

# No-(code, idea?, worries)



- thank you for rocking up
- Today we'll be going over...
  - The 5 w's and an H of No Code



👋 G'day!

#### # WHO

- dan ferg

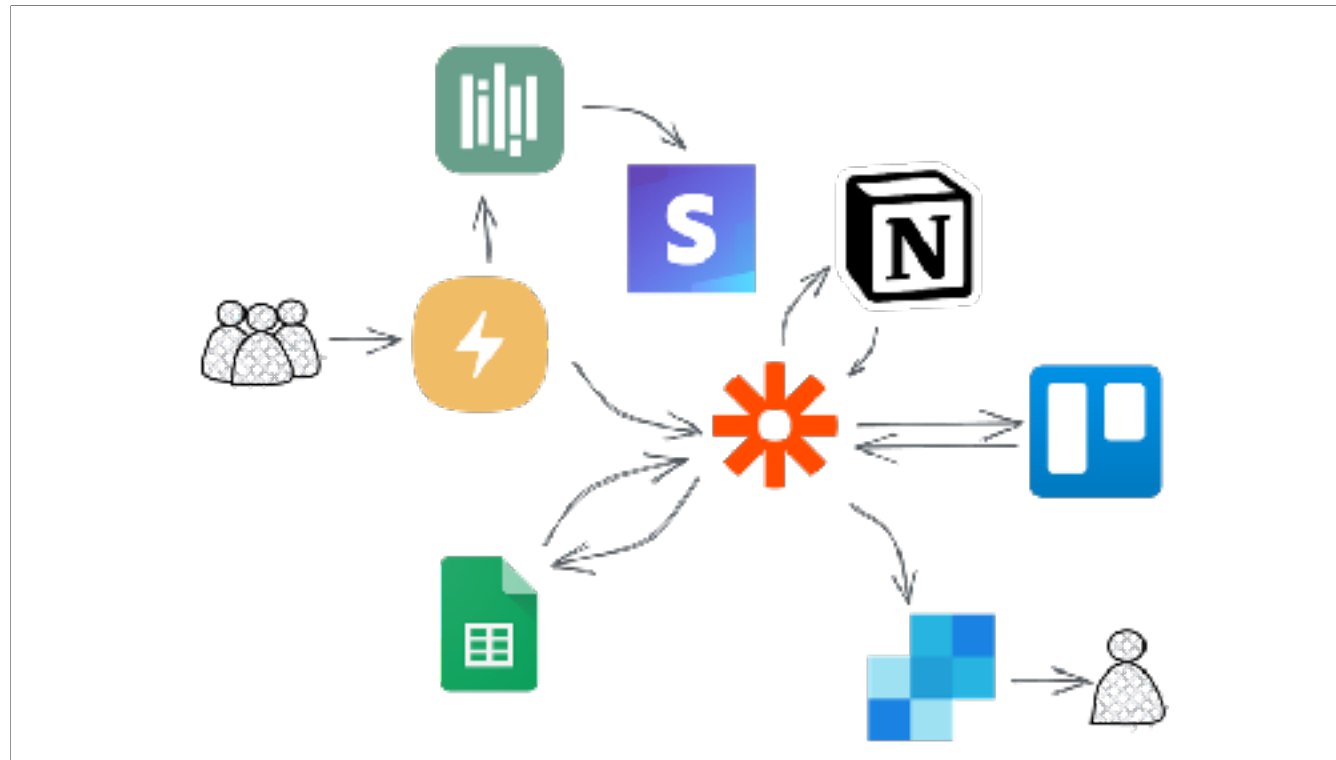
- Sol arch, social entrepreneur and... software developer

- Worked with government, academia, fintech and startups... with code... and no code!

