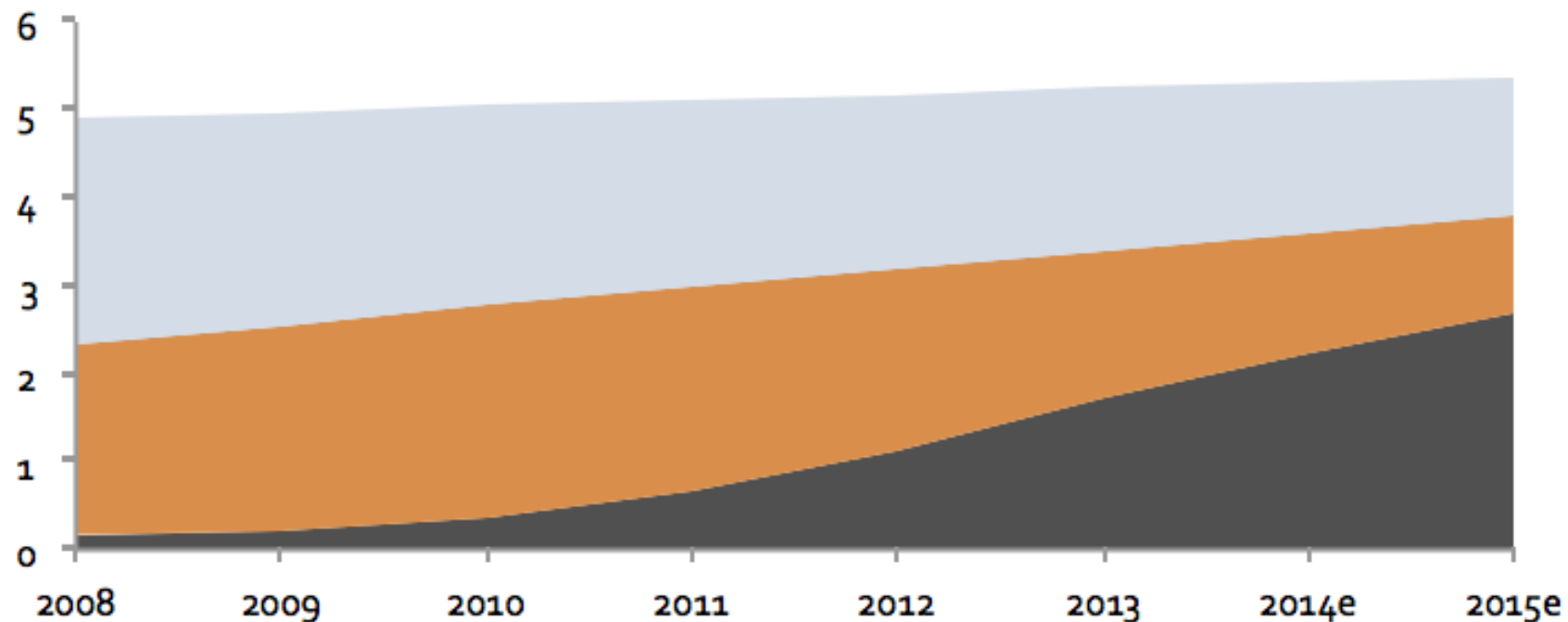


“ **MOBILE WILL EXPAND**
the scale of the (internet)
OPPORTUNITY
by **10x** ”

BENEDICT EVANS
Partner Andreessen Horowitz

Global adult population (bn)



■ Smartphone users ■ Featurephone users ■ Not mobile [Source: World Bank, a16z]

“ while the
COST *to* REACH
OPPORTUNITY
DECREASED

by at least
10X”

