



Idea to launch:
The start of a startup

Leah Culver – Breaker

Me

Developer for 12 years (!)

3x startup founder

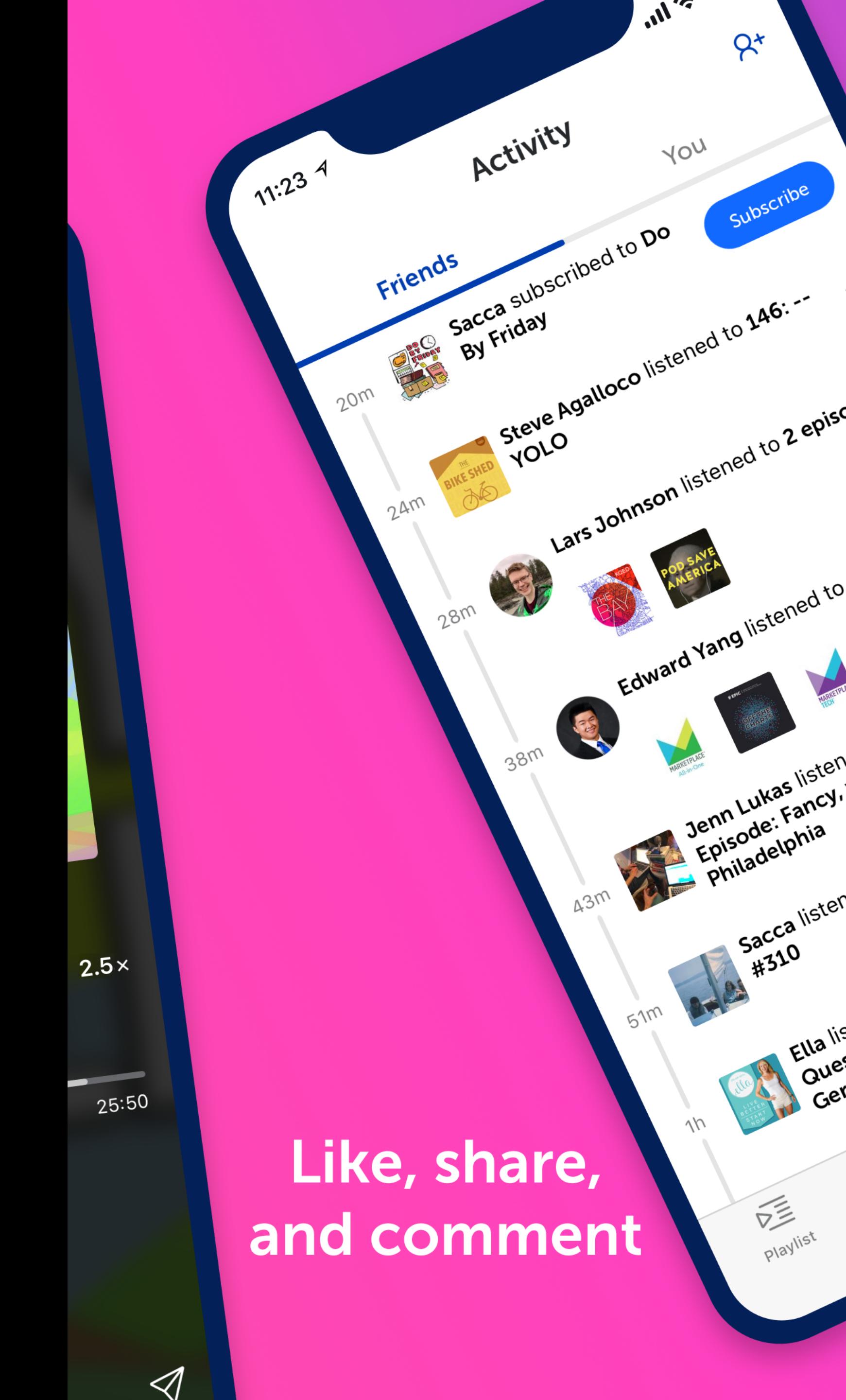
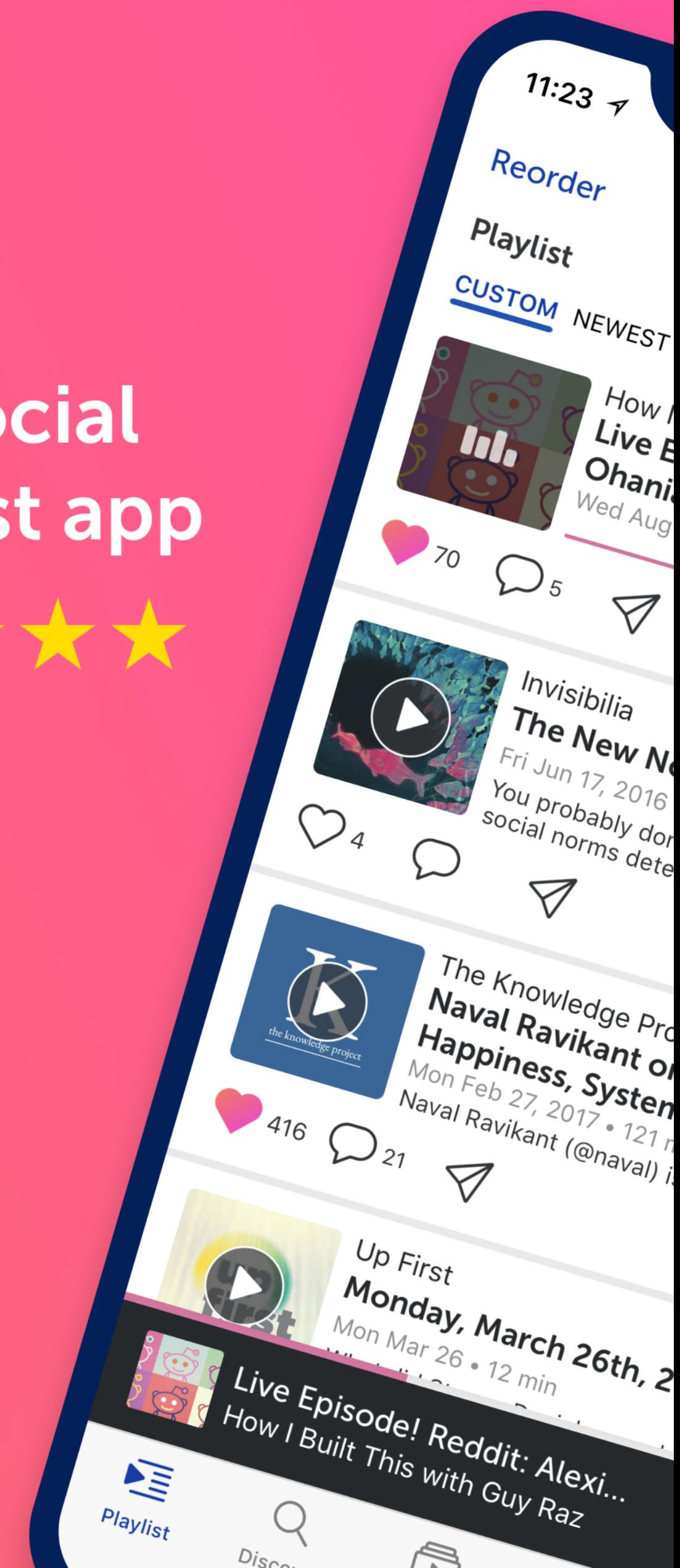




