

Omnicloud

Building scalable products that customers love
#gotocph



Per Jonsson
CEO & Co-founder, Omnicloud

Omnicloud, May 2012



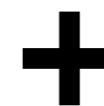
tweet me @perjonsson

this story starts..



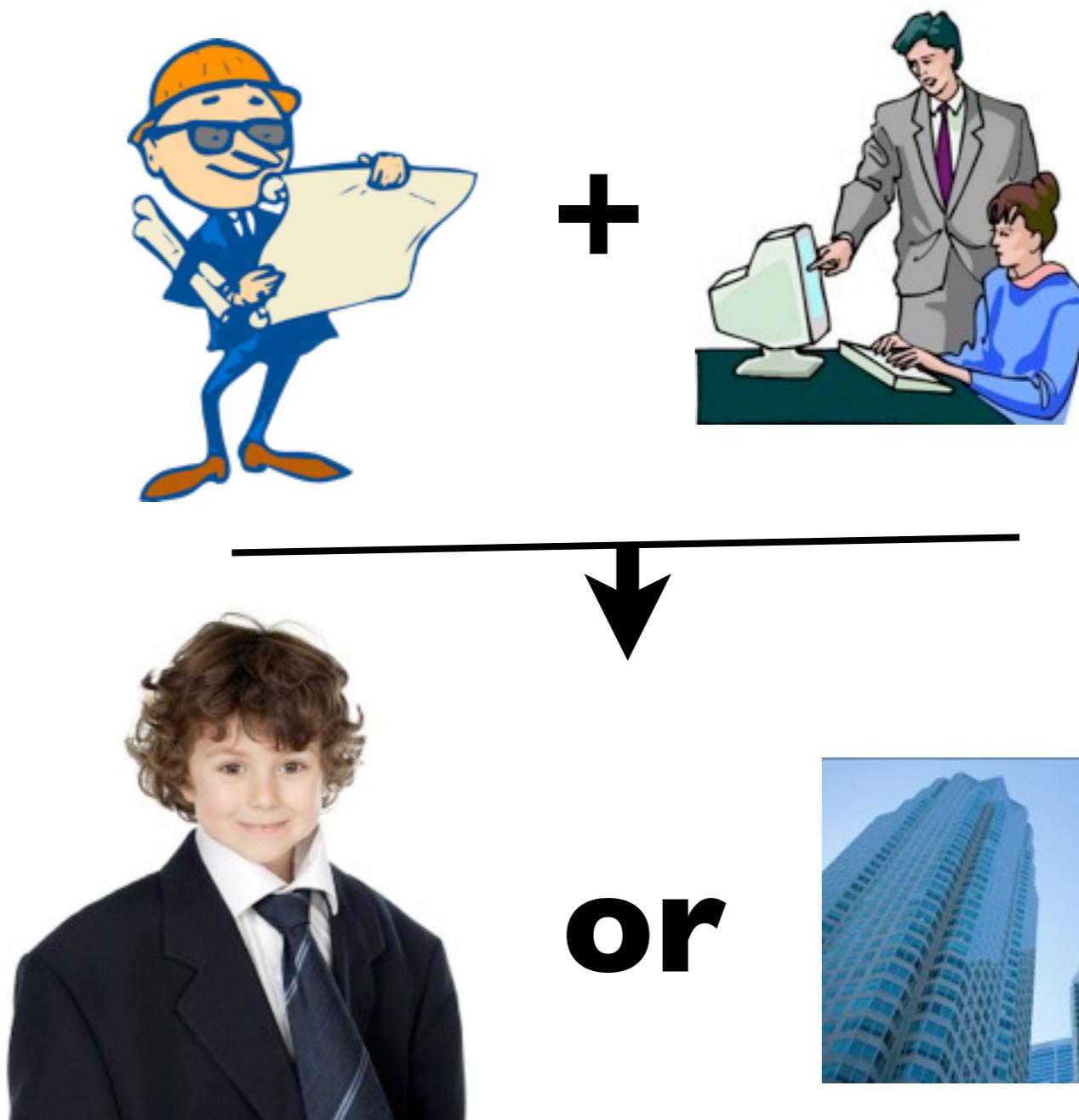
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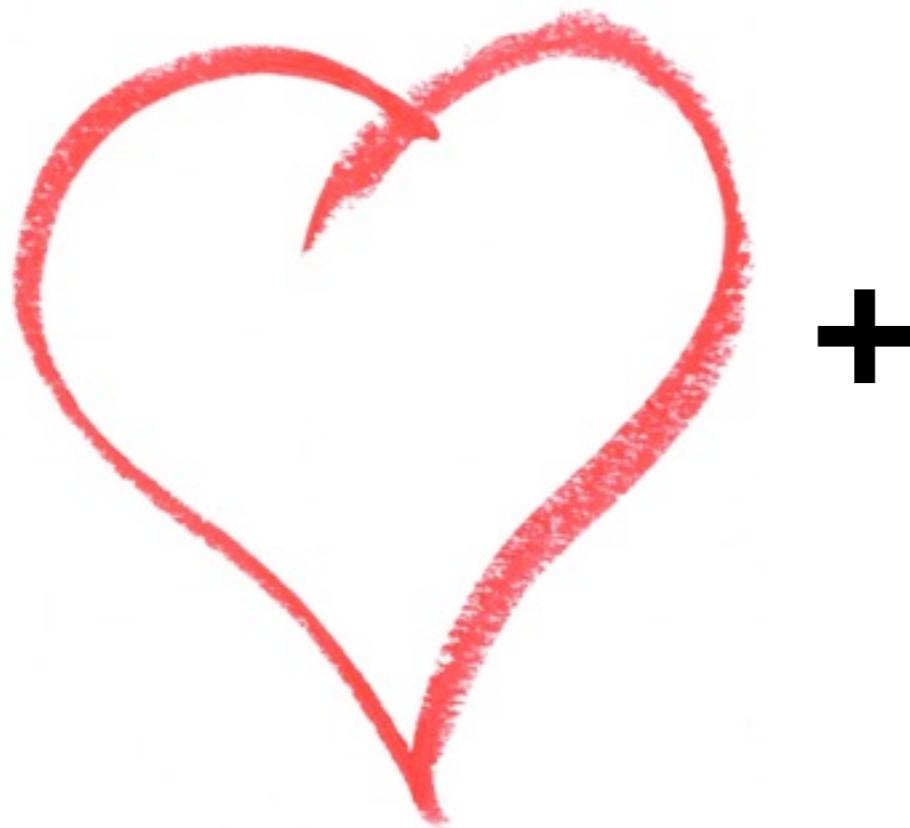


