

Agile Startups:

Building Great Businesses
Like You Build Great Software

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Note:

This is an early draft of the slides. They will have changed by the time you read this.

The updated version can be downloaded from the following website:

<http://mit2008.onstartups.com>

Regards,
Dharmesh

p.s. If you have issues, email me: dshah@hubspot.com

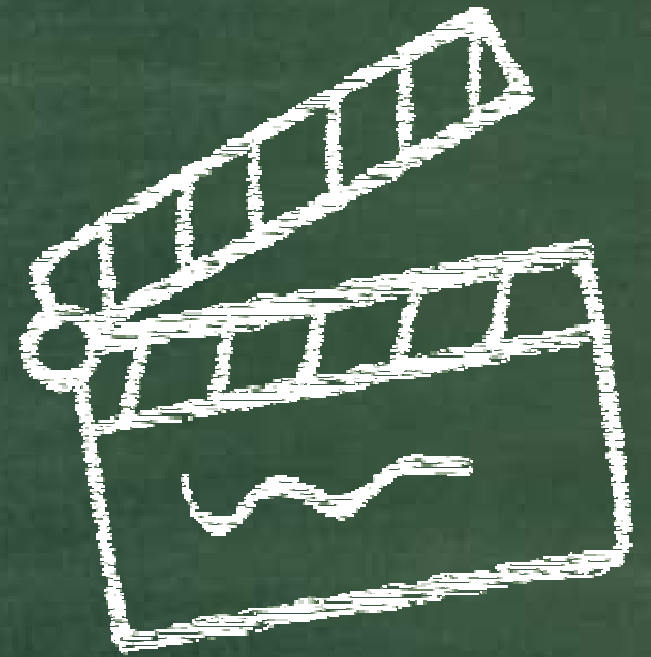
What we have learned
about building great
software...

1011
0110

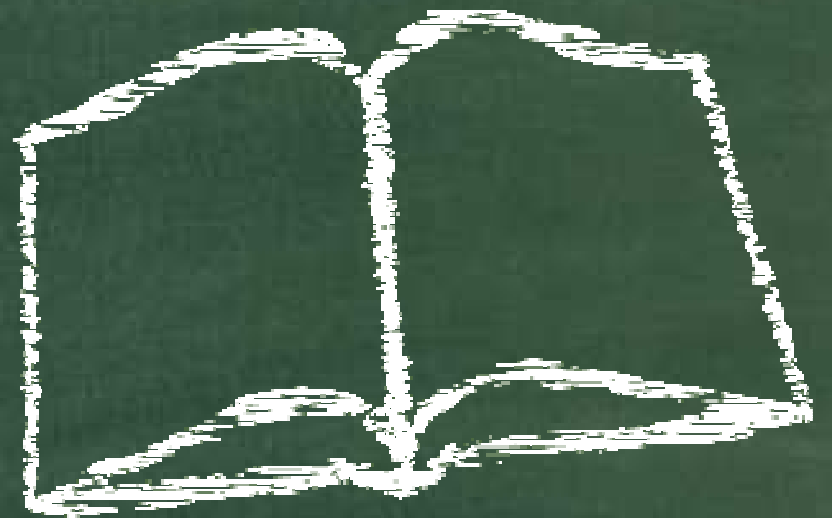
...also works for
building great
businesses.



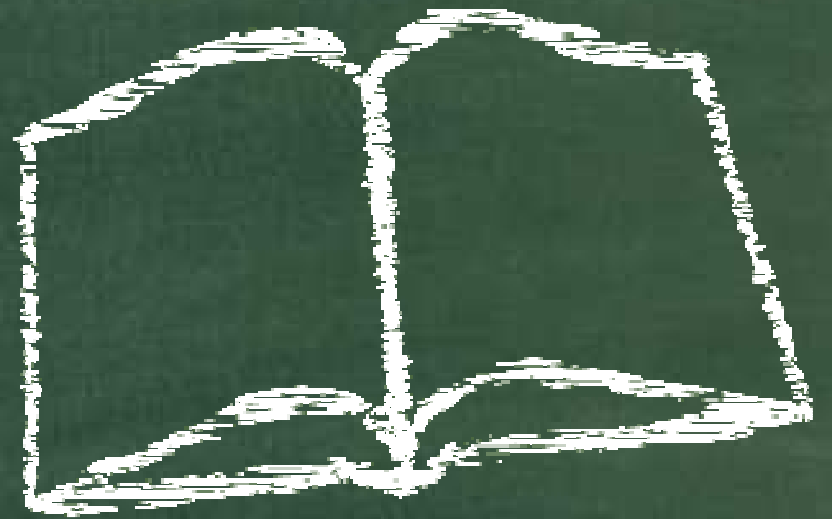
ACTION!



Work on the
business...



...not the business
plan.

