

# Bringing bright ideas to life



Wim Godden  
Cu.be Solutions  
@wimgtr

# Who am I ?

- Wim Godden (@wimgtr)

# Where I'm from



# Where I'm from



# Where I'm from



# Where I'm from



# Where I'm from



# Where I'm from



# My town



# My town



# Belgium – the traffic



# Who am I ?

- Wim Godden (@wimgtr)
- Founder of Cu.be Solutions (<http://cu.be>)
- Open Source developer since 1997
- Developer of PHPCompatibility, OpenX, ...
- Speaker at PHP and Open Source conferences

# Who are you ?

- Developers ?
- System/network engineers ?
- Managers ?

# Show of hands



Ever had a brilliant idea ?

Actually launched it ?

# The Idea



# Question 1

- Is it really brilliant ?  
Is it original ? → Google it
  
- Why doesn't it exist yet ?
  - Option 1 : you're brilliant !
  - Option 2 : the idea isn't :-(



# Is it a good idea ? How to find out...

## Option 1 : Build it

- Pros :
  - You see results
  - You encounter the problems
- Cons :
  - Possibly wasting time/money
  - Will it work ?



# Is it a good idea ? How to find out...

## Option 2 : Talk to people

- Pros - get feedback from :
  - Peers
  - Possible customers
  - People with different vision
- Cons :
  - Could steal your idea
    - Don't explain every little detail
    - If they get it right away : is it really a good idea ?



**Do people want it ?**



# How big is the market ?



# Willingness to pay

Demand driven by

- actual need
- hype



# Market potential

- Market analysis studies (\$\$\$)



- Questionnaires (\$)



# Market studies are not foolproof !



# Market studies are not foolproof !



# Building it – size matters

## Build small

- Faster time-to-market  
→ faster feedback
- Add features step-by-step
- Danger : easier to replicate



# Building it – size matters

## Build big

- Time-consuming → Requires big budget → Cash-flow (!)
- Harder to replicate



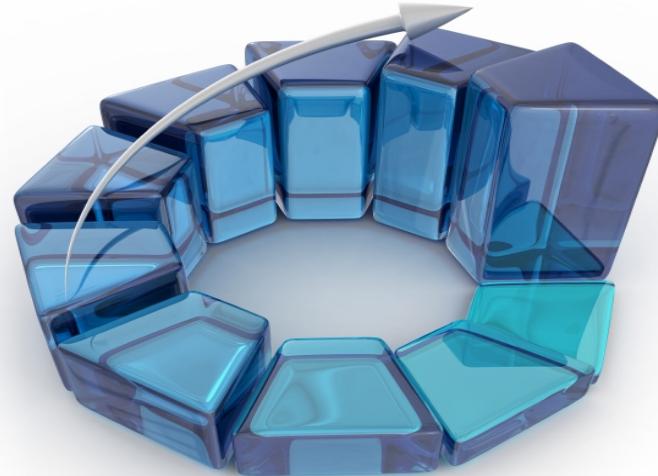
# Don't reinvent the wheel

Leverage existing services :

- APIs (payment providers, cloud providers, ...)
- Ticketing systems
- Monitoring systems
- ...



