

From the idea to the APP

10 questions

(you should have the answer for)

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Workshop UPC Founders Lab
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(2001 – 2006)



**(2009-2011)
Founder - CTO**



**alertaphone
(2010 – 2015)
Founder**



**(2007 - 2015)
Founder and
Product Manager**



**(2015)
Backend & Data
Software Engineer**

Do you have a plan?

- Detailed plan
- Ideas as worth nothing without execution plan
- Example: a Bar
- No? Just check the next 10 questions!

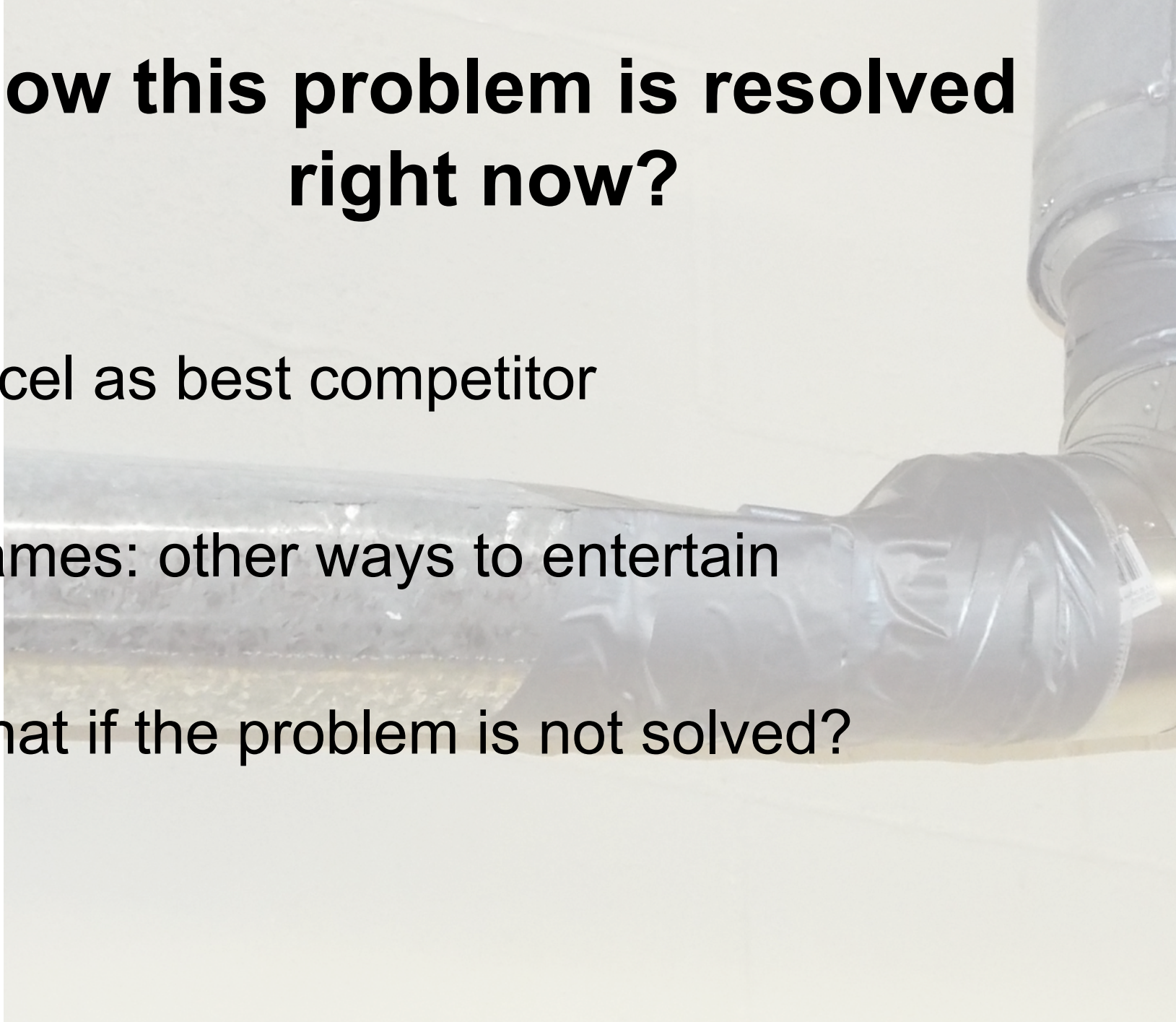


Which problem your product solves?

- Is it really painfull?
- Does it have a cost?

