

The “Non-Technician's” Guide To Building World Class Software Products

Alliance Software



Welcome

Welcome

- Learning
- Food
- Toilets
- Breaks
- Filming
- Meeting People
- Feedback
- Authority Content
- Saward Dawson
- Relax

Goals

- 3 - Important Learnings
- 2 - Immediate Actions
- 1 - Developer Conversation
- Meet Someone New
- Enjoy Yourself

Agenda

- Market Validation
- Planning Software Projects
- IP, Testing, Security, Scalability
- Technology Options & Pricing
- Finding Developers

Agenda

- Execution Excellence - Running Software Projects
- VC Funding
- Case Study

Slides

- www.alliancesoftware.com.au/workshop



This industry is awesome



Anyone can play



Market Validation for New Ventures

**Tech Startup
Failure Rate is
90%**

Source: Forbes



Why Do Startups Fail?

- (3rd Place) Wrong team - 23%
- (2nd Place) Ran out of money - 29%
- (1st Place) Building something the market doesn't want - 42%

Email Samurai Story



We discovered the ultimate waste...



Key Realisation

We didn't need to Software to run the Interviews

And we wasted 150K+ and 8 months of our professional lives....

Changes In Thinking

- We're going to be wrong
- Fastest learning loops possible
- Problems before Solutions
- Value of Minimum Viable Products (MVP)

Changes Action

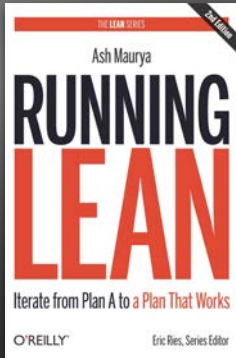
- Lots of interviews
- Ugly, hand drawn wireframes
- Shipped Embarrassingly Low Featured Software

Content Samurai is now...



Running Lean Book

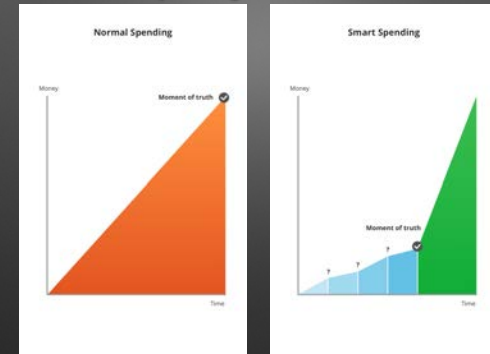
Problem Interview
vs
Solution Interview



The Startup Goal...

Discover a successful
business model before your
money runs out

Spending Alternatives



Six Market Validation Methods

Customer Interviews

Confirm Problems,
Review Solutions



Wireframes & Prototypes

Basic Desire through to Usability



Concierge Service

Manually perform now what you know you can automate later



Halve your market

Buyers only
or
Sellers only



MVP Minimum Viable Product

One Unit of Value Only



Test Marketing

Is it ethical?



Two great questions

What's the biggest assumption being made?

Big Assumptions

- Will people buy it (at all)?
- Can I effectively reach my market?
- Will my customers staff use it?
- Can we do this hard technical thing?

Two great questions

**What's the fastest &
cheapest way to test the
biggest assumption?**

End Session