# Scalability



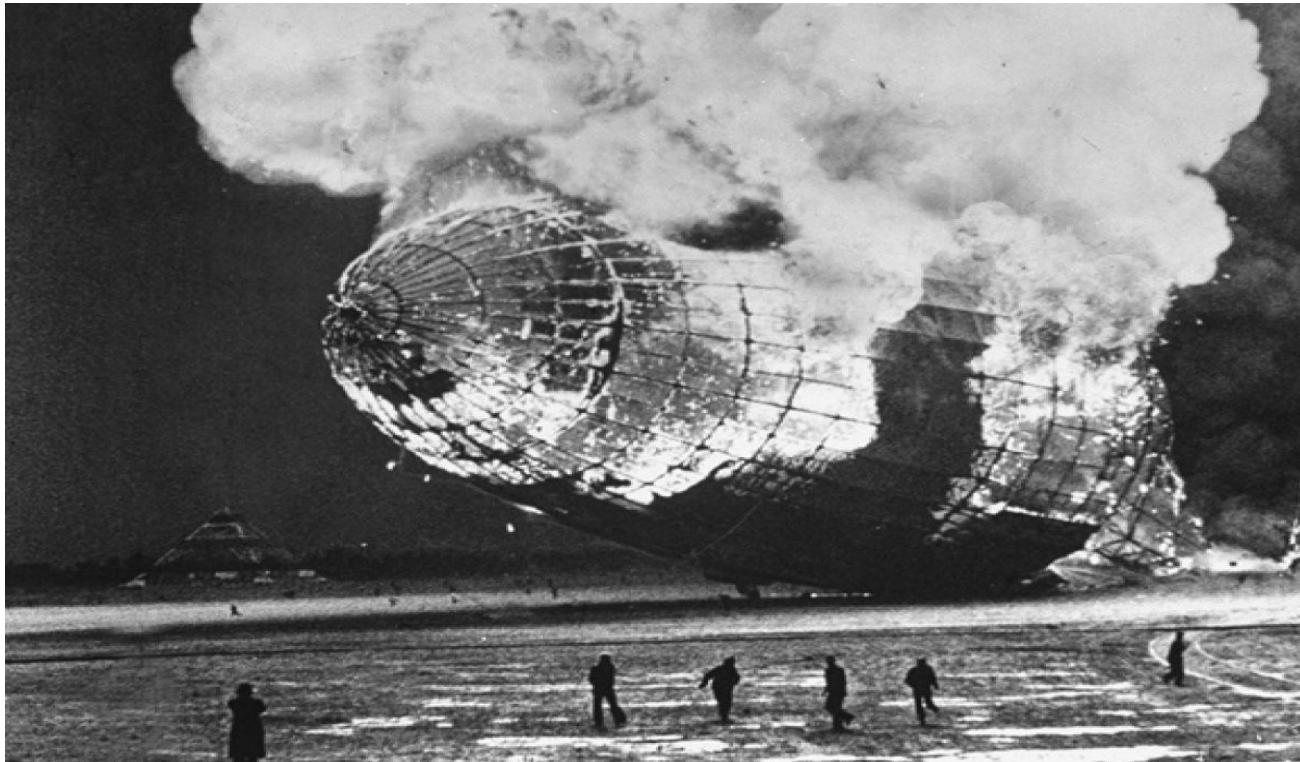
# Scalability – the impossible



# Scalability – the impractical



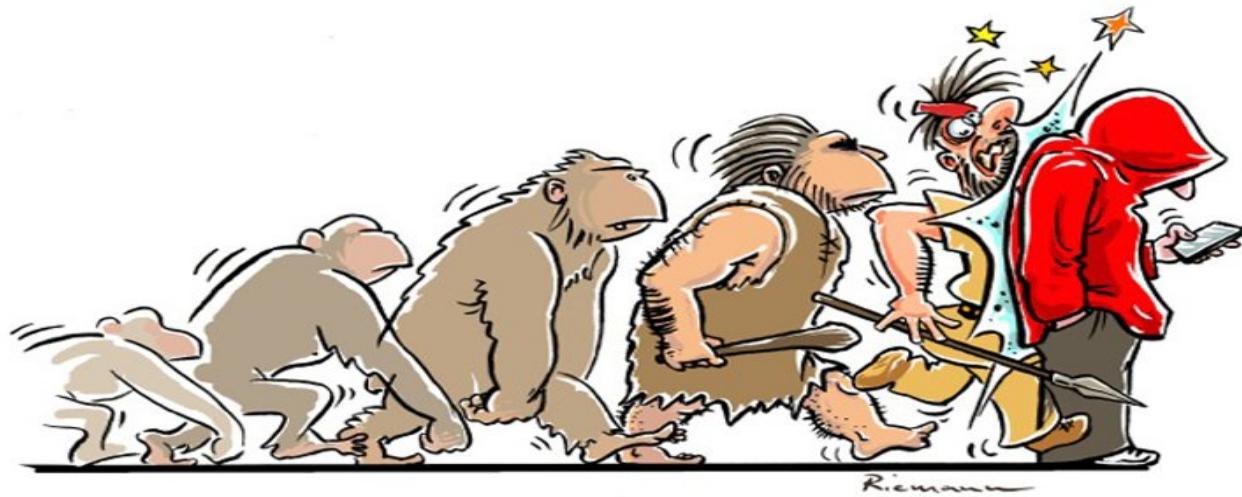
# Scalability – living on the edge



## Scalability – the uh... never mind



# Scalability – hitting the limit



# Scaling people



# Scaling support



# Scaling support



# The Cloud – the fairy tale



# The Cloud – the wake up call



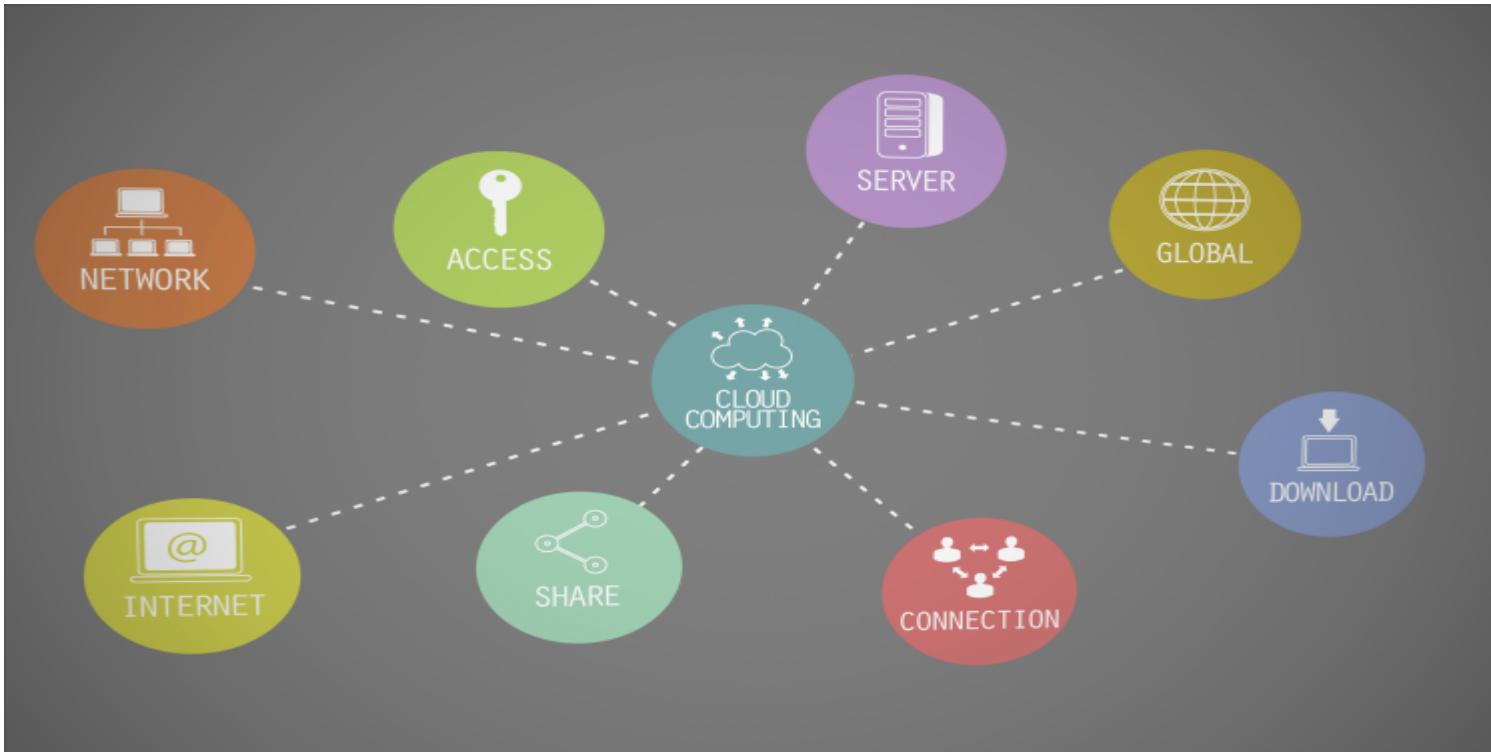