mgmt inc

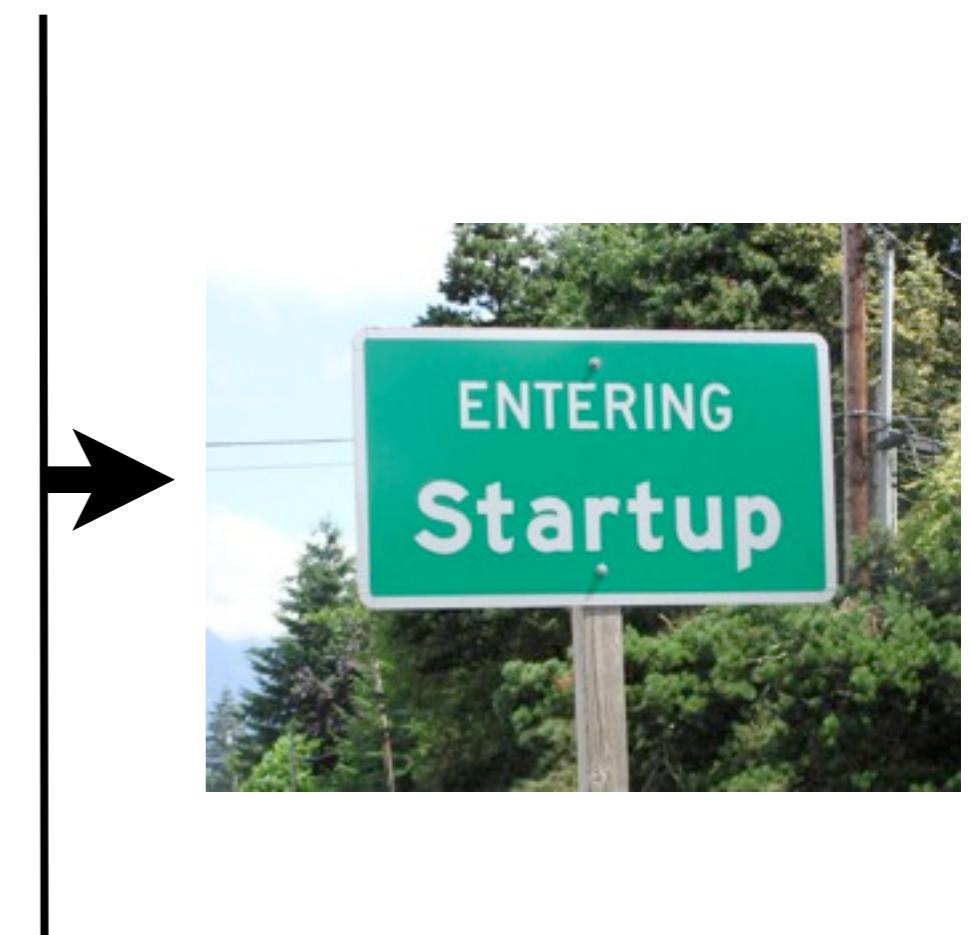
massive corp

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we knew two things



```
    -> Connection = datasource.getConnection();
        Connection.createStatement();
        selectSQL = "SELECT * FROM ...
        statement.executeUpdate();
        ResultSet next() {
```



a story of an elephant



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a story of an elephant



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then we met this guy



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FOCUS!

