DRUPALCON
LONDON

Building Drupal products the right way:

customer development and business model generation in a lean startup

Kristof Van Tomme, Pronovix

Introduction

Attending "Building Drupal products the right way" by @kvantomme #custdev #drupalcon http://bit.ly/mlmNbS

Kristof Van Tomme

Belgian

Drupal architect

Bio-engineer

Pronovix

Entrepreneur

CEO

PM of the Drupal Association

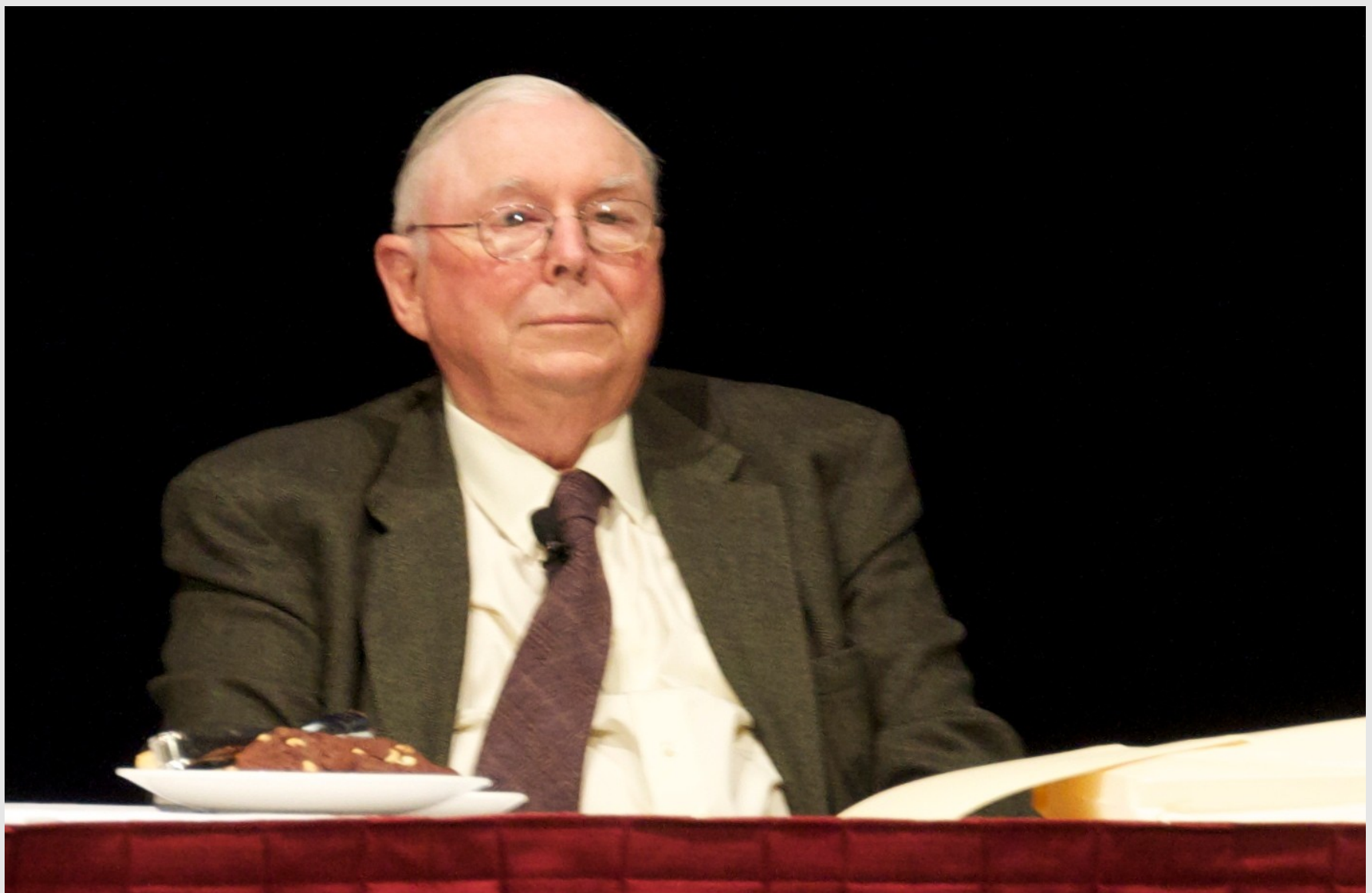Husband and Father

Strategist

Techno-optimist

Hungarian connection

Drupal evangelist

Biotech

DITA

PM Drupal Association

There are many interesting mental models we can learn from biology
http://bit.ly/jTEhH1 @ Charles Munger via @kvantomme #drupalcon

The problem

Homegrown CMS's are a lot like sandcastles, they are fun to build but hard to maintain via @kvantomme #drupalcon

