The Many Hats of Building and Launching a Web Startup

PyCodeConf
Hi, I’m Tracy
@limedaring
Founder of WeddingLovely.com
“An entrepreneur tends to bite off a little more than he can chew hoping he’ll quickly learn how to chew it.”  - Roy Ash
Quick Overview:

- Quit my job as a designer.
- Failed to find the right technical co-founder.
- Learned some Python using online tutorials.
- Used Django to build and launch my own app.
Start out on the right foot
What is success?
Take a step back.
Be focused and optimistic before you start
Have the **right** success in mind
My story
I know HTML — that means I can program!

ha ha ha ha ha ha
Bored now.
Technical Co-founder Wanted for Disrupting the Wedding Industry.

Hi, my name is Tracy. The wedding industry is huge, overpriced, and with insane profit margins. I’m looking to disrupt it with WeddingType.

In wedding invitations alone, there are two options: spend hundreds of dollars for custom designed invitations (expensive but pretty), or do-it-yourself (cheap but ugly). I want to build a web application catering to the price sensitive couples who have an aversion to Comic Sans.

A do-it-yourself wedding invitation kit costs $45, while professional wedding invitations are hundreds or thousands of dollars. With WeddingType, the service will guide the user through a constrained flow of inputs which will populate a set of pre-designed templates with professional typography that they can print out and get hitched. The completely automated service will charge $25 and send the user a PDF by email.

My goal is to get this out really fast and start making revenue from the start, then see how big we can grow it. From here, there are multiple ways of increasing value and revenue — licensing to wedding invitation template manufacturers, selling custom design solutions, offering templates through the site, etc. Large scale, could sell templates through the site, printing and mailing like Moo.com.

I freelanced and worked at a startup for five years as the primary designer/jack-of-all-trades for everything relating to their web properties, including analytics, usability, design, HTML/CSS, and multivariate/AB testing. I need a technical partner who is enthusiastic about the business and a web programming whiz. Preferably in the Bay Area, and if everything goes right, we’ll apply to Y Combinator for the next Winter session.
Why weddings?

Work on something you love to work on.
Cofounders are awesome, but no cofounder is better than the wrong cofounder.
Wedding invitation typography for the budget minded couple.

We're in limited preview! Check here soon, or join the newsletter and get an invite to see what's in store for WeddingType.

Much ❤️ from the WeddingType Team!

email address

Notify me

Need typography for your invitation now? Send Tracy a request!

Visit our community   Follow us on Twitter   Created with ❤️ by @limedaring
Things didn’t go well.
Get a real job or do it myself?
Learn Python The Hard Way
By Zed A. Shaw

"The world needs more weird people who know how things work and who love to figure it all out."

Have you always wanted to learn how to code but never thought you could? Are you looking to build a foundation for more complex coding? Do you want to challenge your brain in a new way? Then Learn Python the Hard Way is the book for you.

The Hard Way Is Easier

LPTHW emphasizes precision, attention to detail, and persistence by requiring you to type each exercise (no copy-paste!) and make it run, as well as to read up on outside topics and to return to exercises and ideas that you don't understand, and understand them.

At the end of LPTHW, you'll know the basics of coding, and be ready to move on to more challenging books. Or at least you'll have tried something new.

Get The Book

The HTML version of the book is free to read online and you can give it to anyone you want so long as you do not charge for it, and do not modify it.

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PDF | eBook Download - $2.99 (PRICE CHANGE!)
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Hardcover - $60
Online HTML - FREE!
Online Class @ Udemy.com
**Meet Django**

Django is a high-level Python Web framework that encourages rapid development and clean, pragmatic design.

Developed by a fast-moving online-news operation, Django was designed to handle two challenges: the intensive deadlines of a newsroom and the stringent requirements of the experienced Web developers who wrote it. It lets you build high-performing, elegant Web applications quickly.

Django focuses on automating as much as possible and adhering to the DRY principle.

Dive in by reading the overview →

When you’re ready to code, read the installation guide and tutorial.

**The Django framework**

**Object-relational mapper**

Define your data models entirely in Python. You get a rich, dynamic database-access API for free — but you can still write SQL if needed.

**Automatic admin interface**

Save yourself the tedious work of creating interfaces for people to add and update content. Django does that automatically, and it’s production-ready.

**Elegant URL design**

Design pretty, cruft-free URLs with no framework-specific limitations. Be as flexible as you like.

**Template system**

Use Django’s powerful, extensible and designer-friendly template language to separate design, content and Python code.

**Cache system**
Find your perfect wedding invitation designer by price and location.

Avg. price/invite set:  
Nearest metro location:  
Submit

February’s Featured Invitation Designer

Inky Livie’s Workshop

☆ e.m.papers
San Francisco, CA  $

☆ Puddle Jumpin’ Cards
Portland, OR  $$

☆ Akimbo
Adelaide, South Australia  $$$
Launch as fast as possible
What can you take out?
You can add more features later
Work on the hard stuff first
Find your perfect wedding invitation designer by price and location.

