How to bring your technology idea to life

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- Developer
- Designer
- Non-Technical
Matt Smith
Technology Innovator and Entrepreneur
Lehi, Utah (Provo, Utah Area) | Research

Current
Principal Engineer at Lingotek
CTO, Co-Founder at Kalood
Organizer / Board Member at LaunchUp
Founder at Web Startup Group
Owner at SiteSays.com
Owner/Creator at LDSMissions.com

Past
PhD Student (Social Analytics) at Brigham Young University
Researcher at BYU Data Mining Lab
Graduate Studies Webmaster at Brigham Young University
Freelance Website Development at Smithworx

Education
Brigham Young University
Brigham Young University
Brigham Young University

Recommendations
13 people have recommended Matt

Connections
500+ connections

Websites
Personal Website
Blog
The Web Startup Group
1. How do you get an idea out of your head?
2013-03-24: Idea Title Goes Here
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details.
What I like to use bullet points since they are good
• I like to use bullet points as they helpful
• I like to use bullet points too

2013-03-01: Pithy Idea Title Goes Here
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details.
• I like to use bullet points
• I like to use bullet points since they are good
• I like to use bullet points as they help

Sometimes there is more description and or quick pictures or drawings. Sometimes there is more description and or quick pictures or drawings. Sometimes there is more description and or quick pictures or drawings.

2013-02-22: Idea Two
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details.

2013-01-04: Idea One
This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details. This is where I describe my idea in plenty of details.
T.C. Specialty Foods Co.

Organic & Local Resources

Non-local/Chemically Enhanced

Less WASTE Less ENERGY

More EFFICIENT More ROOM FOR GROWTH

Lower Employment Cost

Less Novel Emissions

Cleaner Environment

More Usable SPACE

Value...

Quantify...?
Now there are plenty of other tools that you can use...
idea

sketch

...

powerpoint / keynote / google presentation
photoshop / fireworks / illustrator / etc
pencil / lucidchart / bsalmiq / etc
invisionapp / etc
twitter bootstrap / etc

...

code

reality
Use whatever tool helps you convey the idea the quickest sometimes that means using whatever is handy.
An idea stuck in your head remains dead
Hexaputer

Mouse Pad

Grasping opposite sides activates mode

Squeezable touch sensing

M-Menu
Mouse Pad navigates menu
Squeeze to select

P-Pointer
Mouse Pad moves cursor
Squeeze to mouse-down

T-Text
Mouse Pad enters Graffiti

Feedback is audio through earphones or through captured display

Used with Permission by Dan Olsen
Public Space

Interactive Computing Everywhere

- Email
- Video phone
- Personal dinner entertainment
- Remote dinner guests

Personal compute device extends to untrusted public device
Shared Workroom

Personal device provides only mouse functions + storage and computation

Interactive Computing Everywhere

Interaction shared between personal device and public space

Used with Permission by Dan Olsen
Get the idea out of your head
Idea Dump
Breakout - groups of 3 or 4

1. Personally think about ideas that you don't mind sharing (e.g., what is an idea that would make a conference even more collaborative?)
   3 minutes

2. Share one idea with your group (The hope is that everyone shares at least one idea)
   5 minutes

3. Pick ONE idea that your group found most interesting
   3 minutes

4. Pick someone in the group to share it with everyone
   1 minute / group
Ideas

1. virtual boardgames
2. social shopping
3. hotel management
4. multi-level printing
5. personal medical data management
6. lost + found tags
7. sprinkler home automation
8. b2b deals
9. open source business creation
10. rate yourself
How do you know if your idea is worth pursuing?
The Web Startup Group

webstartupgroup.com
Motivating Milestones

- Real and self-imposed deadlines
- Involve people
- Share your idea / accept invitations to present

*These structure your progress and push you to refine your idea*
Can you get your idea to resonate with others*?

* Ideally those that see your idea as a solution to a pain they experience and will gladly pay you for it.
Minimize *TOTAL* time through the loop
The toughest feedback to hear, is the feedback you need the most.

"Your most unhappy customers are your greatest source of learning."

- Bill Gates
Idea

work required

Reality
idea

real

ity

code

...: the gap is shrinking,

let's talk about why...

sketch
What would it take to build it alone or with a small team?
"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."

- Margaret Mead
It happens everyday...
Let's explore what is trending today...
Simplicity is the ultimate sophistication
- Leonardo da Vinci
LAUNCHUP.org

#40 Tonight at 6:30pm
Free, Monthly (every 1st Thursday)

Josh Coates
Amp

Dave Bascom
The Weeds
Q & A