Drupal as a disruptive innovation

Diverse landscape of home built CMS's

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Open Source CMS's

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Extinction level event

As a Drupal shop you are riding the Open Source Tsunami, decoupling value from development via @kvantomme #drupalcon
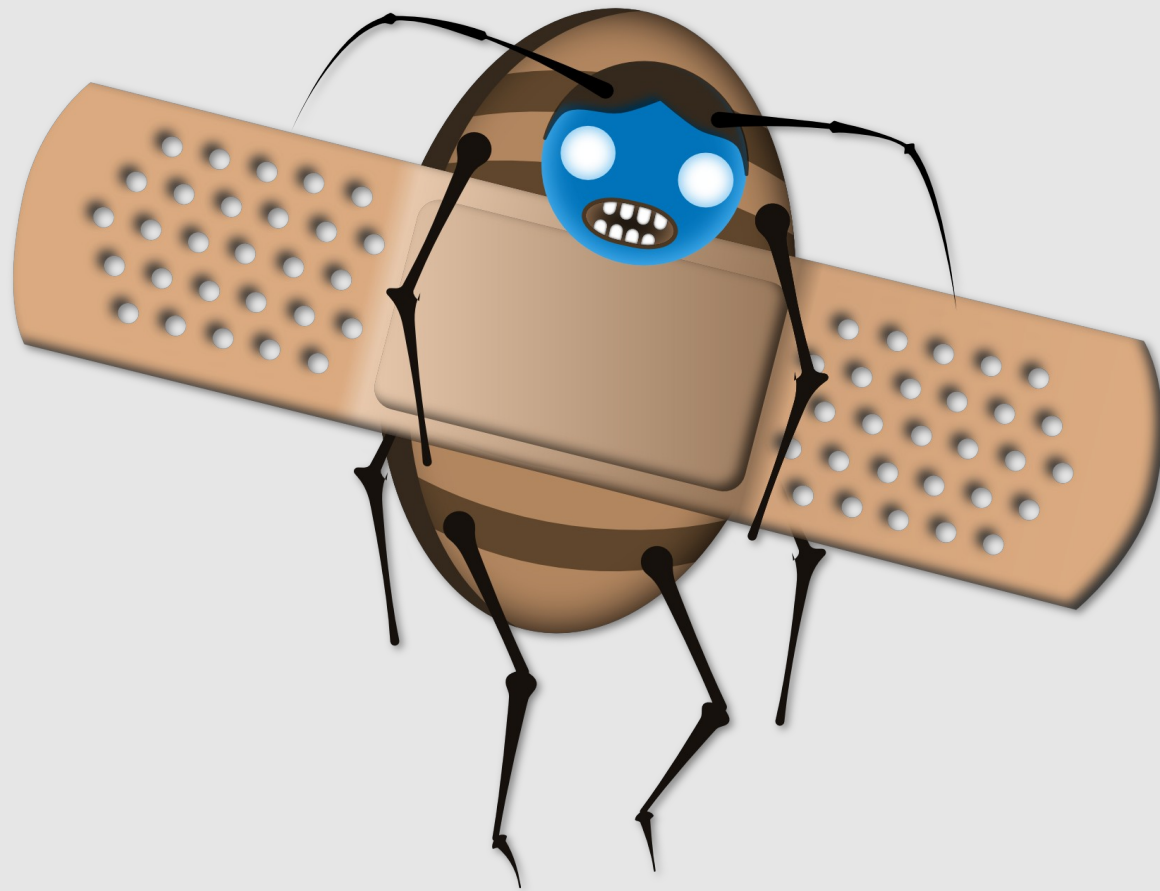
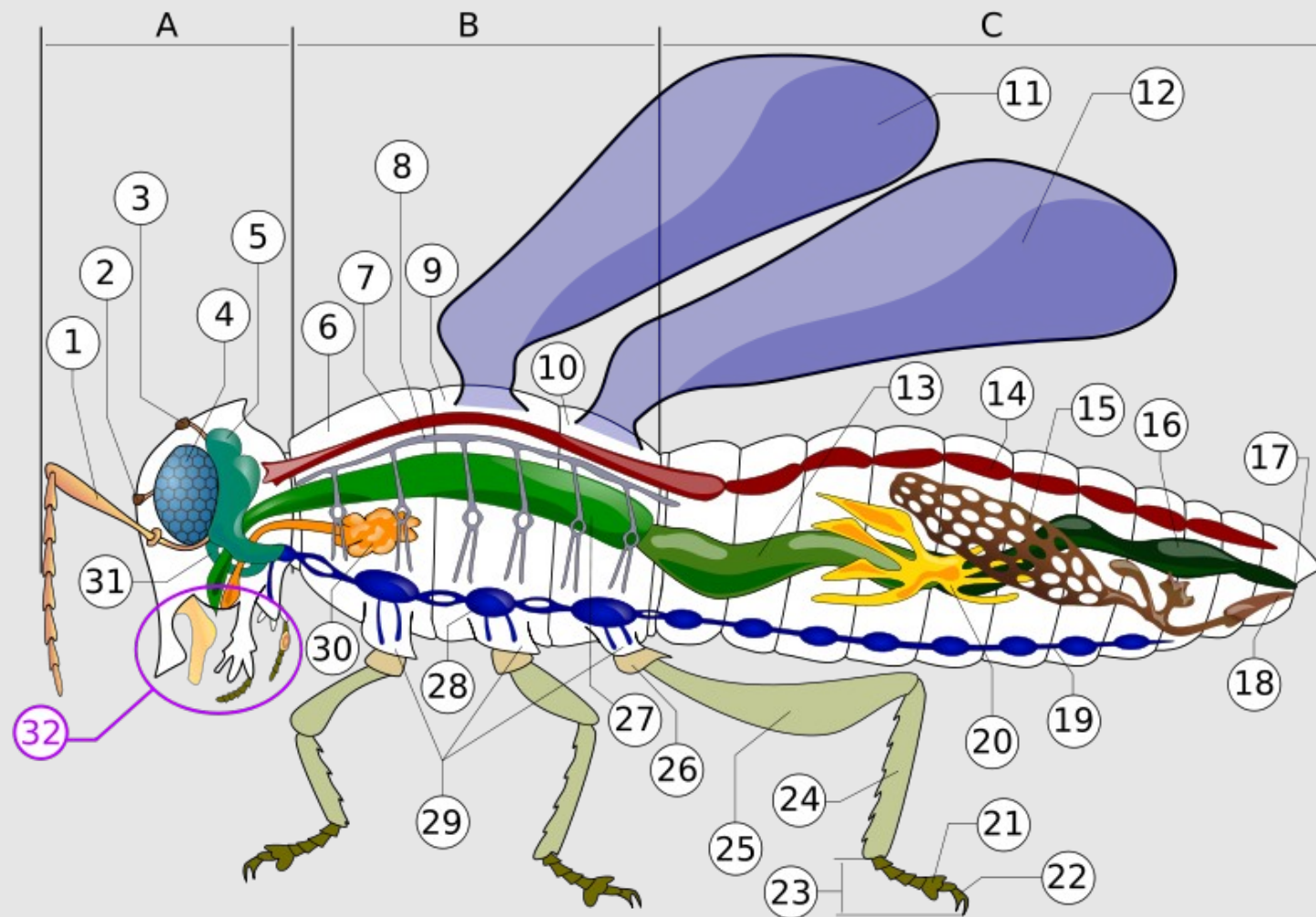As a Drupal development shop you are still building a CMS, even if it's a very nice one @kvantomme #drupalcon