Avg. price/invite set: Show All
Nearest metro location: Show All
Submit

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Inky Livie's Workshop

⭐ e.m.papers
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Portland, OR  $$

⭐ Akimbo
Adelaide, South Australia  $$$
Active Learning
Getting Started with Django, episode 1

Since I've been active on Forrst, I've had a bit of a bee in my bonnet about doing a video series on getting started with Django. The first episode, which is included below, covers installing virtualenv; creating a virtual environment; installing Django to that environment and creating a project. I think it's pretty comprehensive for a first step and so far the feedback has been great.

So, here's episode one:

It make take a little while to load. If you'd rather just download it, here's the link.
This site will be the continuation and reboot of the “Getting Started With Django” series started by Kenneth Love in July, 2010.

It’ll either be a series on Udemy or hosted privately here. It’s still in its early stages and apt to change quite a bit before it’s finished. It’s not expected to start before December, 2011.

To find out more, sign up for the mailing list or follow us on Twitter.

Sponsorships
Launch with bad code

Really, it’s okay.
Swissmiss is a design blog and studio run by Tina Roth Eisenberg. Besides swissmiss, she founded and runs CreativeMornings, TeuxDeux, Tattly and her coworking space called Studiomates.

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**Wedding Invite Love**

Find your perfect wedding invitation designer by price and location.

- **Lilah Paper**
  - Price: $6.00 to $10.00
  - Location: Kansas City, MO

- **And Kathleen Design Co.**
  - Price: $3.00 to $3.99
  - Location: Oklahoma, OK

- **Paisley Quill**
  - Price: $3.00 to $10.00
  - Location: Detroit, MI

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**Inky Livie's Workshop**
Find your perfect wedding invitation designer by price and location.

Avg. price/invite set:  
Nearest metro location:  
Show All  
Show All  
Submit

February’s Featured Invitation Designer

Inky Livie’s Workshop

☆ e.m.papers
San Francisco, CA $  

☆ Puddle Jumpin’ Cards
Portland, OR $  

☆ Akimbo
Adelaide, South Australia $$$
Find your ideal wedding invitation vendors for your perfect day
Find Wedding Invitation Designers and Studios

Found 11 wedding invitation designers near Portland, OR.

- Puddle Jumpin' Cards
  Portland, OR $$

- Anastasia Marie
  Portland, OR $$$$

- Red Pearl Designs
  Portland, OR $$$

- Paper Bloom
  Portland, OR $$$

- Oblation Papers & Press
  Portland, OR $$
Have a plan for monetization
Don’t be forever alone
“I’ve been blessed to find people who are smarter than I am, and they help me to execute the vision I have.”

- Russell Simmons
NDAs suck
Tell everyone your idea
Technical cofounder wanted for disrupting the wedding industry (limedaring.com)
223 points by joshfraser 402 days ago | flag | 143 comments

▲ patio11 402 days ago | link
I wish you the best of luck, but considering that you will be up against the bridal industrial complex in attempting to reach inexpert customers who are by nature transients in the field, I would suggest rethinking the price. With the average cost of a wedding in the north-of-$25k region, you might find that the difference between $25 and $100 matters very little to the customer but very much to your ability to afford advertising for it.
Also, talk to Andy Brice from Perfect Table Plan and pump him for information on who the ultimate customers of his software are.
P.S. The fact that a particular woman is marrying a particular man on a particular day is, in itself, worth more than $25. It can also be sold to multiple people. Just throwing that out there -- lead generation often isn't held in particularly high esteem, but it is big money.

▲ lsb 402 days ago | link
Apparently FarmVille makes more money selling ringtones and credit cards and such than they do by actually charging people for things in the game. (So said Jesse Schell of Schell Games.)

▲ thegoleffect 402 days ago | link
[Citation Needed] (please ^_^)

▲ pmh 402 days ago | link
I think he's referring to Schell's talk at DICE 2010: http://g4tv.com/videos/44277/dice-2010-design-outside-the-box...
He mentions around the 3 min mark that lead generation generates more revenue than direct payments (and then goes on that topic for a bit).

▲ teej 402 days ago | link
That's cute, but Jesse Schell is entirely wrong. Users overwhelmingly prefer direct payments.
Mark Pincus talks about it here - http://markpincus.typepad.com/markpincus/2009/11/my-take-on...
Peanut Labs backs it up with independent research - http://peanutlabsmedia.net/2009/11/02/survey-finds-arrington...

▲ thegoleffect 401 days ago | link
Sounds right, we watched the video and Schell actually says social games "probably" make more money from lead generation. Thanks for the links, Teej. I was really curious about that.

* 15 points by limedaring 402 days ago | link
$25 is pulled from the top of my head — a lot of testing is going to happen once the application is built. :) Thanks for the advice!
Ask when you get stuck
Tagged Questions

Django is a Python framework for creating web applications.

