

Ultra Light Startups

December 2010

From Concept to Website

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Building a site

- Finding a “technical co-founder”
- Hiring a freelancer
- Hiring an agency
- Doing it yourself

First Steps

- Platform or team?

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Hiring

- Freelancer / Agency
 - Fixed bid contract / Waterfall method
- Co-founder
 - How technical people see pitches
 - How were you “found”
- Evaluating technical people
- Platform communities
 - Online / offline

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Technology Platforms

- Language + Framework
 - PHP, Ruby + Rails, Python + Django
- Blog / CMS
 - Wordpress, Drupal, Joomla
 - Plugins, themes, extensions + community
 - Incremental, accessible
- Specialized Platforms
 - Mobile, Social, Email, Ecommerce
- Mashups / API's / Off-the-shelf assembly

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Project Management

- Waterfall
 - Defining the project in advance
 - Necessary for fixed bid contracts
- Agile / Lean / Iterative
 - Customer & Product development
 - DIY & technical co-founder
- Project tracking, meetings, schedules
- How do you know if development is going fast enough?

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