What will you do when hourly rates go down to commodity levels with no license fees to compensate? via @kvantomme #drupalcon

Models

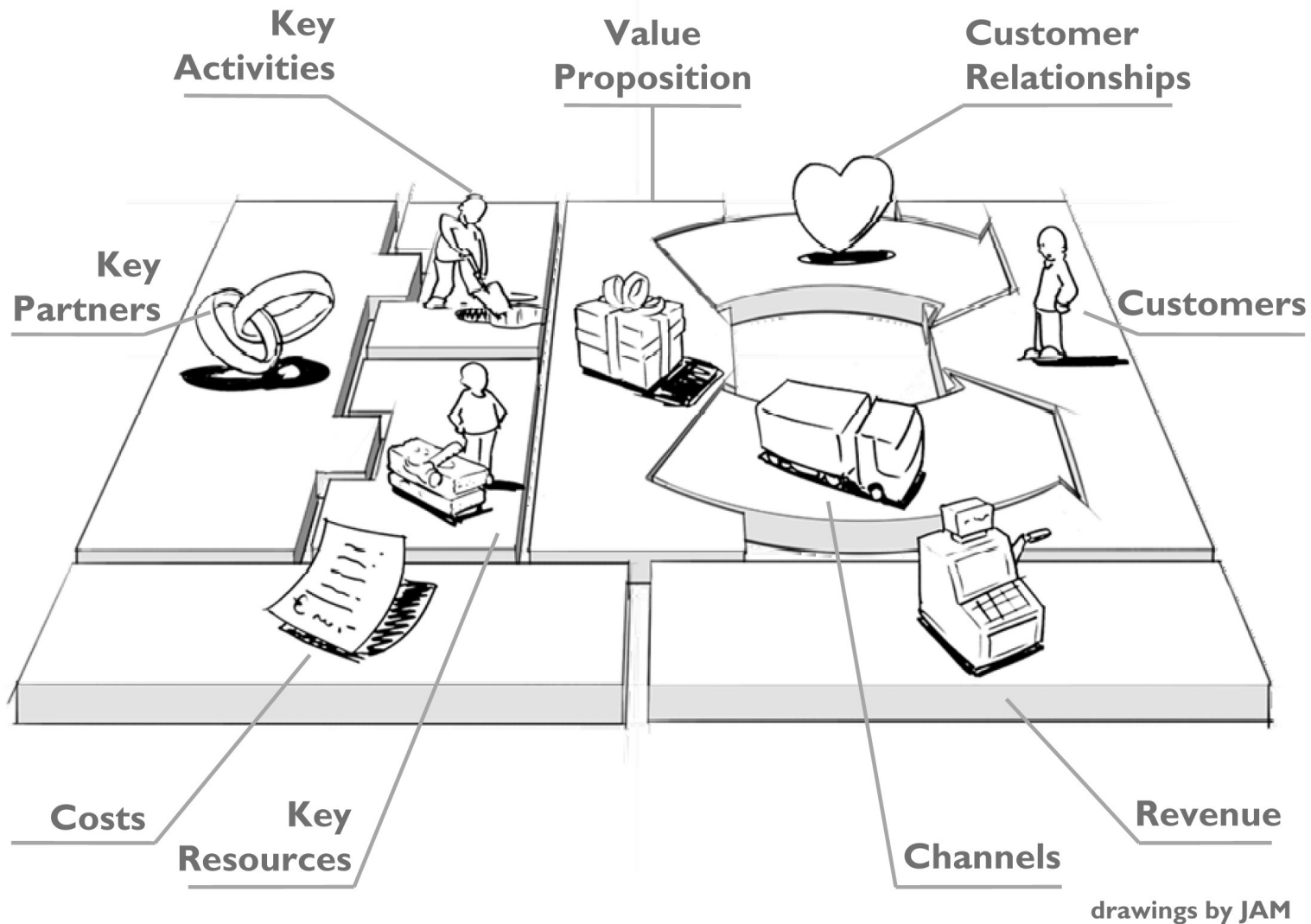@Dries #Drupalcon CPH: Drupal like a cockroach is hard to kill but not necessarily relevant

