Get Going!

Build & test your idea without programming

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co-founders of LaunchBit
In high school, we decided to become internet entrepreneurs.
We believe in the “Lean Startup” philosophy and execution.

Customer Development

- Customer Discovery
- Customer Validation
- Customer Creation
- Company Building

Eric Reis (nytimes)

Steve Blank (nytimes)
Most startups fail because they don’t find product/market fit.

Customer Development

Product/Market Fit → Customer Discovery → Customer Validation → Customer Creation → Company Building

Maximize Profit

Scale Up
Finding product/market fit needs both offline and online testing

- **Offline Testing**
  - Customer Interviews

- **Online Testing**
  - Landing Pages
  - Early Prototypes

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Product/Market Fit
Doing Customer Research
Talk to a range of customers... not your mom!
Post an ad on Craigslist to find local people willing to help you

http://www.craigslist.org

Cindy Alvarez

http://www.slideshare.net/cindyalvarez/user-testing-tactics

http://www.surveymonkey.com

http://docs.google.com
Start by asking questions to help you understand user behavior

- What are the most frustrating aspects of ABC?
- May I ask you why ABC is frustrating?
- What is the process you go through today to do ABC?
- If you had a magic wand to help you with ABC, what would it do?
- How much would you expect this magic wand to cost?
In subsequent interviews, present your solution for feedback

So, you said ZYX of ABC was frustrating, what if the product looked like this?

Would you use it?

How much would you expect this to cost, if anything?

Do you have any friends whom you think could benefit from this?

We’d love to learn from your friend, mind making an intro?
Organize your answers and anecdotes into broad categories.

maybe = NO
might = NO
not sure = NO
Form teams and prepare customer interview questions (15 min)

1. Form teams and choose a web idea
2. Write customer interview questions
   - What is most frustrating about ABC?
   - May I ask you why ABC is frustrating?
   - What process do you use to do ABC today?
   - What would a magic wand for ABC do?
   - How much would an ABC magic wand cost?
Don’t be shy! Interview someone on a different team (2 x 10 min)

1. Pair up with someone near you
2. Have one person interview the other for 10 minutes
3. Switch
Regroup and analyze what your group has learned (20 min)

1. Determine the scope/magnitude of the pain point
2. Identify the key attributes and differentiation points of your solution
3. Start to imagine your first prototype
Case Study: WedConnect
We had an idea to connect online brides to affordable vendors

Connecting you with wedding vendors perfect for your big day

We do the research and vendor-matching for you. We'll email you a personalized list of wedding vendors who are available and fit your needs.

- Stay anonymous. We won't share your email address with anyone
- Get only personalized, relevant vendor matches. We don't spam, because we hate spam, too
- Get it for FREE!

Tell us about your wedding:

Date & time: 
City, State: 

Tell us about your vendor requirements:

Vendor: Choose One
Budget: $ - $

Details of your event:

Where should we send your vendor list?

Email:

Submit my vendor request
3rd party tools can help you test a prototype quickly

**Website Builders**
- weebly
  - http://weebly.com
- unbounce
  - http://unbounce.com

**Marketing Channels**
- Google AdWords
  - http://adwords.google.com
- Yahoo! Answers
  - http://answers.yahoo.com

**“Behind the Curtain”**
- Gmail
  - http://mail.google.com
- Google Maps
  - http://maps.google.com
- Amazon Mechanical Turk
  - http://www.mturk.com
- Google Docs
  - http://docs.google.com
In 5 days, we had numbers to evaluate The Wed Connect

Quick math:
- Charge wedding vendors $2 / lead * 21 leads = $42
- Costs: $0.44 * 68 people = $29.92
- Potential profit: $0.58 / person

Bounce Rates
- Google AdWords: 87% of 68 people
- Yahoo! Answers: 56% of 16 people

21 Signups*

* It doesn’t have to be statistically significant!
Qualitative feedback taught us about the customer.

Great initial numbers but a frustrating business.
Building Your Prototype
Think creatively in order to build your first prototype

Can you explain your product in 1 sentence?
Aardvark went off to see the wonderful Wizard of Oz
Food on the Table started with real, live “concierge” service
TikTok and LunaTik raised money for iPod nano watches
Yahoo! began as a manually curated collection of links
What if you wanted to build a newspaper from social media?

http://twitter.com
http://mturk.com
http://wordpress.com
Brainstorm a strategy for building your prototype (20 min)

1. Based on your interviews, what is the 1 key feature?
2. What tools can you use to build it?
3. (Optional) What marketing channels would you pursue?
Let’s hear some ideas! Share how to execute your idea (3 min each)

1. In 1-2 sentences, describe your customer’s pain
2. Describe how your idea solves it
3. What tools will you use to build your first prototype?
LaunchBit helps new entrepreneurs launch their web businesses

LaunchBit Classroom
http://classroom.launchbit.com

Next class starts April 11
10% off with code W2E, expires April 1

LaunchBit Startup Guide
http://guide.launchbit.com
Build and test your idea without programming – Get going!

- Got questions? hello@launchbit.com
- Feedback index cards
- Mailing list: signup@launchbit.com
- Blog: blog.launchbit.com
- @launchbit
- www.launchbit.com