

# How to Build a Software Product in 30 Days

Available in: *English* | *German*

Building an MVP for a startup is actually an easy thing to do - if you've done it a couple of times.

## Most founders haven't.

That's why many great ideas and concepts never reach the market, because an agency, freelancer or cofounder simply failed to build *what was needed*.

In this session, we will uncover, what strategies and simple methods you can employ so that you can launch your next product in days instead of months or years. This includes:

- Understanding your business model
- Knowing how to get the right customer feedback
- Focusing your product on what matters
- How to build the product such that it actually gets finished on time

### Startups who don't follow this, usually:

- **spend most of their money on the product:** they spend most or all their money building a product and are out of resources by the time they need to start marketing/selling it
- **never actually get a product:** they keep building their product but no customer ever sees it

### After this talk, you will be able to:

- **simplify your product** to at least 3x the development speed
- **get hard data that convinces investors**
- look out for **easy things** that will **save you >>10.000€** after the product launch
- **judge the technical architecture**, even if you're not a technical founder