Like insects, Drupal is built on a highly adaptable all-terrain platform

To really thrive, a Drupal shop needs to differentiate, evolve and ultimately conquer it's own niche

Even in a nice niche, building and customizing a distribution alone is no sustainable business model

Key Activities

Value Proposition

Customer Relationships

Key Partners

Customers

Costs

Key Resources

Channels

Revenue

drawings by JAM

What are your assumptions about your future business? Find out with the Business Model Canvas http://bit.ly/kOSjXL
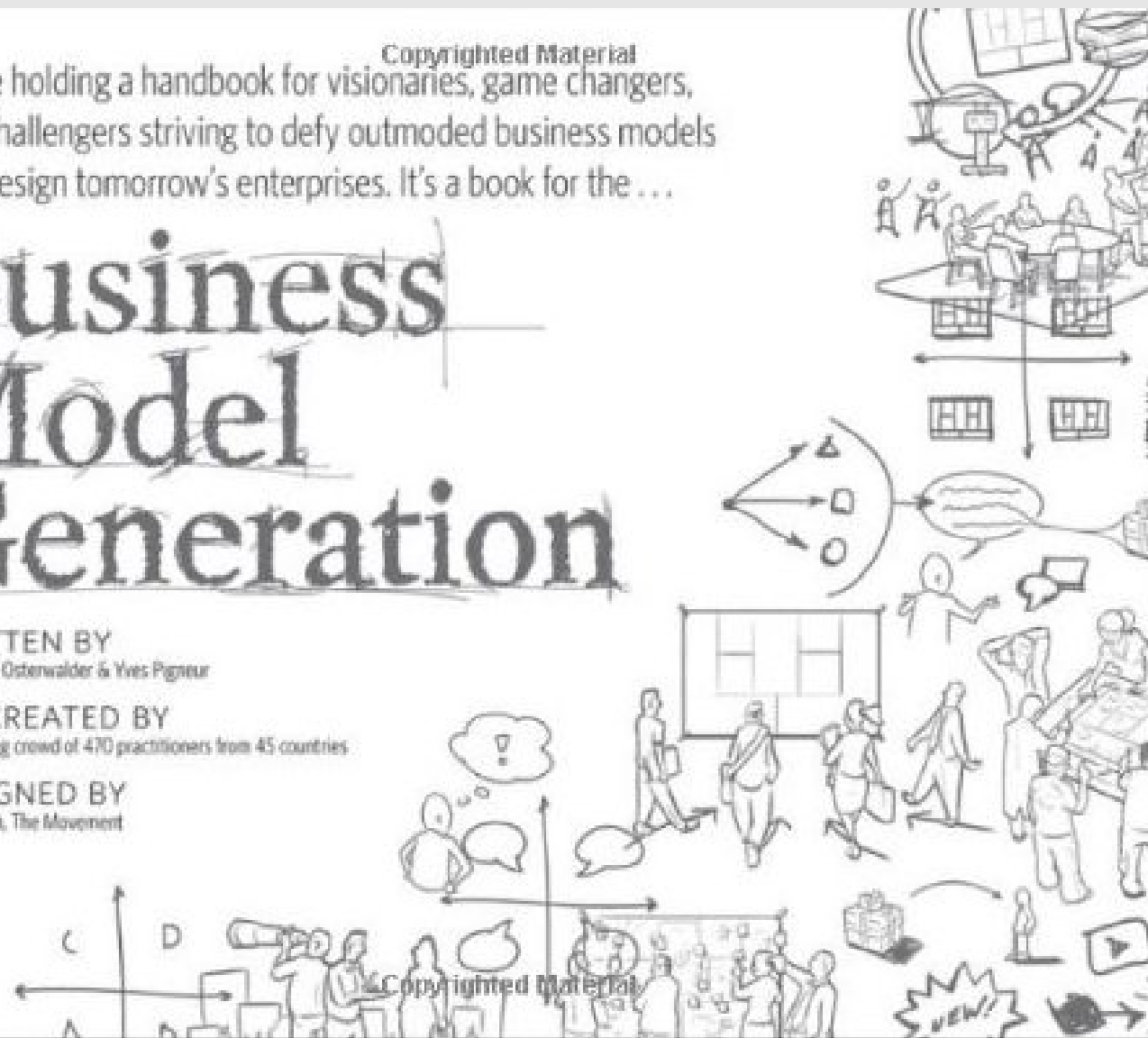
You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the . . .

