



What are we going to be covering in this session?

1. My process for creating startups, from concept to production

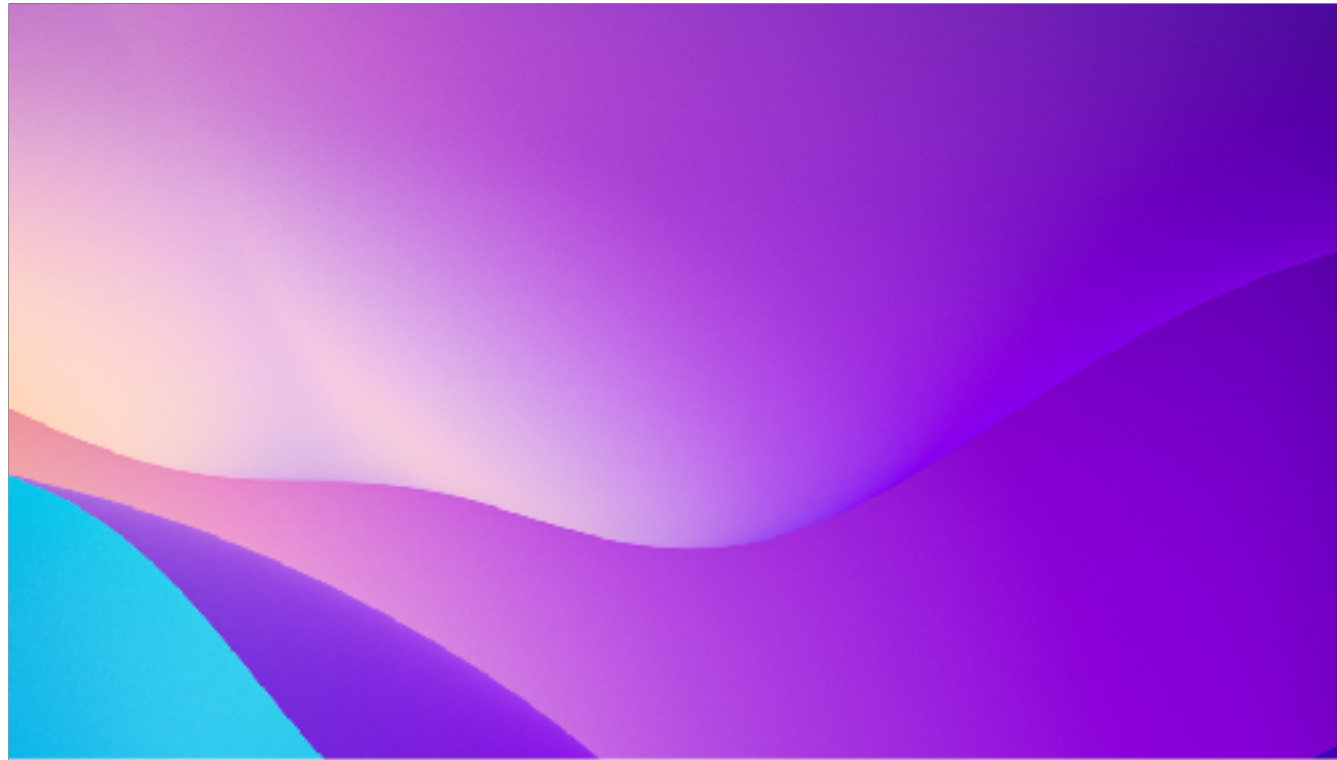
- My process is not the almanac
- A very lean, agile process that I am still finding ways to refine it.
- To be used as a starting guide for you to accelerate, or start finding your process of developing products
- However, it is battle tested with all of my own startups and ideas, which I will discuss soon

2. Covering a few red flags to watch out for, both in yourself, for those you'll work with and the industry.

- Will trip you up along your way, or keep you from realising your potential - they have for me and my fellow hackers

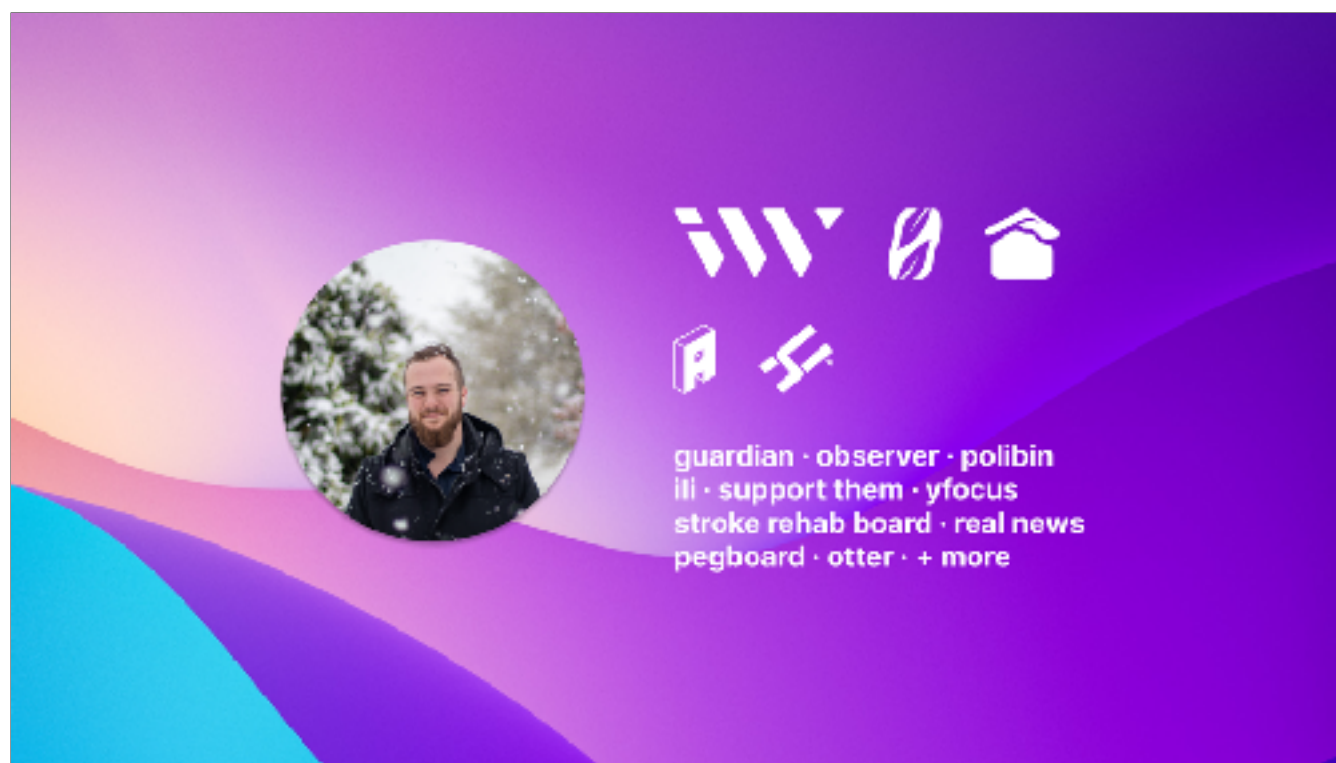
3. Covering a number of side-tips that aren't directly related too the process of building your ideas,

- Are nonetheless valuable to keep you sane, healthy and performing at your peak - and happy



Why should anyone care about this session?

- I'm here to help you create, define and/or accelerate your process for delivering value to customers.
- I'm here to help you recognise patterns and steer clear of them - stay focused on the mission. (Co-founders, colleagues/workers, services, industry, feedback)
- I'm here to answer your questions about your ideas, startups and businesses



Who am I?

- CTO, acting-COO @ Imperial Wealth - role: tech, business optimisation and quantification, culture, brand migration, SEO, etc.
- Managing Director, Grind Labs working with businesses on branding, design, development, analytics
- Starting Aaiga, focusing on development and growth for startups, packages we call onwards and upwards. We're here to fill knowledge gaps and accelerate you.
- President, Helping Group - charity, focusing on natural disasters - prep, dur, restoration - work with State, Fed, private orgs
- Co-founded Swin Lead

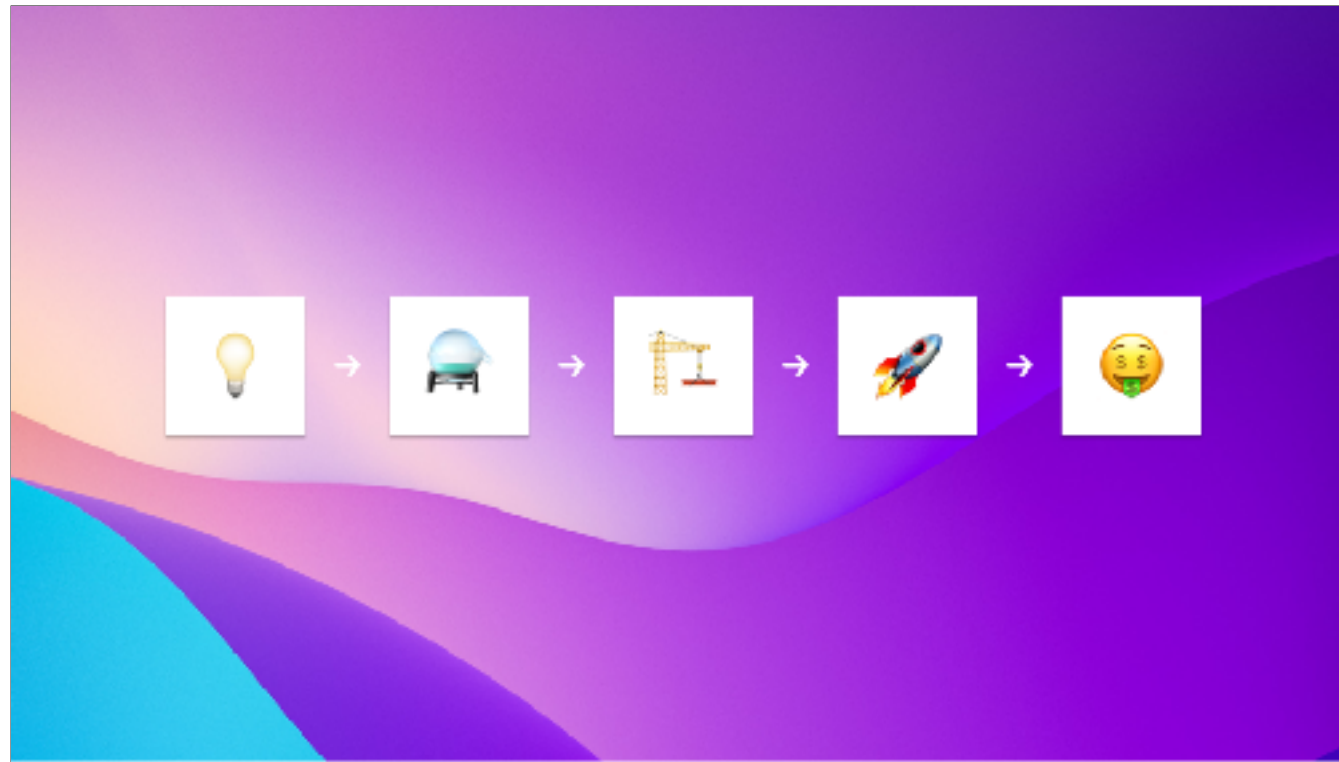
12 startups in 12 months

- yFocus, user feedback & analytics, validate and prove ideas quickly, identify value
- Polibin, political corruption ledger, pet project that I've always wanted - something near and dear to my heart
- Otter, automated email management, spec: invoices. Think Freshbooks, Xero, etc. directly in your inbox
- Observer, site and API monitoring tool with alerts - something I needed for work at Imperial Wealth

My background is in Computer Science, however I've got a passion for community-building, mentorship and obviously problem solving.

