



Wednesday 10th July
18:30-20:00
Mindspace, Appold Street

UHUBS PRESENTS

PRODUCT HACKS FROM THE CTO OF ITALY'S MOST SUCCESSFUL STARTUP

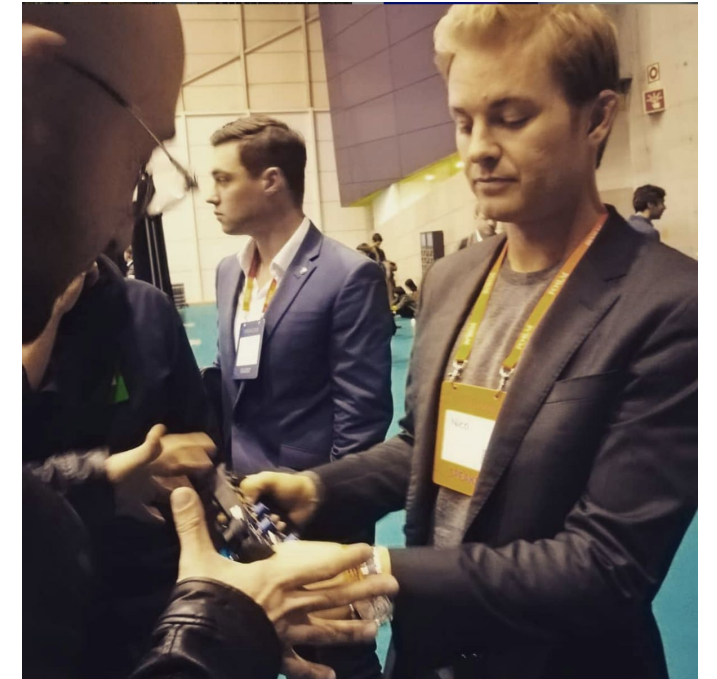
With **Roberto Sasso**



Who am I?



Who am I?



YOOX
NET-A-PORTER
GROUP



What to expect from today...

1. Things to consider before you start building...
2. How to find and work alongside technical people
3. Answers to your most pressing challenges

#1: Things to consider before you start building...

Things to consider before you start building...

- What
- Who
- Prepare to fail



“Building product is a journey, not a specific moment in time”

Who has experienced any of these issues?

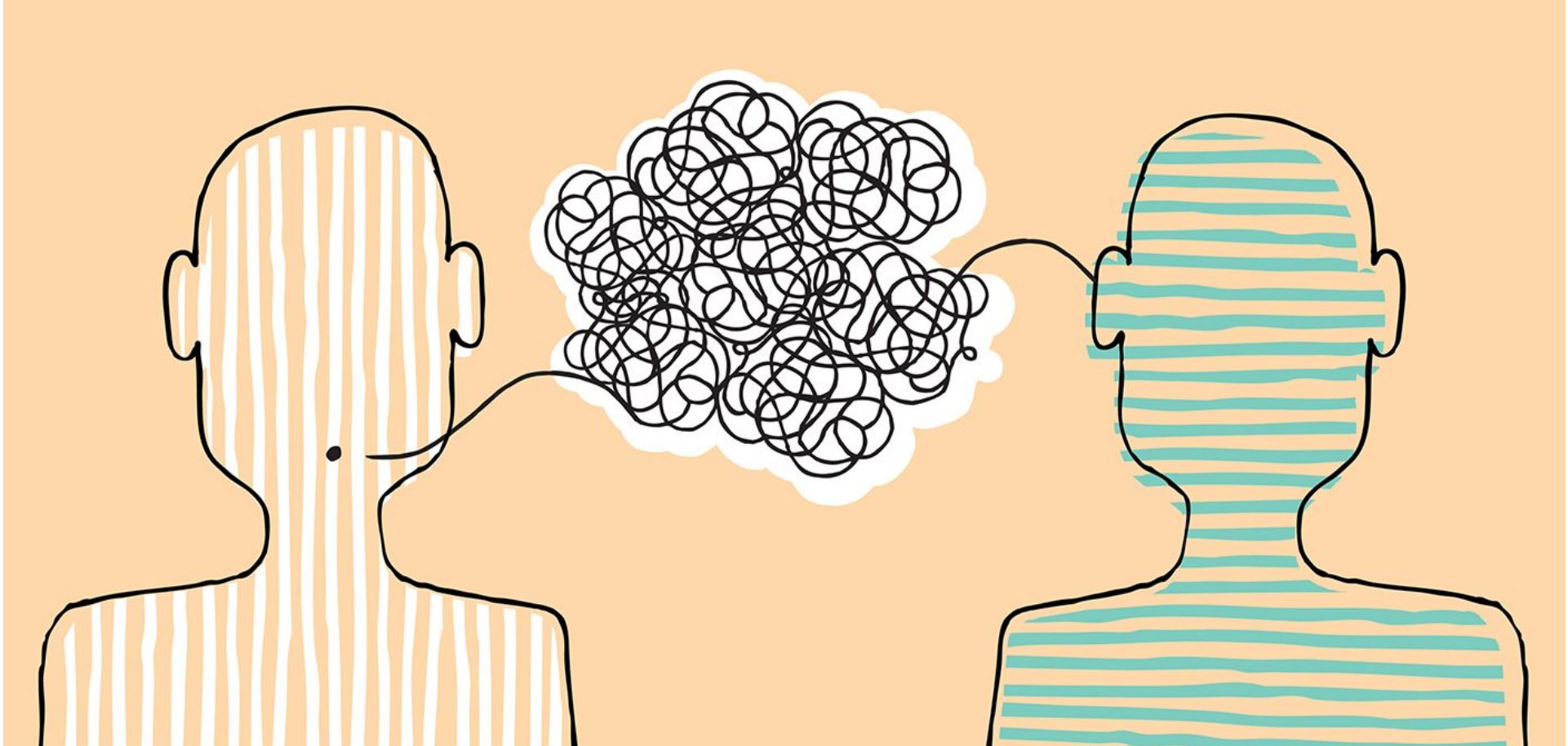
#2: How to find and work alongside technical people

How to find them



“If you hang around the barbershop for long enough you will get a free haircut”

How to work with them



How to support and help your CTO grow?



#3: Question time

What are the Pro's and Cons of White Label tech solutions and when should you build your own tech platform?

What are your tips for scaling a product on a budget?



What is the best balance between learning to build a product and finding a Co-Founder to help?

**How do you balance
building a product that
blows out the competition
vs. getting something out
quickly to test with
customers?**

**Should you know the
business model of the
company from day 1?
OR build something people
want and work out the
details of finance later?**

Congratulations!





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STARTUP HACKS FOR BUILDING AMAZING PRODUCT

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