Office hours at 2pm (after lunch)



#1 social
podcast app



Like, share,
and comment

Features

- Find and follow friends
- Send episodes to friends
- Share on Twitter and Facebook
- Like episodes ❤️
- Comments
- Find new episodes
based on likes, listens, and comments

A close-up photograph of a string of incandescent lightbulbs. The bulbs are glowing with a warm, yellowish-orange light. They are connected by a black power cord. The background is dark, making the light from the bulbs stand out. In the center of the image, the word "Idea" is written in a white, sans-serif font.

Idea

PownceTM

Send stuff to your friends.

file sharing + mobile social



forums + chat



refined chat concept based on user data



Breaker
podcasting





Keith Rabois

@rabois

Following



Formula for startup success: Find large highly fragmented industry w low NPS; vertically integrate a solution to simplify value product.

RETWEETS

283

LIKES

1,091



9:09 AM - 2 Jun 2017



59



283



1.1K

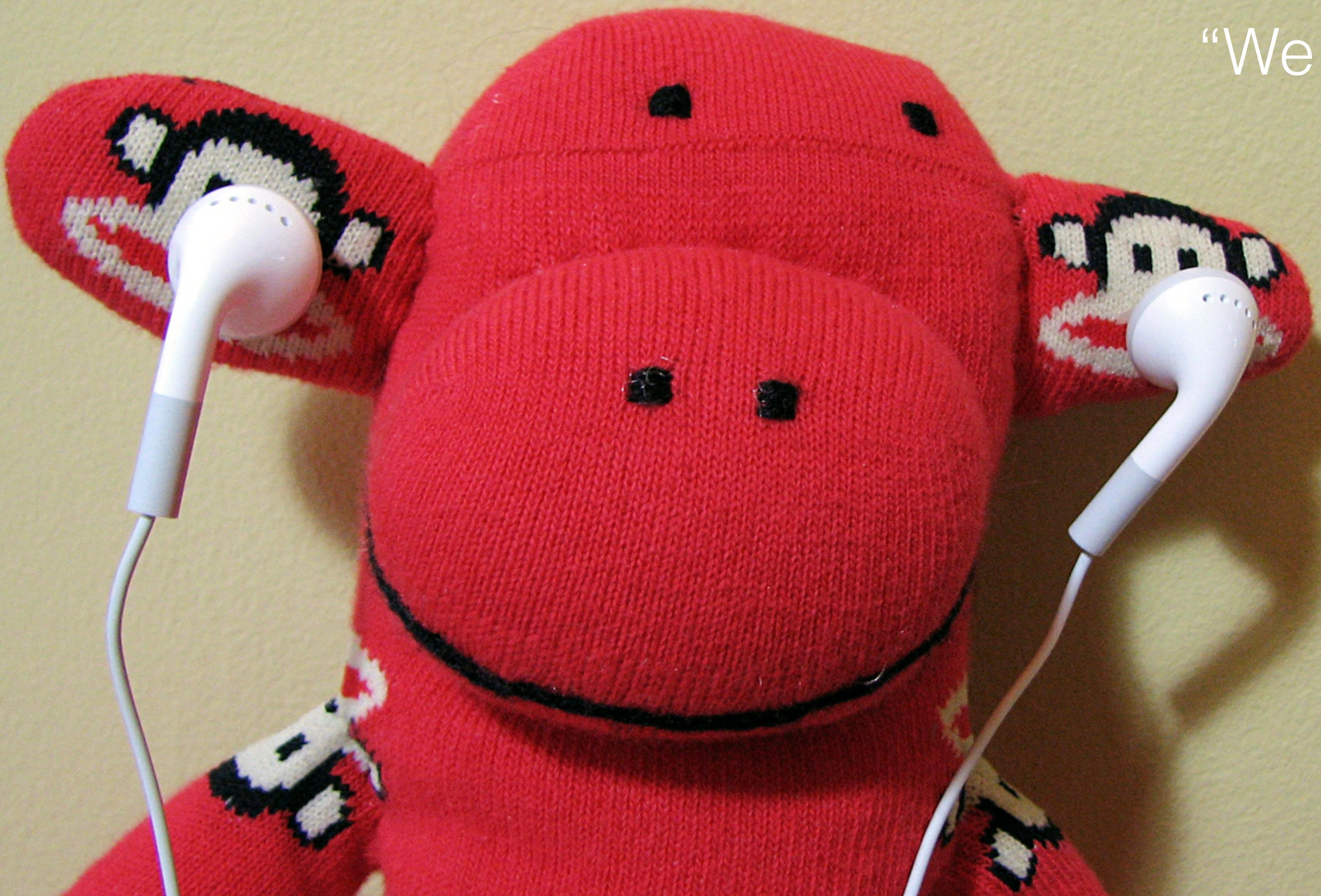




Co-founders

Where to start?

Customer interviews.

A close-up photograph of a red, knitted, smiling face, possibly a toy or a decorative item. The face has two black button eyes and a wide, open-mouthed smile showing white teeth. It is wearing a pair of white earbuds with a cable that runs down its neck. The background is a plain, light-colored wall.

“We want listeners.”

Didn't quit our jobs...

