How to bring your technology idea to life

OPENWEST 2013

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- Developer
- Designer
- Non-Technical

Matt Smith

Technology Innovator and Entrepreneur

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Current	**Principal Engineer** at **Lingotek** **CTO, Co-Founder** at **Kalood** **Organizer / Board Member** at **LaunchUp** **Founder** at **Web Startup Group** **Owner** at **SiteSays.com** **Owner/Creator** at **LDSMissions.com** see less
Past	PhD Student (Social Analytics) at Brigham Young University Researcher at BYU Data Mining Lab Graduate Studies Webmaster at Brigham Young University Freelance Website Development at Smithworx see less
Education	Brigham Young University Brigham Young University Brigham Young University see all
Recommendations	**13** people have recommended Matt
Connections	**500+** connections
Websites	Personal Website Blog The Web Startup Group

The Web Startup Group

webstartupgroup.com

LAUNCHUP.org

1. How do you get an idea out of your head?

2013-03-24: Idea Title Goes Here
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details.

- I like to use bullet points since they are good
- I like to use bullet points as they helpful
- I like to use bullet points too

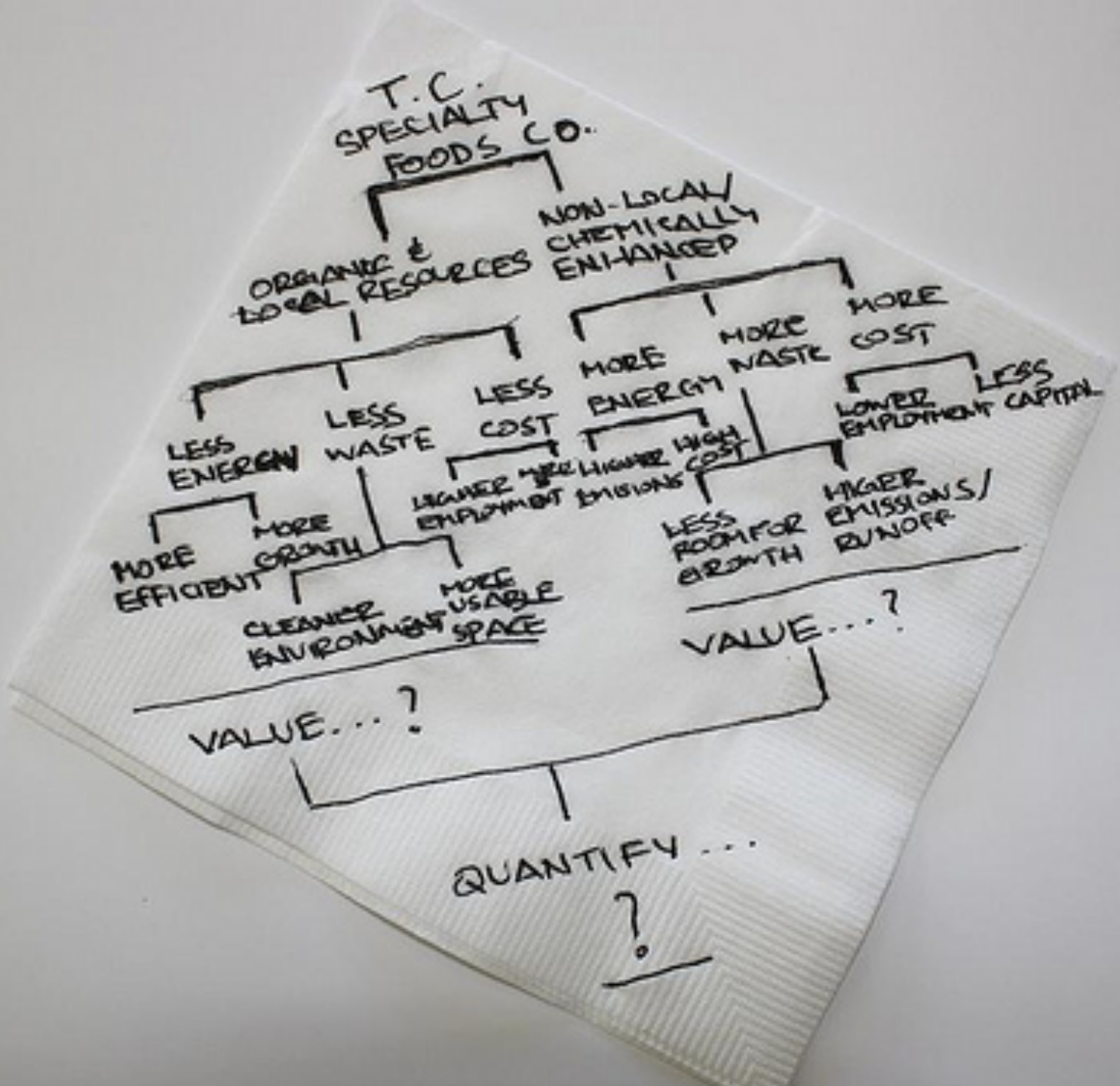
2013-03-01: Pithy Idea Title Goes Here
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details.