- Don't count me out just yet. Promise I won't try and convert you too hard

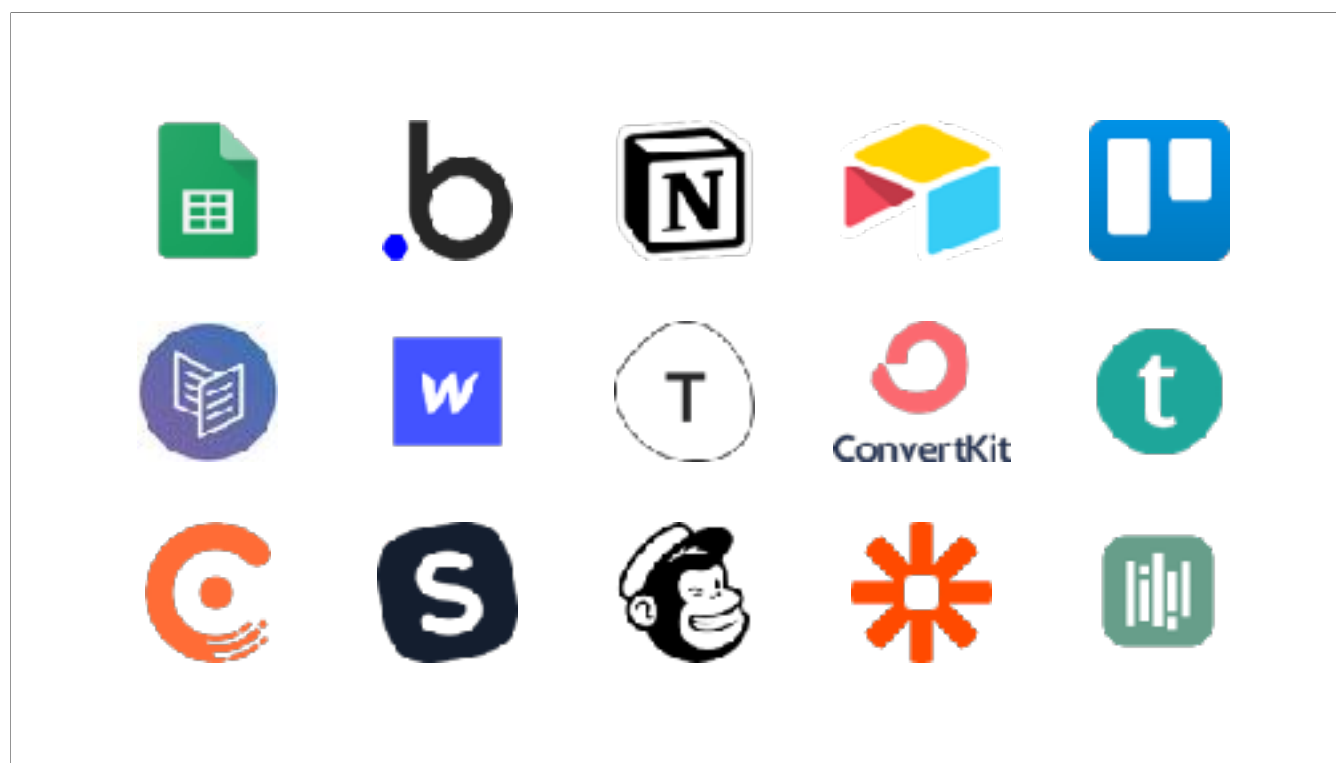
- I see tech as a tool to enable change, and the more that we can enable people to be a part of that change, the better.

- No code is great step forward in bridging the gap, which is why I'm an advocate.