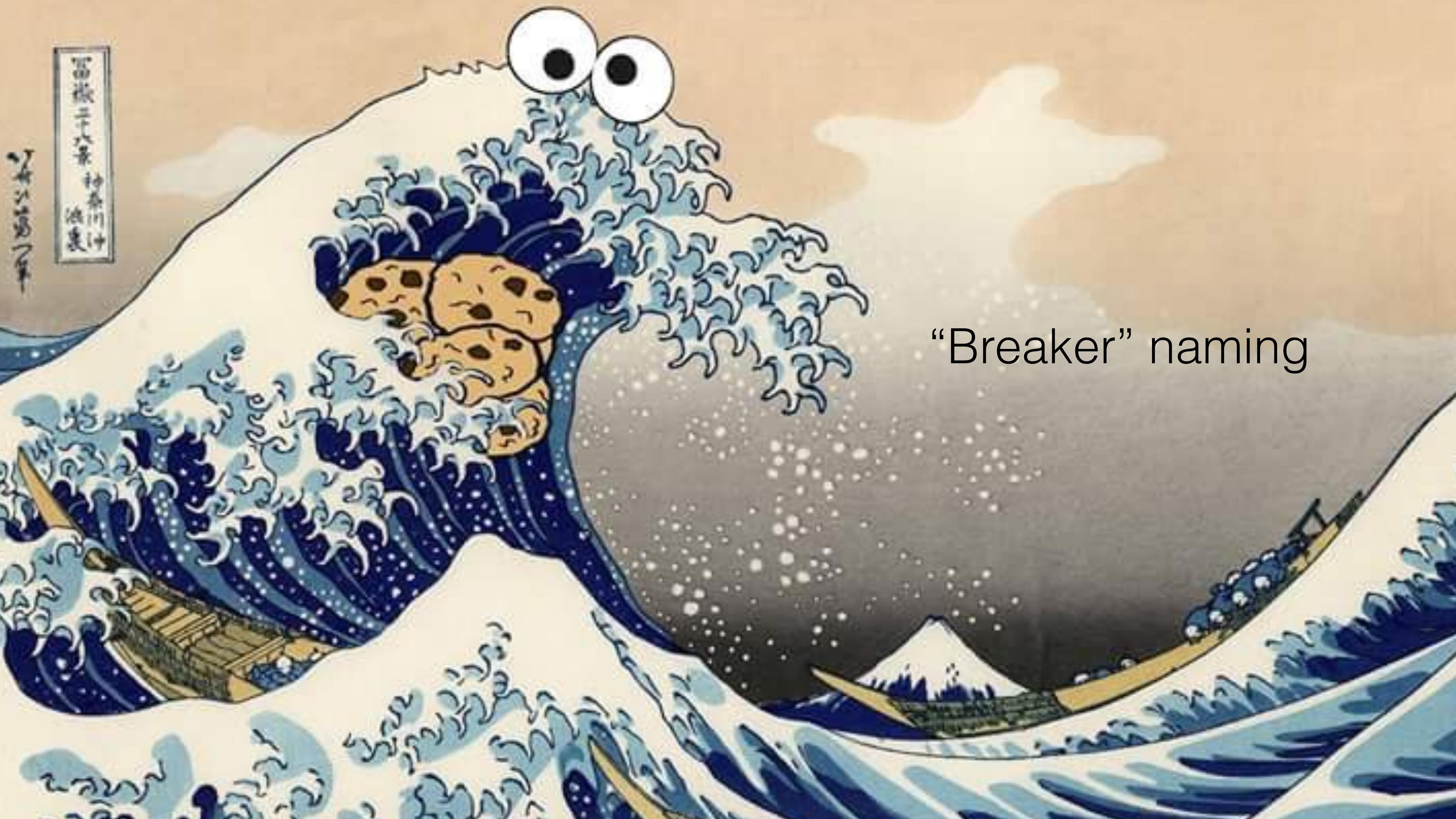


... built a prototype.

A close-up photograph of a clownfish swimming within the tentacles of a sea anemone. The clownfish has its characteristic orange body with white stripes and a white patch around its eye. The sea anemone's tentacles are visible in the background.

Goal #1

Get Erik to switch from Overcast.



“Breaker” naming

A month!

- Easy to say over the air
- App Store availability
- Trademark search + language search
- Negative connotation (Virgin)
- No uncomfortable misspellings (Groove)



Goal #2

From 1 user to 100s of users.

TestFlight

App Store Connect My Apps ▾ Breaker—The social podcast app ▾ Leah Culver ▾ Breaker Inc. [?]

App Store Features TestFlight Activity App Analytics | Sales and Trends

BUILDS

iOS

TESTERS & GROUPS [?]

All Testers

App Store Connect Users

Breaker Beta

NEW GROUP [+]

APP INFORMATION

Test Information

About TestFlight Data [?]

iOS Builds

The following builds are available to test. [Learn more about build status and metrics.](#)

Version 0.7.1

Build	App Store Connect Users [?]	External Testers [?]	Invitations [?]	Installations [?]	Last 7 Days [?]	Crashes
 892	● Testing Expires in 84 days	● Testing Expires in 84 days	90	29	18	
 891	● Testing Expires in 82 days	● Testing Expires in 82 days	90	20	2	

> Version 0.7.0

> Version 0.6.15

> Version 0.6.14

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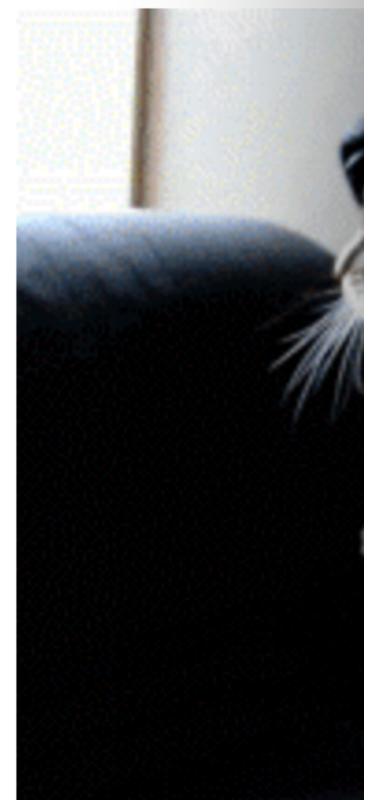
Breaker update!

 Leah Culver
to Erik, bcc: Nath

Hi Alpha Testers

First of all, let me

The past few up

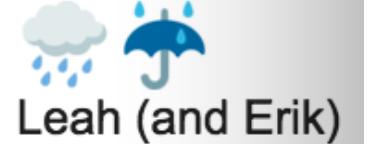


(bug defeated!)