- I like to use bullet points
- I like to use bullet points since they are good
- I like to use bullet points as they help

Sometimes there is more description and or quick pictures or drawings. Sometimes there is more description and or quick pictures or drawings. Sometimes there is more description and or quick pictures or drawings.

2013-02-22: Idea Two
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details.

2013-01-04: Idea One
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I


T.C.
SPECIALTY
FOODS CO.
ORGANIC & LOCAL RESOURCES
NON-LOCAL/ CHEMICALLY ENHANCED
LESS ENERGY
LESS WASTE
LESS COST
MORE ENERGY
MORE WASTE
MORE COST
LOWER EMPLOYMENT
LESS CAPITAL
HIGHER EMPLOYMENT
HIGHER EMISSIONS
HIGH COST
MORE EFFICIENT
MORE GROWTH
CLEANER ENVIRONMENT
MORE USABLE SPACE
LESS ROOM FOR GROWTH
HIGHER EMISSIONS/ RUNOFF
VALUE...?
VALUE...?
QUANTIFY...
?

Now there are plenty of other tools that you can use...

idea

sketch

...

powerpoint / keynote / google presentation

photoshop / fireworks / illustrator / etc

pencil / lucidchart / bsalmiq / etc

invisionapp / etc

twitter bootstrap / etc

...