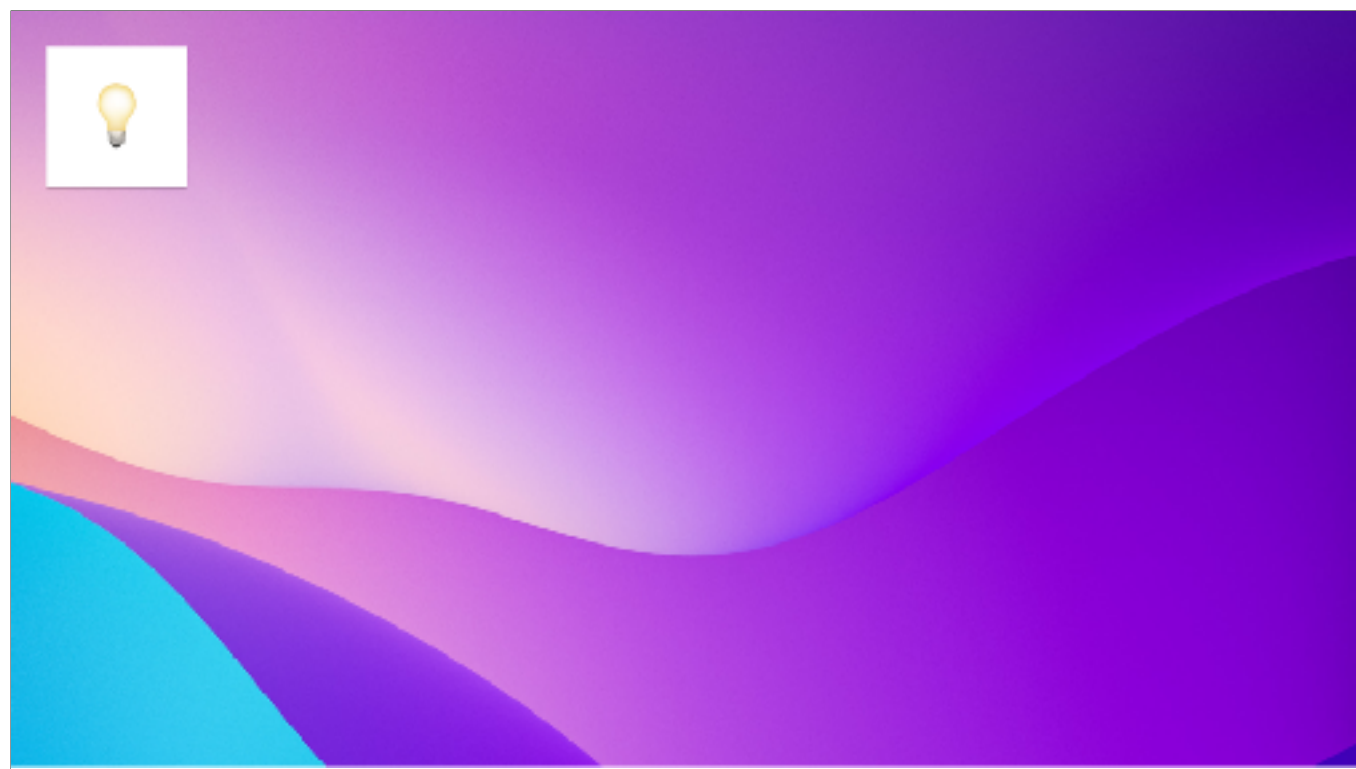
Mentoring

- comp. Sci. Majors,
- startup founders,
- people looking for career changes into tech



The Process

1. Ideas
2. Validate
3. Build
4. Release
5. Iterate, Listen, Learn, Monetise



Ideas

Finding ideas



1. Become mindful of your every day life.

- Pick up new, weird, fringe hobbies.
- Look for weird things that you think could become trends.
- Find pain points in your habits
- When YOU have a problem to solve, YOU are the EXPERT at your own problem. It's your competitive edge.



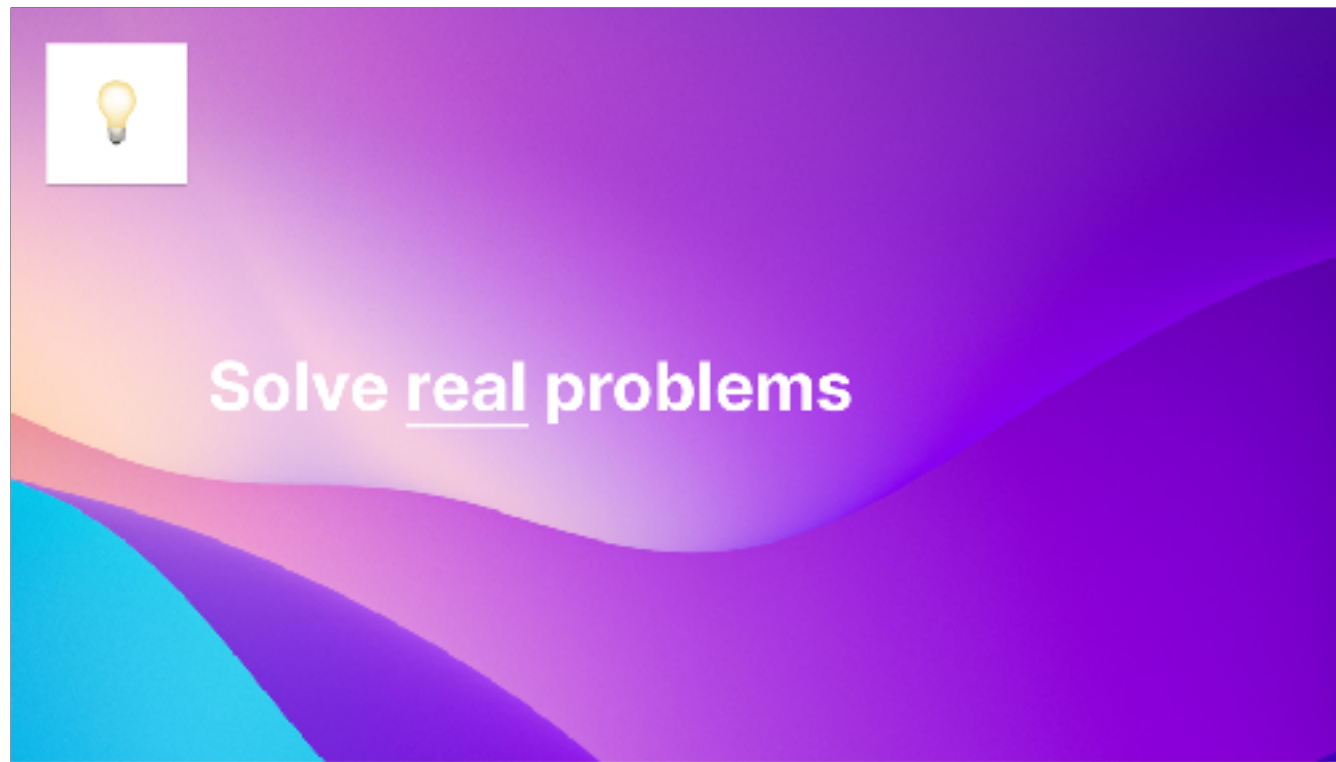
2. Expand your world view

- Meet new people, join clubs, go to networking events, strike conversations with people in line, in your lectures, here.
- Discover issues other people are having that you wouldn't have seen
- Find how people do things differently, even things you're an expert at. Be curious, not judgemental.
- "Talk as if you know everything, listen as if you know nothing"

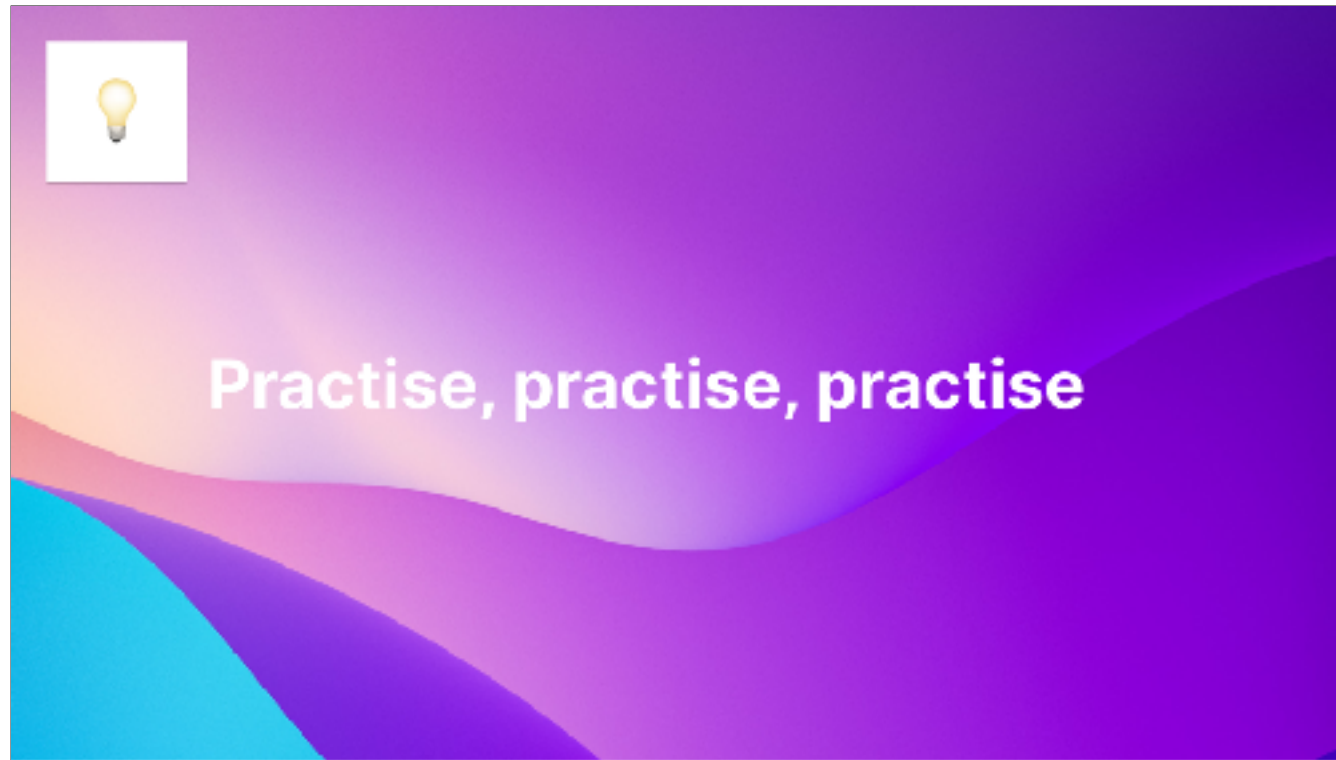


3. Expand your knowledge

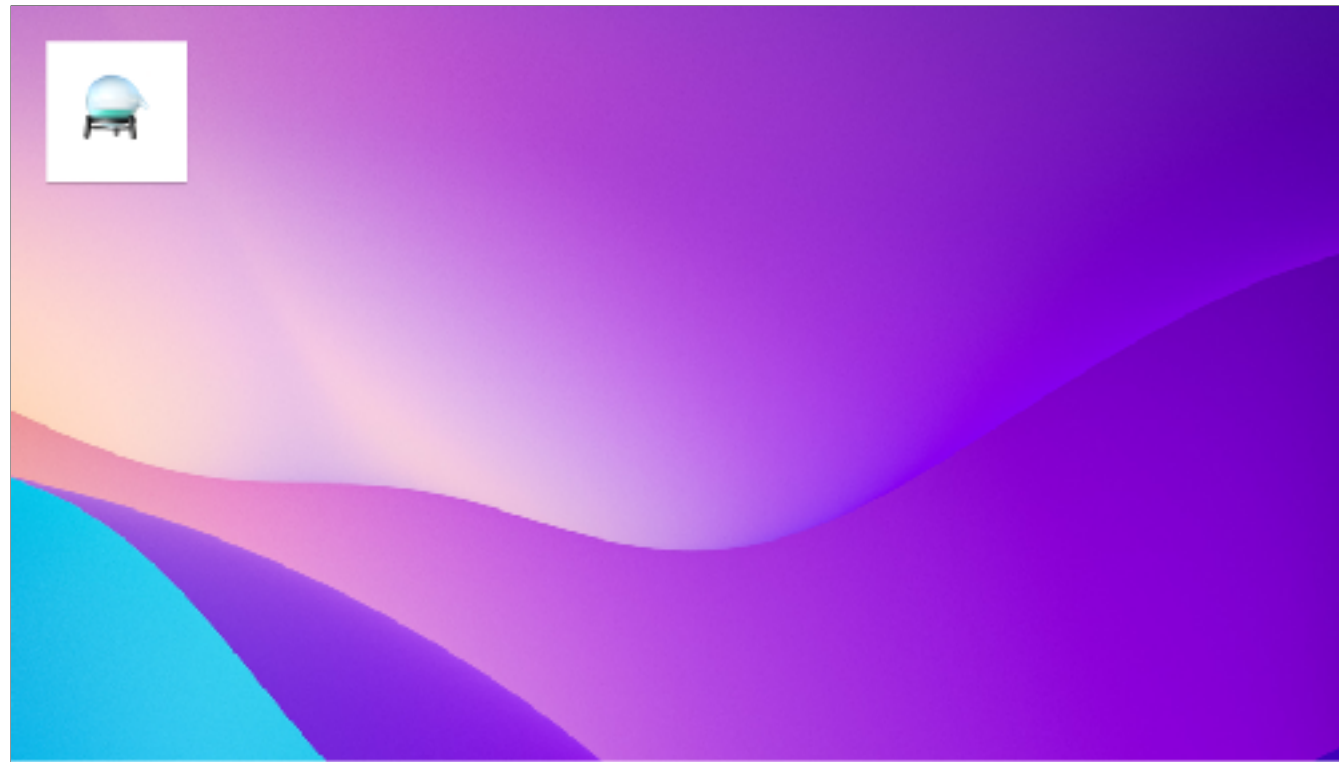
- Read. For God's sake, read. Does anyone else hate reading? Good, me too. Doesn't matter - persevere. 20-30 minutes a day, you can find
- You will see the world differently, you will be able to communicate ideas better.