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focus, in extreme uncertainty..



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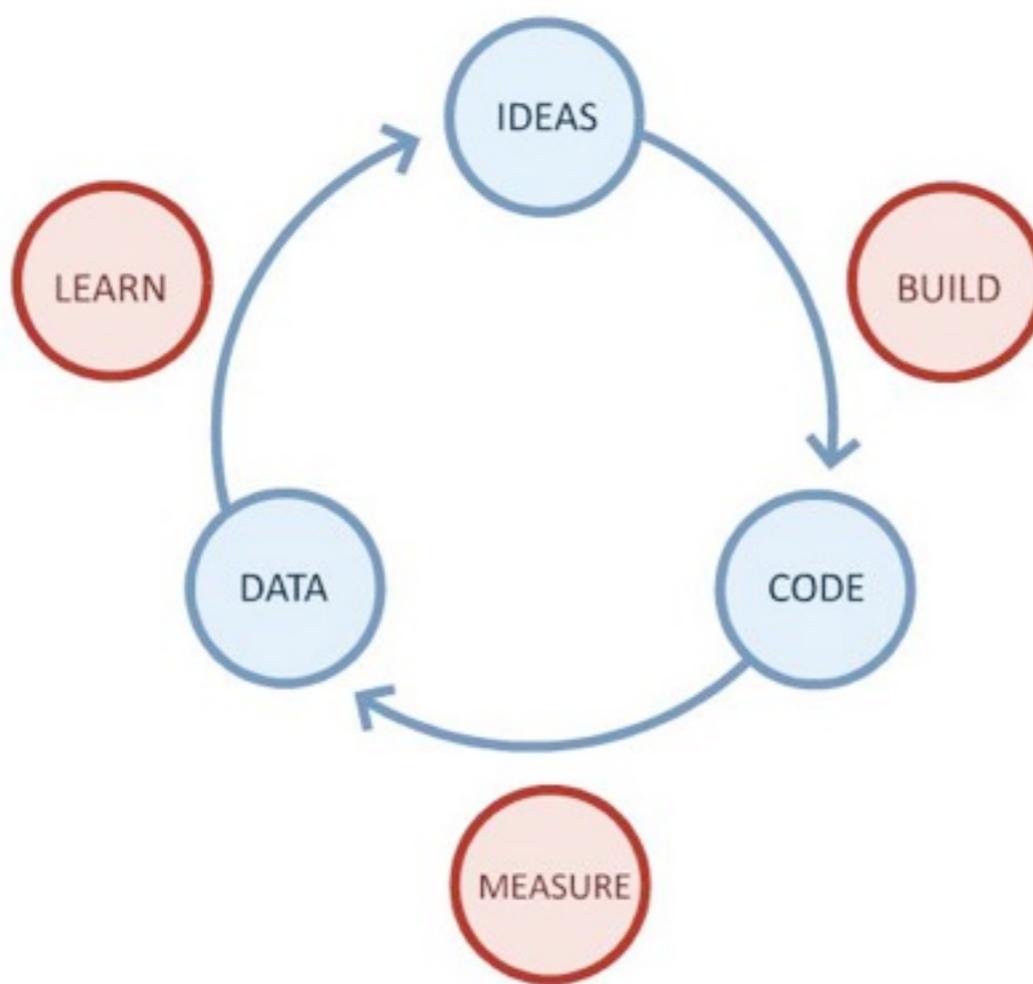
Business Plan



