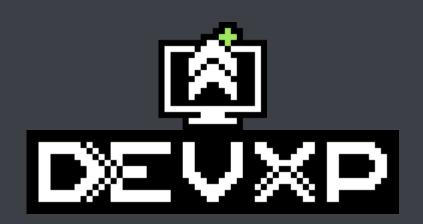


- Solves pains of 1.5million startups per year
- Automates confusing configuration tools
- Guarantees enterprise-quality infrastructure
- Free for developers





#### Live Product Demonstration



#### User Feedback Recruitment

- Potential users were recruited from various online communities related to cloud infrastructure:
  - Reddit (r/DevOps)
  - Slack (YYJ Tech Slack)
  - Discord (Learning Terraform)
- Additionally, interviews were conducted with several industry experts and technical founders of successful startups



# User Feedback Participants

	_	
Participant	Occupation	
1	Full Stack Software Developer	
2	Technical Founder	
3	Computer Science Professor	
4	Technical Founder	
5	Technical Founder	
6	Cloud Solutions Architect	
7	Product Engineer	
8	Cloud Security Engineer	

# Participant 3 Quotes

"[Users] have to be able to look at your tool and say
`This can do 99% of what I need it to do, and it will allow me to do the remaining 1% myself`"



# Participant 5 Quotes

"I can see a hacker news headline that says: `DevXP:
create terraform files really #@\*%-ing fast`"

• "I don't want to look at [documentation]...I don't want to write [configuration files]" - this is where DevXP fits in



# Participant 7 Quotes

 "If you can get my app running in 5 minutes, I would buy your product... I would go from a person who was too intimidated to run anything on [the cloud] to you [doing] it for me in 5 minutes"



#### What We Got From User Feedback

- Positive encouragement
- Industry connections
  - P6: DevXP to be featured on their podcast
  - P7: "keep me posted on your progress"
- Guided last minute features
  - Customize vs. Quickstart



# Next Steps

- Finish out the course strong
- Maintain DEUXP as a public project

Monetize...



# Monetization Plan

- Build a user base and make it sticky
- Businesses fund R&D for the features they want expedited



# Monetization Plan

"I think you guys are on to something, this is something that should exist. I think one of the big cloud providers would want to buy you, not even just Terraform."



# Q&A