Favorite Django Tips & Features?
Inspired by the question series 'Hidden features of ...', I am curious to hear about your favorite Django tips or lesser known but useful features you know of. Please, include only one tip per ...

Rails or Django? (or something else?) [closed]
This post is from the early days of Stack Overflow, and while we recognize its historical significance, we also recognize that the current community of users will likely close similar posts. Please ...

Does Django Scale?
I'm building a web application with Django. The reasons I chose Django were: I wanted to work with free/open-source tools I like Python and feel it's a "long term" language, whereas regarding Ruby I ...

Pros/Cons of Django vs Pylons
I'm beginning a new webapp in Python. I've narrowed my choices down to Django and Pylons. What are the pros/cons of each?
What’s happening?

I’m stuck on Many to Many relationships in Django. Does anyone know of any good resources?

50 Tweet

Timeline  @limedaring  Activity  Searches  Lists

wolever David Wolever
“The national hurricane centre has determined … that ”Humberto” is a ridiculous name for a hurricane.” bit.ly/q6B269
12 minutes ago

snookca Snook
An interesting look at asking others to make their sites accessible. lightgetsin.dreamwidth.org/312472.html
13 minutes ago

garrytan Garry Tan
Um, Skype -- why did you make adding phone calls to ongoing conf calls so impossible?
25 minutes ago

jina jina
Margaritas! (@ Puerto Alegre w/ @notodc) 4sq.com/pXvzzt
27 minutes ago

timoni timoni west
@tomcoates Both true and also a good sign you’re on flengbot.
27 minutes ago
A PARTY FOR HACKERS + THINKERS

NEXT DEVHOUSE
SuperHappyDevHouse 46
Saturday, February 19th @ 1pm in Mountain View (Hacker Dojo)
Intro to Django Workshop, Hackathon (July 23 in LA)

Published on: July 12, 2011  Tags: Django, Django Tutorial, Esther Nam, Hackathon, LA Django Meetup Group, Los Angeles, PyLadies, Santa Monica

By Esther Nam (Co-Organizer, PyLadies)

The Los Angeles PyLadies are continuing their summer series of hackathons with a Django-themed day sponsored by Mahalo, in partnership with the LA Django Meetup Group.

The Django web framework is a great way to learn Python while quickly building and deploying a simple and useful web application or two, which is why beginners are highly encouraged to attend.

Participants will begin by going through the Django Tutorial under the expert tutelage of PyLadies developers. In the afternoon, attendees are encouraged to hack away on their own projects.

As at the previous hackathon in Hollywood, mentors will be available throughout the day to help people on their individual projects and to answer any questions or resolve issues. There will also be a social hour following the event, open to the whole Python community and its extended circles.

Register here for this low-cost Django workshop — includes breakfast, lunch and dinner.

For more information, email esther @ pyladies dot com.

Visit PyLadies.com to learn more about PyLadies initiatives, such as their plan to attend DjangoCon in
Surround yourself with good influences and smart people
Take Shortcuts
Django plug & play
Django Packages is a directory of reusable apps, sites, tools, and more for your Django projects.

906 packages and counting!

We need your help

Know of any packages not listed here? Add them now! It’s quick and easy.

add package »

Or add a grid comparing the features of 2 or more similar packages.

add grid »

Package Categories

Apps (711)

Small components used to build projects. An app is anything that is installed by placing in settings.INSTALLED_APPS.

Frameworks (41)

Large efforts that combine many python modules or apps. Examples include Django, Pinax, and Satchmo. Most CMS falls into this category.

Other (119)

Other are not installed by settings.INSTALLED_APPS, are not frameworks or sites but still help Django in some way.

latest 5

* django-statemachine
  A state machine for Django, very early stage of development so the interface is likely to change a lot.

* django-fsm
  Django friendly finite state machine support

* django-oscar
  Domain-driven e-commerce for Django 1.3

* django-simplepaginator
  A simple wrapper around the Django paginator.

* django-appconf
  An app to handle configuration defaults of packaged Django apps gracefully
This is South, intelligent schema and data migrations for Django projects. The latest release is 0.7.3.

- Have a read about South, and see why we think you should use it.
- Download the latest release and have a play with South.
- Once you've downloaded it, have a look through the tutorial or the rest of the documentation.
- If you have general questions or want to see how others are using South, see our Mailing List or try #django-south on freenode.
- Read about contributing to South.
- Subscribe to the South news feed.
- Donate to help make South even better!
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Build and deploy any application to the cloud. Manage it all in one place.

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Over 100 Custom Shortcodes
Unlimited Colors
Unlimited Portfolio in 4 views
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FontFace or Cufon Replacement
Wordpress 3.1 compatibility and so much more...

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a website (commercial, personal, client), or intranet site project - Details

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6096 Purchases

1811 Comments

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Start off on the right foot.
Ask for help. Tell people.
Take shortcuts.
Launch asap.
Monetize.
Thank you!

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