

Technology Start-ups Lecture 9

Get to Release 1.0

John Cavazos

Dept of Computer & Information Sciences

University of Delaware

CISC 879: Technology Start-ups



Reduce the scope of MVP so you build the smallest thing possible:

- Illustrates a solution to your most important problem(s)
- Can learn from



Think of MVP Like Sauce

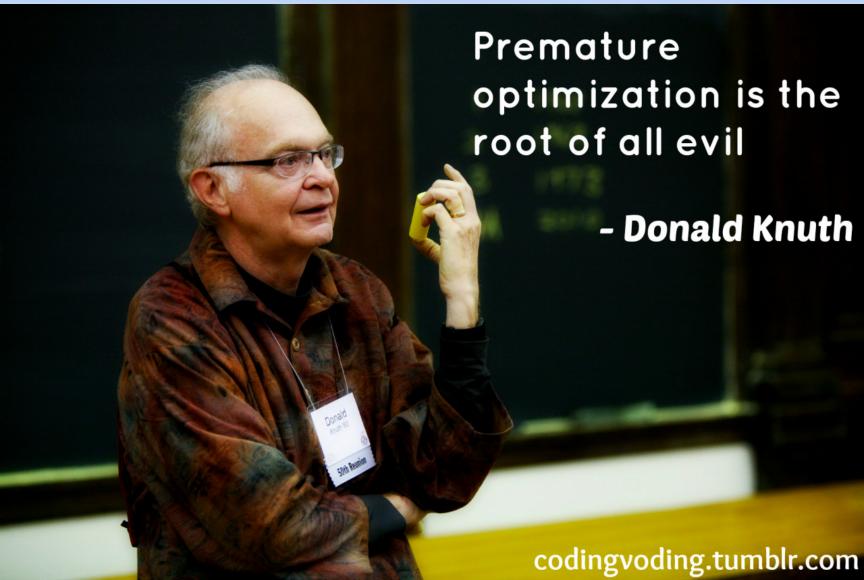
Concentrated, Intense, and Flavorful

- 1. Start with Most Important Problem!
- 2. Eliminate Nice-haves and Don'tneeds
- 3. Repeat steps 1 and 2 for second and third most important problem
- 4. Consider customer requests





Focus on Learning



- Avoid pre-mature optimization
- Buy time and solve more efficiently later

For example: Don't try to prematurely scale

Can add more machines (especially with the cloud)



Activation Flow

ACTIVATION

SUBFUNNEL J

Signup

Additional Steps

Key Activity

How do I get started

Examples include downloading, installing, creating first gallery, etc.

Did I get to the UVP

CISC 879: Technology Start-ups

Ultimate Goal: Experience Unique Value Prop



CISC 879: Technology Start-ups

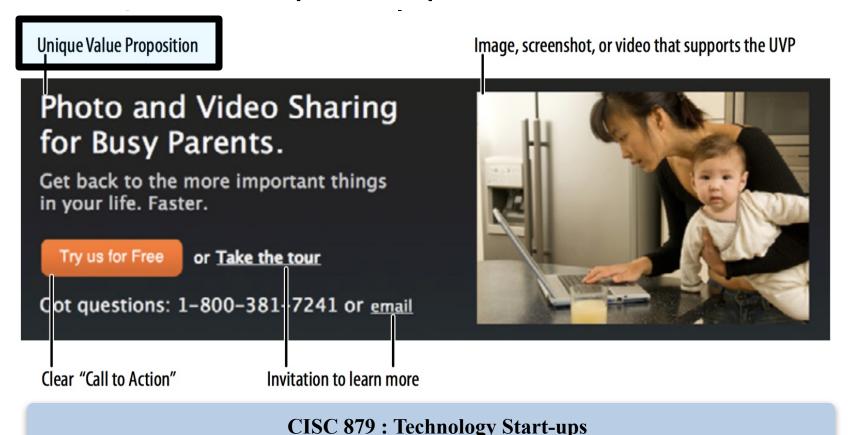
Ultimate Goal: Experience Unique Value Prop

Without sacrificing learning:

- Reduce signup friction
- Reduce number of steps
- Deliver on your UVP

- About page
 - Compelling reason to buy from your company!
- Terms of Service and Privacy Policy pages
 - Don't wait for legal headaches!
- Tour Page
 - Videos/screenshots

- Unique value proposition
 - Most important part!



- Supporting Visual
 - Visual aid resonates with target



CISC 879 : Technology Start-ups

- Clear call to action
- Invitation to learn more