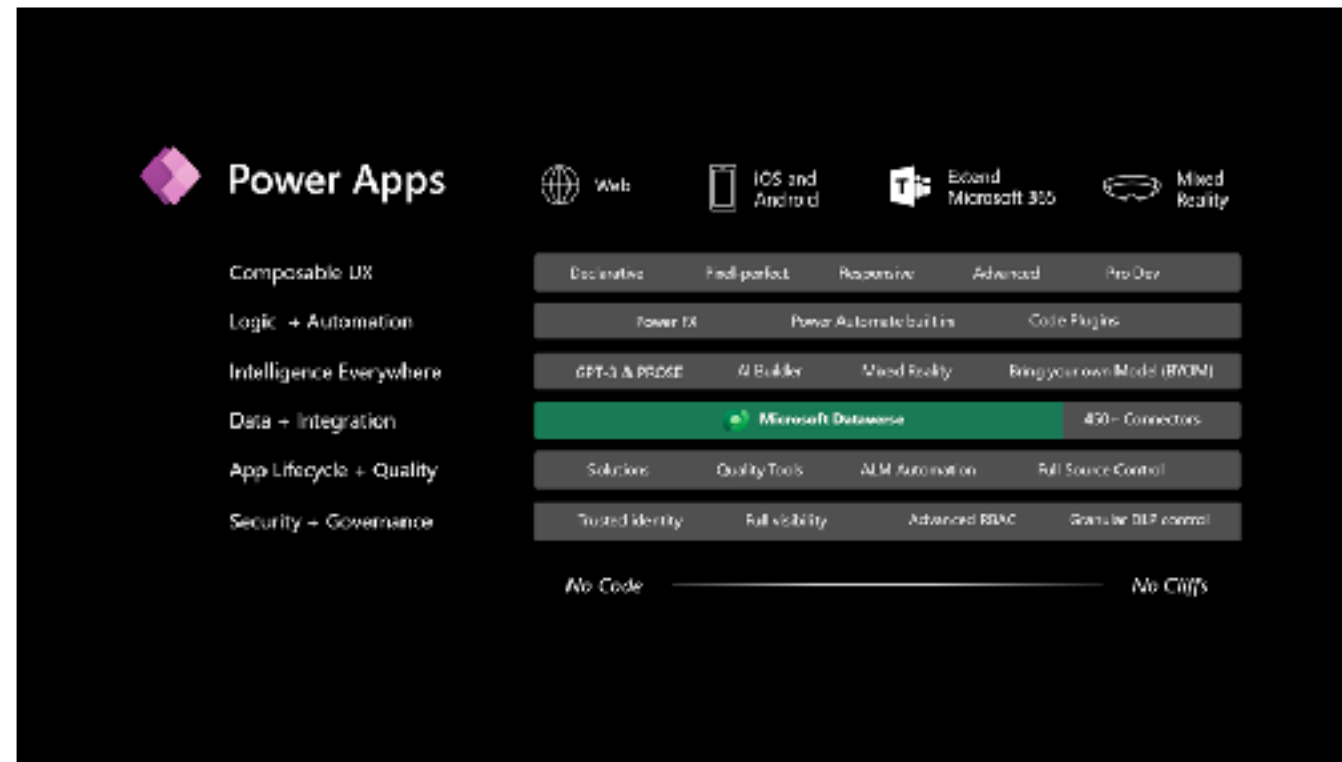


## # WHAT IS NOCODE?

- Simply put; it's a collection of services that have a GUI, allowing you to build something bigger.
  - What is that something? Could be...
    - Swinburne's next hottest dating app,
    - a new plant store,
    - a removal service,
    - On-demand bakery, community, whatever.
- I see it as a way to build software without code
- For both devs and non-devs
  - I've seen all departments get involved with business (finance, marketing automation, etc)
  - So for devs, it can help take a load off your team and get other involved in the work.
  - Also, opportunities to make tools to help others
- A great tool for building POCs, testing ideas and giving stakeholders something tangible to work with
- This spiderweb may look intimidating, but don't worry



- The landscape has boomed last 3-4 years
- 2021 rev for low-code services was \$13.8B, 2020



- Big business (Microsoft) is even using no code (Power Apps)
- Focusing on no-code over the next few years in all facets of the cloud strategy



# Why

## # WHY USE NOCODE?

- It's quick! (As you'll see)
  - Anyone can do it
  - Reduces cost\*
    - no need to hire devs
  - Stay agile (don't worry about custom UIs, etc. - focus on end value)
    - Iterate *fast*
  - Automate the boring stuff
    - New Slack member in your community? Send them a message, add their details to a Google Sheet, message a specific member to introduce them, etc.
    - New invoice logged into Xero? Send someone an email after 14 days to do something.
    - A row in Airtable updated to say shipped? Text the customer to let them know.
- Wow, OK so no-code is just the best thing in the world... right?



