From Project to Company

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Quick Background

Attendware, *CEO & Co-Founder*
Raised $1M in June from .406 Ventures

influencers@ / ChatterMob, *COO*
April 2012 - March 2012

NU Entrepreneurs Club, *President*
September 2011 - April 2012

*Focus is a mix of **web development** and **business operations.***

1

Find a Problem

... a REAL problem.

Real problems:

- Cost customers money
- Piss customers off
- Force customers to seek alternatives

2

Create a Solution

... an effective solution.

Effective solutions:

- Actually solve the problem
- Customers actually want it
- Customers can afford to pay

3

Test the Solution

... A.K.A. talk to customers

Ask them for answers:

- Do you like the solution?
- How could it be better?
- Would you buy it?

Literally spend hours with potential customers.

Nothing matters

unless customers

open their wallets.

4

Pivot, iterate, update

Update your solution

- Cut features and functions
- Make it incredibly simple
- Focus on MVP

Repeat this over and over until you get it right.

Advice to Start

- Focus on what you are good at
- Think about cash and how to get it
- Build a team of "A" players
- Recognize the project to company transformation

Start right now. Go!

Thanks

I'd be glad to help!

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