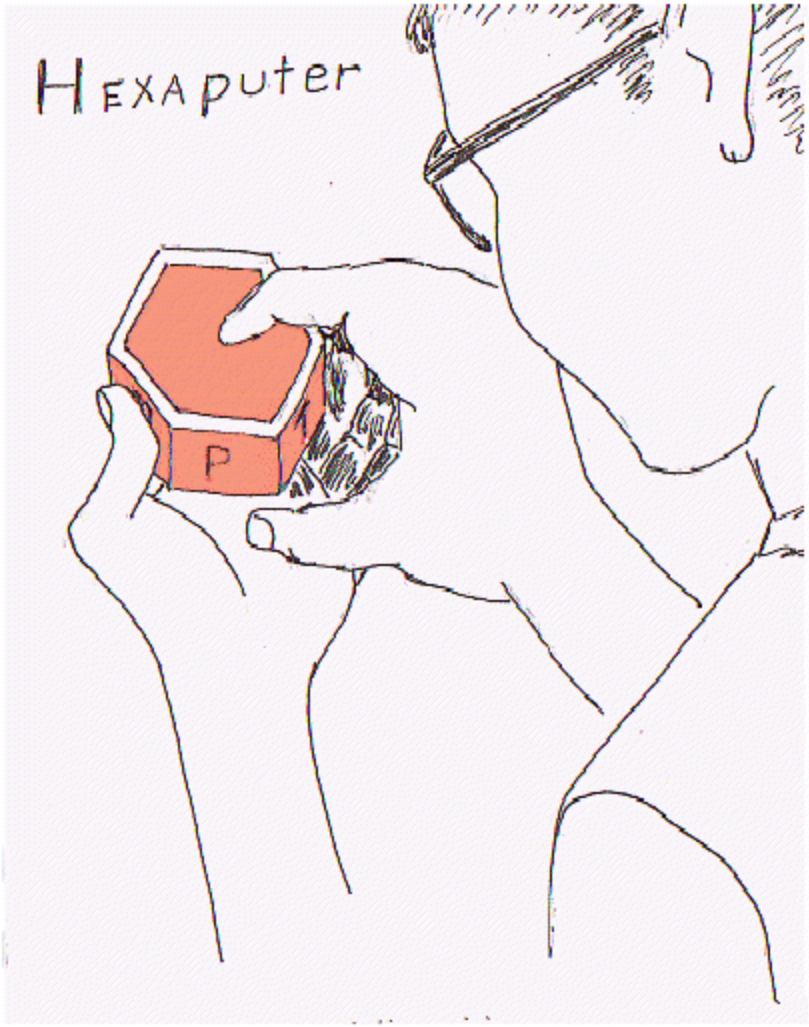
code

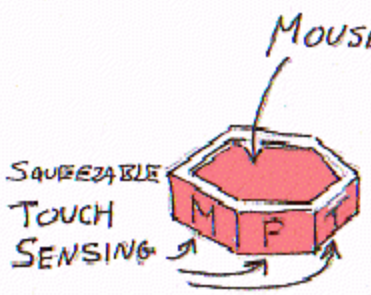
reality

Use whatever tool helps you convey the idea the quickest

sometimes that means using whatever is handy.

An idea stuck
in your head remains dead





Grasping
opposite sides
Activates mode

M-Menu
Mouse Pad navigates menu