Check out our ne

<https://breaker.a>

More exciting stu



v 0.2.8 build 5

- Offline
- Activity
- Fix for
- Loading
- Error m

Breaker update 0.2.8

Inbox x



Leah Culver

to Erik, bcc: Dia

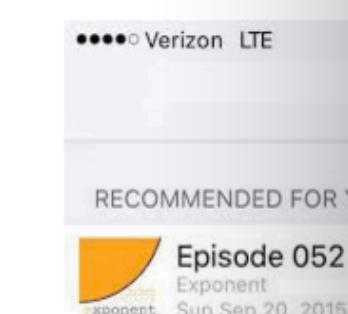
Hi Alpha Teste

This release is

What's new in

Recommended

See recent epis



Breaker update 2.2.2

Inbox x



8/23/16

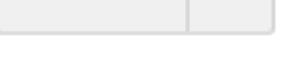
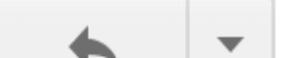
- Offline
- Activity
- Fix for
- Loading
- Error m

New discover

Leah Culver

to Erik, bcc: Daniel, bcc: Diana, bcc: Stein, bcc: Chris, bcc: andymboyle, bcc: dylan, bcc: spencereholtaw., bcc: sarah, bcc: s

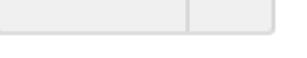
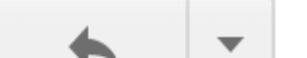
8/23/16



Leah Culver

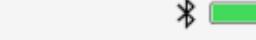
to Erik, bcc: Daniel, bcc: Diana, bcc: Stein, bcc: Chris, bcc: andymboyle, bcc: dylan, bcc: spencereholtaw., bcc: sarah, bcc: s

8/23/16



Inbox x

6:32 PM



Invisibilia 3 subscribers

Leah Culver @leah + 34 subscriptions

Diana Kimball @dianakimball + 6 subscriptions

Erik @erik + 64 subscriptions

Unfollow

Unfollow

Y Combinator Winter 2017

(2nd time)

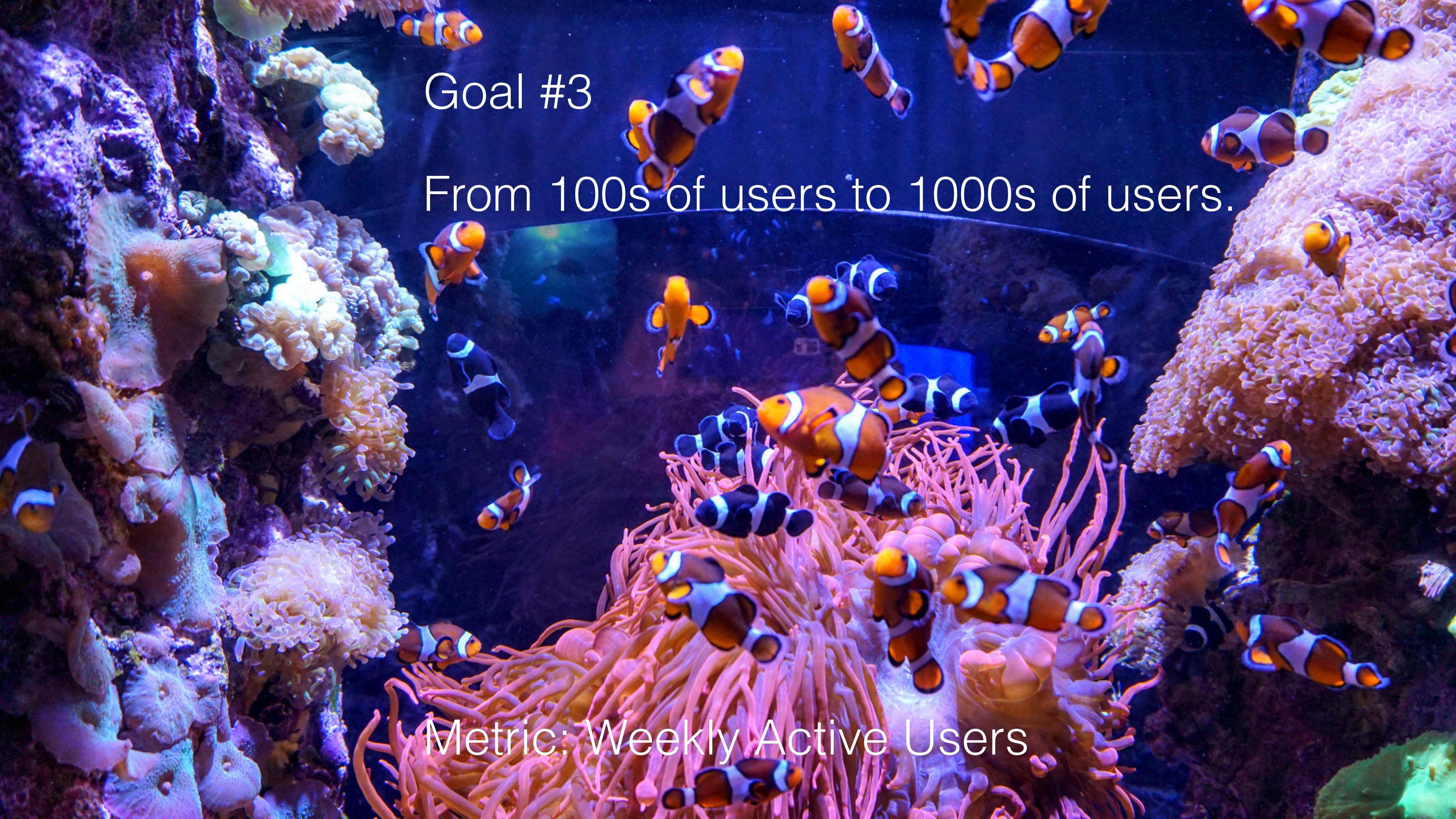


As needed!

