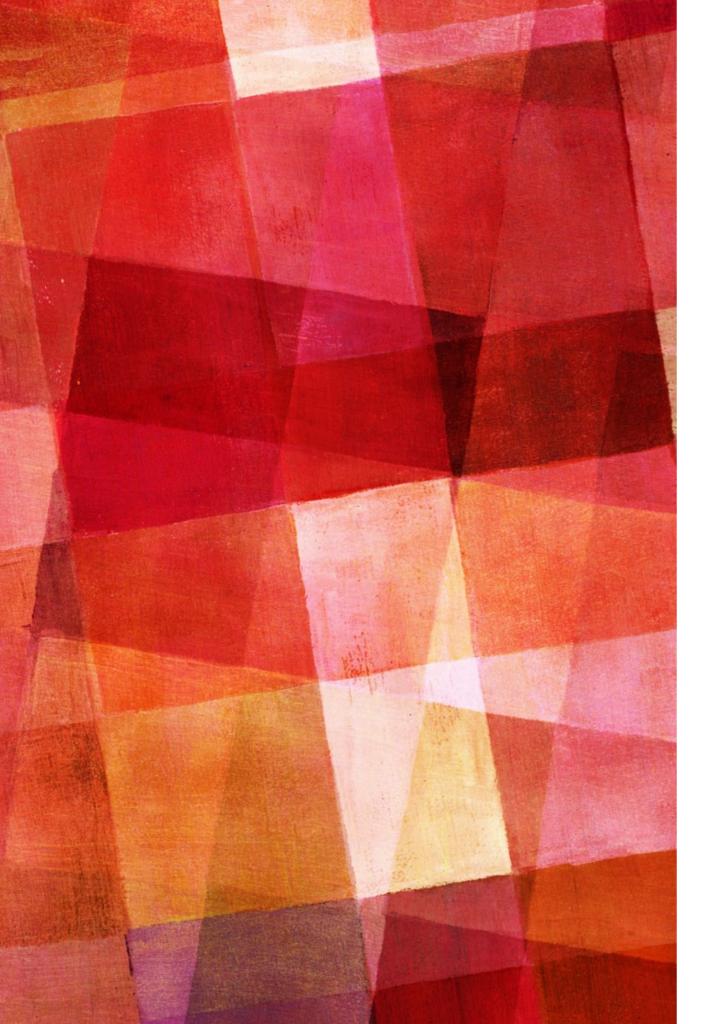
TURNING GOOD IDEAS INTO GREAT PRODUCTS YOUR CUSTOMERS WILL LOVE

Or, how to use 3rd party services to power your startup... Bonus — sometimes they're free!



- What is MVP
- Before you build anything...
- Customer validation
- V is a magic letter
- Design (UI and UX)
- Smokescreen
- Flintstones / Wizard of Oz
- Concierge
- Pre sales
- 3rd Party
- Please don't use Wordpress



66

A great market is commonly defined by:

- a large number of potential users
- high growth in # of potential users
- ease of user acquisition

— Andrew Chen



VIABLE

adjective: viable

1 capable of working successfully; feasible.

PRODUCT

noun: product

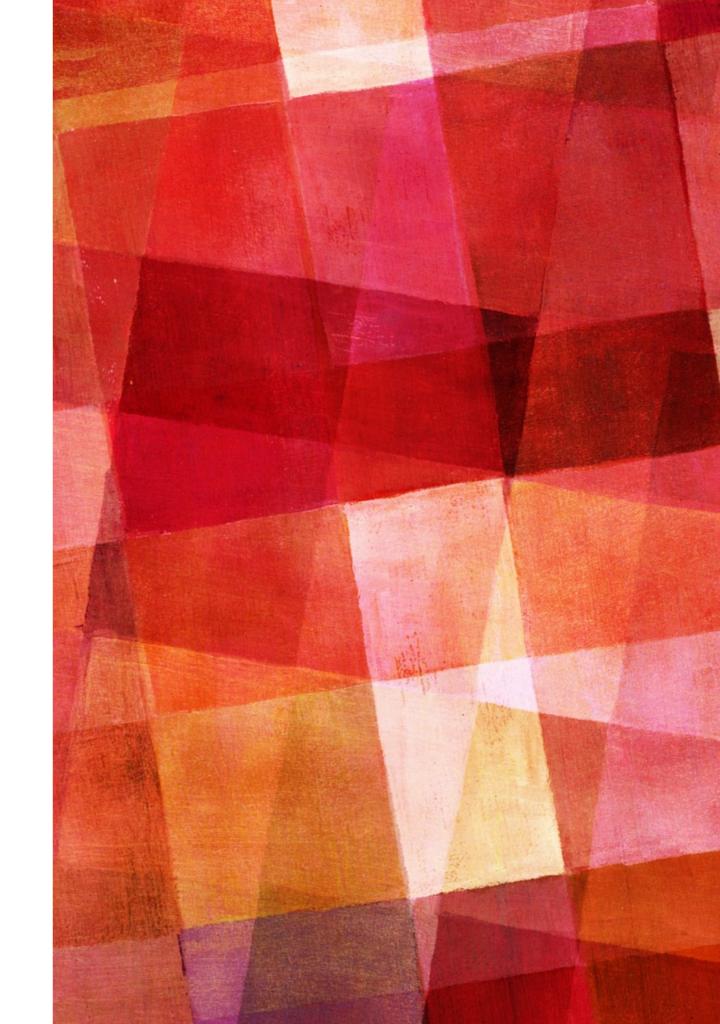
1 an article or substance that is manufactured or refined for sale.



