

Introduction

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Expertise: SaaS-based Web Apps

Products/Services

- Calopi.com (failed)
 - Barterkick.com (failed)
 - Cartvigor.com (failed)
 - Codavi.com (failing)
 - SimplyText.marketing (success)
 - MauritiusConscious (success)
 - StoragePlus.io (success)
 - First Blockchain App in Mauritius (innovation)
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Know Your Audience

I mean, really know your audience

- Research
- Create personas
- Create user journeys
- Do A/B testings

Be Smart and a Hard Worker & BE DIFFERENT

“Genius is 1% inspiration and 99% perspiration”

Study all aspects:

- Functions
- User Interface
- Security

Be Different!

Get a Team

A successful project is rarely the work of a single person.

Get a team:

- Good at software development
 - Good at (online) marketing
 - Good at sales
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Get Out of Your Comfort Zone

Don't be a 'Jack of All Trades'

- Be really good at one thing
 - Be good at other things
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Win-win Situation

Create a win-win situation

- Know your audience
- Devise a situation where everybody wins
- Except your competitors

Execution is everything

No one is going to steal your idea

- Ideas do not have value
- Execution of idea is more important
- There is always space for a second one

Question Time

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