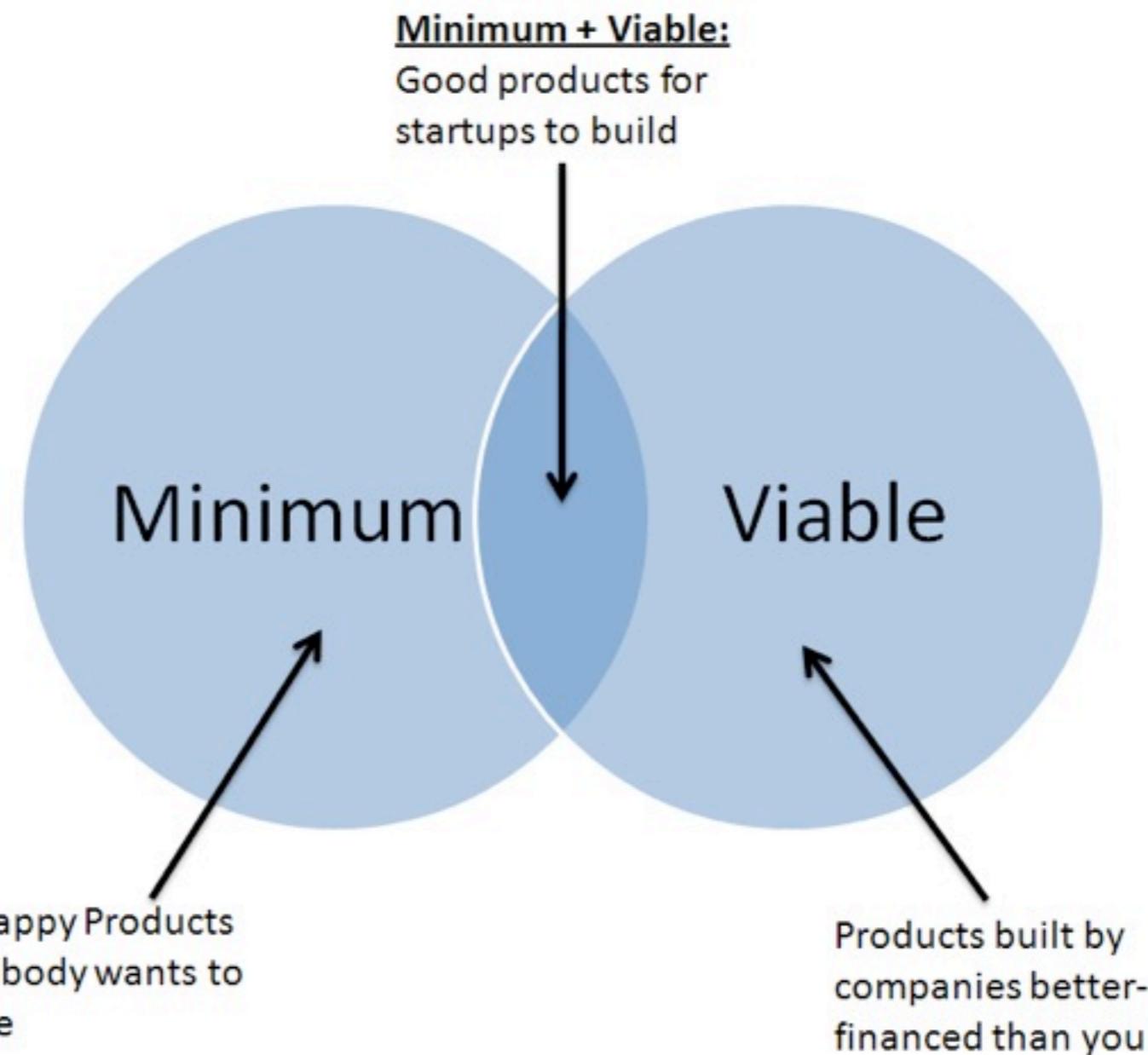




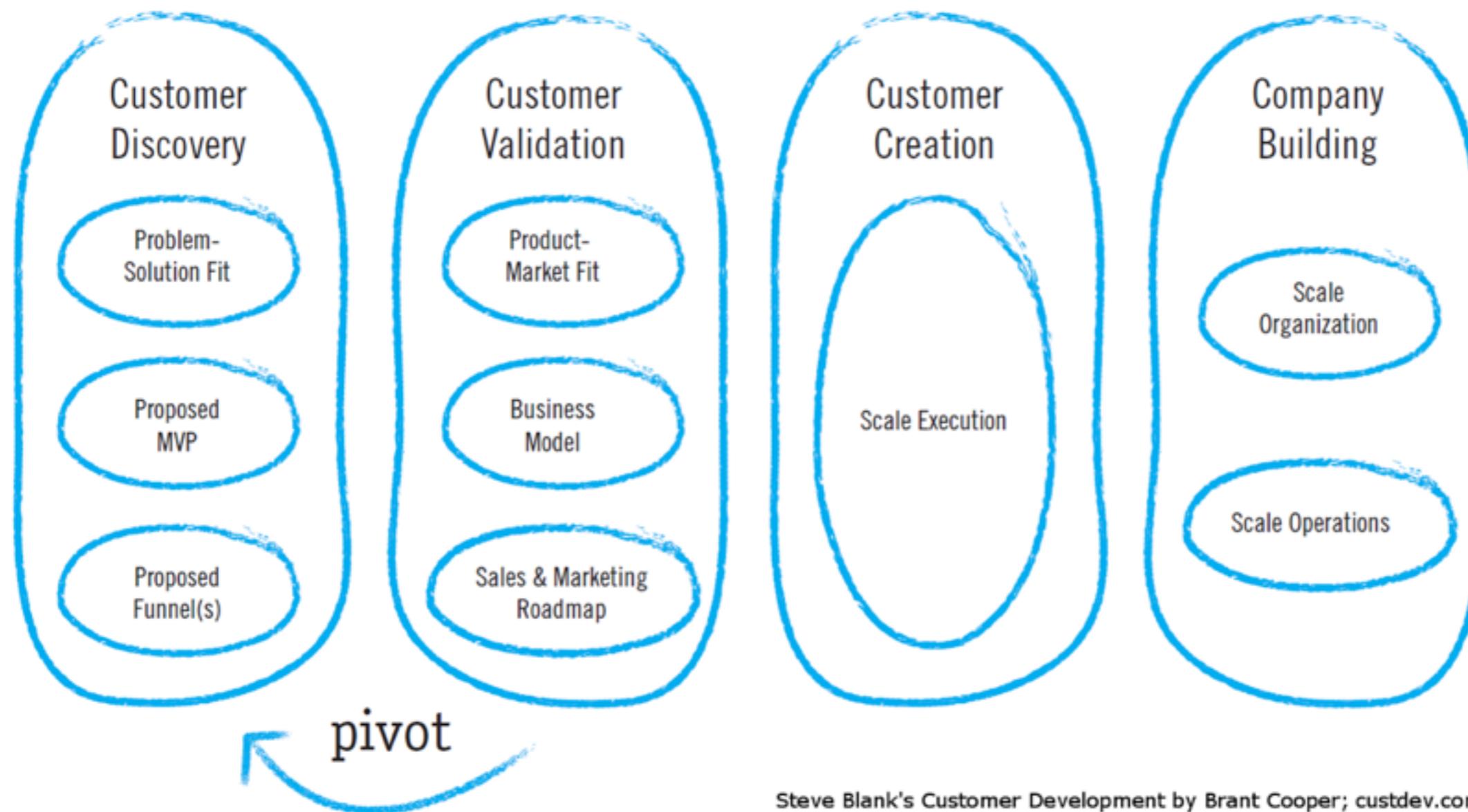
lean startup, the feedback loop



minimize total time through the loop



Customer Development



Steve Blank's Customer Development by Brant Cooper; custdev.com

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visualize your business model

Problem Top 3 problems	Solution Top 3 features 3	Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought 7	Customer Segments Target customers 1
1	Key Metrics Key activities you measure 6	2	Channels Path to customers 4	
Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc. 5		Revenue Streams Revenue Model Life Time Value Revenue Gross Margin 5		

the "lean canvas"

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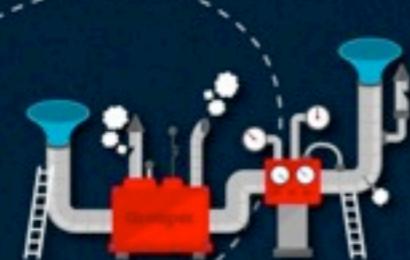


Uh oh. Now you're hooked.