# Why (not)

## # WHY NOT

- It's not your codebase / lack of control
  - What if a vendor goes down?
  - What if they go out of business?
  - What if they get rid of a feature?
- It can cost *much* more
  - Segment = \$120p/m < 10K... \$14K > 10K
  - Ways to get around this... get devs to build *some* of your app
- Scaling can be scary
  - \$ and capabilities
  - the dreaded “contact us” makes pricing hard (add time ~1w per service)
  - Ways around this: PLAN FOR SCALE
- Custom can be hard (UI/UX flows, platform interactions - push, bluetooth)
  - Tools are getting better - Webflow, Google AppSheet, Thunkable
- Research these things before fully committing
  - Look at a nocode hub website integrations (Zapier) for options
  - I'll give you more tools to help with this

# Planning Your Business

# PLANNING

- There are sooooo many tools out there today...





super.so  
website  
builder



typeform  
form hosting



notion  
content management  
system



stripe  
payment  
gateway



zapier  
automation  
hub



sendgrid  
email provider



airtable  
database



sanyral  
Embed calendar  
and booking



revue  
newsletter  
creator



teachable  
course creation  
platform

# Planning Your Business

- it can get quite overwhelming
- Instead of learning everything, focus on your value proposition first.
- What value are you providing to your customer?
- Let's start with a tutoring service.

# A tutoring service

**“I want to offer students a way to quickly get tutoring for topics that I know.”**

- what's our value proposition?
- I want to offer students a way to **quickly** get **tutoring** for **topics that I know**.
- How?
  - Zoom or Google Meet.
  - I'm going to use Google Meet.

# A tutoring service



Google Cal  
Calendar



Google Meet  
Video Chat

- Boom. We already know one of the tools that we're going to use.
- I'm going to throw another one in, because it works so well with Google Meet.
- I've picked these two because they're free, and I want to keep my profits high.
- How am I going to let people book a meeting?
- I'm going to use SavvyCal

# A tutoring service



- Why?
  - I like it, I've used it before
  - It's relatively cheap, integrates with Google Cal natively
  - It's got a great UX
- Now, we could just use SavvyCal - but...
  - I probably want to have some other information
    - What topics I teach, reviews, etc
  - I want it to be simple,
  - I don't need much customisation — rules out [bubble.io](https://bubble.io) and Webflow
  - I need to embed SavvyCal. — rules out Notion

