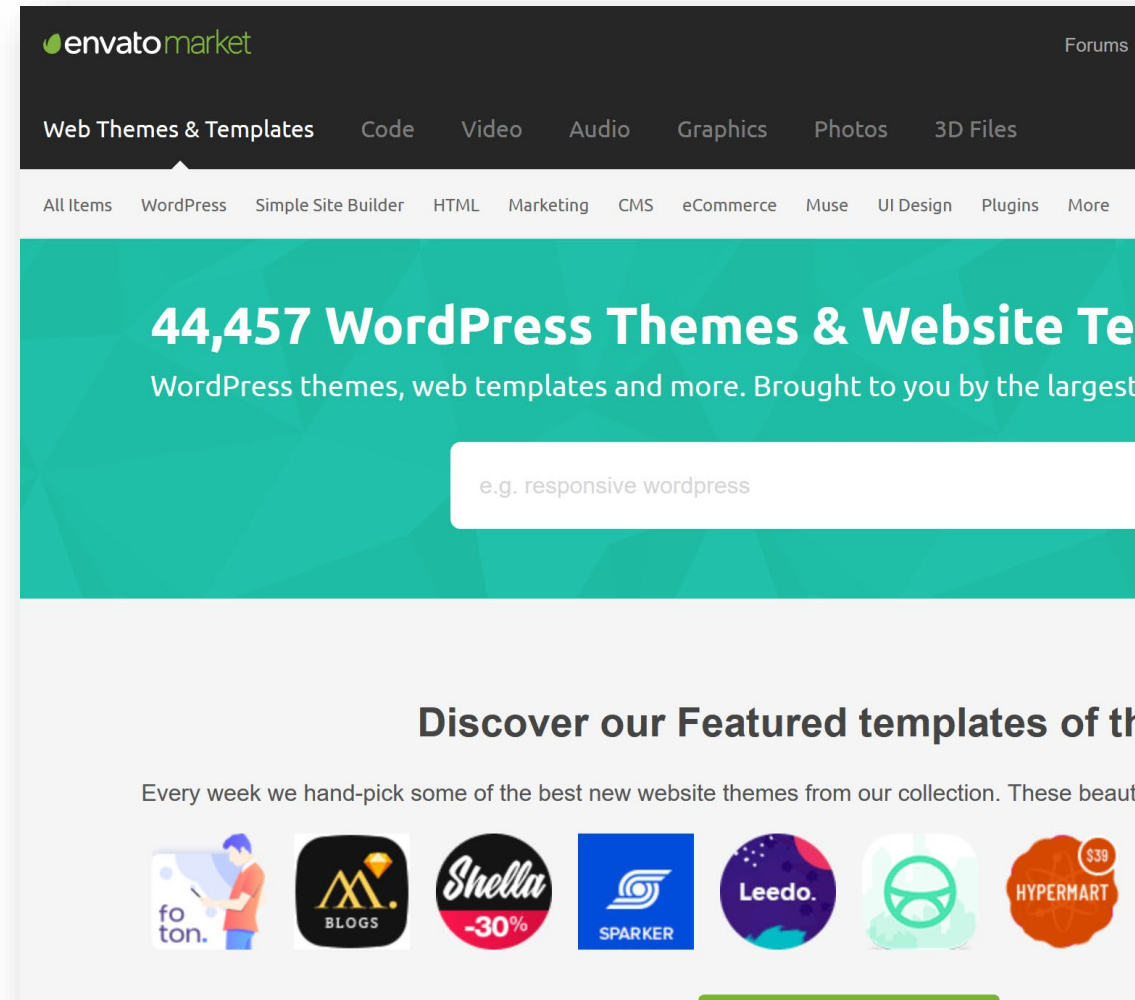


GETTING STARTED

- Interviewed people I found on LinkedIn
 - Went to same school, knew someone I know
- Negotiated with former employer
 - Consultancy agreement
 - I can use their software integrated into mine
- Read Lean Startup
- Searched for ways of building an MVP
- Envato Marketplace



LEARNINGS



PRO WORDPRESS	CON WORDPRESS
Develop something polished really quickly	Not taken as serious by investors
Global ecosystem of content, guidance, developers	Never in complete control (WP, Plugins etc)
Good plugins available – <u>you want to pay for them!</u>	IT teams get nervous
Low cost plugins / development	Difficult to radically change the product / concepts
Don't need to be a developer	
Services like WP Engine available	