# Financials



# Success ? Now what ?



# Building on the success – API enabling



## Building on the success – Plugins/add-ons/...



# Building on the success - white labels



# Sharing ideas ? For managers



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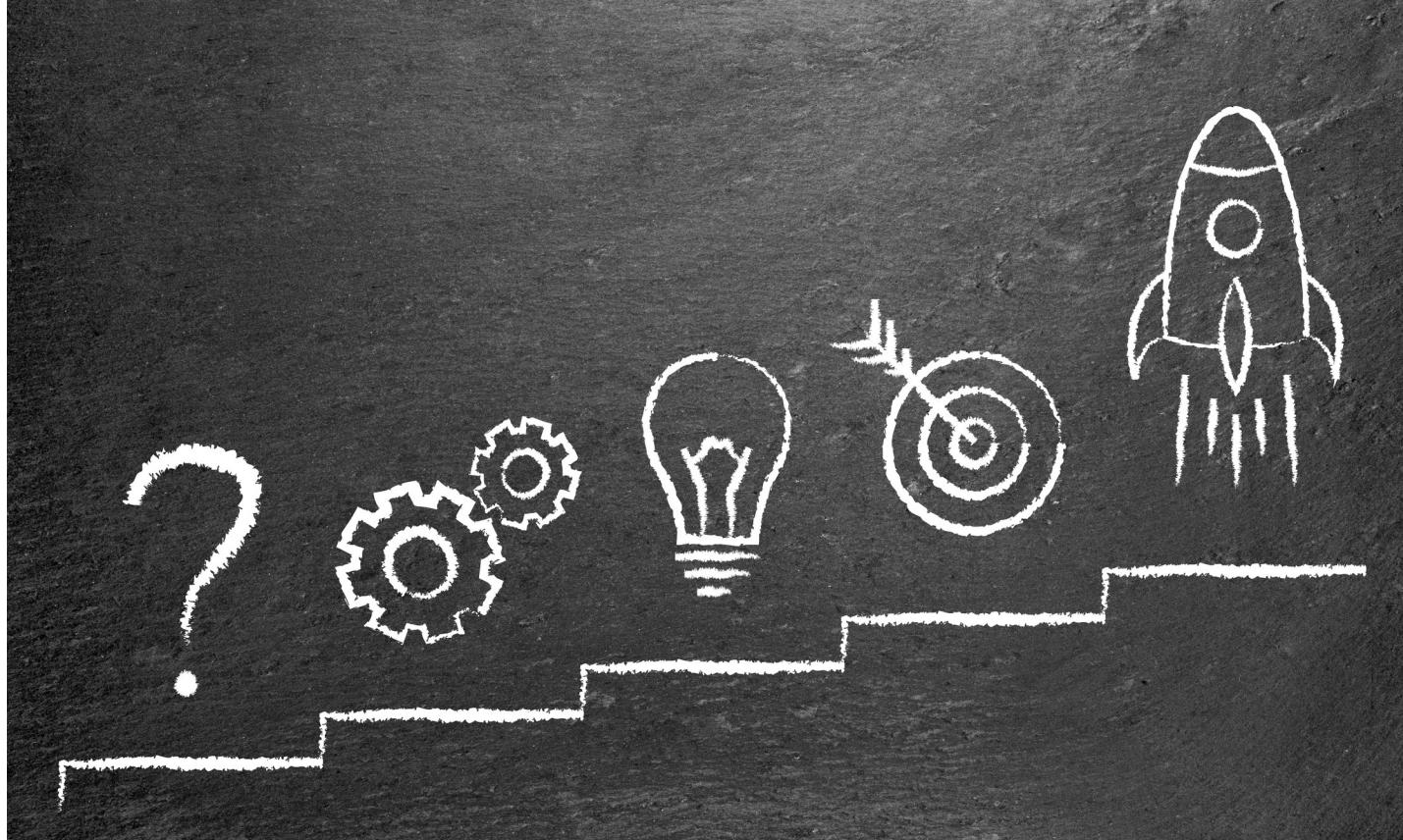
# Sharing ideas ? For technical people



If it doesn't work out



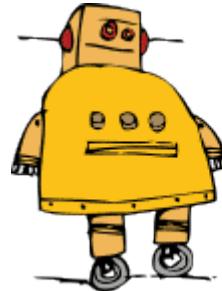
# Ideas are always ‘work in progress’



# So it didn't work out ?



**Let someone else have a go !**



**instructables**

# When you have that bright idea..

- Be a realist
- Build small/large depending on budget
- Think about scalability
  - IT
  - Organization
  - Support
- Do the math
- Either :
  - Keep on building
  - Sell in time



I WANT **YOU** TO  
BUILD YOUR IDEAS

# Questions ?



# Questions ?

**Thanks !**

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