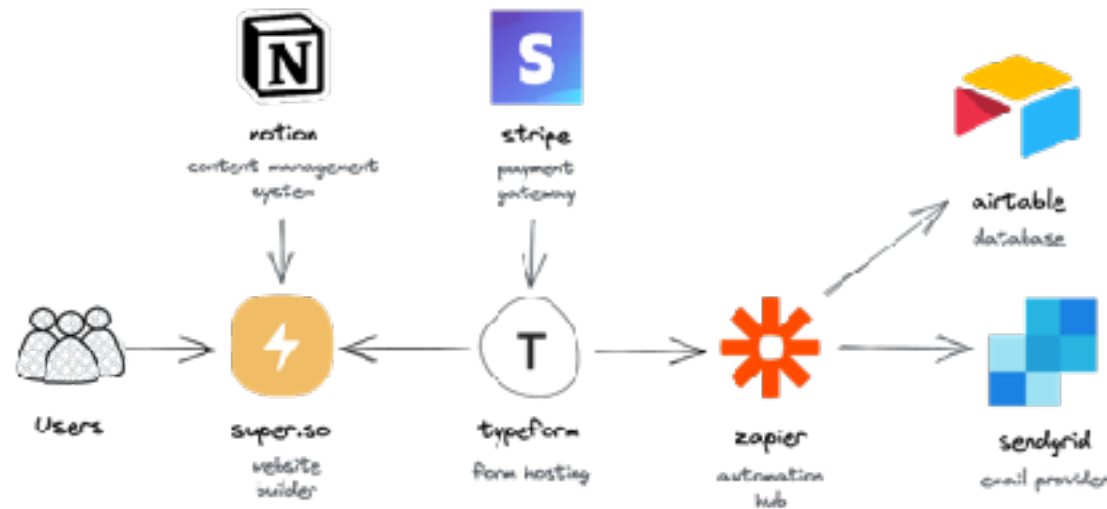
# A tutoring service



- Carrd
  - Simple, single page websites
  - Pretty good templates
  - Free!
- Stripe
  - It's pretty much the default gateway.
  - Very reasonable transaction pricing.
  - Really good for exporting statements come tax time.
- There we go - that's our business!
- Of course that's just one thing we could do...

# Designing a Business

## Freelance Service

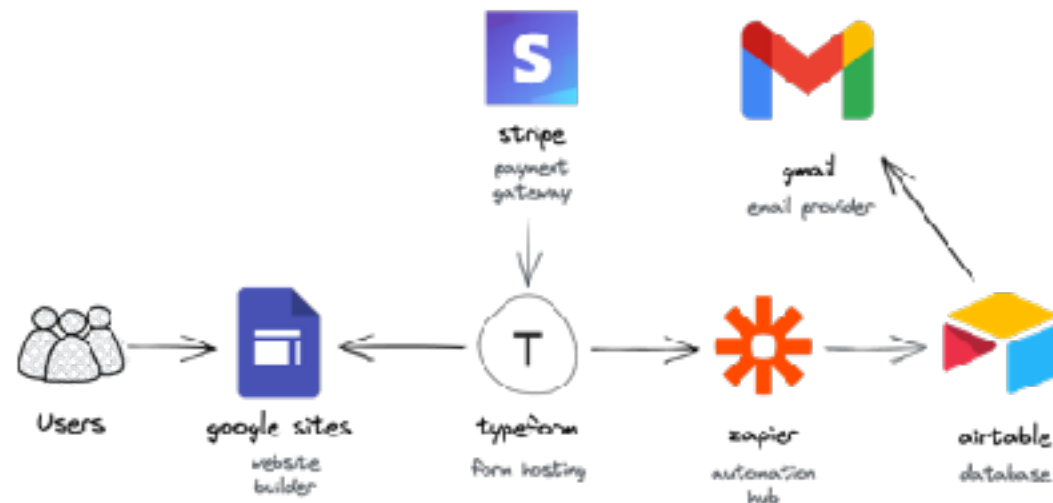


- Here's a template for a...
  - Design freelance service
  - CV/resume review and design service
  - Writing service (website... maybe not essays), proof-reading service
  - Swuber? Swin Uber
- Remember:
  - Decide your business proposition first - what are you offering the customers?
  - Design your architecture
  - Then implement
- Alright, time for the meat and potatoes.
- We're going to build the tutoring service.

