the free tier and start using chargeable services; do that now by going [here](#).

Thanks everyone -- this will allow the course staff and AWS to support the class.

--B

Sat 6 Jul 2013 9:24 PM PDT (UTC -0700)

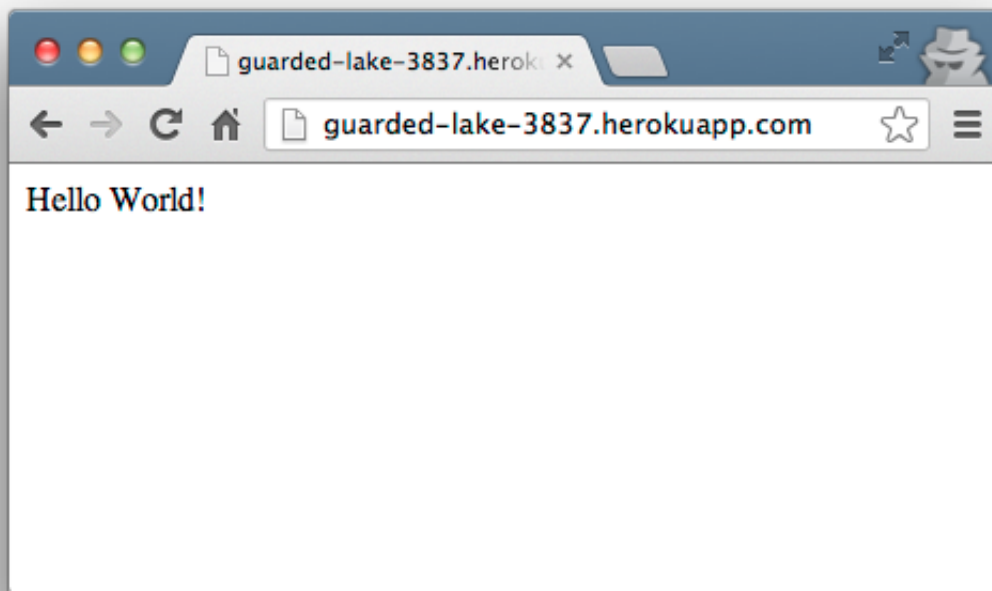
HW3 is available: Set up your crowdfunder with emacs and the command line.

Hello all,

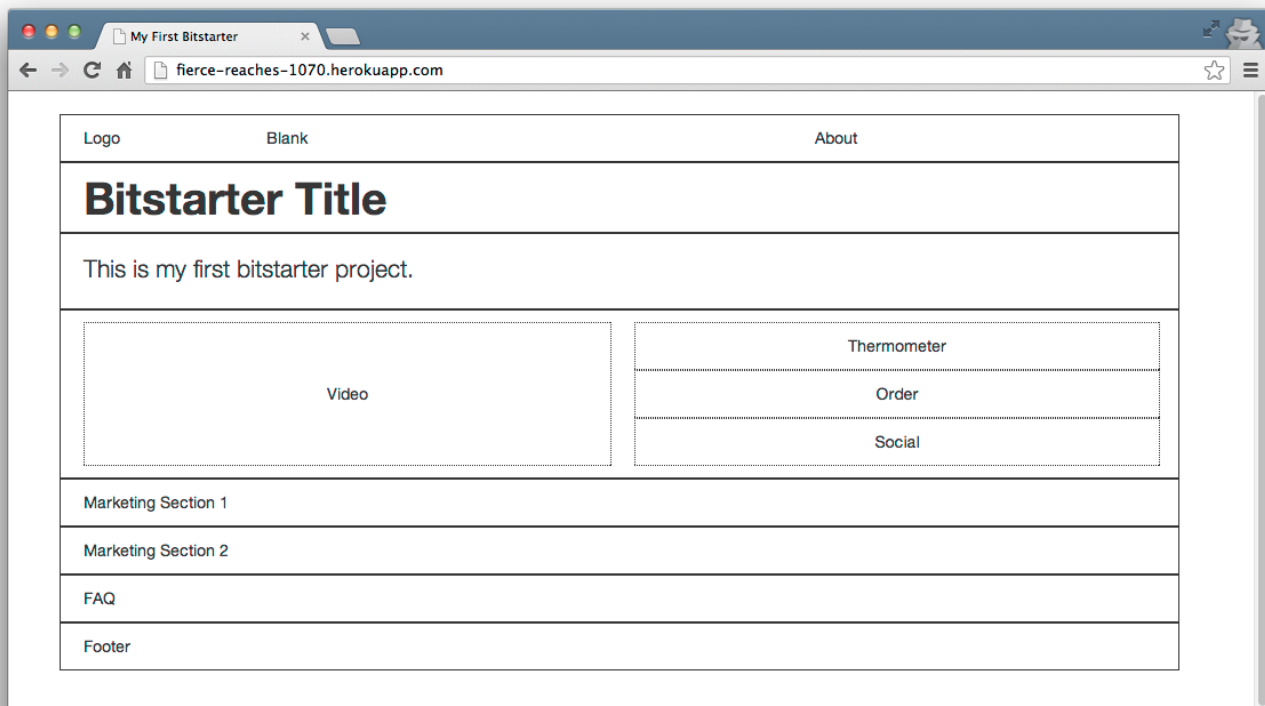
Now that we've set up quite a bit of useful infrastructure, we're uncorking some more interesting assignments. Take a look at the [quiz](#) and [programming assignment](#) for Homework 3. It'll take you a few hours to complete, but by the end of it you will go from this:

<https://class.coursera.org/startup-001/class/index>

17/21



to this:



Wow! Shipping your crowdfunder will be a journey of one thousand miles, but with this simple outline you can already start to see things coming into focus. Time to start thinking about what you're going to be putting in those boxes for your own [final project](#).