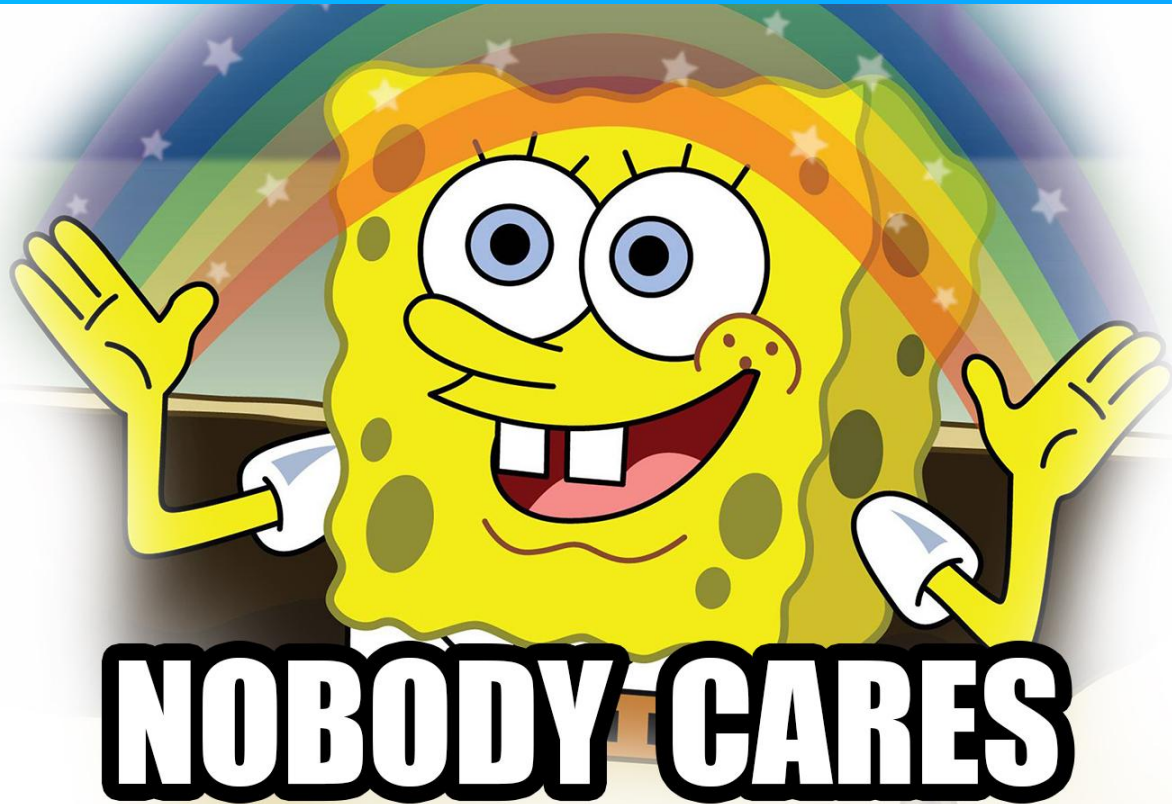
BENEDICT EVANS
Partner Andreessen Horowitz



