

From idea to funded company

And a product that people want

**B B C** **i>Player**

Beamly 

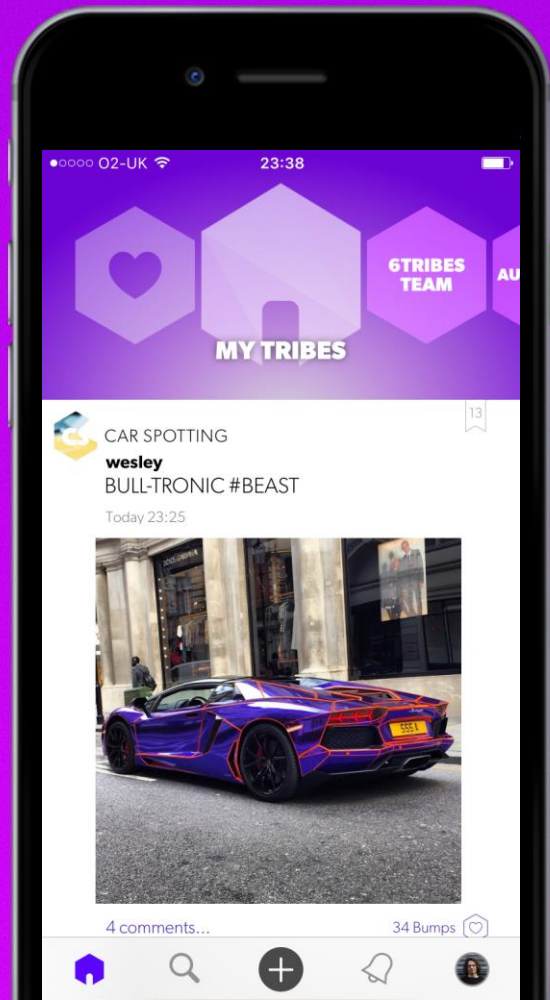




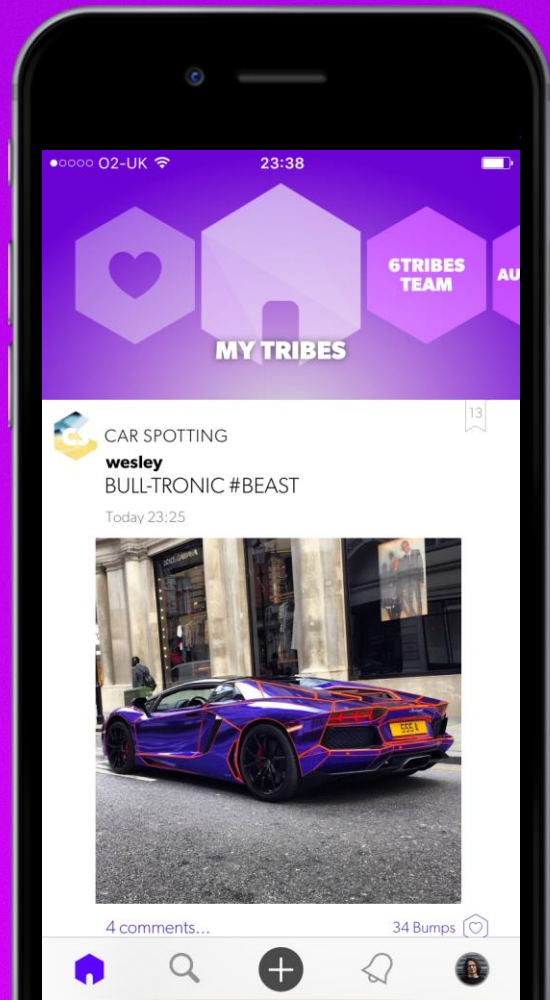
Beamly 



**SOLD**

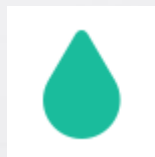


# 6TRIBES



**6TRIBES**





# SEEDLEGALS

We just made it super simple to complete the legals to grow & fund your company.







A large group of humanoid robots, resembling the Replicants from Blade Runner, are shown in a dark, industrial setting. The robots are arranged in rows, with some in the foreground looking towards the camera. The lighting is dim, creating a somber and futuristic atmosphere. The robots have a metallic, textured appearance with human-like faces and bodies.

**Ideas are cheap**

**(implementation is expensive)**



# THE MOM TEST

How to talk to customers and learn if your business is a good idea when everyone is lying to you.

A large group of humanoid robots standing in a line, rendered in a dark, monochromatic style. The robots have a metallic, segmented appearance with a smooth, bald head. They are arranged in a dense formation, filling the frame. The lighting is dramatic, highlighting the contours of their bodies against a dark background.

# Product Development

(the Apple way, or the Google way?)



