

# *Slow Cooked Startup*

Turn your hobby project into a smashing success\*

# \* success

The joy of creating something valuable

The satisfaction of learning

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# ***Build to learn***

Knowledge is your guaranteed reward  
Pick unstable, impractical technologies (if you  
want)

***Solve your own  
problems.***

No toy apps.

# *Guard your time (& your life)*

Rule of thumb: No more than 4 hours a week.

# *Find a partner*

Misery loves company

Align your values

# *Keep your job*

Startups fail. You need your Real Job.

# Keep expectations low

Avoid choices that lead to more stress.  
= stress



# *Find your users*

Reddit. Hacker News. Craigslist.

The local coffee shop.

# *What do the users think?*

Software analytics, customer interviews.  
Are you solving their problems?

*Do one thing,  
excellently*

Keep a laser focus on your little product.

# *Do It All Yourself*

You'll be surprised at what you can learn.

# *Be cheap*

Stay on the "free" side of freemium

# *Dream small*

Tiny growth is great.

# *Guiding principles*

Are we having fun?

Do we still have a life?

Are we proud of the work we've done?

Do we have at least one passionate user?

If you're not doing well...

***Kill your  
darlings***

You had a good run. Put the product to rest.



If you're doing well..

# Ads

Easy to implement.

Bad user & brand experience.

If you're doing well...

# *Premium features*

Do lightweight experiments, a la Lean Startup.

Feature flags, A/B testing.

Don't charge too much

The more altruistic way

# *Donations*

Rely on the goodwill of your community.

Patreon, Gittip

# *Thanks*

With inspiration from:

Re:work: Jason Fried and DHH

The Lean Startup: Eric Ries