

Lessons Learned from Launching

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Who am I?

- Brandon Willey (@bwilley)
- Founder of redPear (@redPear)
- redPear is a web development firm in Tempe
- I have a wife, two kids, one dog
- I read voraciously
- I enjoy eating & drinking
- Human
- Thinker
- Entrepreneur
- I assemble teams to solve problems

Why am I here?

- I saw a need for a new CRM, with a different focus & personality than the rest
- redPear recently launched to the market Vyllij
- Found at *Vyllij.com* Pronounced "Village"
- Vyllij is a web-based relationship manager
- Competes with (sort of) Salesforce, Zoho, Highrise, Infusionsoft, and many more.
- This was redPear's first product launch
- I learned lessons. Lots.

Three types of products

- Internal
 - Dang, I wish our time tracking software was better
 - I need to manage projects more efficiently
- Client
 - They pay money. You build. Happy ending.
- Resale
 - Packaged (does anyone do this anymore?)
 - SAAS
 - Let the recurring revenue roll in.

The major distinction

- Internal Products can be crude and effecient
- Client Products need to make one or a few people happy
- Resale Products need to make **your entire market** happy or they'll leave

Wait, so who did you build Vyllij for?

- We had pretty narrowly defined our market
- We determined that Vyllij would best serve the "Networked Professional" market
- Can use it in any manner: job, church, kid stuff, etc.
- Oh, and 1-50 employee companies.
- Oh, and...

If you build it...

- They will not necessarily come
- When we first launched we said to ourselves:
 - Holy crap, look at all these users! :)
- Time passed, metrics in, we said to ourselves:
 - Holy crap, no one is using it! :(
- Our app is sexy (a little buggy sure), by why?
 - That was when I realized the quintessential business truth

THE Business Truth. Bam!

- First, a business or product must solve a problem
 - No, that's not the mind blowing realization.
- There are three ways to solve that problem
 - Make it something they WANT to have
 - Make it something they SHOULD have
 - Make it something they NEED to have
- If you can accomplish that last one, *then* you've got something hot.
 - Marketing: OMG I totally need that!!
 - Infrastructure: Integrated into their daily life

So, Our Problem

- "Networked Professionals" are busy
- They have a lot of roles in their life
- They are not in one industry, one vertical
 - Therefore, different perspectives
- But most importantly they didn't **NEED** to use it
 - They want to, they know they should, but...

The Solution, or our first attempts

- Create Necessity
 - Find ways to Integrate Vyllij into their daily lives
- Go where "Networked Professionals" Go
 - The Businesses
 - The Groups
 - The Associations
 - The Soccer Clubs
- Provide Training
 - Not technical, but practical
 - We found that once people learned how to use it in their workflow, they kept using it!
- Create Culture, Pride, Belonging - a Tribe (Godin)

Some other stuff that didn't fit anywhere else

- If you got money, don't use it all to launch the product
 - You need lots to market it
 - You need to continue to work on the product
- Use the product yourself, before AND after launch
- Listen to your market
 - Engage
 - Respond
 - Improve
- Keep listening. Once your product stops solving a problem, it's toast.

Questions?

The End.

Presentation PDF available at www.robotsarehuman.com