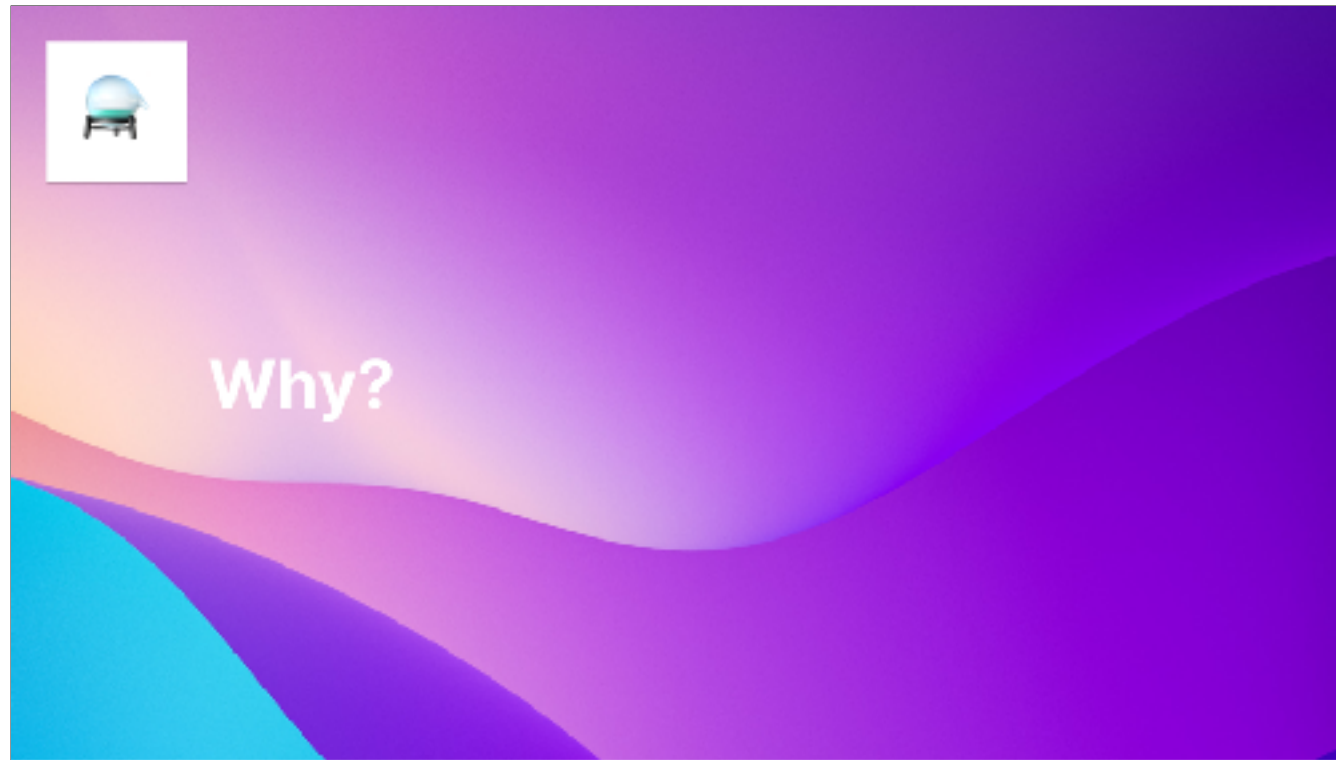
- “Let’s make another food delivery app or another fashion app - but they’re not really problems”
 - Try and look at your own life, what information is missing, what really annoys you?
- Make sure your ideas are realistic with your resources
 - You will have fucking amazing, big dreams.
 - Build something small, fix small niche problems first.
 - Make some money, then keep growing.



- Write down every idea you ever have, any way you can.
- You don't need anything fancy. Apple Notes, a regular notebook, voice memos to jot down on the go.
- You will only get better with him. You will start looking for ideas, for problems and figuring out simple solutions on the fly.



Validate



1. Your time is valuable

- As entrepreneurs, we often don't factor our own time into the equation of cost - often, I didn't. Now when I build my startups, I bill my time.
- If something can be done by an external party (Fiverr, etc.) for cheaper than my time, I will take that route - and often do.

2. Your time is scarce

- You will have hundreds of ideas, and only so much time.
- Focus on refining your ideas to the few with the greatest potential.

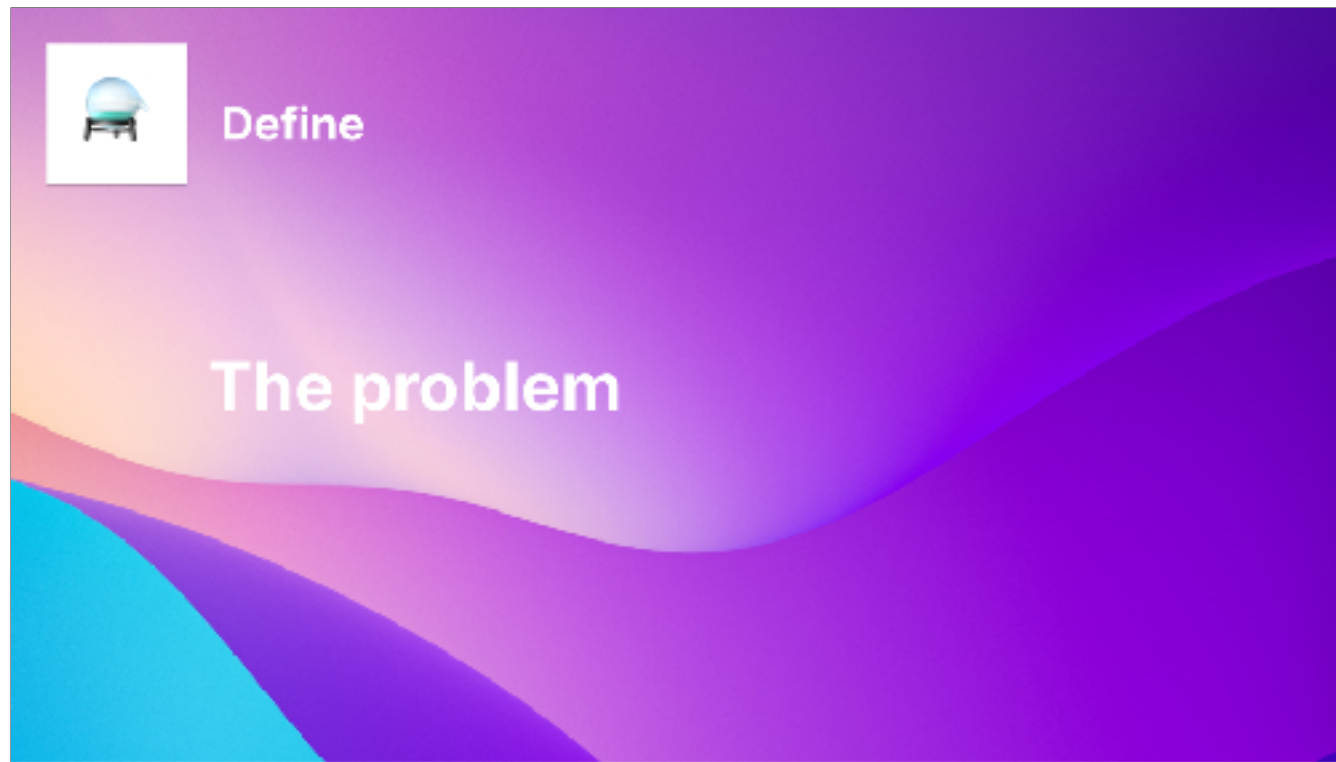


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How?

1. Define your value proposition

- Write down...
 - What your problem is, and why it's important, and how your idea solves it...



Define

The problem
Target audience

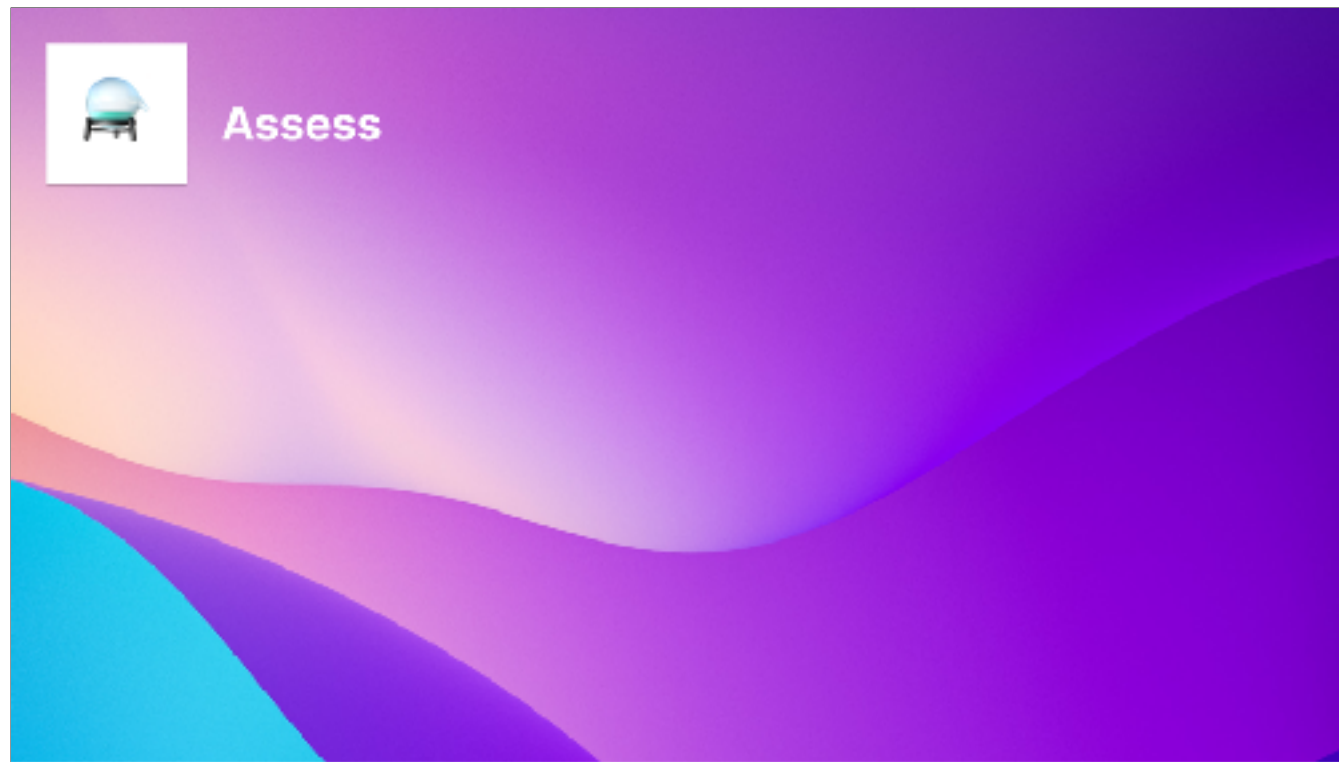
- Who your target audience is, and any assumptions you have made about them,



