

[workingName]

Startup expertise from the trenches

I've been talking to the odd startup and reading various startup sites email lists, and it amazes me the number who launch into an idea for a Web-based business with little notion of the technology involved. They often go wrong from the start - not completely - but sufficiently wrong such that they have to correct their mistakes later on at an inflated expense, or struggle on for years with an inefficient system.



The other day I went to see a startup who were looking for an interim CTO. There was no technical expertise present and the startup team had outsourced their development to an agency. They were not completely sure what platform, database or languages were being used.

On getting back to the office and investigating the site, I found the technology used was a confusing mix of several well-known technologies requiring different and non-overlapping expertise. There would be, I guaranteed them, a deal of extra memory required, constant competition for processor time, a bunch of data conversions and multiple nested function calls.

They would have to have bigger and faster servers than they anticipated. And finding people to continue with development would be a nightmare. Few develop in that technology these days (you can check resource pool sizes via jobserve.com). Fortunately, we talked to them in time and their main technical problem was resolvable.

boo.com

Note **boo.com** in 1999 were the same. When they first went beta, amongst other things, their Home Page took four minutes to load! They hastily got in a CTO but by then it really was far too late. Years later, industry magazines were to declare it the greatest riches to rags website story.

There's various things startups *must* do regarding their technical effort *including*:

- Keep the investors feeling comfortable
- Get the technologies and platforms right
- Get the hosting right (capacity, upgrades, data migration etc.)
- Manage resources and recruitment of technical staff
- Ensure conversations between Marketing/Development depts. run smoothly
- Get the technical details right
- Deal with agencies and outsourcing
- Ensure ownership of IP
- Ensure and quantify the delivered system is: Accurate, Robust, Efficient, Scalable, Flexible, Secure - and Performs well
- Manage content efficiently
- Construct a strategic plan and timeline

But note this is a partial list only and the devil, as always, is in the detail.

How we help

[workingName] has constructed a seminar which can be tailored to the stage you have reached. An initial discussion will determine this stage. If, for example, you are close to having your site delivered, a discussion concentrating on the code audit process and migration to hosting services will be provided.

A consultant from *[workingName]* will either visit your office or set up a convenient venue and deliver:

- ✓ The presentation, which includes:
 - ✓ A high-level view of the technologies
 - ✓ Development outsourcing
 - ✓ Development management
 - ✓ Hosting solutions
 - ✓ Testing
 - ✓ Website deployment
 - ✓ Code auditing
 - ✓ Managing technologies and processes
 - ✓ Security
 - ✓ Strategic planning
 - ✓ The Laws of the Web
- ✓ A good deal of 'Help Yourself' documentation
- ✓ Check lists
- ✓ Outline project plans
- ✓ Q&A sessions

for a fixed price (plus expenses). See our site for details. A daily rate (plus expenses) is charged for any additional consultancy such as:

- ✓ Constructing your development plans
- ✓ Development agency due diligence and cost estimates
- ✓ Quantitative and qualitative code audits

Nota Bene!

The earlier you start this process, the less consultancy and fixing you will need.

For an initial assessment as to where you are in the startup cycle and to determine which package is the most suitable for you, please contact us via:

- startuphelp@workingName.co.uk

Or visit our website: workingName.co.uk for more details