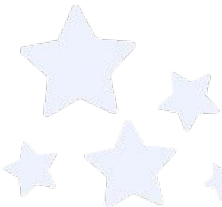


# FROM MVP TO V0 LAUNCH: BUILDING YOUR PRODUCT ROADMAP

Katharine Jiang  
Co-Founder & CEO of WizForm



# Hi!

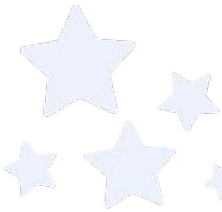
I'm Katharine.

**Co-Founder & CEO, WizForm**

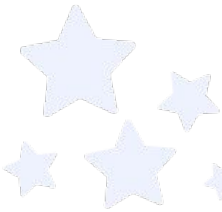
**Software Engineer, Blend**

**Chief of Staff, #MovingForward**

@katharine\_jiang 



WizForm provides transparent,  
affordable, and educational  
incorporation services for  
small businesses



Sept 2020

Jan 2021

April 2021

1

2

3

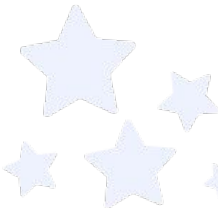
CoFounder meeting  
Ideation  
User Research & Prototyping

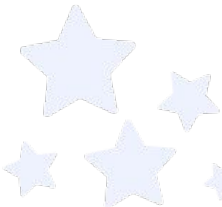
Officially incorporated!  
Build MVP

Launch V0

# Agenda

1. WizForm Case Study
  - a. Ideation & Building MVP
  - b. Product & Eng Roadmap
  - c. Building V0 & Launch
2. General Framework and Insights
  - a. Building as a non-technical founder
  - b. How to Hire

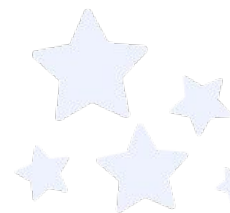




# Ideation & Building an MVP

## Summary

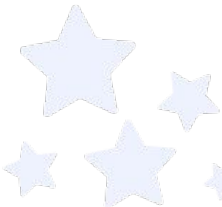
- 2 months ideating and iterating
- Created initial prototype to conduct user research
- By end of 2 months, felt confident in our idea and team



# Ideation & Building an MVP

## Tools

- Pen & Paper, Apple Notes - don't need a fancy productivity tool
- Whiteboarding - especially helpful to see drawings and visualize flows / diagrams
- Figma - free for 2 editors
- UX Pin - awesome prototyping tool. Let's you do conditional logic
- Google Suite (drive, docs, sheets)



# Ideation & Building an MVP

## Learnings

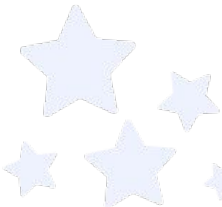
- Use as many no-code solutions as possible in the beginning to iterate quickly
- There are many free tools out there that are sufficient and really good. You really don't need the new fancy productivity tool, especially when you're bootstrapping and don't have that much capital. (subscriptions are \$\$\$)



# Product & Eng Roadmap

## Summary

- Focusing on must haves and narrowing down on scope
- Estimating engineering time
- We underestimated the time to take to build our Vo by A LOT. Went back to square one and decided we needed to hire some help.



# Product & Eng Roadmap

## Tools

- Asana - at a certain point, Google Sheets just doesn't cut it with the amount of features and tasks per feature we have
- Figma - we no longer had use for UXPin
- Github - backup your code
- Webflow - landing website is key for trust & marketing

# Product & Eng Roadmap

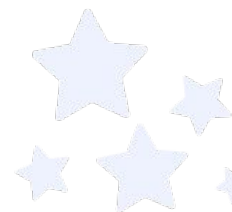
## Learnings

- Give generous buffer room for task estimations
- Learn how to manage your time (chunk your day for focus time)
- Identify must haves to nice to haves (in tooling and in your roadmap)

## Building V0 & Launch

### Summary

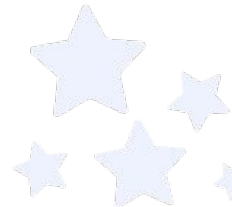
- Hired a designer to mock out UI in 2 weeks
- Hired 1 frontend developers and 2 backend developers
- Took Feb - April to build and launch



## Building V0 & Launch

### Tools

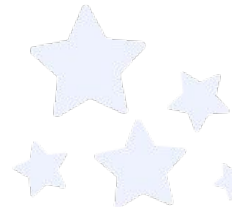
- Asana, Figma, Github, Webflow
- Google Cloud Platform - host and deploy backend services
- CircleCI (CI/CD) - continuous integration and development
- Netlify - host and deploy frontend services
- ReactJS, NextJS, NodeJS, Typescript, Postgres (tech stack)
- Slack - larger team, need channels for notifications and alerts
- Zoom