Define

The problem
Target audience
Your edge

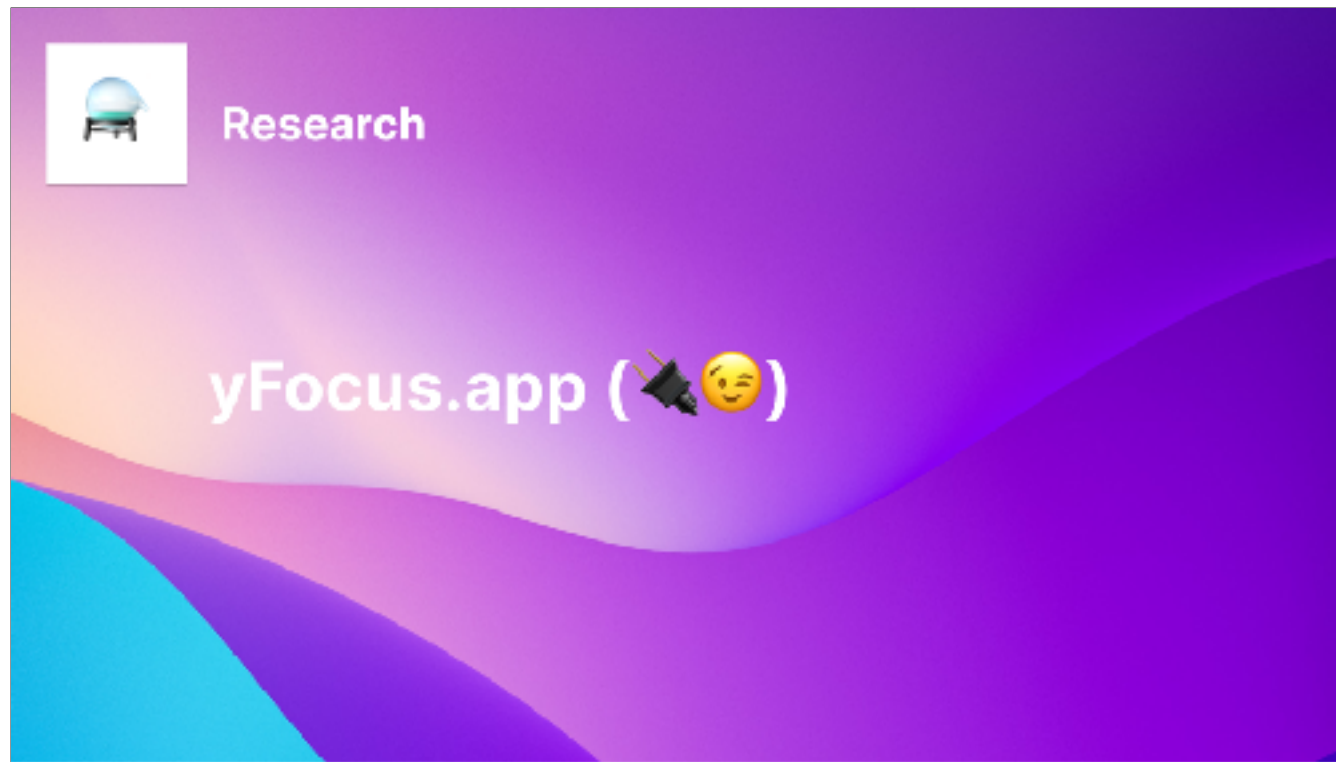
- How your product has an edge over alternatives (if it does)



2. Assess current market size and value



- Research...
 - If there are existing solutions out there, if they are successful (and why they're not),
 - What the prices are for similar products out there
 - What kind and size of audiences currently exist
- Look at search metrics with Google Search Trends



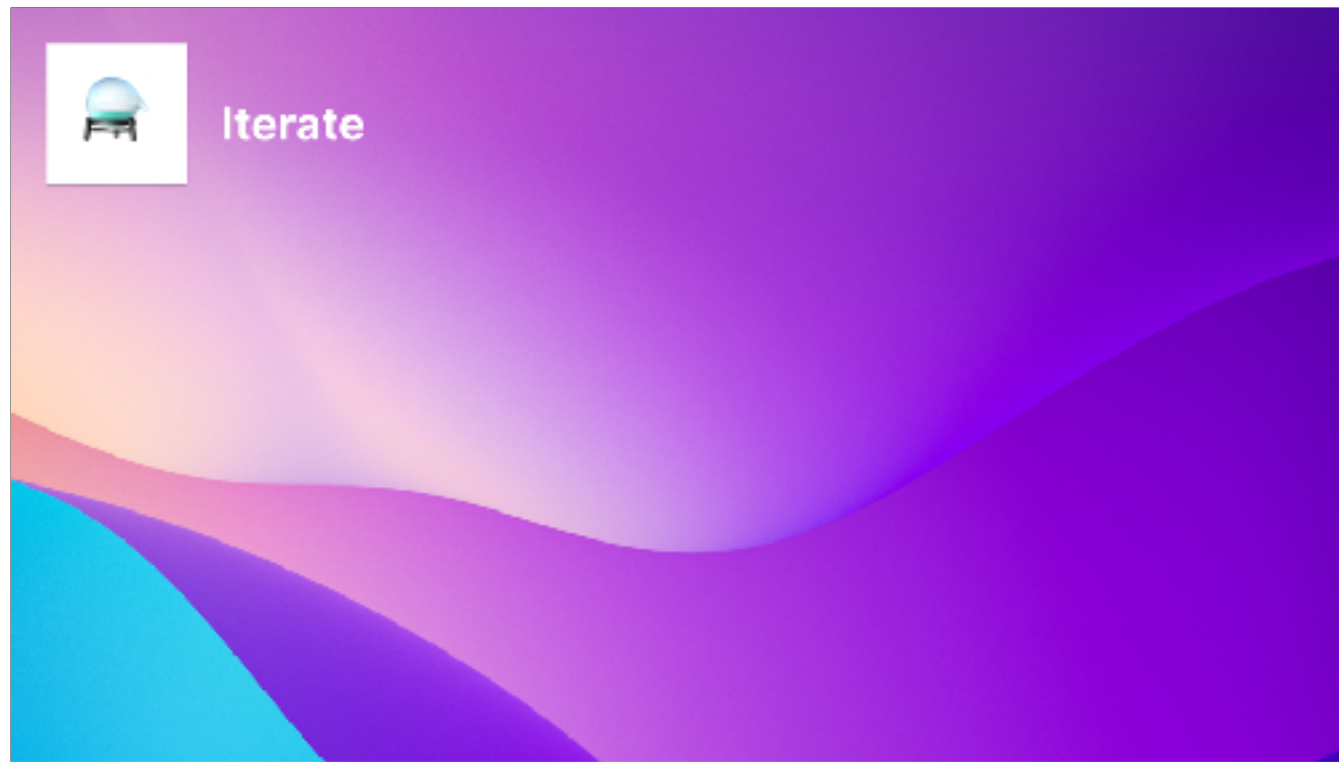
3. Conduct questionnaires

- Ask your friends, your mum, Reddit, Twitter, Forums, random people - anyone.
 - Rememebr that you want to try and target your audience types.
- Plug yFocus



4. Prototype

- Build something on Adobe XD/Figma/paper that you can use to conduct testing with users
- Get people who you haven't explained your idea too yet, but have an understanding of the problem you're solving
- You're looking to see whether your UX and the angle you're coming from resonate with others.



5. Iterate, adjust, try and try again.

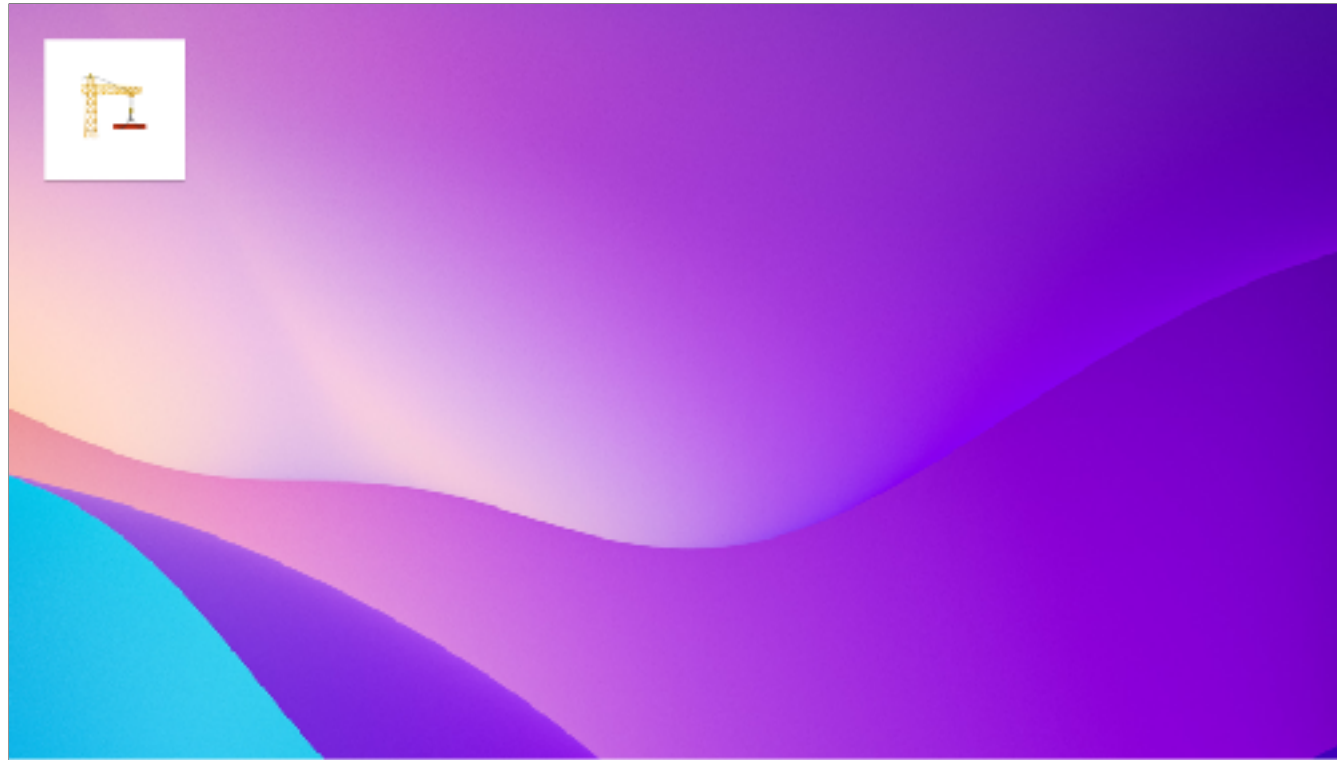


Iterate



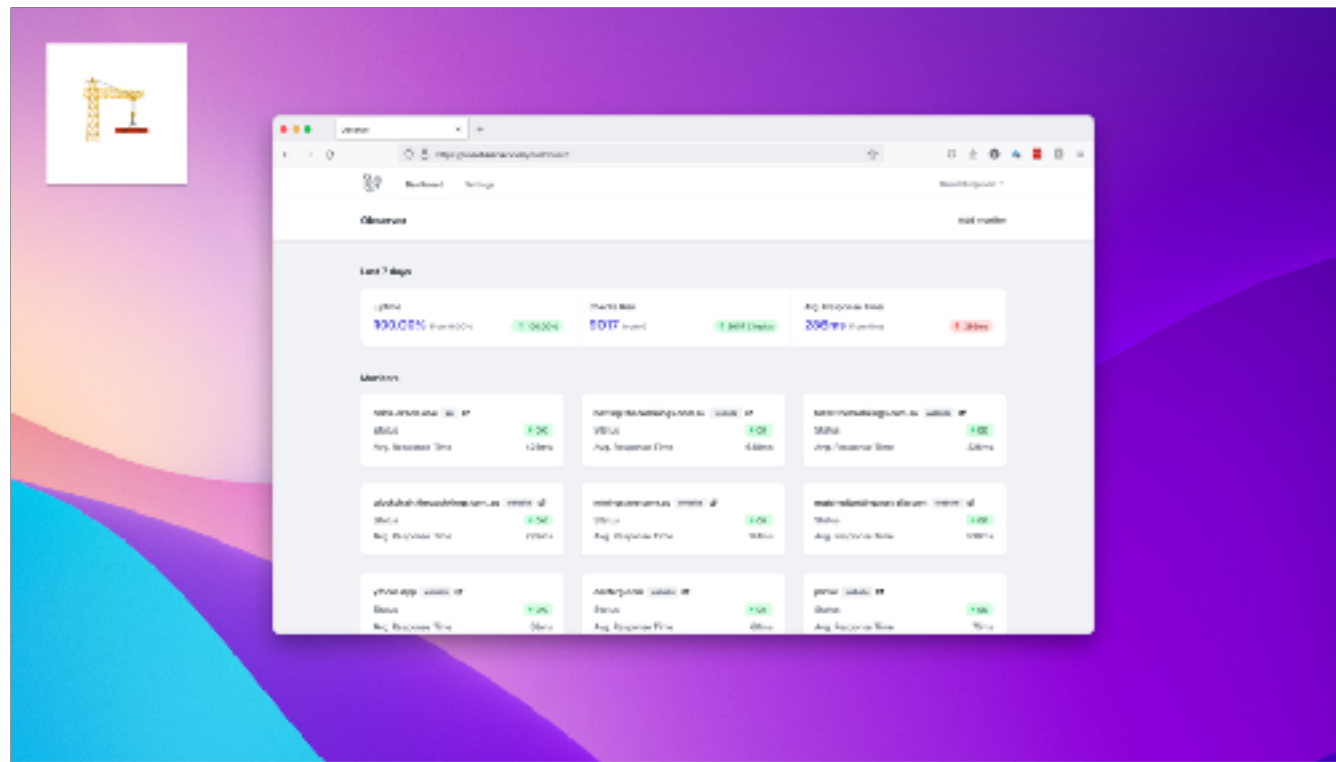
The Litmus Test

- Explain the test



1. Product

- Build your product (no-code, code, outsource).
- Coding bootcamps can go fuck off. Learn to learn.
- Create an MVP, don't load it with unnecessary features.
- Solve the core of the issue.
- It should be good, stable and accessible.
- MAKE SURE IT IS FULLY DESIGNED BEFORE STARTING.

