BowTie

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Who am I?

- Ideum (built apps, +more)

- GorillaSpot (built apps, +more)

- @Pay (built apps, +more)

- BowTie/Seedworthy (trying to figure out how stop +more)
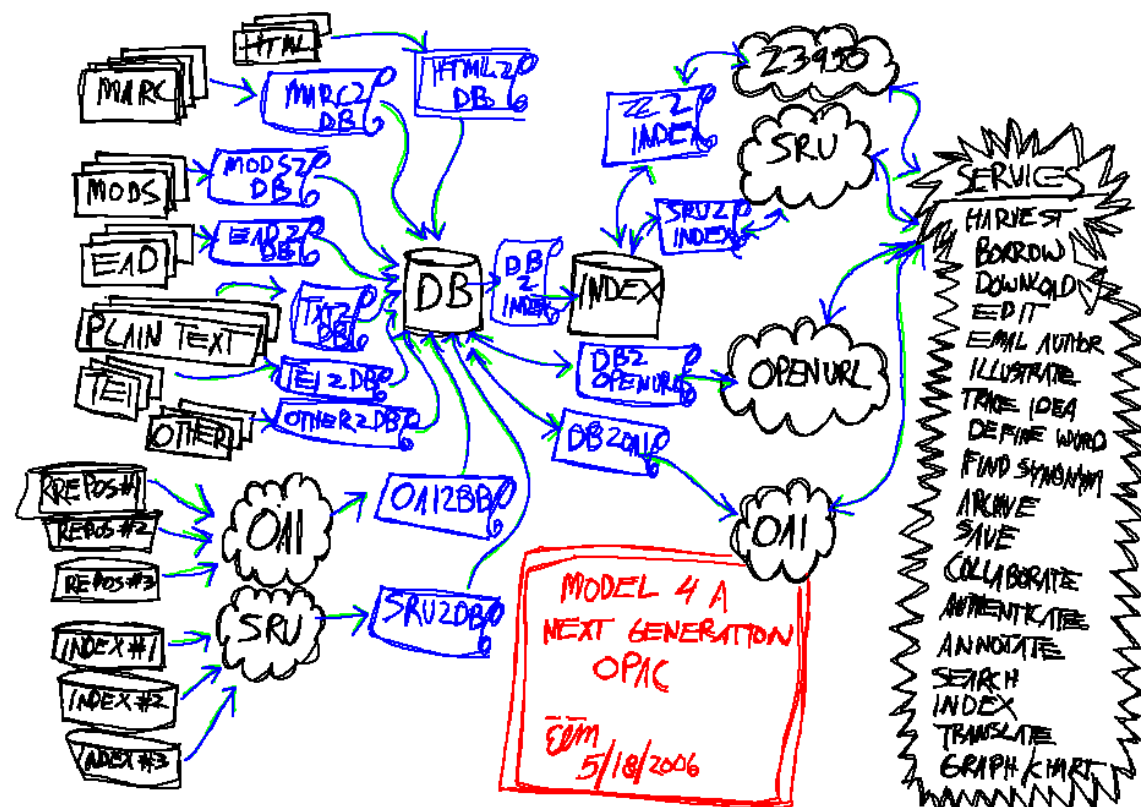
Stop Repeating Yourself

- Soft Validate Your Solution

- Write Your Software Solution

- Launch it as a Business

- Hard Validate Your Solution

- Profit

Your Application
(The "API")

$$\hat{f}(\xi) = \int_{-\infty}^{\infty} f(x)\, e^{-2\pi i x \xi}\, dx$$

Everything Else

Your Application

- Solves a Problem

- Architectural Design

- Scale

- Data Flow / Logic

Everything Else Supports Your Application

- Presentation (Color, Line, Space, etc)

- KPI's / Conversion Tracking / Analytics

- Billing / Pricing

- Customer Support

- Branding

- Social Outreach

- Blogging / Content

- Domains

- Legal Documents

- Application Status

- Email (lists and infrastructure)

- SSL (configured well!)

Your Application Changes Infrequently

- Bugs - Security / Functionality Issues

- Features - New data collection / transformation / presentation

Everything Else Changes all the Time

- Branding updates and themes

- News / Blog updates

- Response to market changes

- AB test results

Building Everything Else

- Is What We Want to Do

- Sane defaults

- Automate Automate Automate

- All the Things!

What We're Here For

- Help Build Businesses and Applications

- Make Building Businesses Faster

- Make Validating Businesses Faster

What BowTie Currently Provides

URLs

- You NEED a URL

- Start with a *.bowtied.io Domain

- Upgrade to Custom Domains

SSL

- You NEED SSL

- You NEED well configured SSL

Repositories

- You NEED Version Control

- Distributed VCS with Git

Splash Pages

- Drive the Market Here

- Make Contact Easy

- Analyze all the Things

List Management

- Collect Email Addresses

- Reach Out Frequently

Email Forwarding

- *@yourdomain.com

- Directly to your Project Account Email

Terms of Service

User Registration

- Register Users

- Reset Passwords / Confirmations / Locks

- Administrative Functions

- Tied to Analytics and Dashboard

Environments

- Development / Staging / Production

- Branches for each environment

- Domains Track Environments

Your Project

- is Jekyll

- Install the `bowtie-io` Gem ("$ gem install jekyll")

- "$ bowtie serve"

- http://localhost:4040/

Beer!

- https://github.com/bowtie-io/bowtie-examples

- JSON API

- HTML API

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Thank You

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