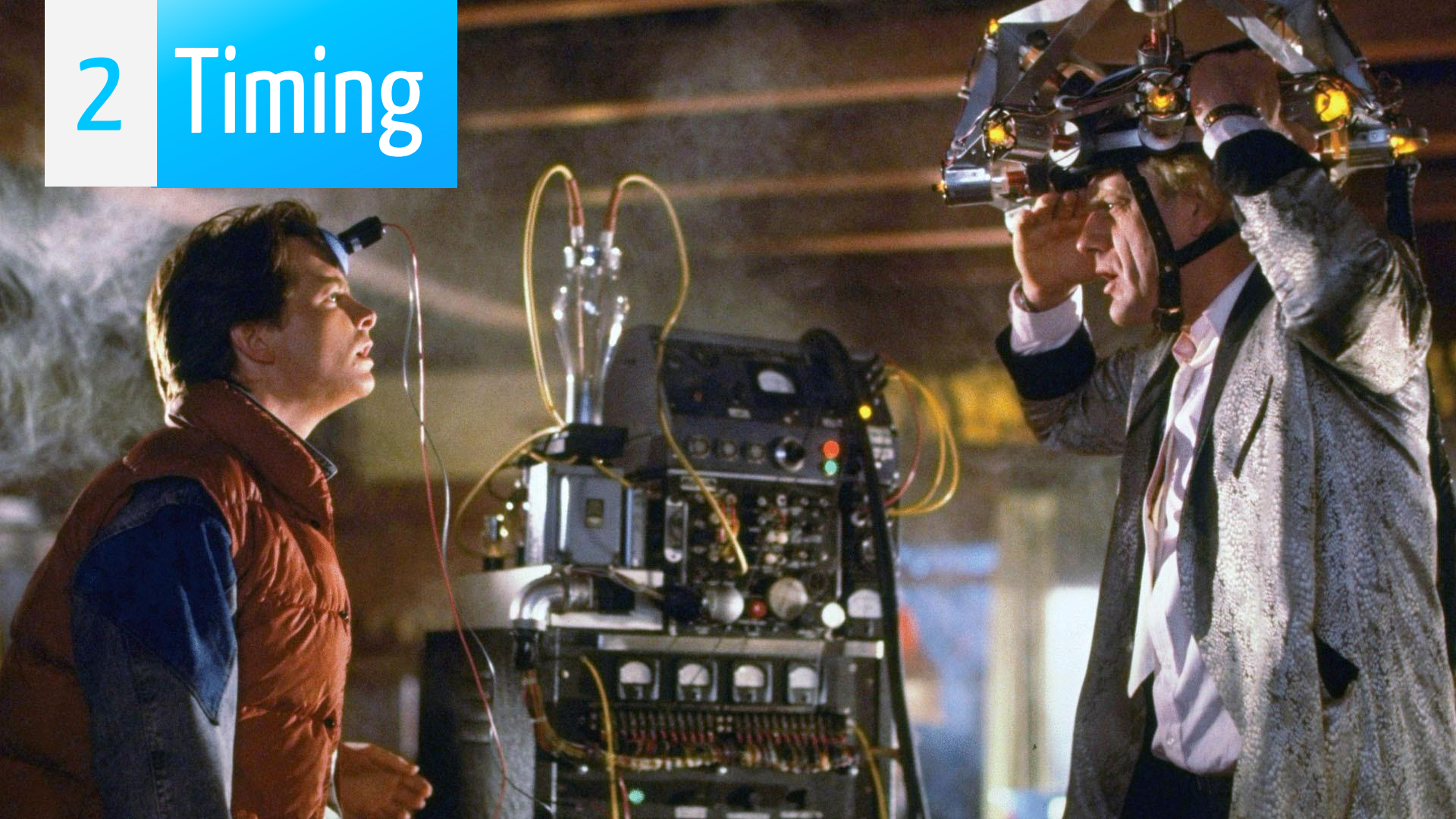
AGUSTIN HERNANDEZ

DESAFÍOS

1 Make something People WANT

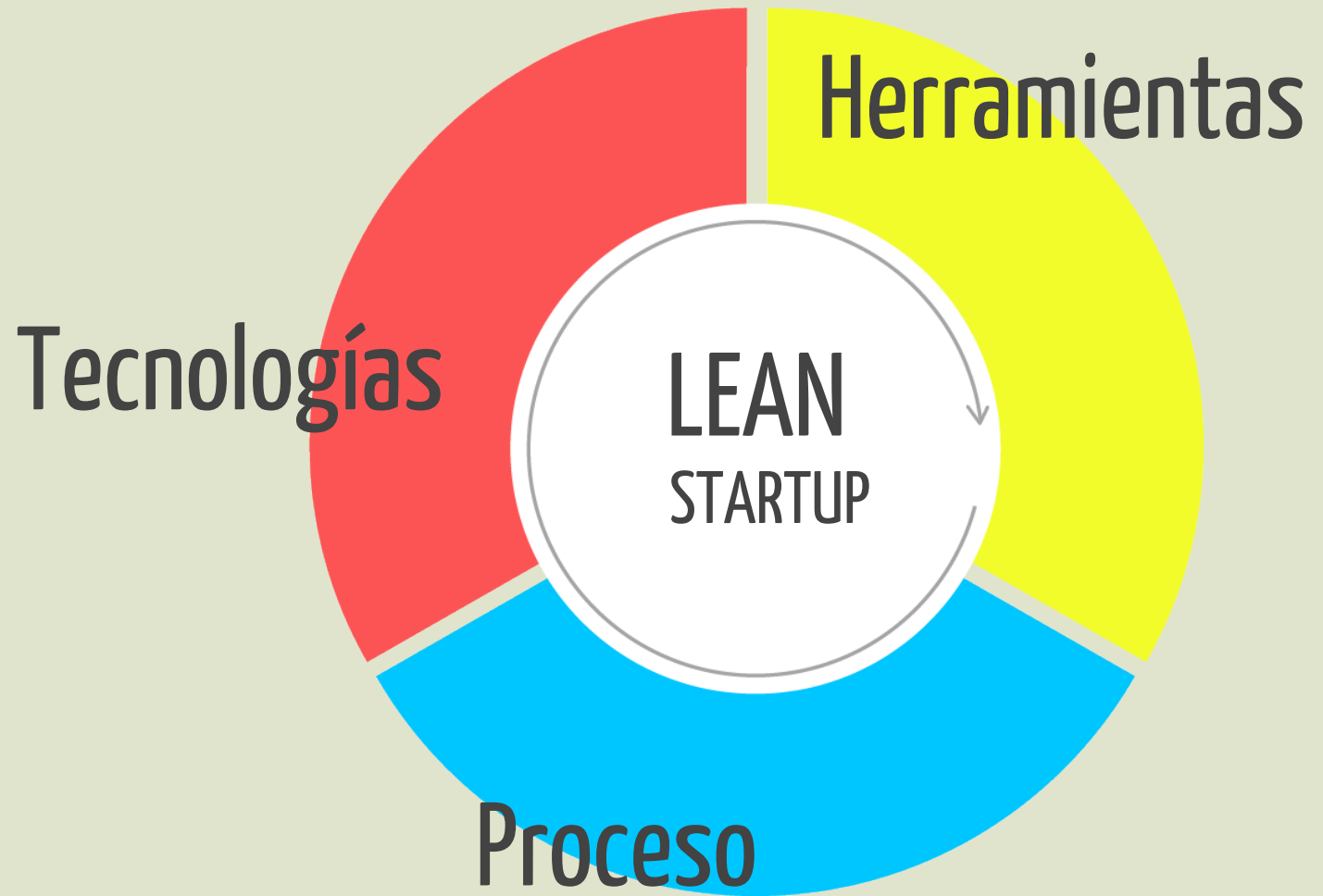


2 Timing

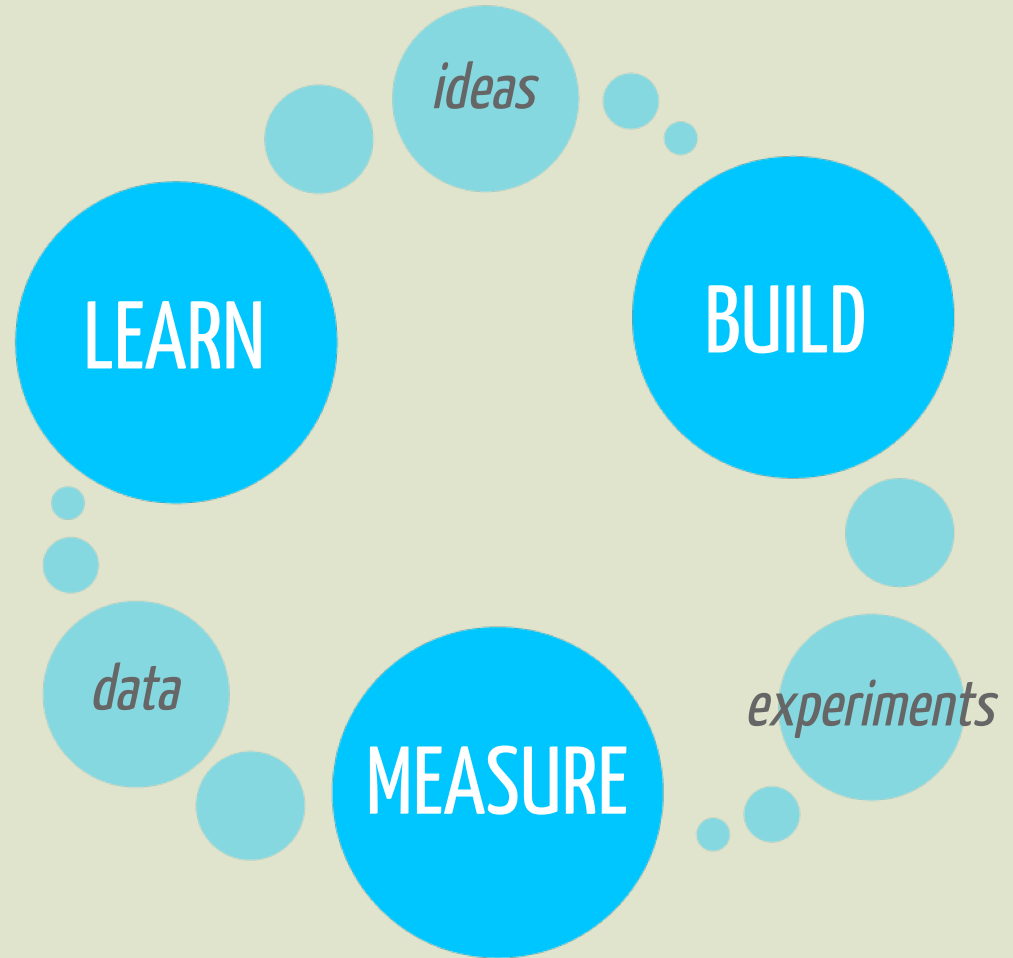


3 Calidad





LEAN- Startup



OK pero no soy una
STARTUP

STARTUP

is a state of

MIND

Aprendizaje Validado > ESTABILIDAD & CRECIMIENTO

100 ANIVERSARIO

ES UNICO

EL GALLEGUITO



Proceso

Proceso Ágil e Iterativo

- Release early, release often
- Daily standups, weekly team meetings
- Equipos
 - Pequeños
 - Multi-disciplinarios
 - Auto-organizados

