Autopsy of a slow train wreck:
The life and death of a Django startup

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DjangoCon Europe 2017

The dream...

The reality...

An idea is born...

Mistake 1:

Validate, *then* build.

" No battle plan survives first contact with the enemy "

Helmuth von Moltke

" The best-laid schemes o' mice an' men gang aft a-gley "

Robert Burns

Mistake 1:

Validate, *then* build.

Mistake 2:

If you can't sell it, it's not a business.

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Mistake 3:

Humans gonna human.

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3. Software is hard to sell to humans

Side note:

(This is also why FLOSS funding is hard)

bit.ly/money-djangocon-us

Mistake 3:

Humans gonna human.

1. Humans aren't rational
2. Software is hard to sell to humans
3. Software is hard to sell to humans
4. Humans are people

Mistake 4:

Beware favourable patterns.

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Beware favourable patterns.

Mistake 5:

Do the math.

Mistake 6:

Pricing is what the customer will pay, not your burn rate.

Mistake 7:

Establish your sales channel.

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Mistake 8:

Sales don't stop when you sell.

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Sales don't stop when you sell.

Mistake 9:

Establish failure criteria.

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Establish failure criteria.

Mistake 10:

You are who you are.
Don't deny it.

Mistake 10:

You are who you are.

Don't deny it.

Mistake 11:

Take the hint.

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Take the hint.

" And when work is all that defines you, you will feel like you're dying when it starts to disappoint. "

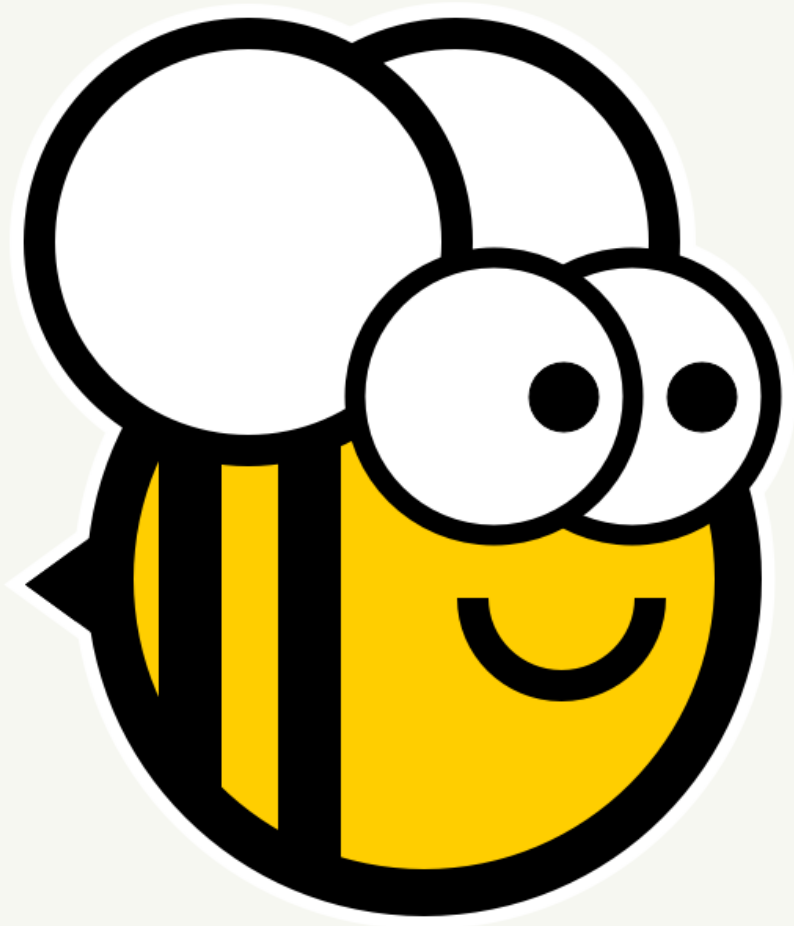*@alicegoldfuss*

Mistake 12:

Quitting is *always* an option.

Mistake 13:

Partnerships require actual partners.

The end

TradesCloud *Post Mortem:* 13 mistakes

1. Validate, *then* build.

2. If you can't sell it, it's not a business.

3. Humans gonna human.

4. Beware favourable patterns.

5. Do the math.

6. Pricing is what the customer will pay.

7. Sales don't stop when you sell.

8. Establish your sales channel.

9. Establish failure criteria.

10. You are who you are.

11. Take the hint.

12. Quitting is *always* an option.

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