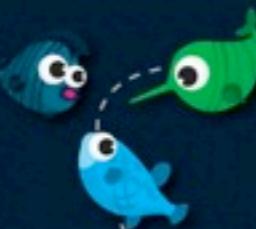
Apply with Facebook



We match you



You grab 2 friends



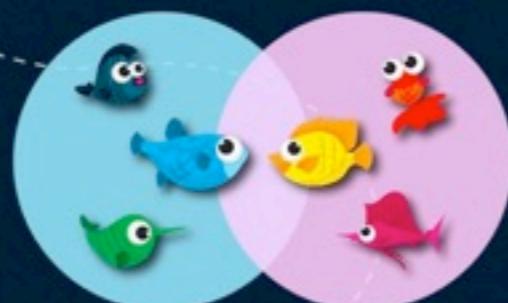
Pre-pay for your first round



We tell you where and when to meet



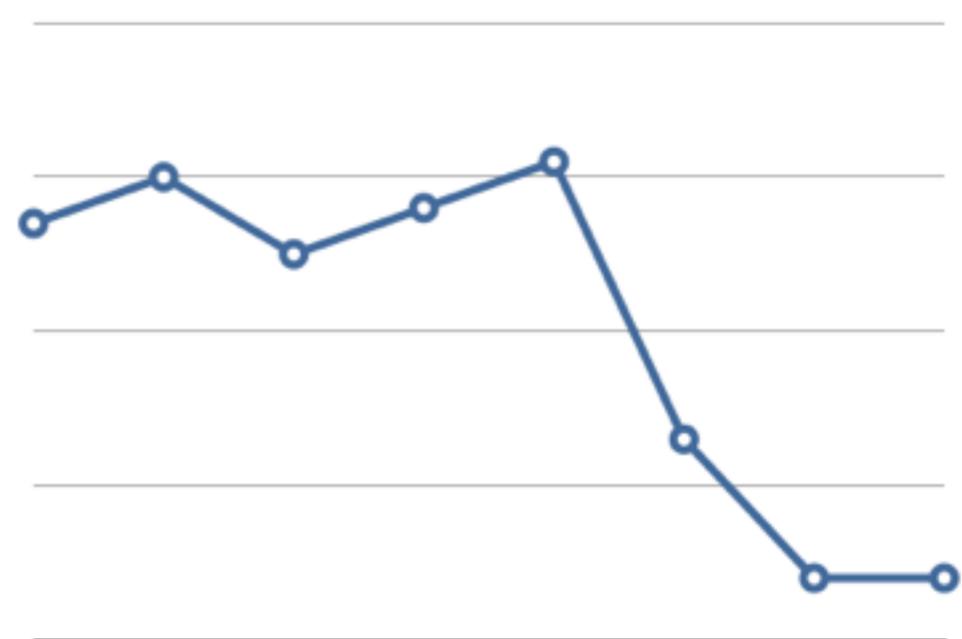
You meet the other group of 3



Apply Privately with Facebook

It's free to join & we won't post to Facebook

Cancellation Rate
Grouper



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readings

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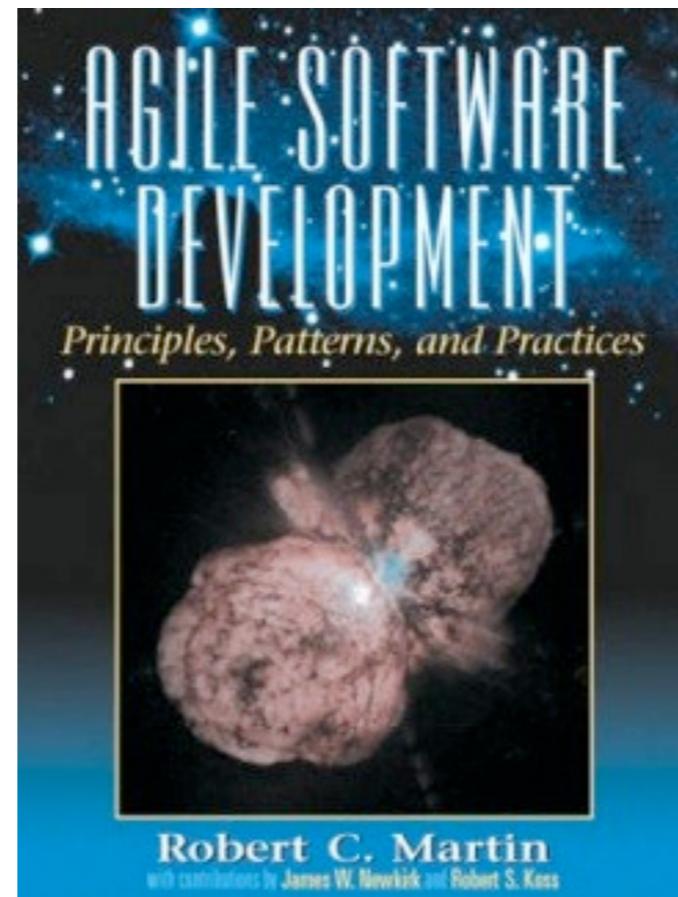
readings