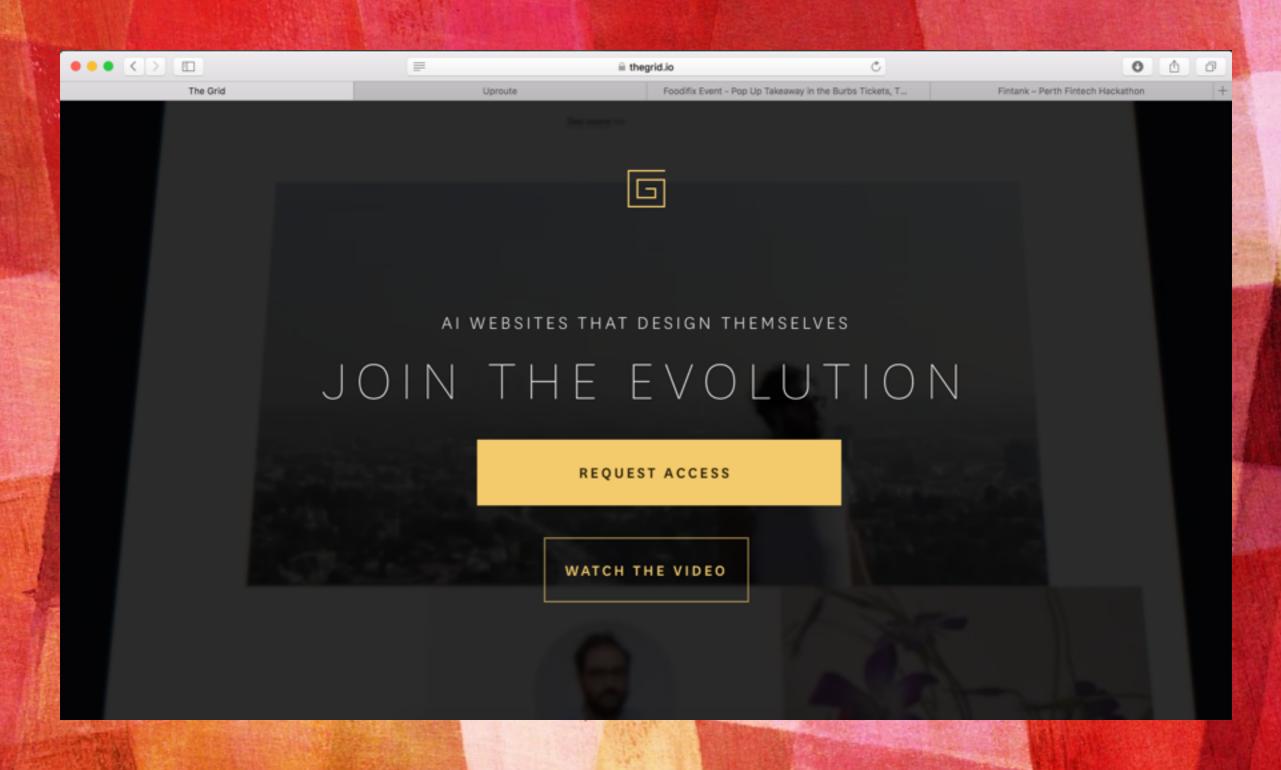
HALF TIME

DESIGN

- The UI design is very important
- User journey > Functionality
- Understand what the point of the MVP is
- Include one, clear, repeated call to action
 - Sales?
 - Pre registrations?
 - Email signups?
 - Instagram follows?