Incorporation, fundraising, office space.

Ko Shan Theatre
高山劇場



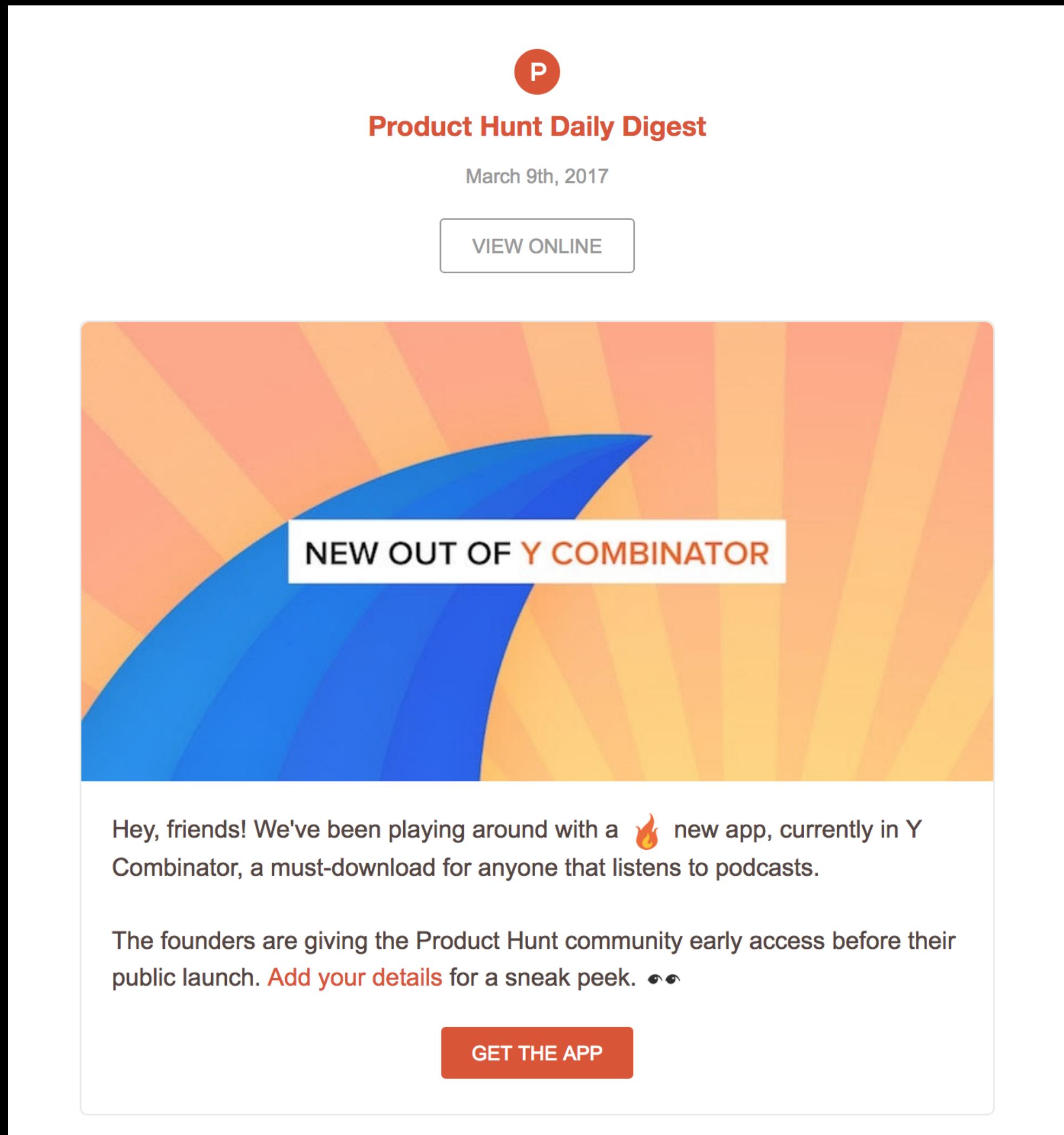
The background image shows a vibrant underwater ecosystem. In the foreground, several clownfish (Amphiprion ocellaris) with their characteristic orange and white stripes are swimming among the tentacles of a large, light-colored anemone. The water is a deep blue, and the surrounding environment includes various types of coral, some with bright green or yellowish hues. The overall scene is colorful and dynamic.

Goal #3

From 100s of users to 1000s of users.