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers http://amzn.to/iATiKq

Lean startup
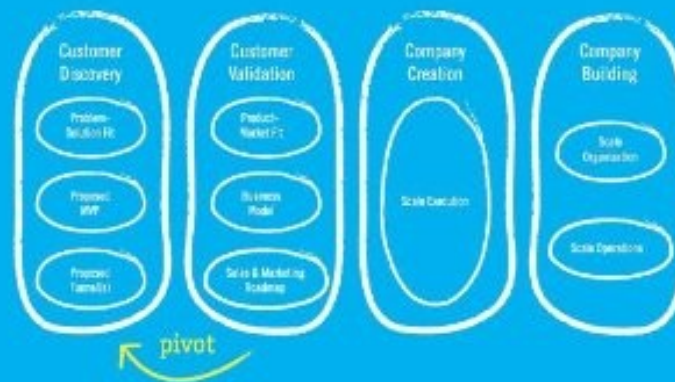
Agile/Lean

=

Shorter feedback loops

=>

Maximize learning

Customer development = Get out of the building!

The
Entrepreneur's
Guide to
Customer
Development

A "cheat sheet" to *The Four Steps to the Epiphany*

by Brant Cooper & Patrick Vlaskovits
Foreword by Steven Gary Blank

The Entrepreneur's Guide to Customer
Development: A cheat sheet to The Four
Steps to the Epiphany
http://amzn.to/kmZs4P

Got a product idea? How many minimum viable products (MVP) can you build TODAY?

Drupal is great at MVP's

- Registration form

- Webform

- Ultrafast prototype (Views+CCK)

- Service links (for virality)

- There's a module for that
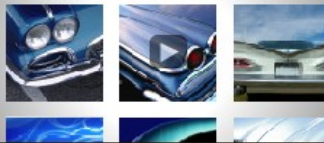
Drupal Gardens is the ultimate Minimum Viable Product factory
www.drupalgardens.com

Pivots allow a startup to move into a more interesting market while staying grounded in previous experience
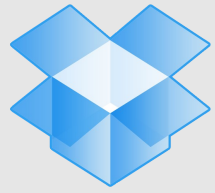
The startup Genome project assesses startups by measuring the thresholds and milestones that Internet startups move through