**Start Testing Prototypes Here**



WEEK 1  
Sketches

WEEK 2  
Wireframes

WEEK 3  
Meetings

WEEK 4  
Visual Design

WEEK 5  
Meetings

WEEK 6  
Development

**Instead of Here**



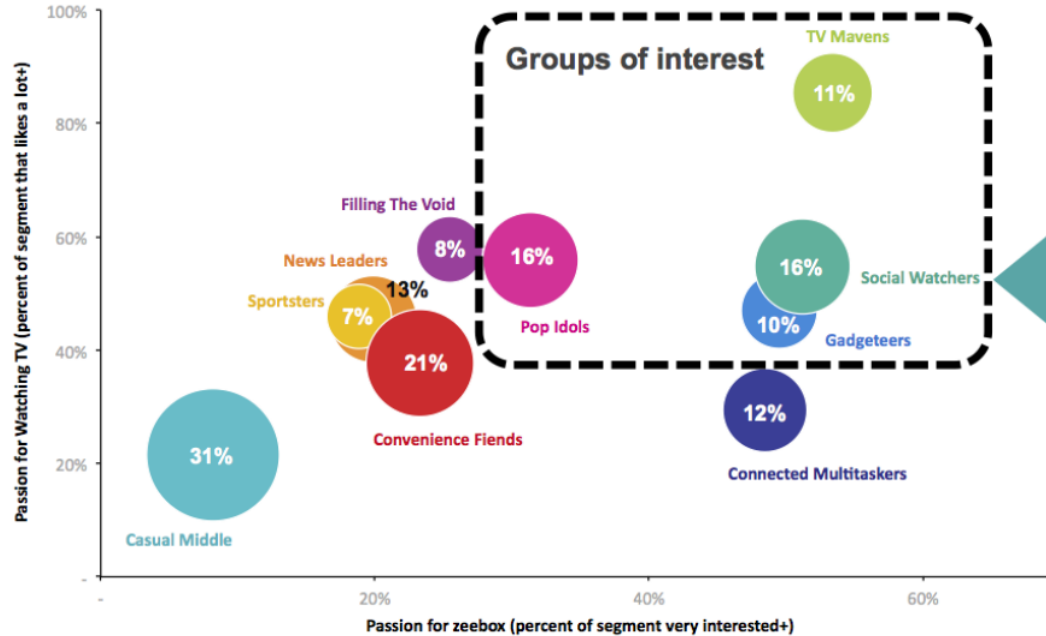
A large group of humanoid robots, resembling the Replicants from the movie Blade Runner, are shown in a dark, industrial setting. The robots are arranged in rows, and the lighting is dim, creating a somber and futuristic atmosphere. The robots have a metallic, silver-colored body with a more human-like face.

**Are you the audience?**

**(probably not)**

# Who are we targeting?

## Population



Primary focus is upon  
Social Watchers



Connected Multitaskers	Gadgeteers	Sportsters	Convenience Fiends	Social Watchers	TV Mavens	News Leaders	Pop Idols	Filling The Void	Casual Middle
William Mahmood Glenn Masterson Lachlan Mark Kellett Gema Socorro Oliver Kirkland Mia Horberg Glen Renaud Guerin Andy Smith Peter Goodall Will Ryan Kevin Wright Joel Scarlett Chris Williams Duncan Riley Matt Galloway jason forbes Andrea Nagel Sarah Batters Nick Doherty Kris Teehan Robin Morley Tricia Wagstaff Craig Blair Matthew Engler Ed Clinton matt flores James Kuntz David Jakes Hugh Jackson GAP John Morrell Reuben Scratton Jens Driller Yasho Shah Justin Robert Marsh Ben Letton Adrian Spender Dimple Simon Miller Chris Lyon Anderson Ash Chauhan Martyn David Boyle Marc Davies Max Bleyleben	William Mahmood Susie Gema Socorro Mia Horberg Glen Renaud Guerin Andy Smith Peter Goodall Will Ryan Kevin Wright Joel Chris Warren Duncan Riley Matt Galloway jason forbes Andrea Nagel Sarah Batters Nick Doherty Kris Teehan Robin Morley Matthew Engler Ed Clinton matt flores David Jakes Neil Saunders GAP Nick Faulkner Max Jens Driller Justin Robert Marsh Ben Letton Abigail Harris Morten Adrian Spender Candice Goonewardene Simon Miller Chris Lyon Anderson Michael Slater Martyn Alex Steven David Boyle Marc Davies Michael Slater David Boyle	Glenn Masterson Veronica Hulea Will Shaw Lachlan Alex Nunes Mark Kellett Oliver Kirkland Oliver Kirkland Joel Will Ryan Chris Williams Duncan Riley Matt Galloway Nick Doherty Kris Teehan Craig Blair Ed Clinton matt flores James Kuntz Nick Faulkner Jens Driller Alice Sinclair Robert Marsh Morten Adrian Spender Michael Slater Ash Chauhan	Glenn Masterson Veronica Hulea Lachlan Mark Kellett Oliver Kirkland Piotr Gabryanczyk Joel David Furey x Craig Blair Anthony Rose John Morrell Reuben Scratton Alice Sinclair Yasho Shah Alex Skeith Niels ernesto schmitt John Cochrane Michael Slater Ash Chauhan Max Bleyleben	William Mahmood Glenn Masterson Lachlan Gema Socorro Andy Smith Oliver Kirkland Mia Horberg Peter Goodall Will Ryan Joel Chris Williams Duncan Riley Sarah Batters Kris Teehan Matthew Engler matt flores Robert Marsh Chiel Kunkels Marc Davies	William Mahmood Gema Socorro Mia Horberg Andy Smith Duncan Riley jason forbes Kris Teehan Tricia Wagstaff matt flores Simon Miller Michael Slater Marc Davies	William Mahmood Glenn Masterson Will Shaw Lachlan Mark Kellett Gema Socorro Duncan Riley Andrea Nagel matt flores James Kuntz Adrian Spender Max Bleyleben	Mia Horberg Scarlett jason forbes Simon Miller	Oliver Kirkland Joel Nick Doherty Matthew Engler	Chris Williams John Cochrane