The Four Steps to the Epiphany

Successful Strategies for Products that Win



Steven Gary Blank



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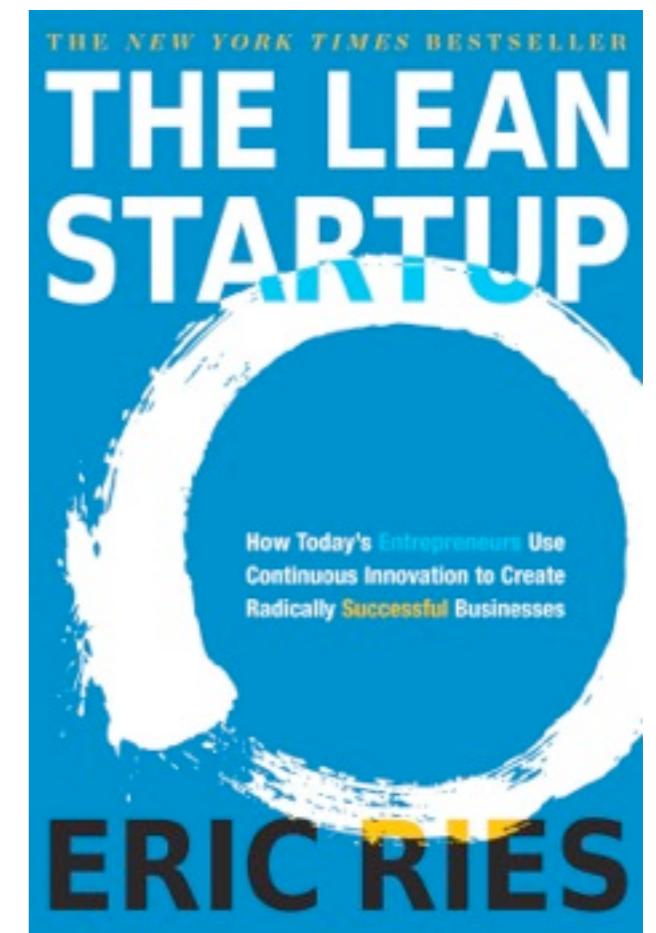
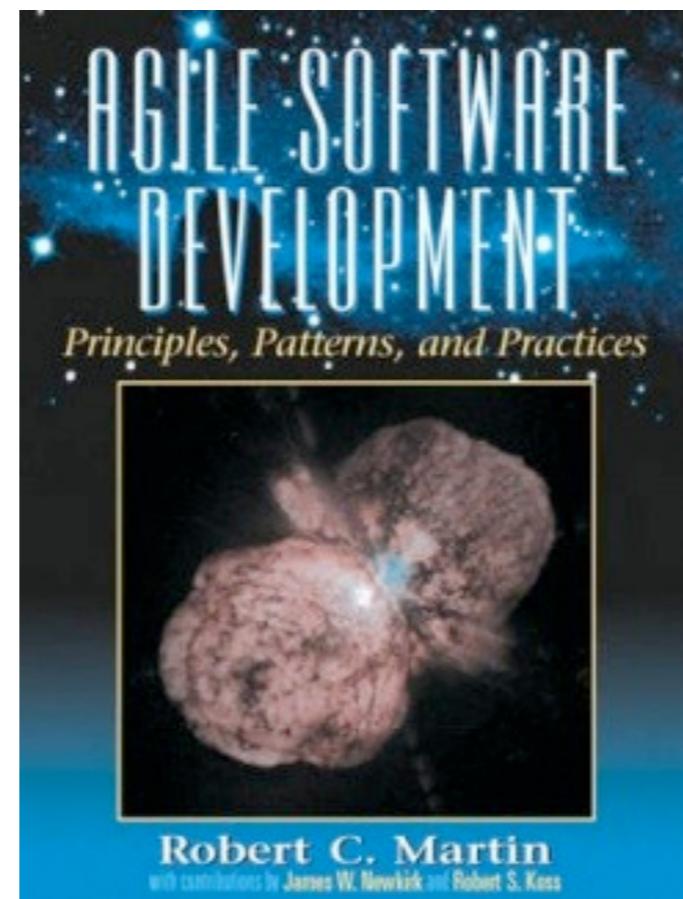
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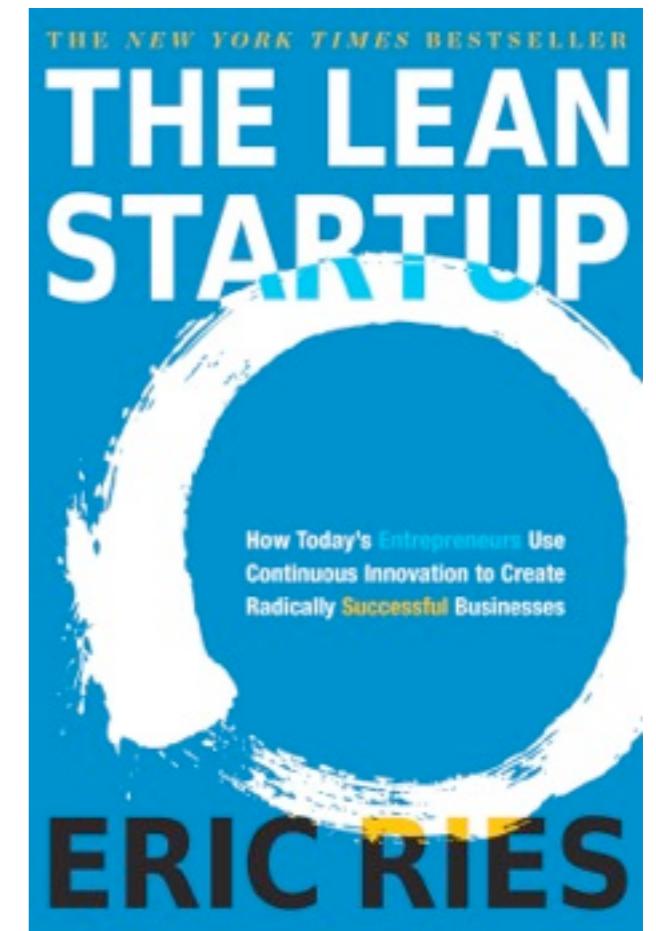
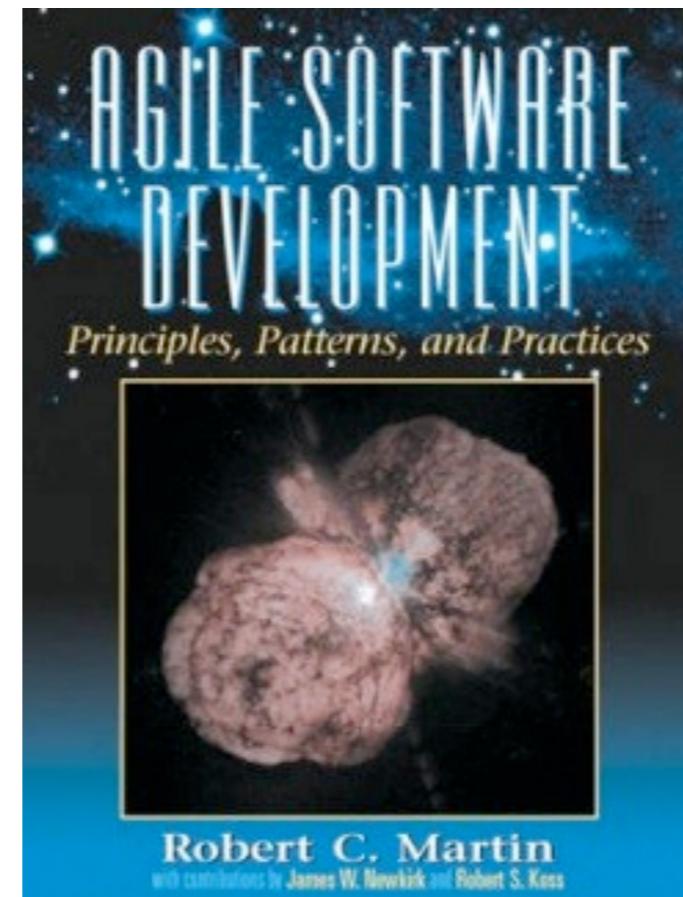
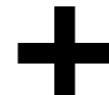
