

A Smalltalk Product Company

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History

- Contract to do a simple chart program
 - 1 year (3 man months)
 - First of its kind -> Market?
 - smallCharts Trademark
 - Help Website
- Contract with business newspaper
 - ½ year (4,5 man months)
 - Opened company
- Second contract as a company
 - ½ year (3 man months)
 - Marketing Website

**DIE TELE
BORSE**

| Handelsblatt

Süddeutsche Zeitung

The Product

- Examples...
- Each version had a long development
 - More features
 - Better design

Unique Selling Proposition

- Automates the Chart creation for print
 - Cheaper
 - Faster
 - Later
 - More correct
 - More consistent
 - Simpler
 - More direct

Why a Company?

- Independent legal entity (GmbH)
- Partners
- Infrastructure
- Customer recognition

The Role of Smalltalk

- None!
- ...except
 - Would not have done initial project
 - For remarks that this change was quick
 - For exploring external interfaces on the fly

Being a Company

- Is about profitability
- People
- Organization (transparency)
- Bureaucracy (Government, Internal)
- Partners (explicit Plans and Goals)
- Website, logo

Development Process

- Needs to be professional
- Delivery
- Testing
- Tracking features, bugs and time

Marketing

- Find customers
- Get the product known
- Specific target market (Impressum)
- Talk to the decision makers
- Gatherings
- Word of mouth
- Presenting
- Networking with other Start-ups

Pricing

- Price model
 - License, rent or lease
 - Complexity
- Price level
 - No competitors
 - Costs for the customers are not known

Mistakes

- No Marketing
 - Hope on Word-of-mouth advertizing
 - Did not want to do Marketing
- Underestimated development time
- Underestimated customer decision process
- GmbH with a Partner