Squeeze to select

P-Pointer
Mouse Pad moves cursor
Squeeze to mouse-down

T-Text
Mouse Pad enters Graffiti

Feedback is audio through earphones
or trough captured display

Used with Permission by Dan Olsen

Public Space

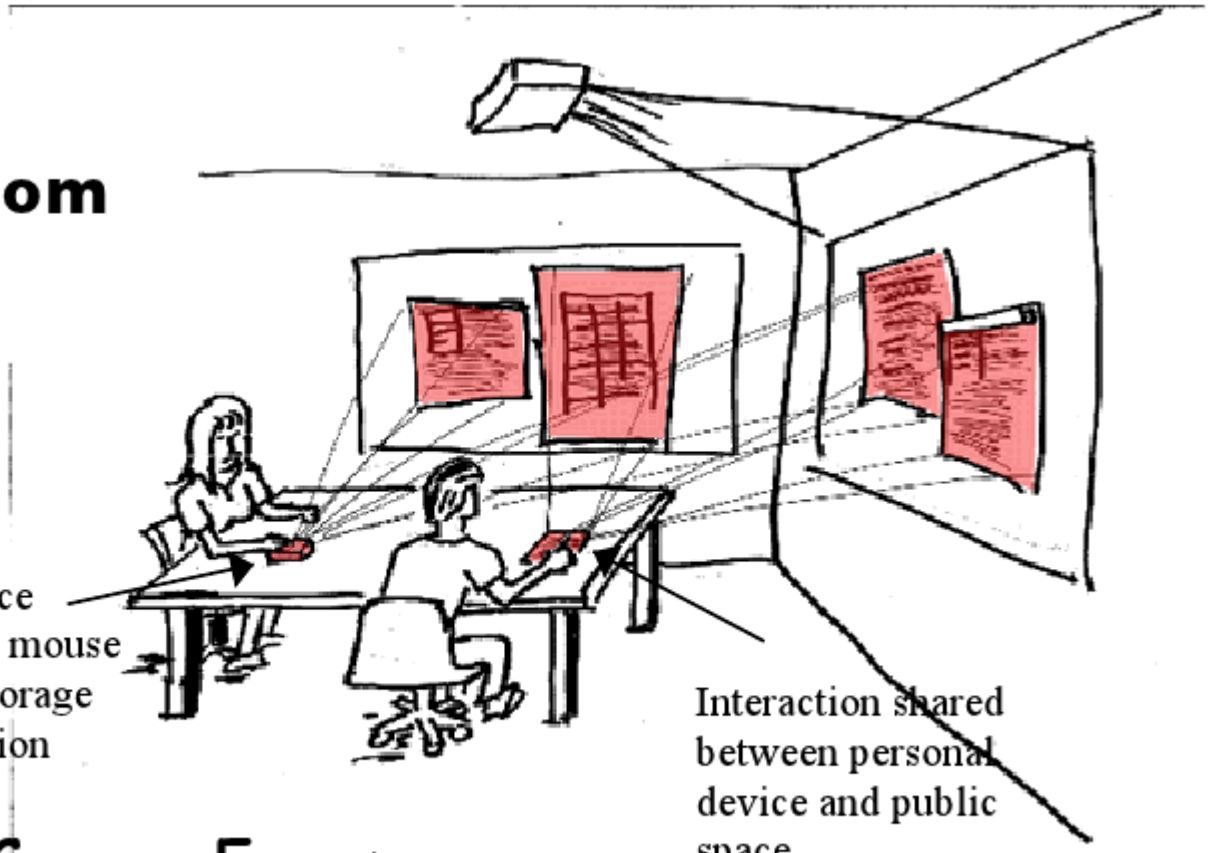
Personal compute device extends to untrusted public device