**Demo Time** 🎉 🎊

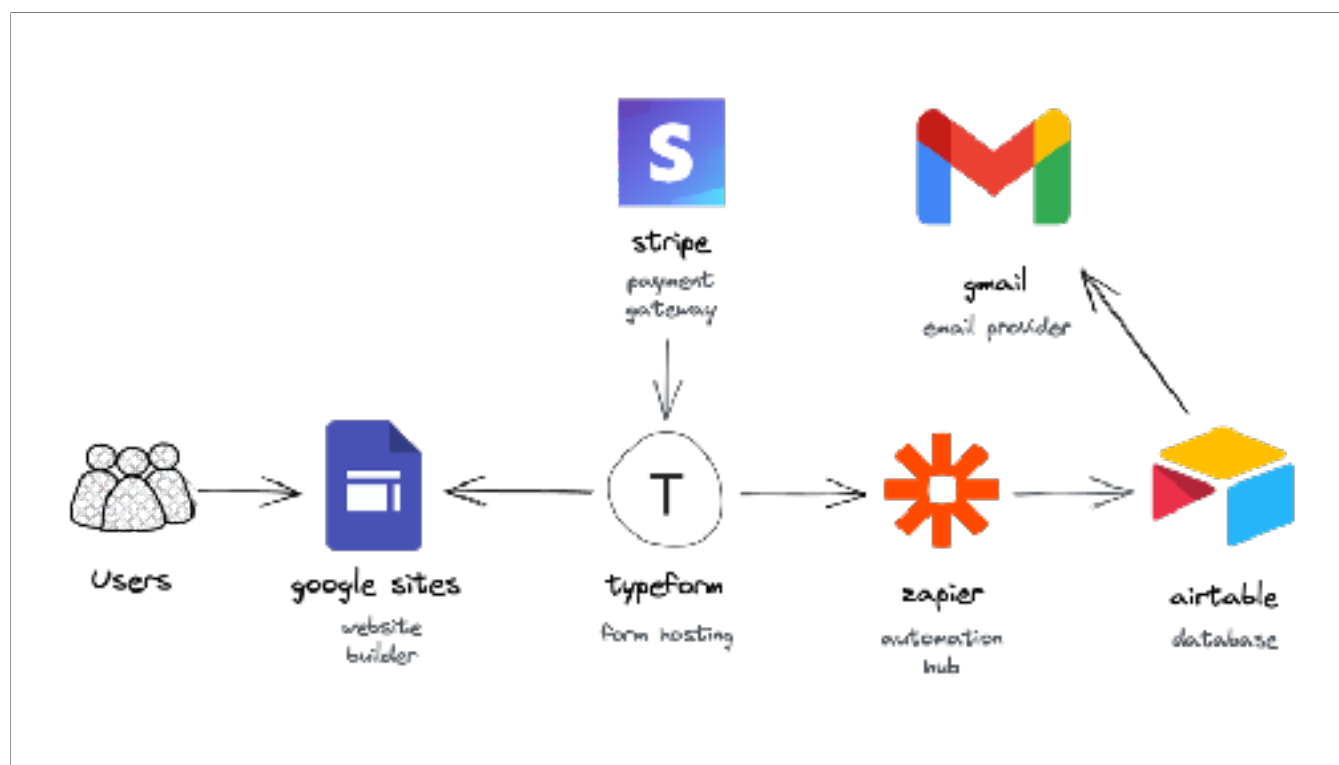
# Designing a Business

## Freelance Service



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## # TAKEAWAYS

- No Code is not hard
- Take time to learn it!
  - It's useful for your job, POCs and building business/rev streams
- Plan before you build.
  - Define a value proposition first.
  - Throwback to C2P - you are an expert of your problems. Solve them.
  - Pay attention to how (and if) the service scales.
- Where to from here?

# Makerpad

 **NOCODE.TECH**

## Nocode Essentials.

SCAN ME



### # WHERE TO FROM HERE?

- Experiment
  - Sketch out a business a day
  - Join a community to share ideas (entre. Club, Swin Lead, and more!)
  - Go to hackathons, you've got the tools now!
- Learn
  - Makerpad, [nocode.tech](https://nocode.tech), Nocode Essentials
  - YouTube
  - Documentation (Zapier)
  - QR code for a free month of SavvyCal
  - Having an understanding of your tools is very important

# Thank you! 🙌



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# THANKS!