Metric: Weekly Active Users

Product Hunt Beta (Ship)



Product Hunt Ship (now)

A screenshot of a web browser displaying a Product Hunt 'Upcoming' page for the product 'Longwalks'. The page features a dark background with white and blue text. At the top, there's a navigation bar with a back button, forward button, refresh button, a secure connection icon, the URL 'https://www.producthunt.com/upcoming/longwalks-3', and a star icon. On the right side of the header, there's a user profile for 'Leah' with a small circular profile picture.

The main content area contains three white speech bubble-like boxes with rounded corners, each containing text from Melody, Co-Founder at Longwalks:

- "Hi, I'm Melody - Co-Founder at [Longwalks](#). 🙌"
- "We're all about building friendships, not followers, you too? Longwalks is the conversation app for those who crave real connection."
- "Discover more about the people you know & find out what you never thought to ask. Let's be human, together. Subscribe for early access & let's walk it out. 🤝"

Below these boxes is a large blue rectangular button with the word "SUBSCRIBE" in white capital letters. To the left of this button is a smaller circular profile picture of Melody with a green 'M' monogram in the center. Below the subscribe button, the email address "leah.culver@gmail.com" is listed, followed by the note "Your email will be shared with Melody, the maker of this product".

At the bottom of the page, there's a section titled "342 Subscribers" with a small icon showing three user profiles. Below this, the names "DAVE MORIN, SF Ali, neeraj arora and others" are listed. In the bottom right corner, there's a link "Create your own upcoming page →".

At the very bottom of the page, there are social media sharing icons for Twitter and YouTube, and a dark footer bar.

Goal #4

From 1000s of users to launch.

Launched March 2017

Demo Day!



Post-launch



for podcasters!

A vibrant display of fresh fruits and vegetables in wooden crates at a market stall. The produce includes ripe red tomatoes, small cherry tomatoes, green pineapples, bright orange mandarin oranges, red apples, yellow mangoes, green asparagus, and large green zucchinis. Price tags are visible in several crates, such as "TONATE corazones de mediano 4, 25€ kilo", "MANDARÍN 3,20", "ESPÁGUEZ VERDES 7,50", and "PULPA DE CACAHUATE 5,40".

Marketplace for premium podcasts



Ship quickly!

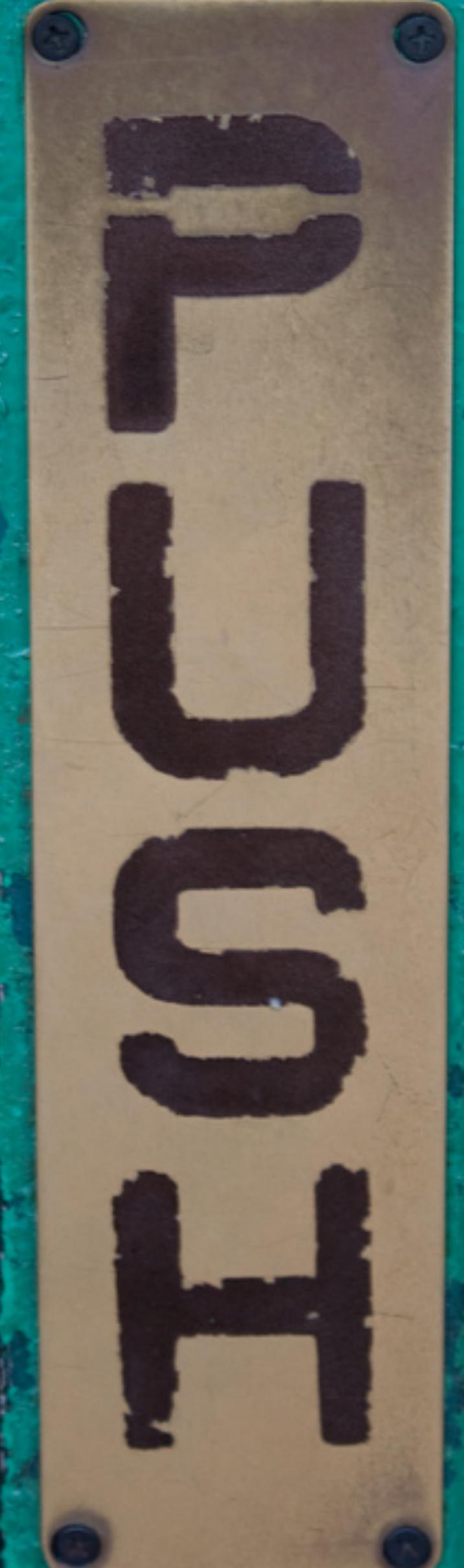
The background image shows a panoramic aerial view of the New York City skyline at dusk or night. The city is densely packed with skyscrapers, their windows glowing with warm light. The Chrysler Building's Art Deco spire is brightly illuminated, standing out against the darker buildings. In the distance, the Queensboro Bridge spans a river, and the East River flows through the city. The overall atmosphere is one of a bustling, modern metropolis.

Product development

<http://blog.ycombinator.com/product-development-cycle-fundamentals/>

Product planning

- 1 week sprints (formerly 2 weeks)
- One looonnnngggg meeting (2-4 hours)
- Everyone suggests features, bug fixes, and tasks
- Vote on priority and difficulty, reach consensus
- GitHub project board (Kanban)



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Work!