- Email
- Video phone
- Personal dinner entertainment
- Remote dinner guests

Interactive **C**omputing **E**verywhere

Used with Permission by Dan Olsen

Shared Workroom



Personal device provides only mouse functions + storage and computation

Interaction shared between personal device and public space

Interactive Computing Everywhere

Used with Permission by Dan Olsen

Used with Permission by Michael Zaro

Get the idea out of your head

Idea Dump

Breakout - groups of 3 or 4

1. Personally think about ideas that you don't mind sharing *(e.g., what is an idea that would make a conference even more collaborative?)*

   3 minutes

2. Share one idea with your group *(The hope is that everyone shares at least one idea)*

   5 minutes

3. Pick ONE idea that your group found most interesting

   3 minutes

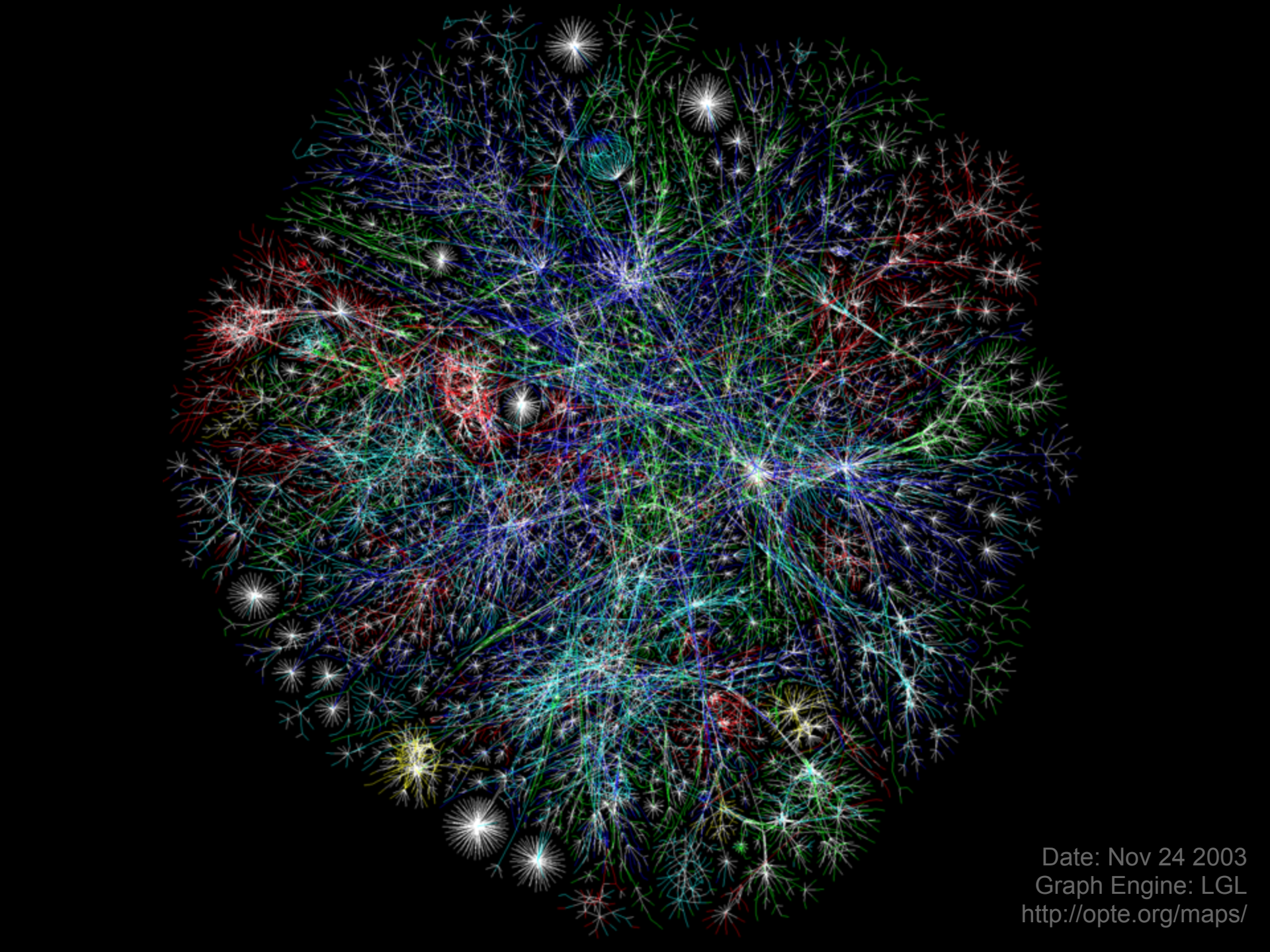
4. Pick someone in the group to share it with everyone

   1 minute / group

Ideas

1. virtual boardgames
2. social shopping
3. hotel management
4. multi-level printing
5. personal medical data management
6. lost + found tags
7. sprinkler home automation
8. b2b deals
9. open source business creation
10. rate yourself

How do you know if your idea is worth pursuing?


Date: Nov 24 2003
Graph Engine: LGL
http://opte.org/maps/

Brigham Young University
CS
Department
Provo, UT

DML
BYU DATA MINING LAB

October 2008

The Web Startup Group

webstartupgroup.com

INSTRUCTURE

LUCIDCHART
THE CANVAS FOR THE WORLD'S IDEAS

pagemass™

Meal Drop

fashion genome

twitter
tweetsimple™ beta

SiteSays

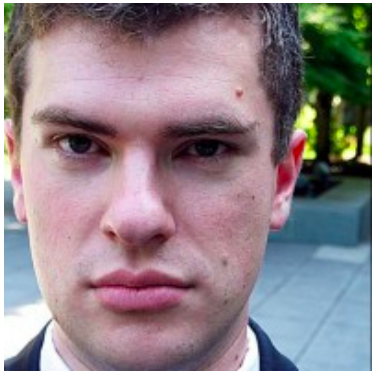
QR Code City

Actionable
Measure and Motivate

kaloOd

Eduglu

$
twittercapital
Creating valuable networks.