SMOKESCREEN



FLINTSTONES





Home About News Challenges Shop

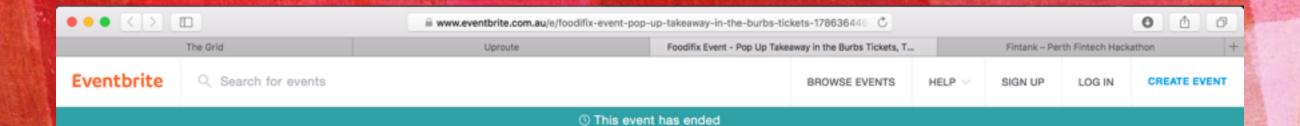
Blackformat

is a vibrant design, illustration and animation community, where artists help each other with information and provide feedback.

Apply

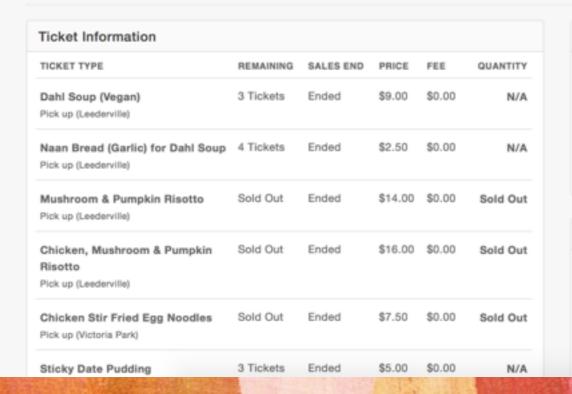
Already a member? Sign in

CONCIERGE



Foodifix Event - Pop Up Takeaway in the Burbs

Foodifix - Rina / Brooke / Suda Thursday, 30 July 2015 from 5:30 PM to 9:00 PM (AWST)





When & Where

In a 'burb near you :) Perth

Thursday, 30 July 2015 from 5:30 PM to 9:00 PM (AWST)

Add to my calendar

Organiser

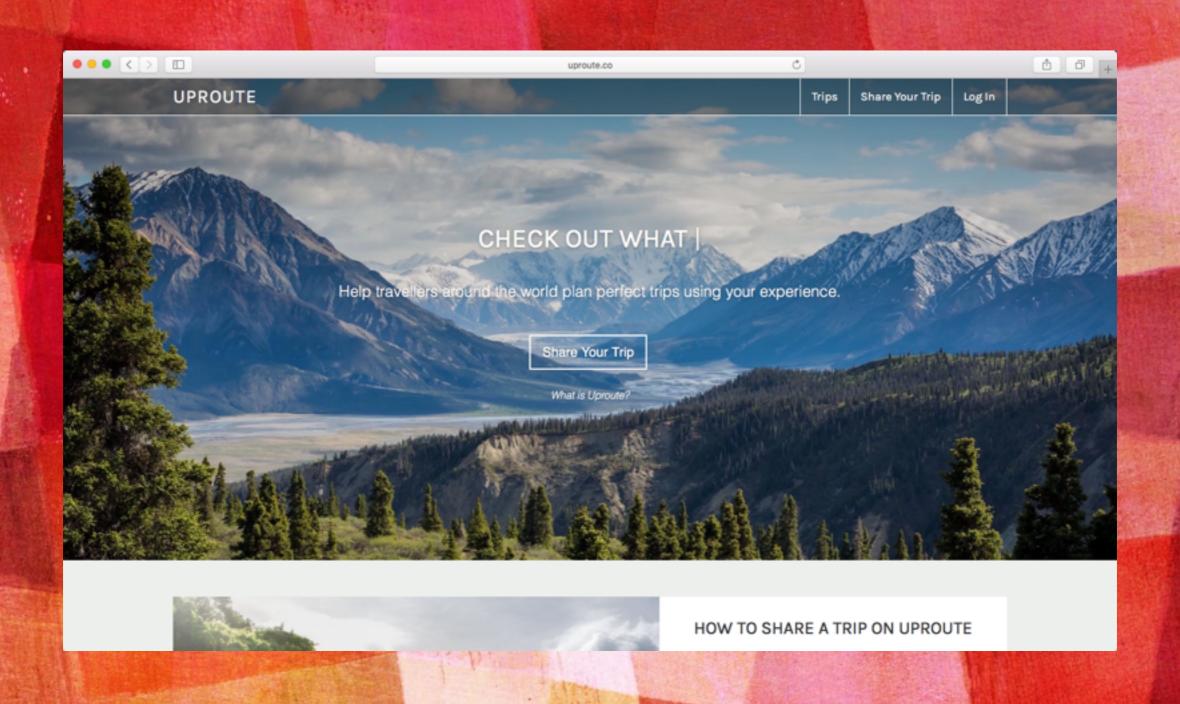
Foodifix - Rina / Brooke / Suda

We love cooking at home and believe food is meant to be shared. We're organising events to celebrate the amazing homecooking happening every night by passionate homecooks around Perth. We love food and we want to fix hangry - get dinner from Foodifix:)