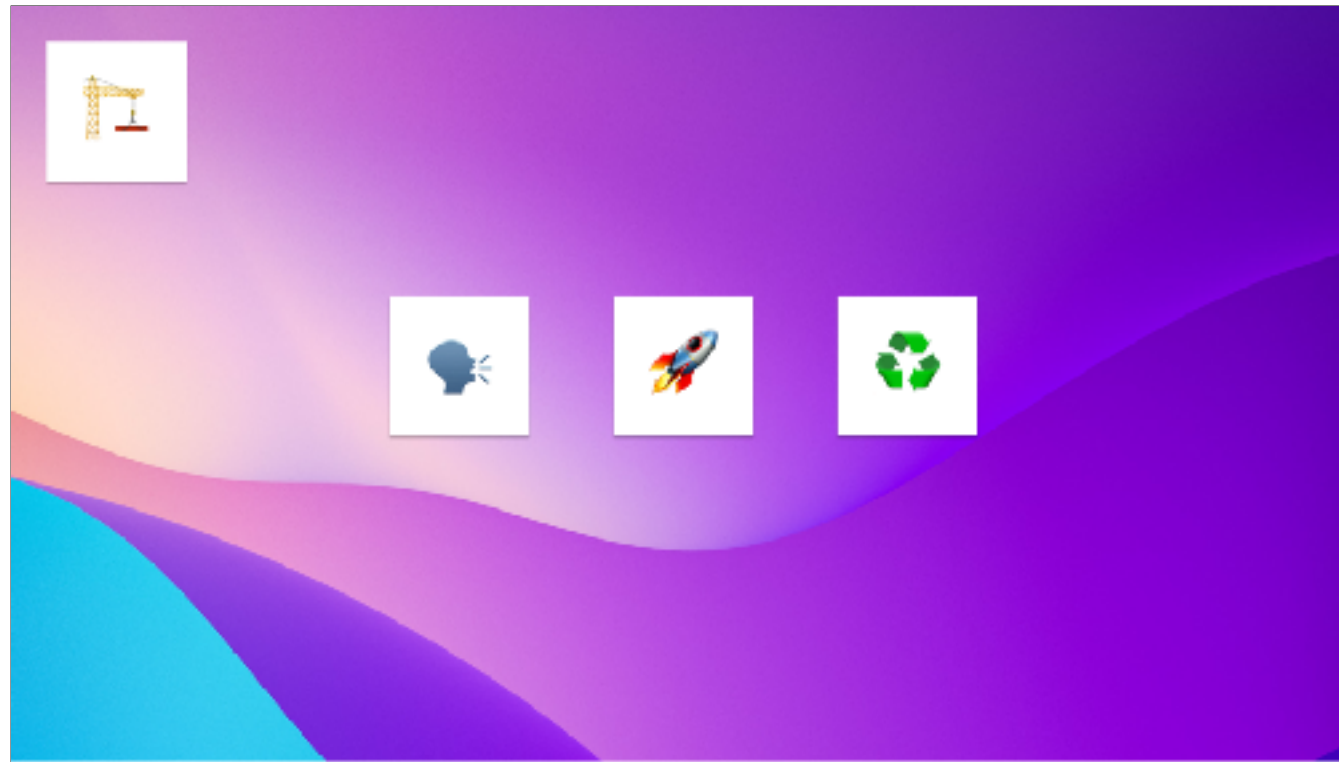


Example of a MVP



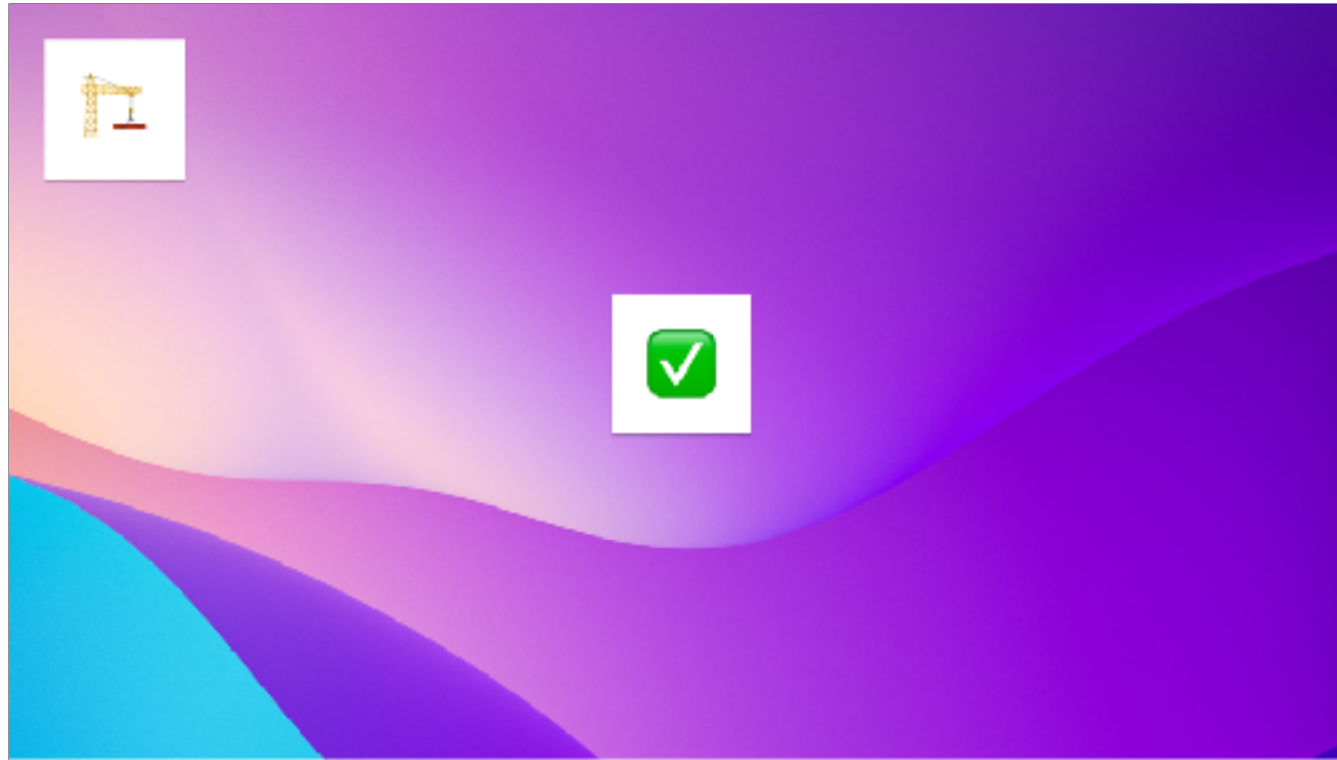
Waiting until first dollar

Good use of carrot/stick



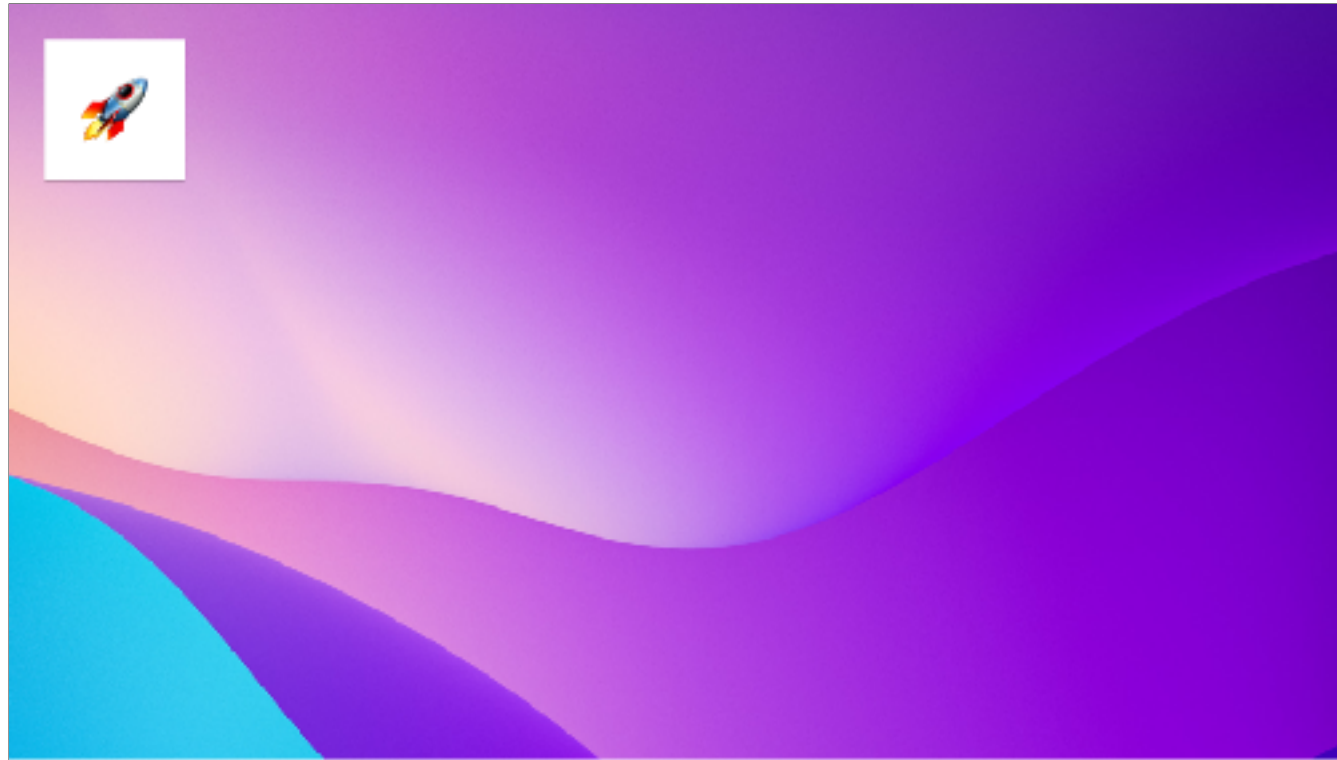
2. Marketing

- Find your tone, your voice and your brand. Are you serious? edgy? fun? corporate? Find a marketing plan template and work through it
- Work out how you're going to launch, plan out a good fortnight of content.
 - Create it with Canva, schedule it with Buffer.
 - What is your message?
- Follow Simon Sinek's Why How What model.



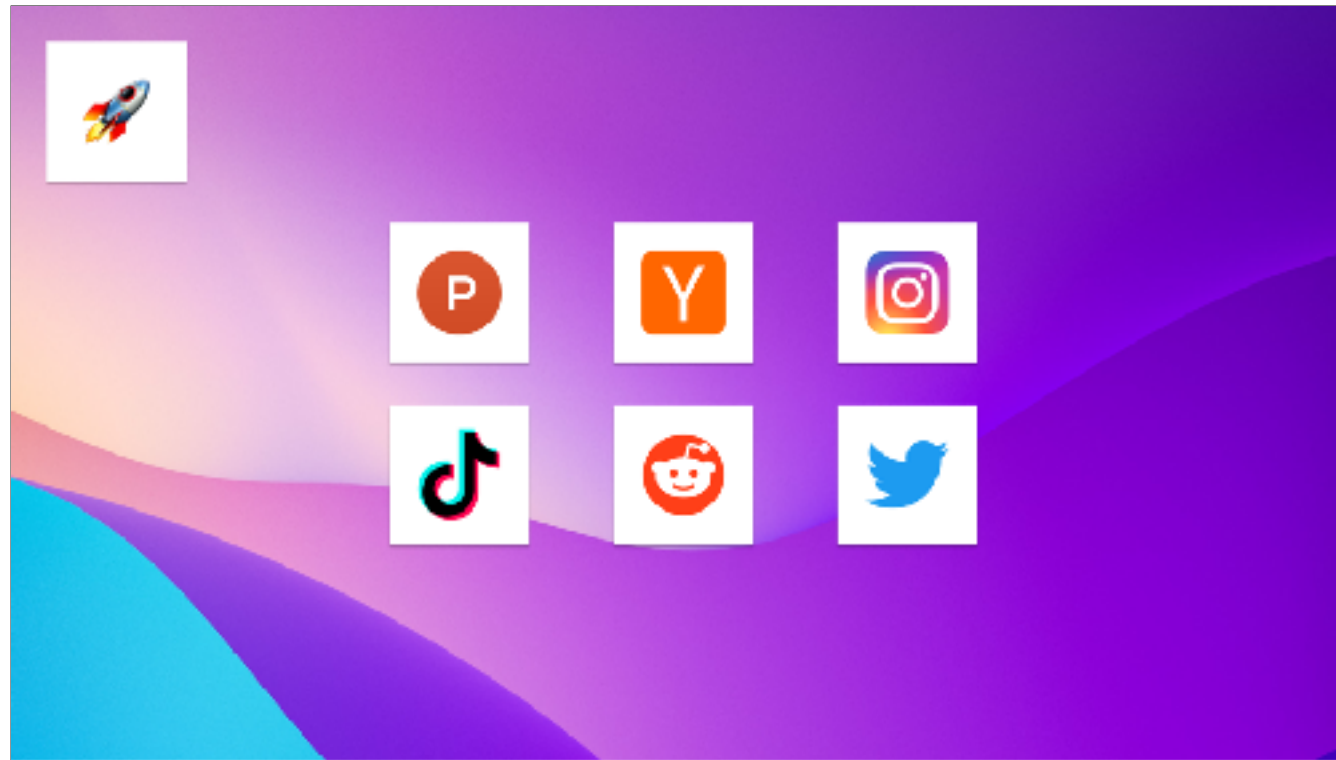
3. SMART Goals

- Set timelines and milestones that are measurable and achievable
- For example, no longer than 1 month for your MVP, no longer than 2 months for the first dollar
- Share your goals and timelines with other people. Keep yourself accountable.