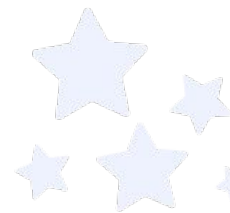


## Building V0 & Launch

### Learnings

- Pick tools that allow for the easiest collaboration, especially when remote
- Prioritize ruthlessly
- Lean on support network for things you don't know

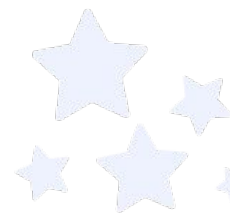




# Building as a non-technical founder

## Stage

- You have an idea and you've already done some user research. You would like to start building your MVP to do some more user testing, a beta launch, or a Vo product launch
- You are either a solo non-technical founder or your team doesn't have someone with an engineering background. **How do you build your MVP?**

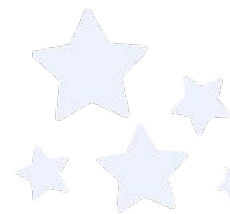


# Building as a non-technical founder

## Framework

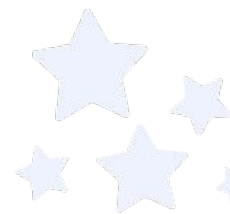
- Identify the most important features or hypotheses you want to test
- For each feature / hypothesis, ask yourself: what is the simplest form? If it's a form, can I use Typeform or another form tool? What services out there can I take full advantage of before I try to build it myself?
- Also ask yourself, what is your goal? Is it still user testing? Is it to build a quick demo that you can show investors? Is it for a launch? If so, how many people will use it?





## Building as a non-technical founder

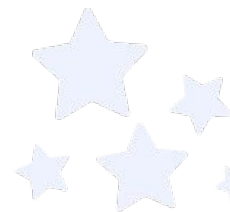
	Pros	Cons
<b>Technical Co-Founder</b>	Committed, all the pros of a cofounder	Hard to find, equity cost
<b>Founding Engineer</b>	Committed, less equity cost, grow eng team	Hard to find, \$\$\$\$
<b>Contractors</b>	Less \$, no equity cost, flexibility	Quality, strict scoping
<b>Outsourcing</b>	Less \$, build app end to end	Quality, no control, communication



# Building as a non-technical founder

## Tools

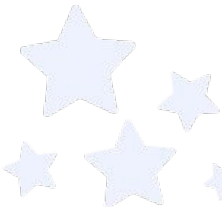
- Figma, UXPin
- Webflow, Bubble, Squarespace, Shopify
- Zapier
- Google Sheets, airtable for a CMS / database



# Building as a non-technical founder

## Tips

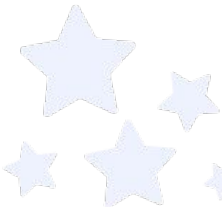
- Don't be afraid to ask for help or for a consultation.
- Be very clear with what your goals are
- Err on the side of starting simple and taking it from there
- Invest in a simple app development or website building course
- Make sure you have a good idea of your roadmap and feature scope before you dive into building



# How to hire engineers

## Stage

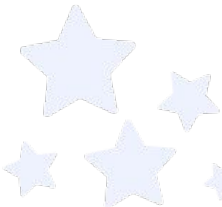
- You decide you really need a fully built out app, or you're past the MVP phase and need an app to handle more volume
- You don't have a technical cofounder



# How to hire engineers

## Framework

- What is my product roadmap in the next 3 months?
- How much capital do I have?
- How much bandwidth do I have?
- How technically challenging is my product?



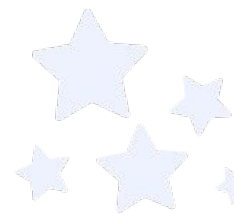
# How to hire engineers

## Contractor

- Great for just finishing a certain part of your product, or getting you to a finish line
- Less \$ and time
- Interview process - technical and communication skills

## Full-time engineer

- Great if you have the capital and want someone to be fully dedicated and help grow the team and company
- Expensive - money and time
- Interview process - culture fit, potential to grow and learn, leadership / mentorship potential, ability to learn quickly and work more hours than a 9-5



# How to hire engineers

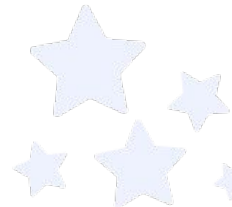
## Tools

- LinkedIn
- AngelList / A-List
- Twitter
- Upwork
- Triplebyte
- Toptal
- Google Sheets for tracking candidates & rubric

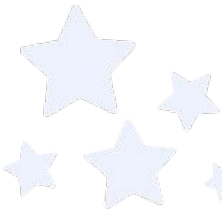
# How to hire engineers

## Tips

- Don't be afraid to cold DM people
- Be upfront about expectations and scope
- Be consistent with how you are evaluating candidates







# Thanks!

If you have any questions, please reach out to me at [katharine@wizform.com](mailto:katharine@wizform.com) or Twitter [@katharine\\_jiang](https://twitter.com/katharine_jiang)