All right. Have fun with this homework and we'll see you in the forums!

--Balaji

Wed 3 Jul 2013 8:15 PM PDT (UTC -0700)

Lectures 4A and 4B now available; HW2 Extension till July 6 at 11:59pm PT

Hi everyone,

1) Lecture 4A: Linux Command Line ([video](#), [pdf](#)) and Lecture 4B: Development Environment ([video](#), [pdf](#)) are now live.

2) Lecture 4B has two lectures in particular ([Emacs and SSJS](#) and [Emacs and jshint](#)) that aren't strictly necessary for [HW2](#) but could be helpful if you want to experiment with [market-research.js](#) in an Emacs buffer with the node REPL before answering the quiz questions. So we've extended the HW2 deadline by 72 hours.

3) HW3 will go out later today around 5pm as planned.

Mon 1 Jul 2013 1:00 PM PDT (UTC -0700)

HW2 (SSJS Interactive Tutorial) and Late Policy

Hello all,

1. HW2 is up ([SSJS Interactive Tutorial](#)) and you should be able to have some fun with it. We're running a bit over on Lecture 4 and will upload it soon (EDIT: encountered some AV issues that required us to re-record and subtitle several videos. Should have this finished shortly.), but you can get started on HW2 right away - you don't need Lecture 4 as a prerequisite.
2. Speaking of late policy: as noted [on the forums](#), we've adopted something very lenient. The point of this class is the final project, not the grade, and we understand that many of you are busy professionals. Specifically, each of you has five (5) late days that can be used on any assignment or quiz. The late penalty is 5% per day late, and you can submit an assignment up to 14 days after the deadline (in which case you'd receive 30% credit).

That's it for now; more soon!

Wed 26 Jun 2013 5:04 PM PDT (UTC -0700)

Lecture 3 is now online

Hello all,

Lecture 3 is now online; please go [here](#) to check it out. You should be able to make short work of the HW1 Programming Assignment after going through the lecture, and we've updated the [instructions](#) accordingly. Technical note: we've had a few Coursera platform bugs with video on some of the lectures, but in the meantime we've included download links to large MP4 files for those lectures in which downloadable video files were not autogenerated by Coursera. We'll remove them once the proper links are autogenerated.

Mon 24 Jun 2013 12:18 PM PDT (UTC -0700)

HW1 Deadline Extension, Lectures 3-4, and HW2

Hello all,

More than 15,000 new people have signed up for the class over the last few days, so we've moved HW1's due date back to next Wednesday July 3 at 11:59 pm PT, on the same day HW2 is due. HW1 is quite short so this shouldn't be too onerous. Lecture 3 will go out by June 24 at 12pm PT and with it you should be able to make short work of the HW1 Programming Assignment. Lecture 4 and HW2 will go out by Wednesday June 26 at 5pm PT. Finally, we'll also be doing a pass over the forums to answer all open threads shortly. Enjoy your weekend and see you all tomorrow!

Sun 23 Jun 2013 7:04 AM PDT (UTC -0700)

Lecture 2: learn how to put up your first webapp in 30 minutes

Dear everyone,

[Lecture 2](#) (pdf) and [Homework 1](#) are now up. You can now learn how to put up your first web app in 30 minutes! We've also been reading the forums and made some quick changes for your convenience:

- There's now a [Homework](#) and [Syllabus](#) tab on the sidebar; the latter has the same content as the [Logistics](#) lecture but should now be more accessible.
- Homeworks will be released at 5pm PT on Wednesdays and due at 11:59pm PT the following Wednesday. The [Syllabus](#) page has been updated to include these times.

That's it for now. See you in the forums!

--Balaji

Wed 19 Jun 2013 5:43 PM PDT (UTC -0700)

Welcome to Startup Engineering!

Dear everyone,

Welcome to Startup Engineering! The course is now live at class.coursera.org/startup-001. A few notes:

- **Get started with Week 1.** Please get started with the [Week 1](#) material and [Video Lectures](#) linked on the left-hand side of the homepage. Homework 1 will be available by Wednesday June 19, and Week 2 material will follow. But if you want to do something right away, please fill out [Survey 1: Background and Interests](#).^{**}
- **Use the forums.** The forums are the best way to reach us. With 100,000+ students we can't promise a response to email, but we can promise that we'll read the forums very closely. Please start things off by introducing yourself [in this forum thread](#).
- **Try the Flash player if the HTML5 player gives issues.** Some of our testers experienced problems using the HTML5 video player in Chrome. If you encounter this issue, try using the Flash video player in Chrome (see the note regarding "Having trouble viewing lectures"[here](#)), or using the HTML5 video player in Safari. You can also try hitting the Previous and Next buttons.

That's it for now! We're looking forward to seeing you in the forums.

--Balaji and Vijay

^{**} For the observant: that is now a link to a Wufoo Form. Coursera's surveys don't yet support the highly useful [grid question type](#), and the sheer volume of students in this course broke Google's [form submission](#) limits.