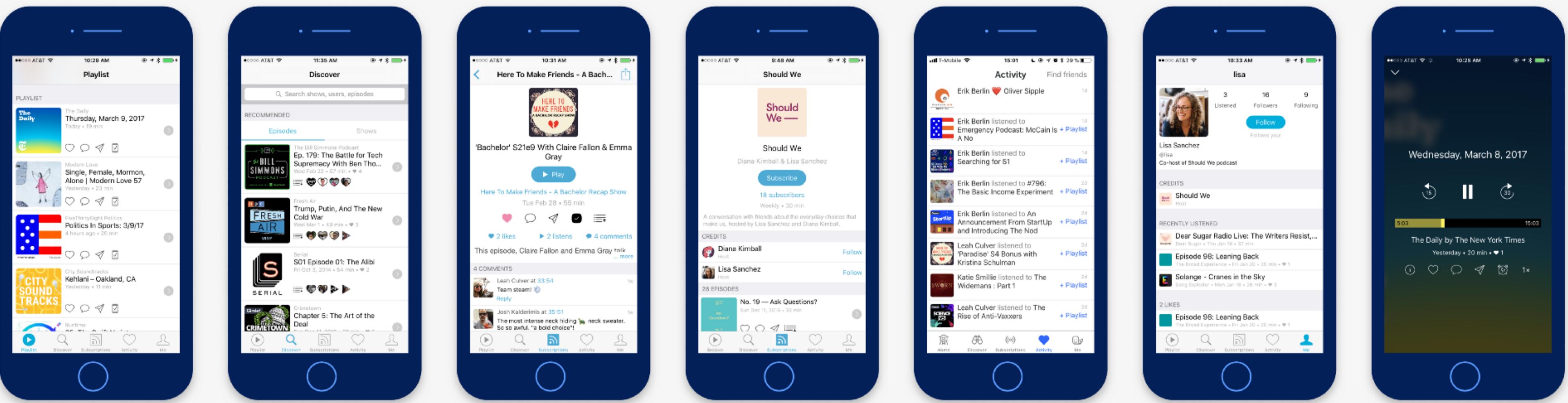
iOS app release a week.

A close-up photograph of a bee in flight, positioned centrally. The bee has a dark, segmented body with a prominent orange-yellow abdomen. It is flying towards the right side of the frame. The background is filled with out-of-focus, vibrant pink flowers with distinct yellow stamens in the center. The lighting is bright, creating a soft bokeh effect.

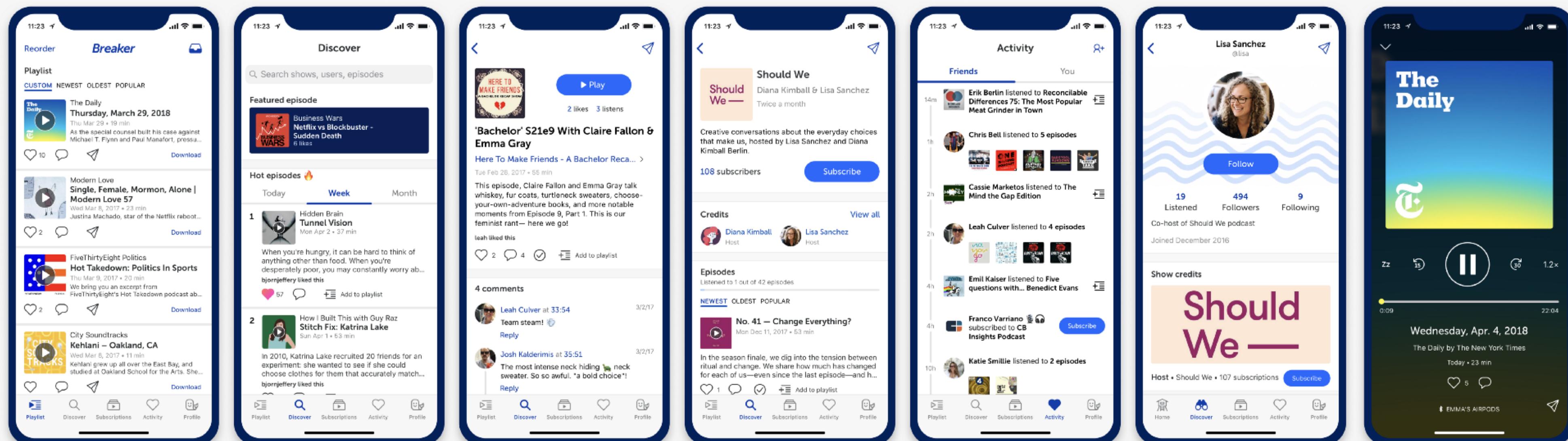
No bug tracker!

Iterative feature development

BEFORE



AFTER





Lessons learned

- Weekend work
- Last minute biz
- User feedback and growth
- Product process
- Build iteratively and collaboratively

Photo credits

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