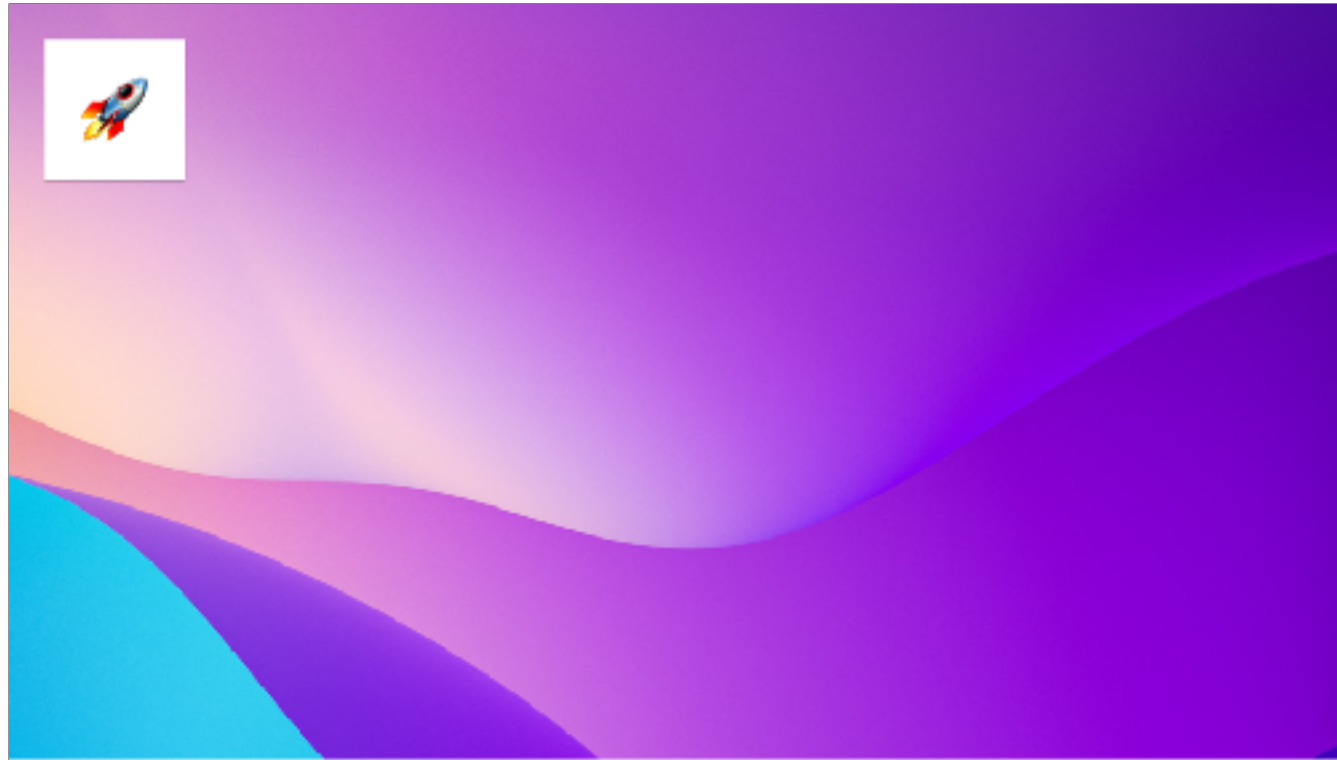
Release

Releasing your product is the only true validation to whether the product has value.



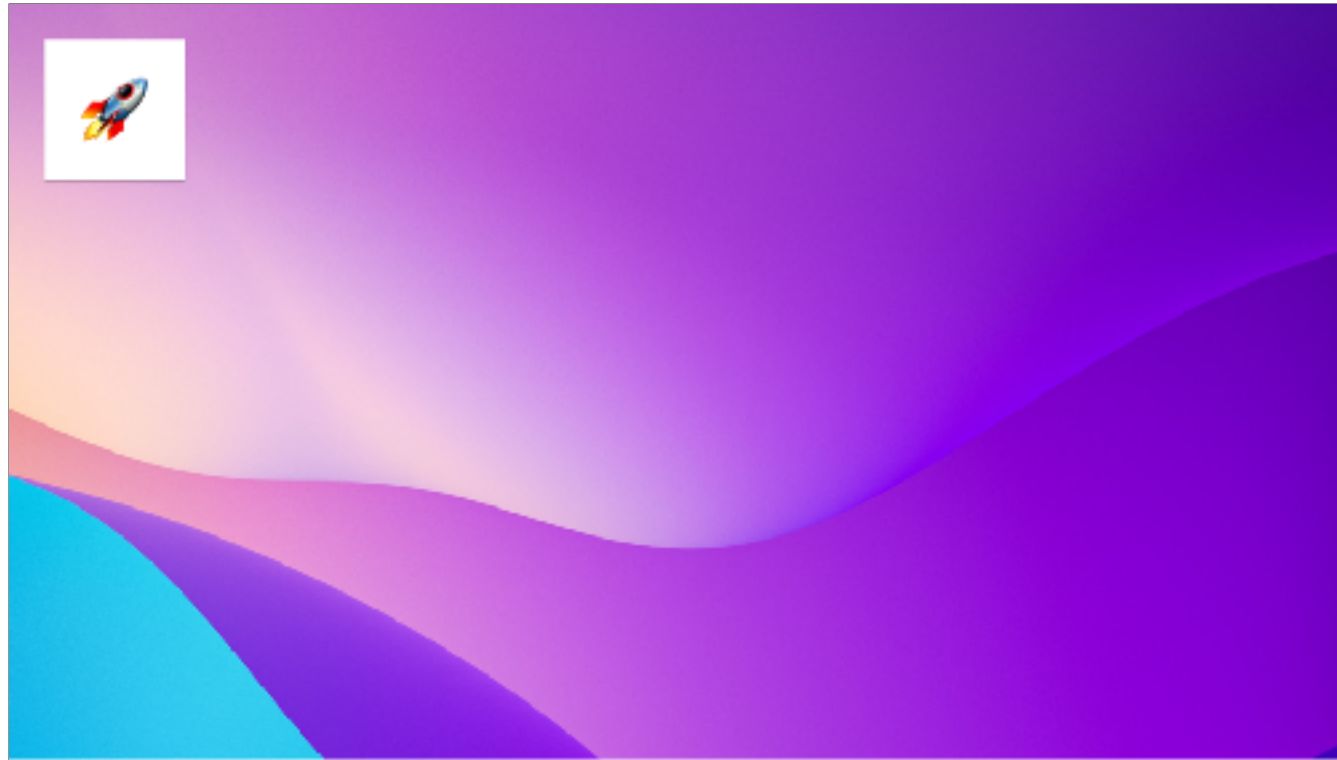
Where?

- “Go where the deer are, not where they will be”
- Twitter, Reddit, topic-specific forums, Facebook, Instagram, Tik Tok, Product Hunt.
- Build in public. So many communities exist because of BIP. You build a community and hype around your product even before you launch.



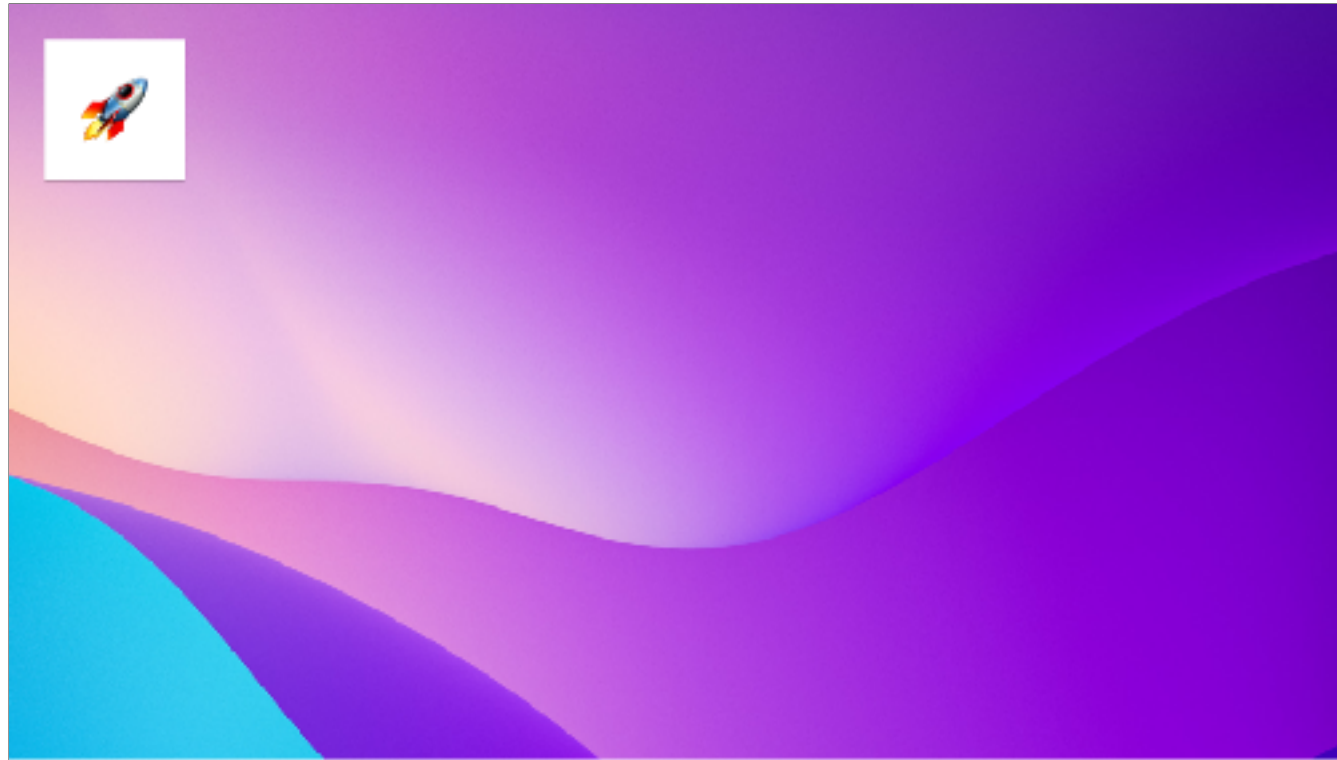
Interact with your community

- Don't have a 'marketing' voice, don't be critical - be genuine, friendly.
- People want to talk to people, not bots.
- Take advice critically, and with a grain of salt; but still take it.
- This is why building in public is so powerful.
 - When you build with users, they become ambassadors.
 - Also, streaming makes you incredibly productive. You won't be sitting on Facebook.



