

# The Joy of Building your Startup with Phoenix LiveView.

ElixirConf EU 2022

Aswin Mohan (@aswinmohanme)

# Who am I?















[Https://aswinmohan.me](https://aswinmohan.me)

- Ex Solo-founder IndiePaper (<https://indiepaper.me>)
- Consultant Lascade, building their internal reporting systems
- Mobile / Full-Stack Developer

**Happy 10 year Anniversary Elixir.**

**IndiePaper, the story.**

**Choosing a Tech Stack for your  
Startup can be hard.**

<div><div>indiepaper</div><div>Private</div></div> <div>The next generation of Publishing</div> <div><div><div></div><div>Elixir</div></div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>10</div></div><div><div></div><div>0</div></div><div>Updated on Mar 17</div></div>	
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<div><div>indiepaper-livebook</div><div>Private</div></div> <div>LiveBook for one-off tasks.</div> <div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div>Updated on Jan 3</div></div>	
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<div><div>indiepaper-phx-final-legacy</div><div>Private archive</div></div> <div>Production version of IndiePaper written in Elixir Phoenix</div> <div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div>Updated on Jun 10, 2021</div></div>	
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<div><div>indiepaper-jamstack</div><div>Private archive</div></div> <div>Final Production version of IndiePaper</div> <div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div>Updated on May 8, 2021</div></div>	
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<div><div>indiepaper-hasura</div><div>Private archive</div></div> <div>Hasura configuration for IndiePaper backend implementation</div> <div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>1</div></div><div><div></div><div>0</div></div><div>Updated on Apr 22, 2021</div></div>	
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<div><div>indiepaper-phx-legacy</div><div>Private archive</div></div> <div>The Core of the Platform ( Discontinued in favour of Hasura)</div> <div><div><div></div><div>0</div></div><div><div></div><div>0</div></div><div><div></div><div>1</div></div><div><div></div><div>0</div></div><div>Updated on Mar 8, 2021</div></div>	

**Frontend Heavy / Backend Heavy**

# Frontend Heavy



**NextJS + (Hasura, Firebase, FaunaDB,  
Supabase)**

# Advantages of an SPA

- Superfast User Experience
- High Interactivity
- Easy to get started
- Bigger community
- Easy to deploy and host, especially in multiple regions

# Disadvantages

- Javascript Heavy
- Wiring up data sources takes time
- Bigger surface area for Errors
- Fighting with the Platform

# Hosted Backends

# Advantages

- Easy to get started with
- Everything is built-in, everything is integrated
- Easy to connect with most Frontend Frameworks
- Simpler data manipulation and fetching

# Disadvantages

- Vendor lock-in
- Expensive at scale
- Hard to extend capabilities
- Hard to develop locally, since they are built to be hosted first
- Hard to test end to end

**Backend Heavy**

# Advantages

- No need to wire up data, it comes from your backend directly to your templates
- Works with the platform
- Testable
- Extendable
- Offline and local development first



# Disadvantages

- Less than stellar UX
- Security
- Deployment and Maintenance

# Ruby on Rails

# Advantages

- Most bang for lines of code framework
- Magic
- Huge community

# Disadvantages

- Heavy Framework
- Magic everywhere
- Major breaking changes between versions
- Ruby
- Cruft

# Elixir Phoenix

- 6+ months in development, the final production version.
- 1200+ commits
- Product Hunt and HN Launch
- 10+ books published with 200+ Authors signed up
- The most fun I ever had programming

**why ?**

Startups are fundamentally  
Business Problems.



# Simple, Sharp, Pragmatic Tools

# Strong Foundations

# Documentation as First Class

# Tests

You either let your test suite or your customers test your app, and one of them won't be happy they found a bug.

# Pattern Matching and Pipes

Complex things possible

# Performance



Explicit, aka no Magic

Stable Core

# Consensus

# Community

Constantly Improving

Everywhere\*

**Still not happy :(**

Stellar Developer Experience,  
Meh User Experience



DX of Heavy Backend and UX of  
Heavy Frontend

# Introducing Phoenix LiveView

SPA like experience in 1/10th  
the effort.

**Still not sure.**

**Would it be performant enough  
for our users ?**

fly.io and global LiveView apps

**Since LiveView's Javascript handles navigations, what if I want custom JS ?**

Demo



# Hooks

**What about testing ?**

The fastest, easiest, well  
integrated testing experience ever.

**What about connection drops ?**

Form Data persistence built in

**What about community ?**

Books, Articles, Videos, Phoenix  
world has moved on to LiveVlew.

**But not all roses and sunshines**



# Hiring

# Types

# Learning Curve

# Choosing a Tech Stack for your Startup

Startups are a business  
problem.

# First Mile vs Marathon Advantage

# Choosing Elixir, Phoenix and LiveView

# Resources

To get started with Elixir Phoenix

- [Elixir Docs](#)
- [Programming Elixir](#)
- [Programming Phoenix](#)
- [Programming LiveView](#)
- [Designing Phoenix Apps with OTP](#)
- [TDD Phoenix and Testing LiveView from German Velasco](#)



# Questions

**Thank You**