What type of startup team are you?
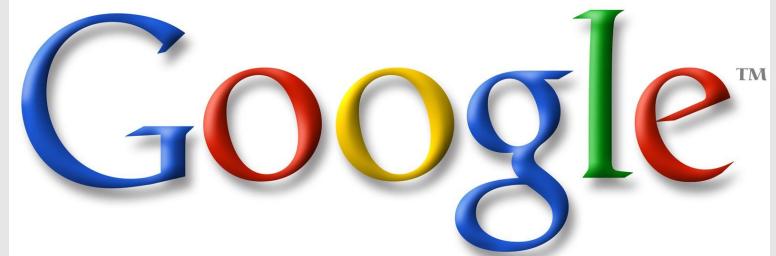Technical – Business - mixed?

The automizer

- self-service customer acquisition
- consumer focused
- product centric
- fast execution
- often automize a manual process

The automizer

The social transformer

- self service customer acquisition

- critical mass

- runaway user growth

- winner take all markets

- complex ux

- network effects

- typically create new ways for people to interact

The social transformer

The integrator

- lead generation with inside sales reps

- high certainty

- product centric

- early monetization

- SME focused

- smaller markets

- often take innovations from consumer Internet and rebuild it for smaller enterprises

The integrator

The challenger

- enterprise sales
- high customer dependency
- Complex & rigid markets
- repeatable sales process

Challenger

?

What is your goal? Get rich; build an awesome product OR change the world?

The future

The Cambrian explosion, resulted in a large range of body plans and life strategies in a short geological time

Evolutionary triggers

Open Source

+

Cloud computing

+

Mobile

=

Big value explosion

In the new Cambrian IT explosion a lot of new business models could be built on top of Drupal

Conclusion

5 must-do's after this presentation

- Read about Munger's mental models

- Fill out a business model canvas

- Read the Startup Genome Project report

- Figure out what kind of company you are/want to be

- Start building Minimal Viable Products ... NOW!

The ethical Drupal Application Store
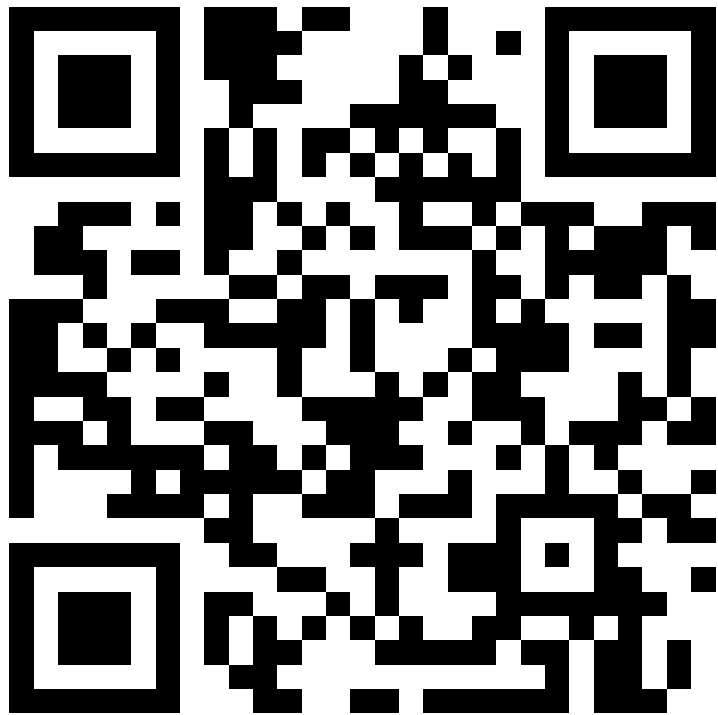
- Goal: create platform for services

- Profit sharing between:

  - Distribution owners

  - Application developer

  - Hosting company

- Cooperative venture with ethical charter

- All installable parts should also be on d.o.

Don't stay a bottom-feeder, find your own niche and evolve!

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What did you think?

THANK YOU!