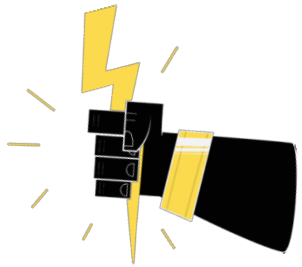
Scan

Lingotek

Undrip

Pinterest

Meetup



canvas
BY INSTRUCTURE

kalodd

Motivating Milestones

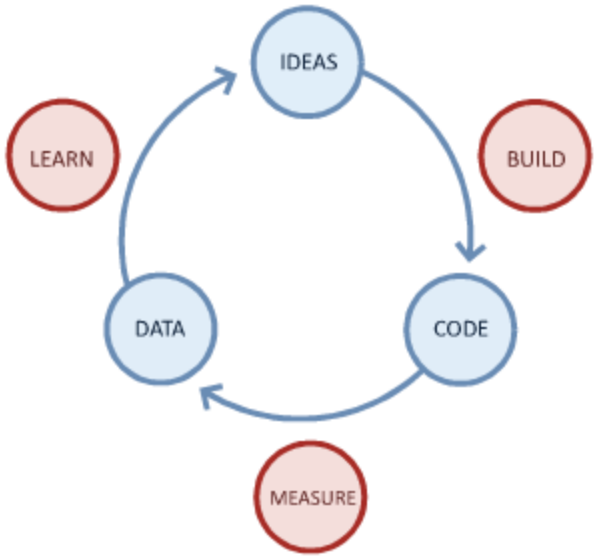
- Real and self-imposed deadlines
- Involve people
- Share your idea / accept invitations to present

These structure your progress and push you to refine your idea

Can you get your idea to resonate with others*?

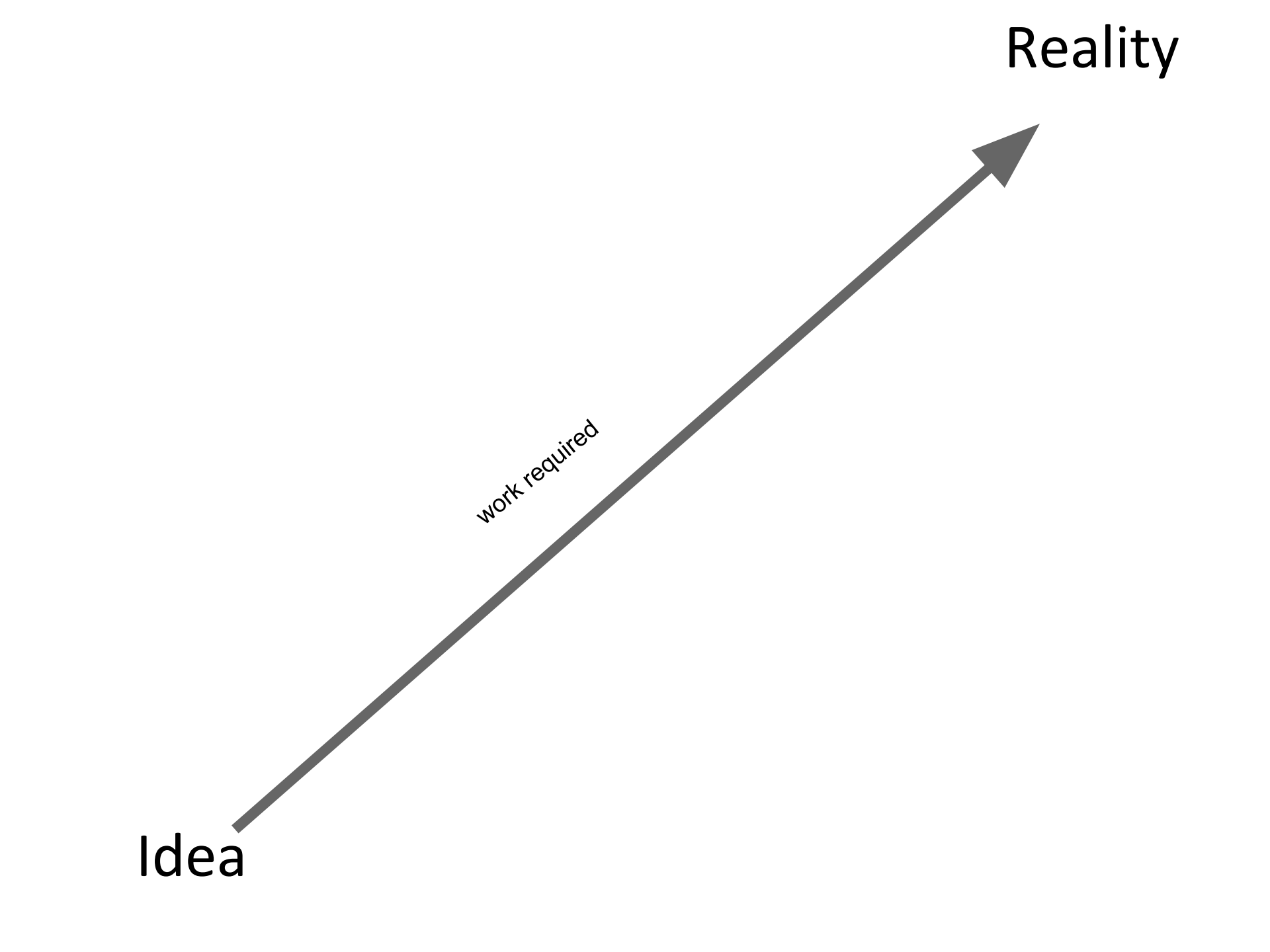
* Ideally those that see your idea as a solution to
a pain they experience and
will gladly pay you for it.