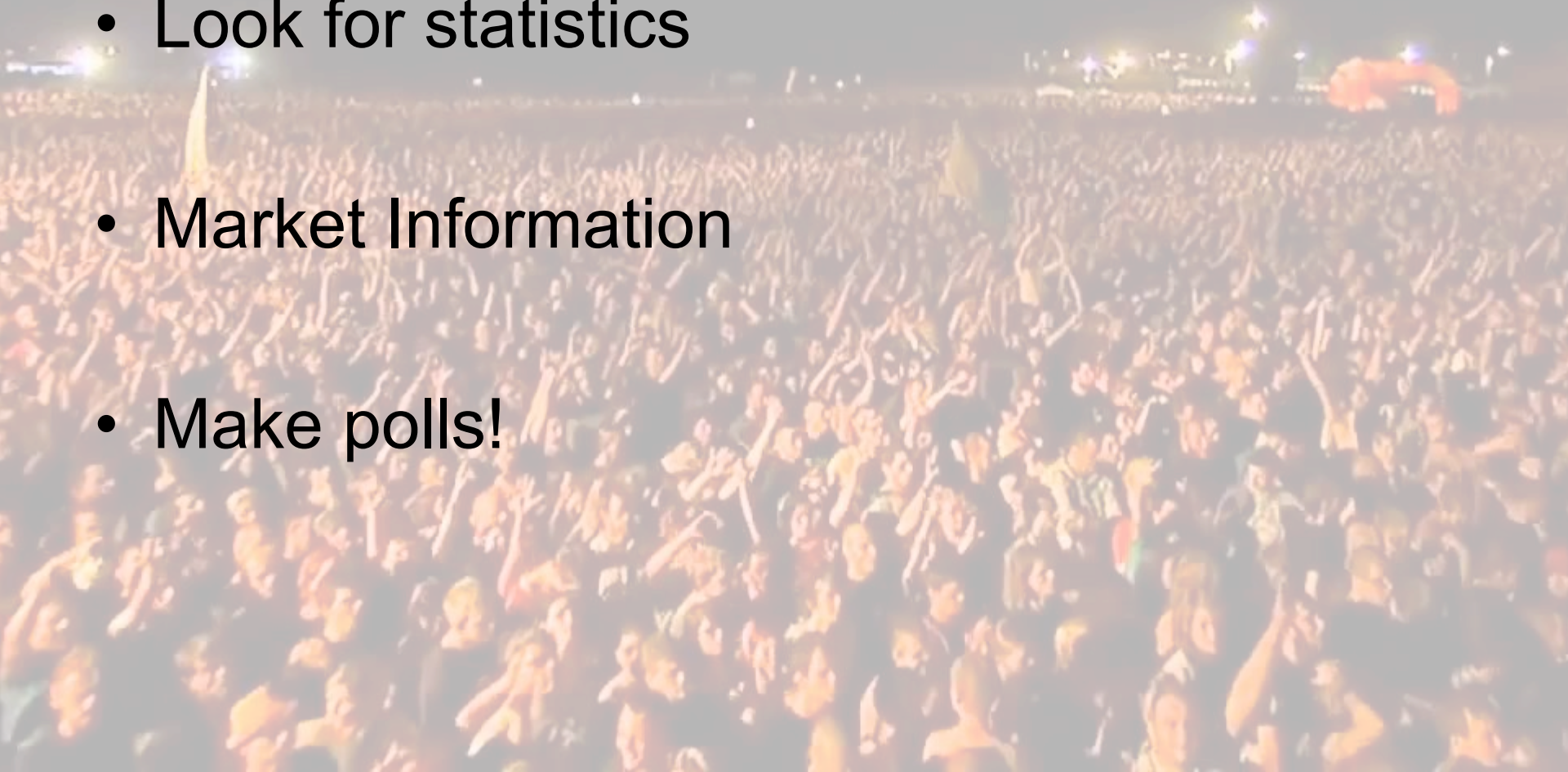
How this problem is resolved right now?

- Excel as best competitor
- Games: other ways to entertain
- What if the problem is not solved?



How many users can benefit from our solution?

- Look for statistics
- Market Information
- Make polls!



How much they will pay a year?

- ARPU
- $\text{ARPU} \times \text{Potential Users} = \text{Market}$
- LTV: How much years will he stay with us?

How to reach our audience?

- Find niches
- Mobile apps developers are suffering! (45.000 new apps every 4 weeks)
- Facebook ads, Adworks
- Growth Hacking



How much will it cost?

- CAC: Customer Aquisition Cost
- Driver for growth
- Tested? find an investor
- $LTV = 3 \times CAC$ (in SaaS)

SEX!!