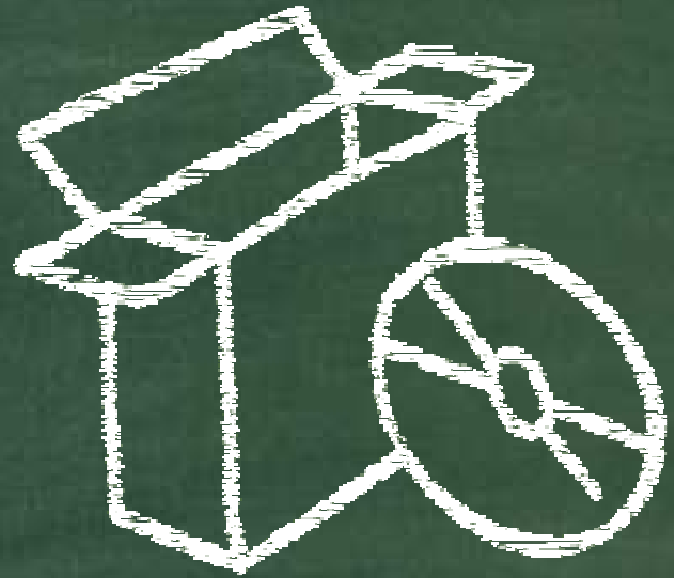


Agile promotes a
sustainable approach.



Release early.

(Way, way early).



Release often.



HDD:

Happiness Driven Development



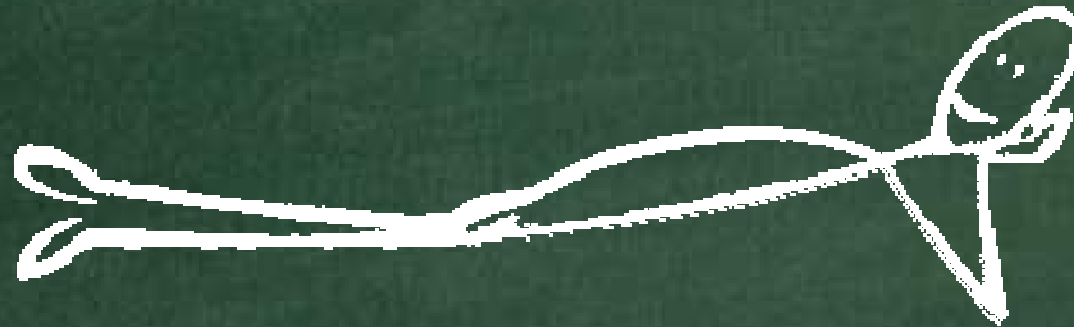
Measuring Happiness:

CHI: Customer Happiness Index

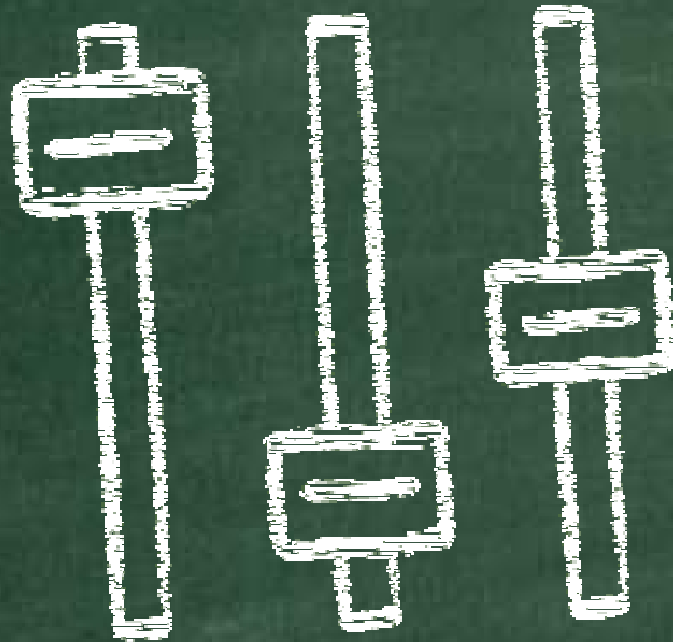


Simplicity:

The art of maximizing the
amount of work not done.



Premature Optimization: Bad For Business



The best
startup
ideas...

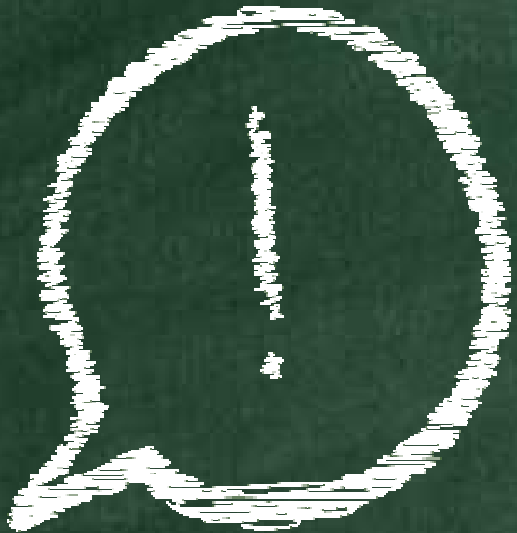


...are generated
after you start.



Advice for Startup Success:

1. Get Started
2. Iterate, Iterate, Iterate!
3. Solve for customer happiness.



Thanks for your
time (and patience)

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