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...
...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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