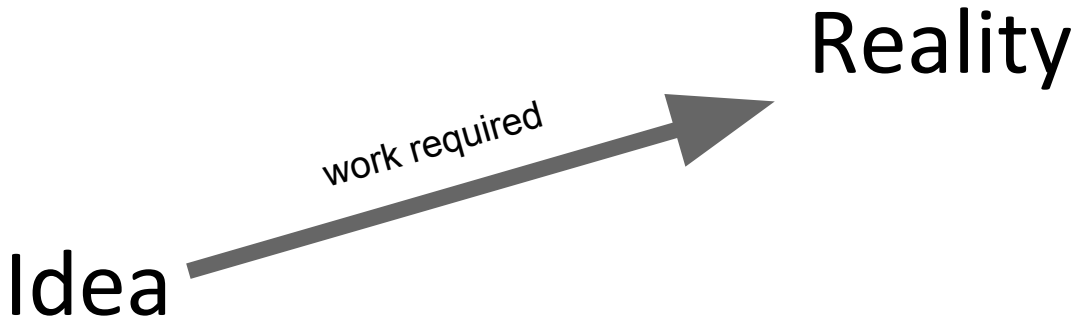
Minimize *TOTAL* time through the loop



The toughest feedback to hear,
is the feedback you need the most.

"Your most unhappy customers are
your greatest source of learning."
- Bill Gates


Reality
work required
Idea


Reality
work required
Idea

idea

sketch

...

the gap is shrinking,

let's talk about why...

...

code

reality

What would it take to build it alone or with a small team?

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."

- Margaret Mead

It happens
everyday...

news.ycombinator.com

GitHub

github.com

Let's explore what is trending today...

Simplicity is the ultimate sophistication

- Leonardo da Vinci

LAUNCHUP
.org

LAUNCHUP.org

#40 Tonight at 6:30pm

Free, Monthly (every 1st Thursday)

Josh Coates
Amp

Dave Bascom
The Weeds

NUVI

SpaceMONKEY

DROPSHIP COMMERCE™

1 2 3

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Q & A