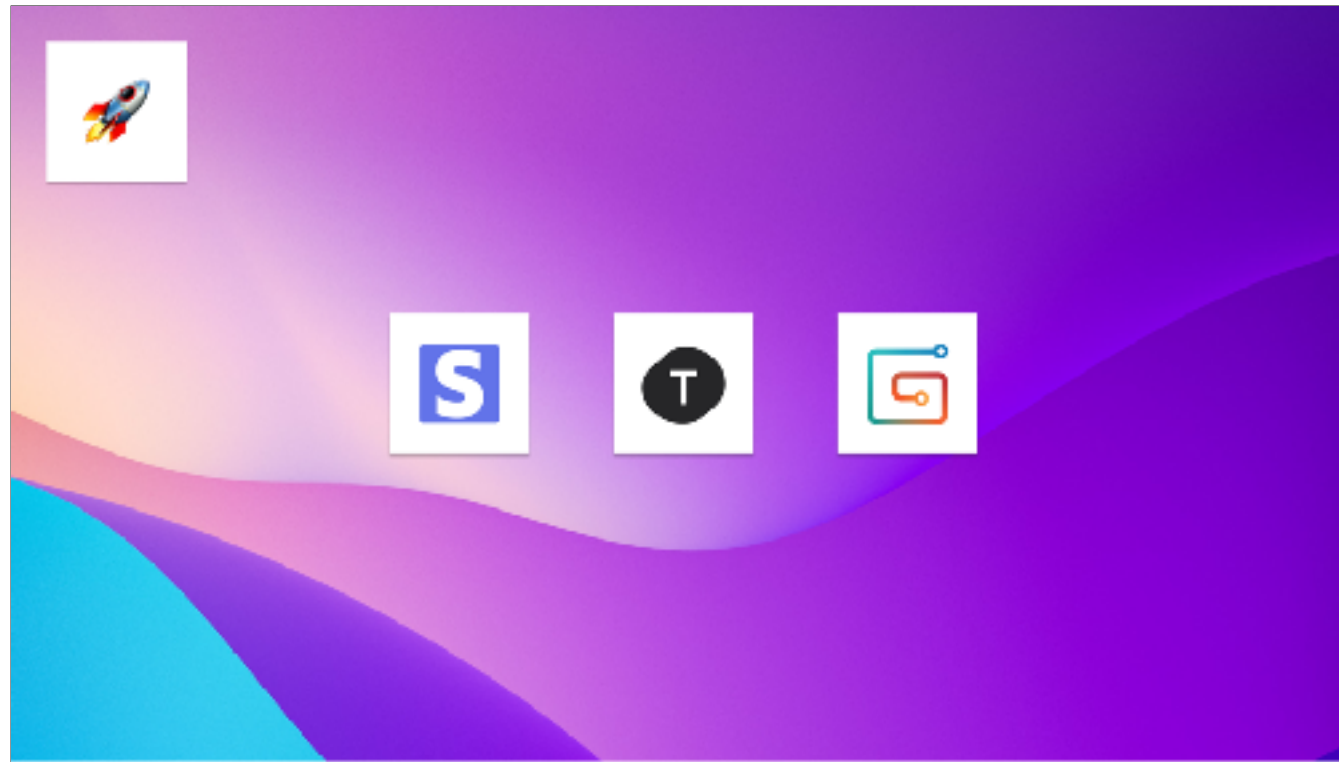
DO NOTS

- Dont use gray/black hat stuff.
 - Instagram bots, twitter bots,
 - buying email lists, etc.
 - It's just fucking stupid. Grow organically.



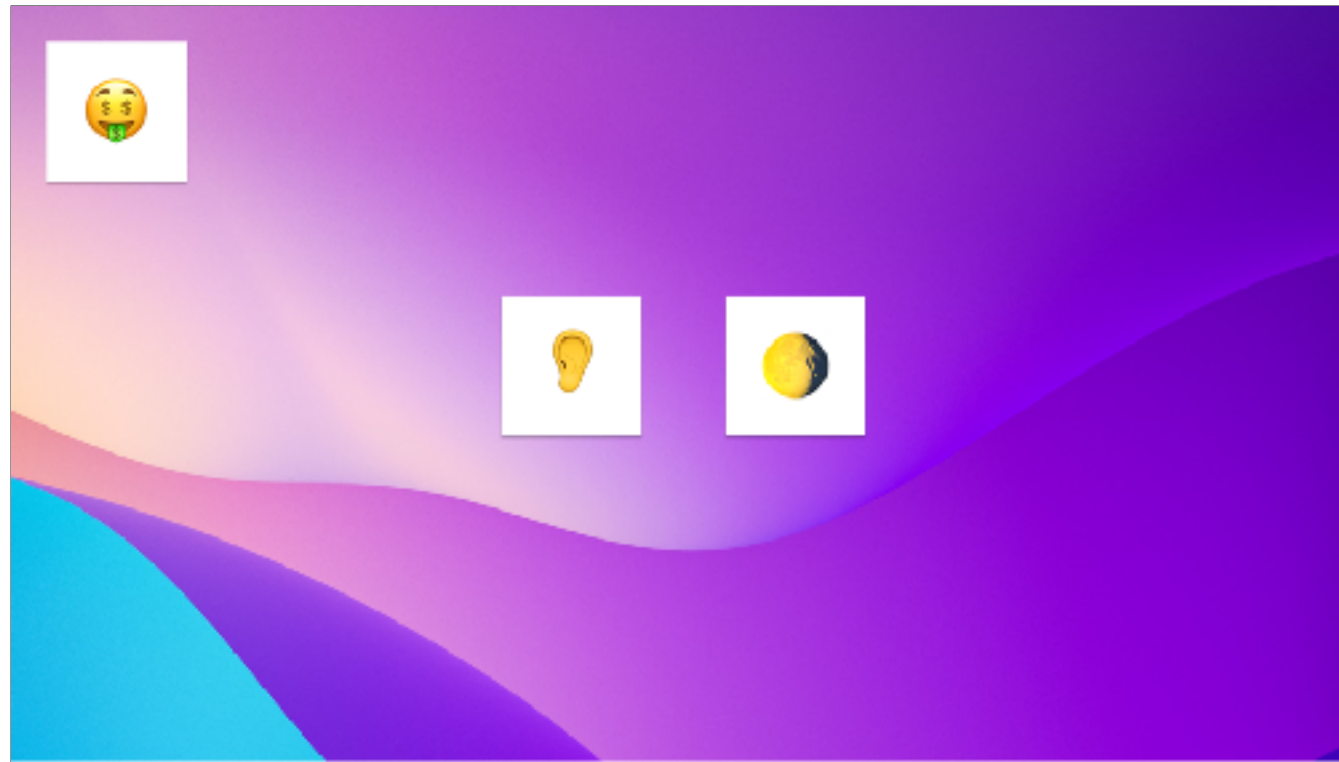
Plan for success

1. Launch on everything at the same day.
 - Use exponential hype to your advantage.
 - Hopefully if people see your site mentioned organically in multiple places, you will naturally get more traffic.
2. Capture user information so you can engage with them later.
 - Don't be a dick. No spamming, ever.
 - 80% of the time an idea of mine is successful, I have forgotten to add a newsletter CTA. Don't be stupid like me. (SupportThem, Obsidian)
3. Make sure your site can handle an influx of traffic.
 - Free services like CloudFlare can easily and quickly help you here, for free. It's magic.
 - Setup monitoring (Observer)
4. Setup a way to interact with your users
 - Intercom is a great way to quickly talk with your users. No marketing play here, be genuine.
 - Talk about what they like, what they don't, what they'd like to see and even what they are having issues with.
 - It's not a sales pitch, it's an opportunity to build relationships.



Monetise

- Setup a way to take money from your users. Subscriptions, single-purchase, etc.
- Stripe, Gumroad, Paddle, Typeform are all great ways to get this started.
- Adjust your prices accordingly, but talk to your audience about it first - you may be too cheap.
 - There's always going to be free alternatives to your product that's worse.
 - You're not competing with them, you're competing in the premium market.
- You will always get people that complain that you're trying to make money from your work.
 - They will complain and whine about how it should be free. Don't worry about them.



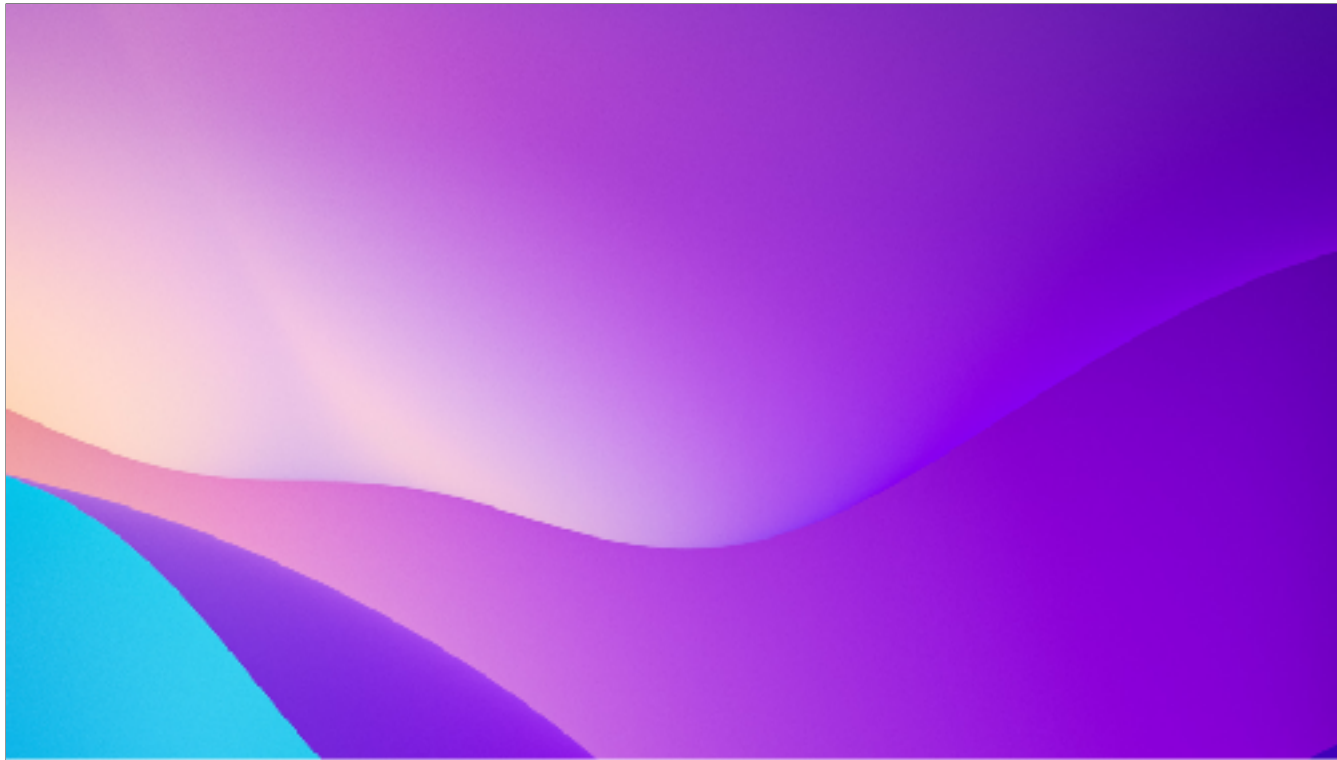
Iterate, Listen, Learn

1. Listen to your users

- Lead a data-driven life.
- They will give you feedback on what's missing
- Otherwise, put it to a poll. Ask your users!

2. This is when you can implement dark mode.

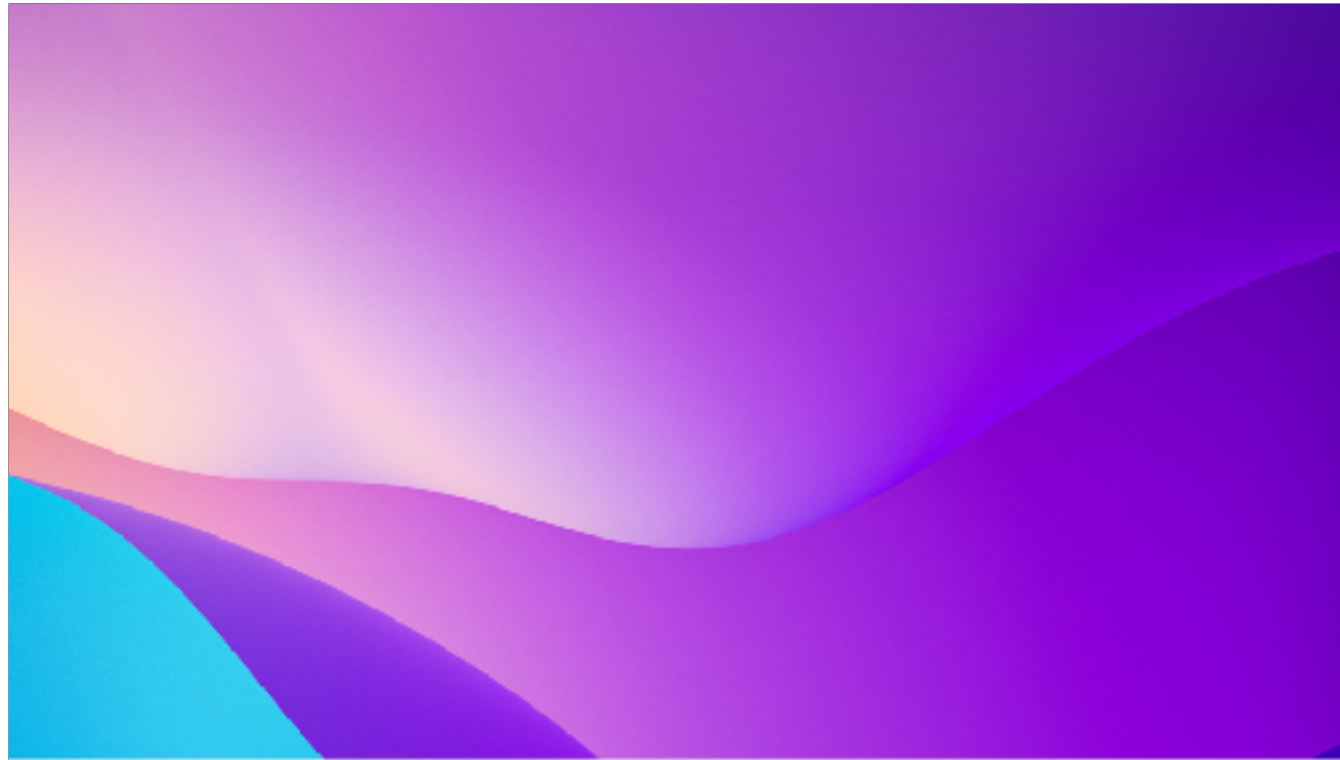
- I know, you've wanted to add 'that' not-so-core feature since the start. Well done, now you may.



