

From Idea to Market in 90 Days

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For our first startup, we took more than a year just to have a product and to get the first paying customer. More than 50 startups later, our latest startup got conceptualized in two 1.5 hour meetings, built in 4 days and had the first paying customer one day later with several more to follow over the next couple of weeks.

We will share a clear process that we've used from **building the right mindset** over **testing validations quickly** to **building your product in a matter of days** as well as **getting customers to pay for it**.

Startups who don't follow this, usually:

- **take 12+ months for this journey:** they spend a lot of their time doing things which never propels their startup forward
- **never actually get a product live:** they keep conceptualizing or building their product but no customer ever sees it
- **build a product nobody needs:** they build a product that doesn't get adopted and either fail or need to expensively change the product to the new feedback

After this talk, you will be able to:

- **launch a whole company in a few weeks**
- look out for **easy things** that will **save you >>10.000€** after the product launch
- create a startup that is **actually customer centric** and **data based**