Segment	Pop <sup>n</sup>	zeebox	Bias
Connected Multitaskers	12%	26%	+117%
Gadgeteers	10%	23%	+130%
Sportsters	7%	13%	+86%
Convenience Fiends	21%	11%	-48%
Social Watchers	16%	10%	-38%
TV Mavens	11%	6%	-45%
News Leaders	13%	6%	-53%
Pop Idols	16%	2%	-86%
Filling The Void	8%	2%	-75%
Casual Middle	31%	1%	-96%

A large group of humanoid robots, possibly from the movie 'The Terminator', are shown in a dark, industrial setting. The robots are arranged in rows, and the lighting is dim, creating a somber and futuristic atmosphere. The robots have a metallic, greyish-blue appearance with visible mechanical joints and components.

# Prototyping

(we use Flinto and proto.io)

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### Top pick



## The Face Ultimate Finale

**ON NOW** | Sky Living





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Now / Next   Tonight   Week

### Top pick



## The Face Ultimate Finale

**ON NOW** | Sky Living

TV Picks

My Feed

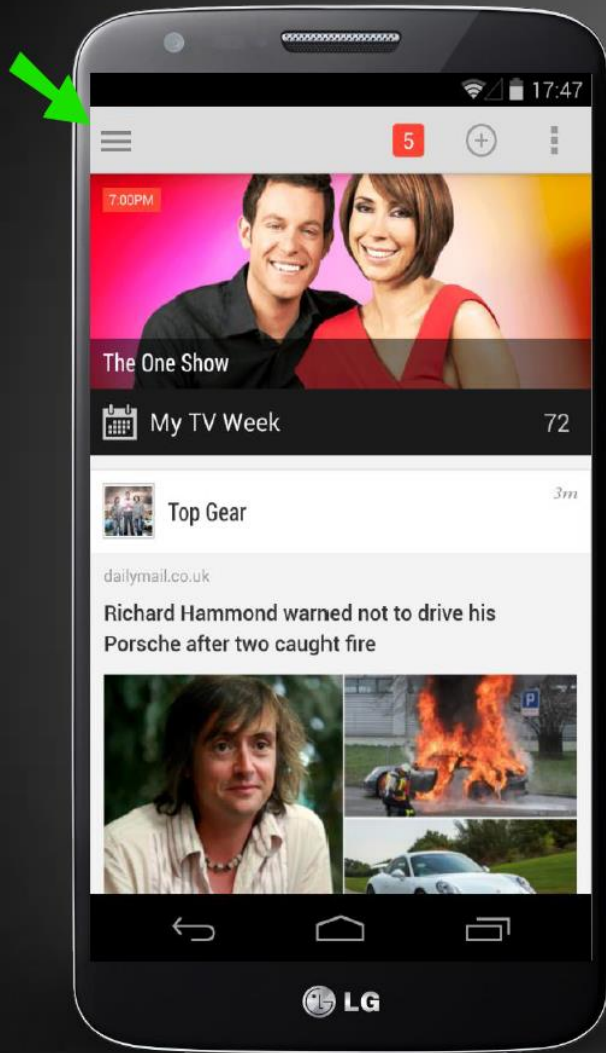
Guide

Me

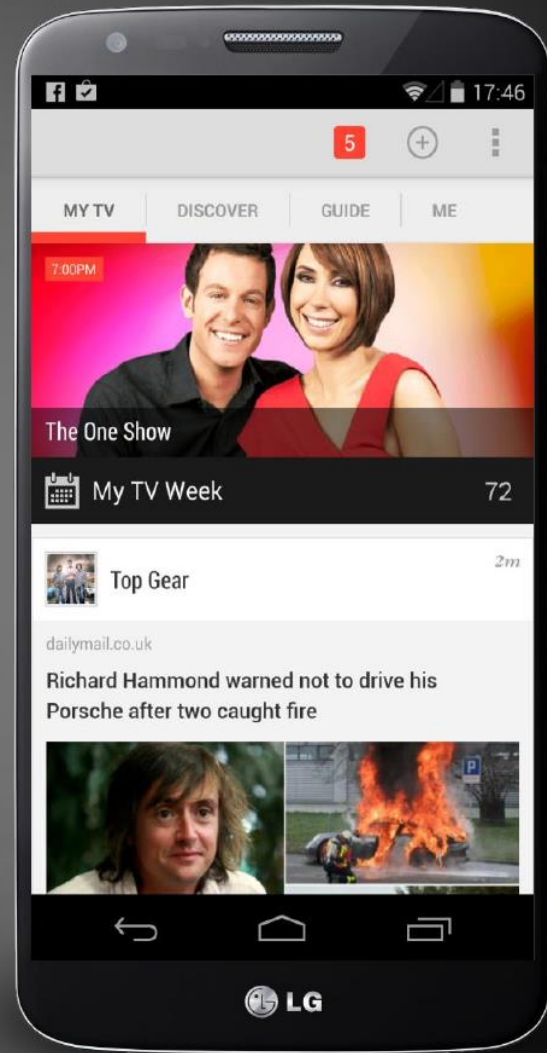
A large group of humanoid robots, resembling the characters from the movie 'The Matrix', are standing in a dark, industrial environment. The robots are arranged in rows, and the lighting is dim, creating a futuristic and somewhat somber atmosphere. The robots have a metallic, greyish-blue skin and are wearing dark, form-fitting suits. The background shows a grid-like pattern on the wall, suggesting a high-tech facility.

# A/B Testing

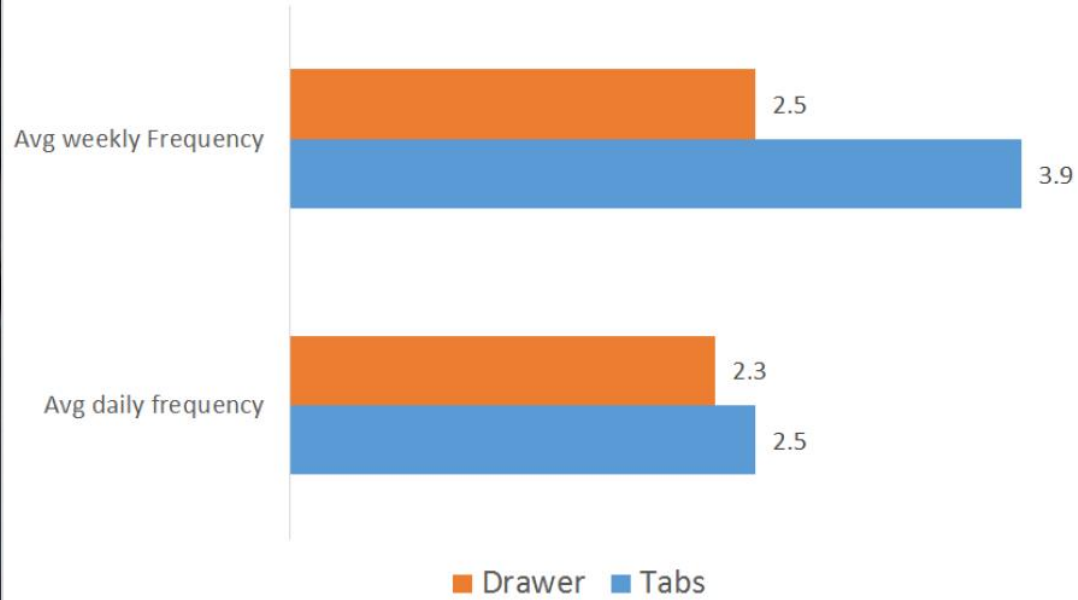
(we use Swrve)



Left  
or  
Top  
navigation?



## Frequency





# INSPIRED

HOW TO  
CREATE  
PRODUCTS  
CUSTOMERS  
LOVE



MARTY CAGAN

# THE LEAN STARTUP

How Constant **Innovation**  
Creates Radically  
Successful Businesses

ERIC RIES

'Mandatory reading for entrepreneurs' **Dan Heath**



# SEEDLEGALS

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