Dealing with Fear

Therapy for Start Ups

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What do you fear?
Fears **coerce** & **pollute** your opinion

Failure | **Try all the things**

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Fears coerce & pollute your opinion

General rejection | Care about irrelevant opinions
Fears coerce & pollute your opinion

Bad design | Build beauty, not function

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Fears coerce & pollute your opinion

Broken system | Architecting something to go to the moon

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You are not – and don’t have to be...

YOU ARE NOT FUCKING MATTHEW
You are not – and don’t have to be...
And certainly you are not...

I don’t give a shit
Think about it!

The world does not need this start up to succeed, but that you succeed at some point
Deliver the promise, but take the short route

Don’t reinvent things

1 client can be enough

Don’t worry about rules / conventions

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Nobody cares about you ...yet.
Google - Concrete Value Proposition

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Surf the tech adoption curve

Innovators  Early adopters  Early majority  Late majority  Laggards

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Facebook - Fast Development

1 month
Time to market first audience

Entry audience
Selected students as beach head

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Code as few as you can

Discard unnecessary features

Keep it simple

Go around problems

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Twitter - Tweet & SMS

Message length

Option A
- Analyze tweets
- Split into parts
- Send in different batches
- Word splitting

Option B
- Limit tweet length

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Momenta - Picture processing

**Image quality**

**Option A**
- Crop images
- Resize images
- Store different sizes
- Extra processing on clients

**Option B**
- Unique size for images

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You are not alone

Save on resources  Increase quality  Save time

Github/ToolsOfTheTrade
https://github.com/cjbarber/ToolsOfTheTrade

leanstack.io

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You are not alone

Training

documents + code

PaaS / BaaS

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My stack, my stories

Life in Auto mode
Build web service / API in few days
Build clients in few weeks
No down times

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Comparing stacks
AFNetworking  
SVProgressHUD  
Facebook SDK  
TheAmazingAudioEngine  
JASidePanels  
Google App Engine  
Crashlytics  
GitHub  
Paw  
Trello  
PhraseApp  
Facebook SDK  
Own hosting  
Backend PHP Zend  
GitHub  
Crashlytics  
Paw  
Time to market  
6 months  
Time to market  
2 years
Your stories?

Your stories are yours.
...but I'll be watching.
THANKS FOR BEING THERE!

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