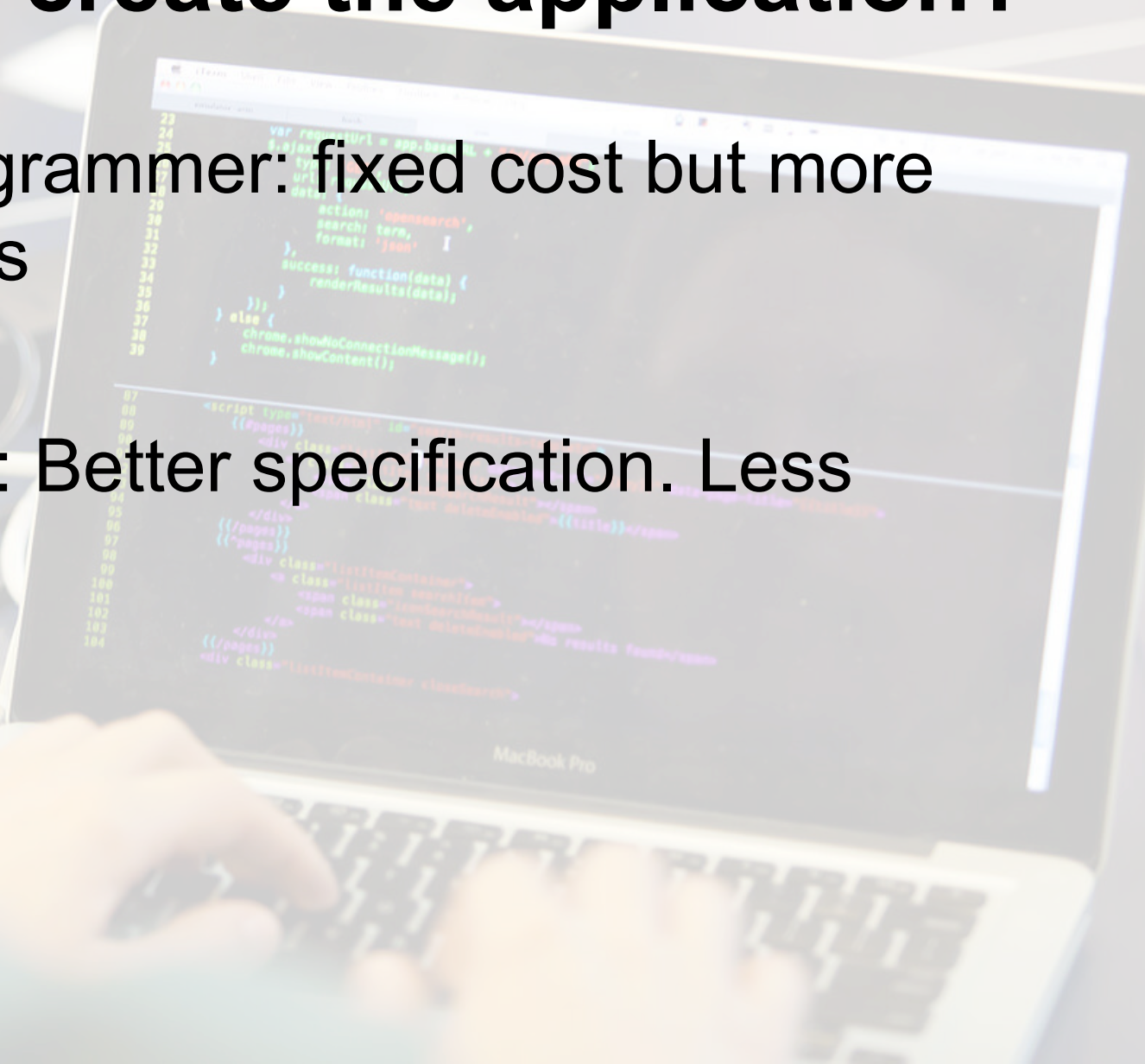
NOW THAT WE HAVE YOUR ATTENTION, EAT AT SUBWAY

SUBWAY

LAMAR

Who can create the application?

- Hire a programmer: fixed cost but more synchronous
- Outsource: Better specification. Less iterations.



How much an app can cost?

- Outsource for 1-2 Months: 10.000 – 20.000
- Hire a developer: 50.000 EUR / year

How much money do I need?

- Simple Excel: Income and expenses month by month
- Your own money
- Family or friends money (loan)
- Banks
- Subsidies: Be careful

Do you have a team?

- Leadership: Looks for money and strategic partnerships
- Technology: Bring ideas to reality
- Sales / Marketing: gets the user (high touch sales, or low touch sales)
- Field expert: Knows about the problem and how to solve it.

Thank you very
much!

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