Bonus round

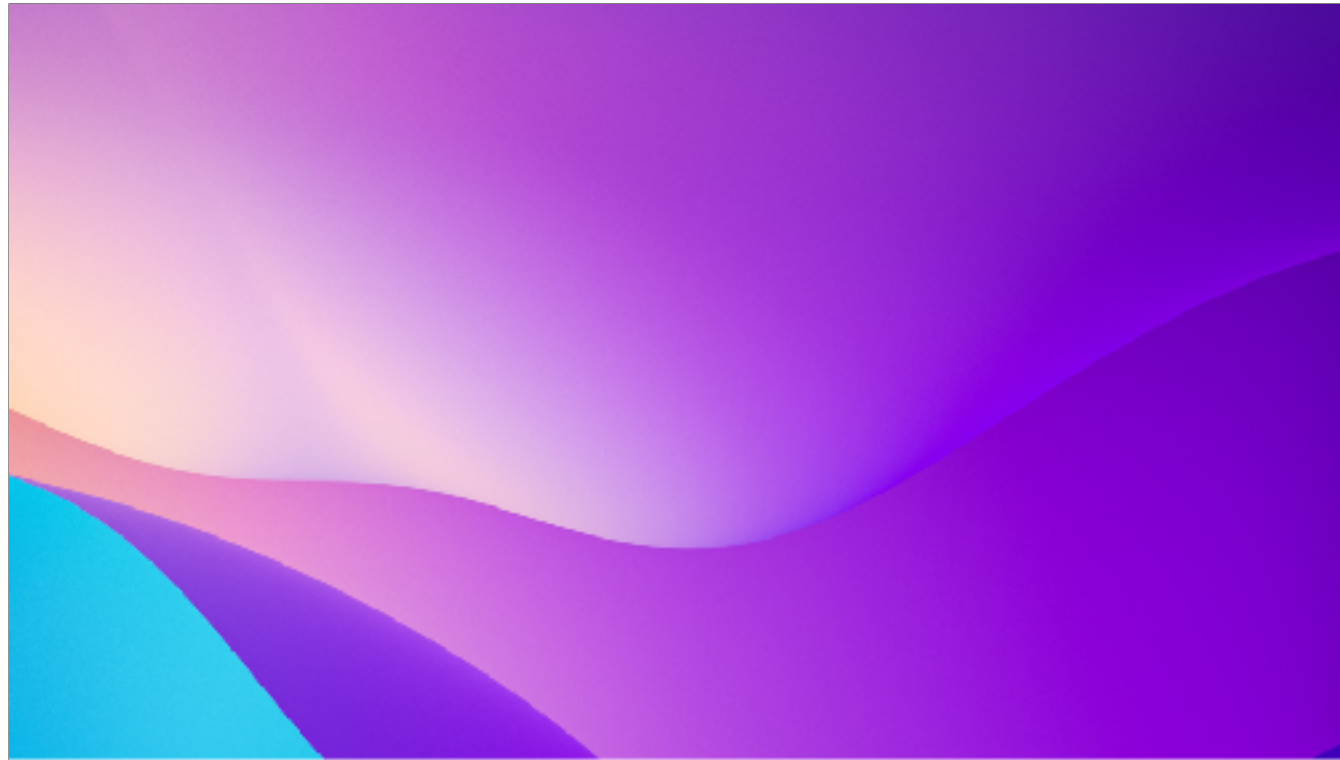
Tech that I use daily

- Apple notes, voice memos and Notion
- Figma
- Twitter, LinkedIn
- Mailchimp
- VS Code, Laravel, Tailwind, NextJS



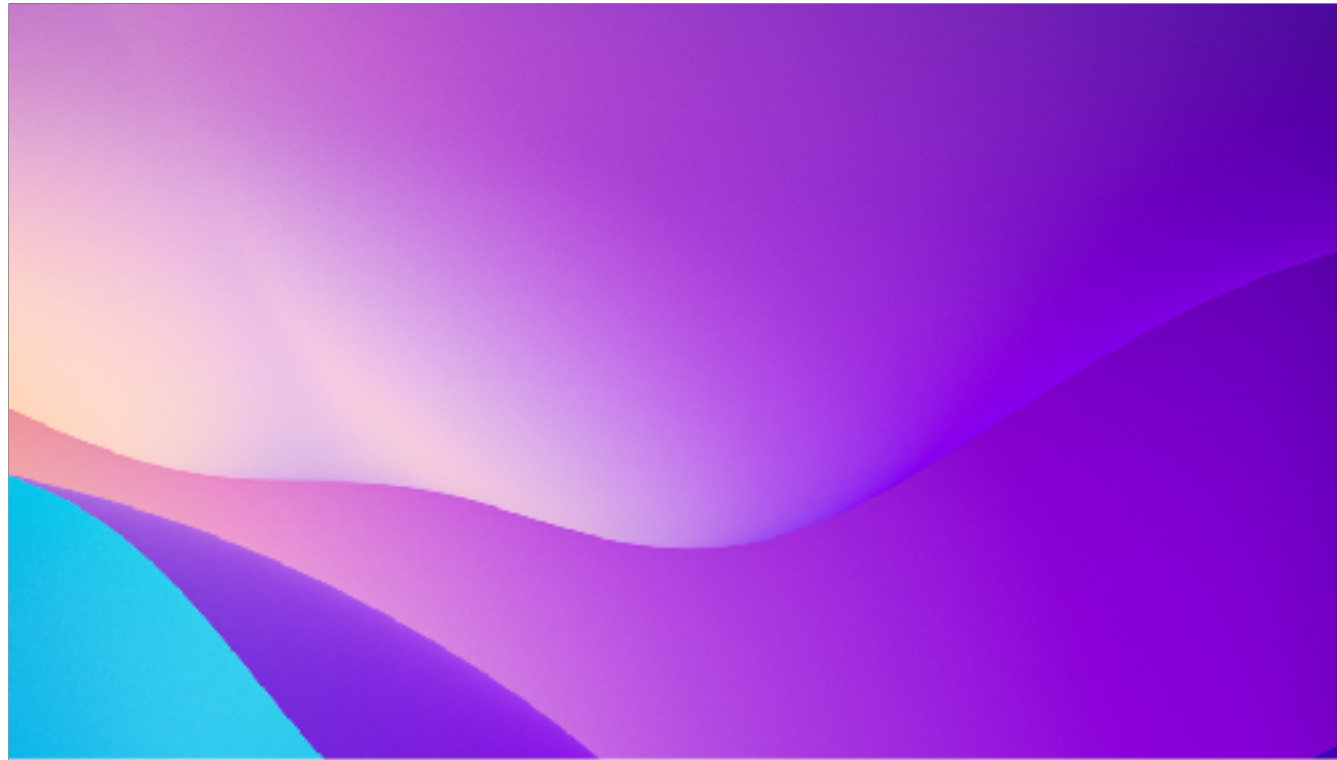
Not a techie, don't have a tech co-founder?

- Learn to code. Go learn HTML, CSS and PHP - you will be able to build literally anything.
- Check out Carrd, Webflow, Squarespace, Typeform, Wordpress, Zapier
- Hire through Fiverr, or come talk to me about how we can help you @ Aaiga 😊



What can I do tonight?

- Go and purchase the book from readmake.com
- Go and purchase one of the following books... (from the shelf)
- Talk to as many people here as possible, listen to them
- Start learning Adobe XD or Figma - find designs on Dribbble, tutorials on YouTube and keep iterating.
- Start learning how to code - build your first website with HTML and CSS.



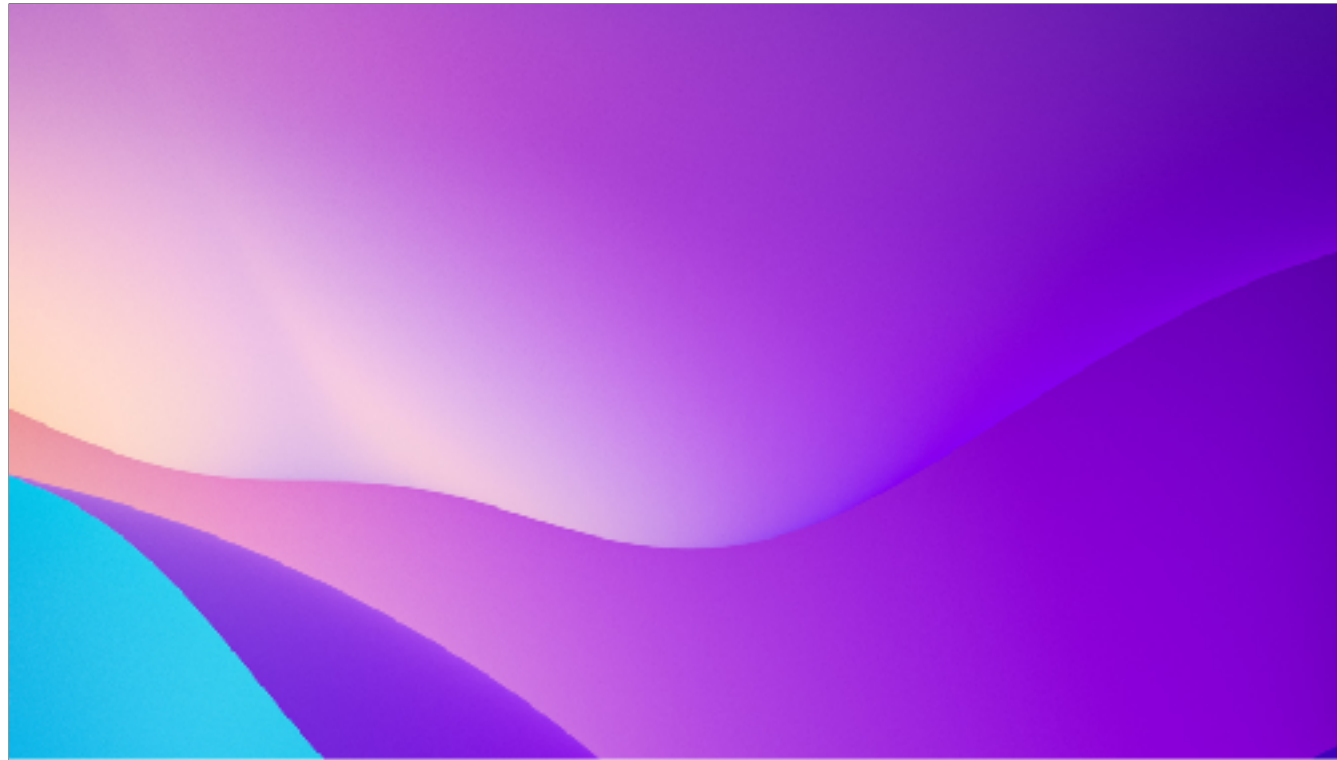
Red flags to watch out for:

1. I just want too...

- be my own boss / work for myself,
 - set my own hours,
 - get a passive income stream,
 - work from home
- Becoming an entrepreneur is a collection of
- sleepless nights,
 - weekends of work and sacrifice,
 - lots of work with no reward
- Don't become an entrepreneur as a get rich scheme, join the tech industry for that.

2. Forget about the "business", the customer is all that matters.

- Whether you're a for-profit or a charity, the customer, delivered through the value your product/solution/website, is what's important.
- People sometimes want to start a company to have the flashy badge of CEO, founder, director - etc. Businesses just get in the way of what is truly important.



Hottest tips I can give...

1. Don't fill out whole business plans if they don't help
2. Do things by yourself. Either learn how to do it, outsource or find workarounds. It will help your speed, as well as be a good learning experience
3. The less stakeholders, the better. You want to own it, be in charge and run it. It's lean, and it's quicker. Less responsibilities.
4. Bootstrap it. Unless your idea is huge, and you have a bunch of experience, don't take any money.
5. Delete social media apps from your phone homescreen - or entirely if needed. Cut out distraction. Read instead.
6. Get real sleep. 8 hours, minimum. Learn how to get real, helpful sleep.
7. Exercise.
8. In all of these, if you're unsure, ASK! Use your communities - Swin Entre. Club, Swin Lead, Twitter, etc. ASK!!!!
9. You CAN create something that will save the world. Helping Homes as an example.



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