Herramientas

- **Distributed VCS**
 - git, Github, Bitbucket
- **Colaboración web**
 - Pivotal Tracker, Trello, Slack, gDocs

Herramientas

Automatizar test
& Deploy

- **Tests automatizados**
 - rspec, mini-test, XCode support
- **Continuous Integration**
 - Circle CI, Jenkins
- **Release**
 - Testflight, Google Play (alpha & beta)

Herramientas

Obtener datos

- **Analytics/Métricas**
 - G Analytics, MixPanel, KISSMetrics
- **A/B test**
 - Optimizely, Taplytics, Apptimize
- **Performance**
 - New Relic

Tecnologías

- **Desarrollo nativo/híbrido/web**
 - Mercado objetivo
 - Features

- **Open Source frameworks**
 - Internet, Github
 - Reducción de costos
 - Robustez
 - Flexibilidad

RESUMEN

Tecnologías
OPEN SOURCE

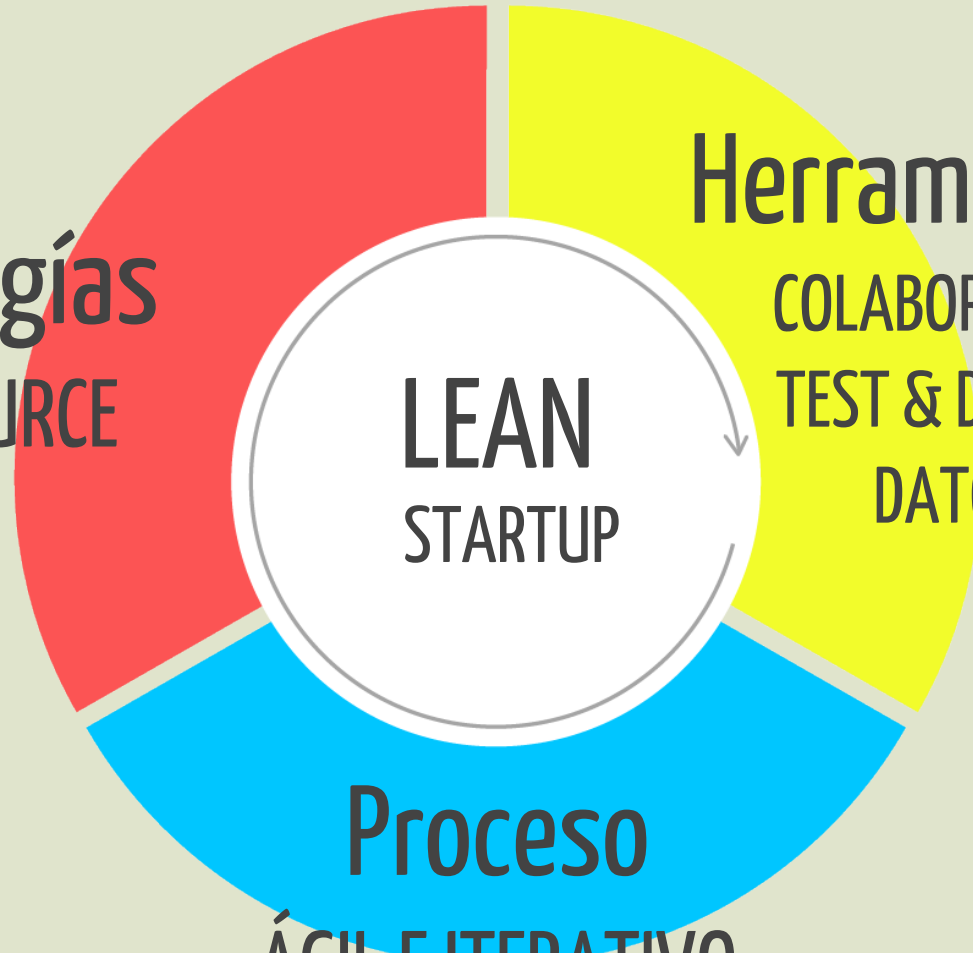
Herramientas

COLABORACIÓN
TEST & DEPLOY
DATOS

**LEAN
STARTUP**

Proceso

ÁGIL E ITERATIVO





MUCHAS
GRACIAS

AGUSTIN HERNANDEZ



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[AWSTINH](https://twitter.com/AWSTINH)