PRE SALES



FLINTSTONES





EXAMPLES OF 3RD PARTY LIFESAVERS

- Any marketplace idea, check out Sharetribe (e.g. Air Bnb for...)
- Any data input / output idea, check out Typeform
- Any supply / demand idea, Eventbrite could work

RULE OUT 'FEATURE CREEP'. BE RUTHLESS.

MAKE DATA BASED DECISIONS

TRY NOT TO USE WORDPRESS!

HANG OUT ON QUORA

BUDDHIST CONCEPTS APPLY TO STARTUPS

Further Reading

The Mom Test by Rob Fitzpatrick

http://momtestbook.com

LIFFFT on how to do customer validation

https://www.youtube.com/playlist?
list=PLPENX6qYXRfGujO-4D-tozlKkKK9L3l0H

Andrew Chen on market validation

http://andrewchen.co/when-has-a-consumer-startup-hit-productmarket-fit/

Quora

https://www.quora.com/Are-there-companies-that-provide-white-label-marketplace-software

Buffer smokescreen MVP example

https://blog.bufferapp.com/idea-to-payingcustomers-in-7-weeks-how-we-did-it

Dropbox video MVP example

https://www.youtube.com/watch?
v=w4eTR7tci6A

Heap Analytics

https://heapanalytics.com

Further Reading 2

Zapier

https://zapier.com

IFTTT

https://ifttt.com/

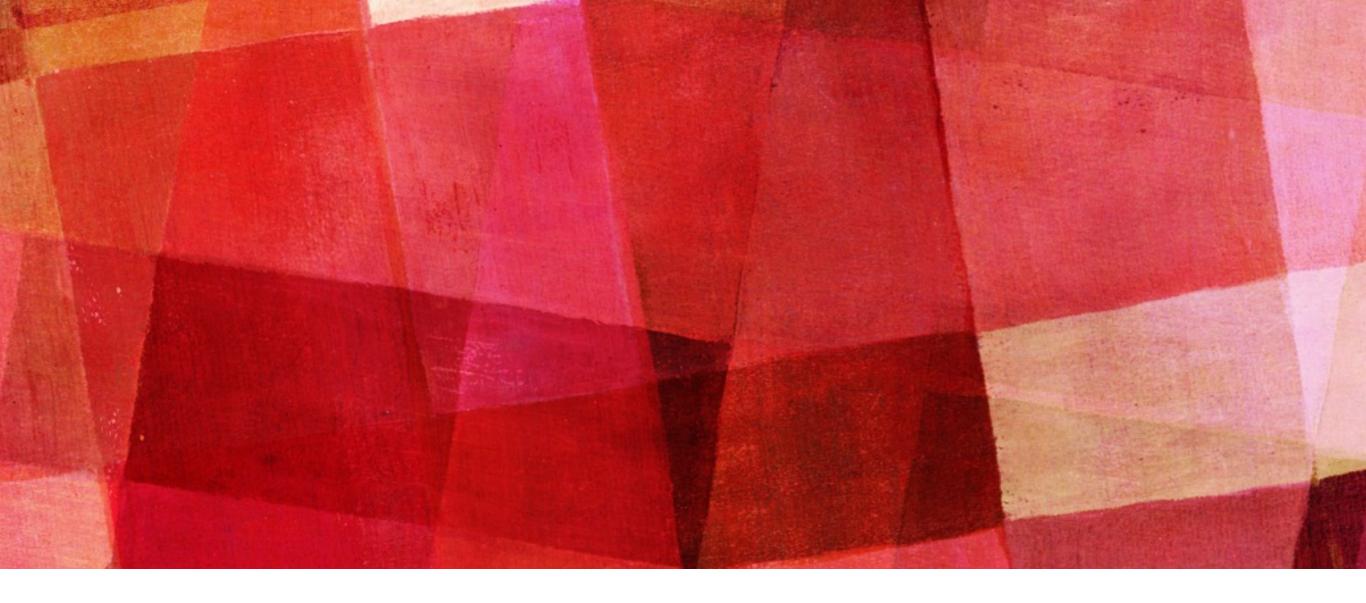
Typeform

https://www.typeform.com

Sharetribe

https://www.sharetribe.com





SAM@MEAD.FM

www.mead.fm/fi