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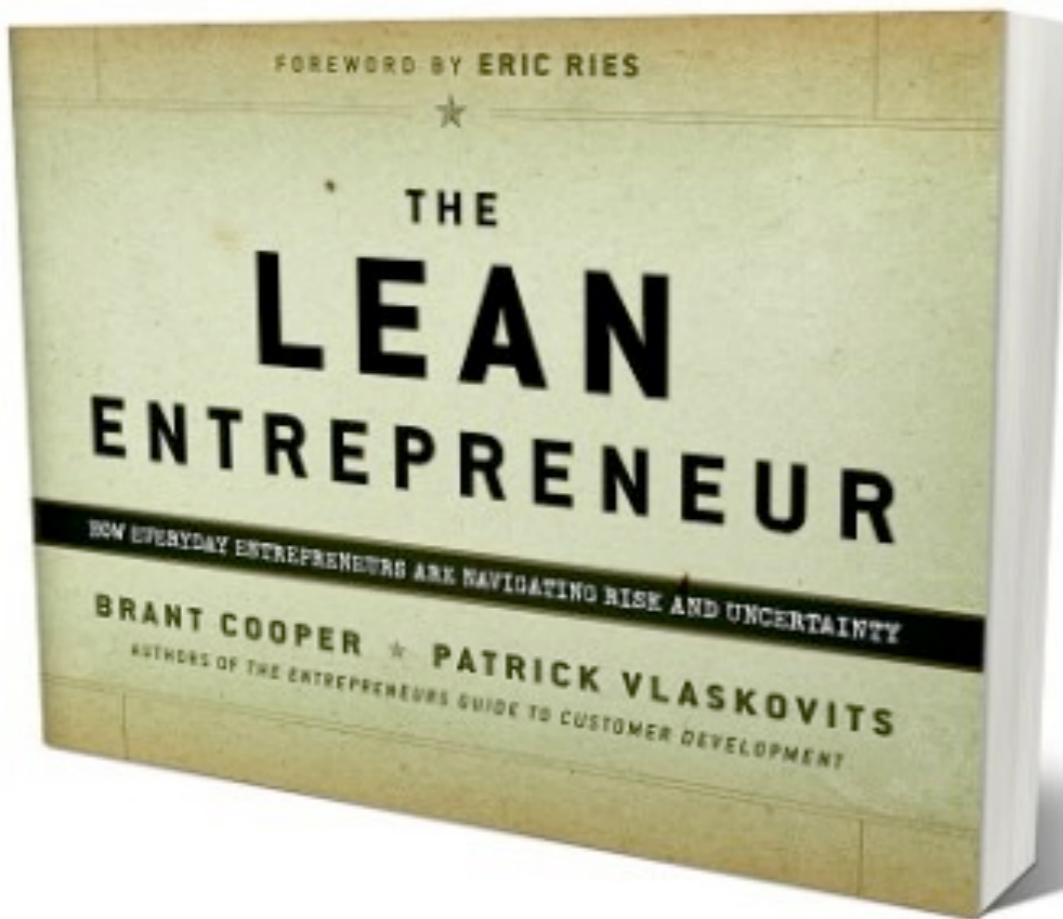


meetups

<http://leanstartup.pbworks.com/w/page/15765228/Meetups>

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wildcard read



(published fall 2012,
claims to be hands on)

<http://www.youtube.com/watch?v=4A2taQhChGo>
(trailer video with Christoffer Walken impersonation)



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