

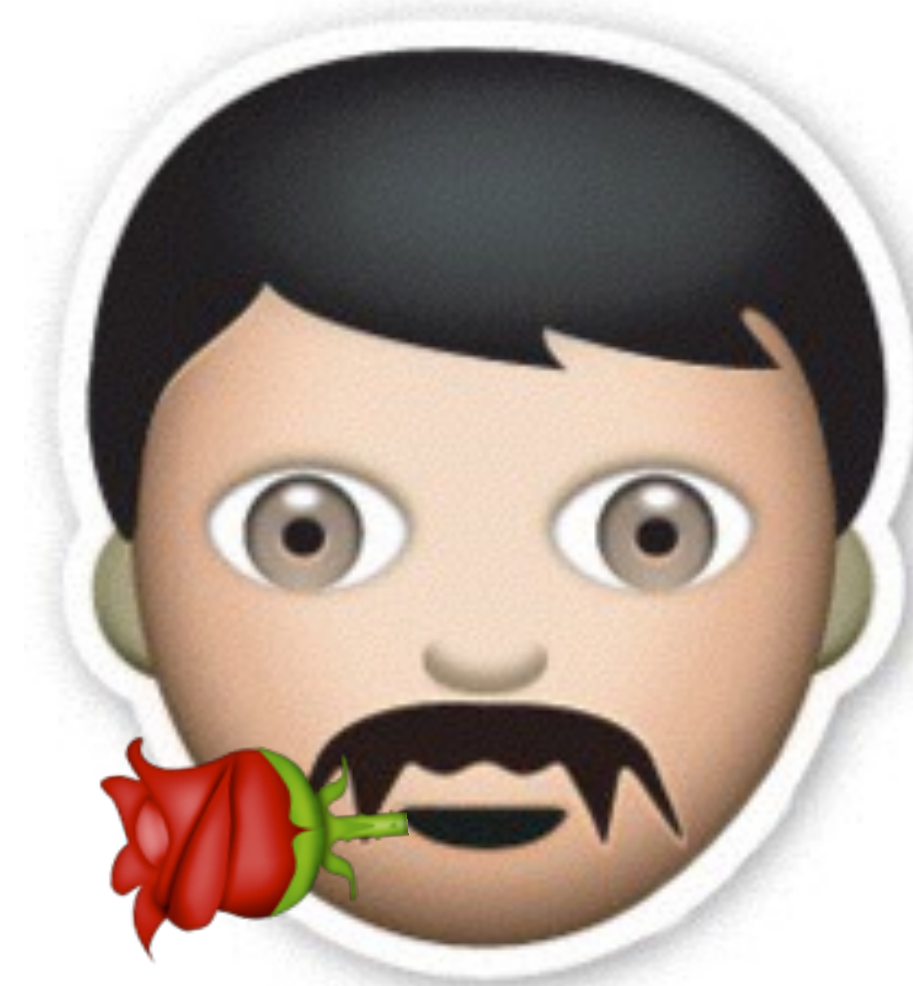
Non-tech MVPs

A.K.A: ‘Cut the crap and **launch**’

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@luisfer

#NonTechMVP

Who am I, and
why on earth
am I here?



Hola!

RV



fruitkit
fresh fruit on autopilot

I am here because until the day
100 % of the world's population
can code, perfectly good **ideas**
will continue going to waste.

I am also here because by
empowering the world's
majority, **we can put a dent in
the really big problems out there.**

Designers?

MBA?

Entrepreneurs?

Developers?

Intrapreneurs?



Let's learn a bit about you as well!

CEO?

Millionaires?

Big Idea?

How many of you have ever
laughed at the guy or gal with
a Powerpoint, **wanting to build
something that already exists?**

How many of you have ever thought
of that **genius idea**, only to do
nothing about it and later tell your
friends: '**I thought of that once**'?



Don't be
that guy!

Cut the crap and launch

Multiple projects (that failed)

Digital
Agency



Tourious
(later trek.ly)



Marketplace for
last-minute
hotel deals





fruitkit
fresh fruit on autopilot

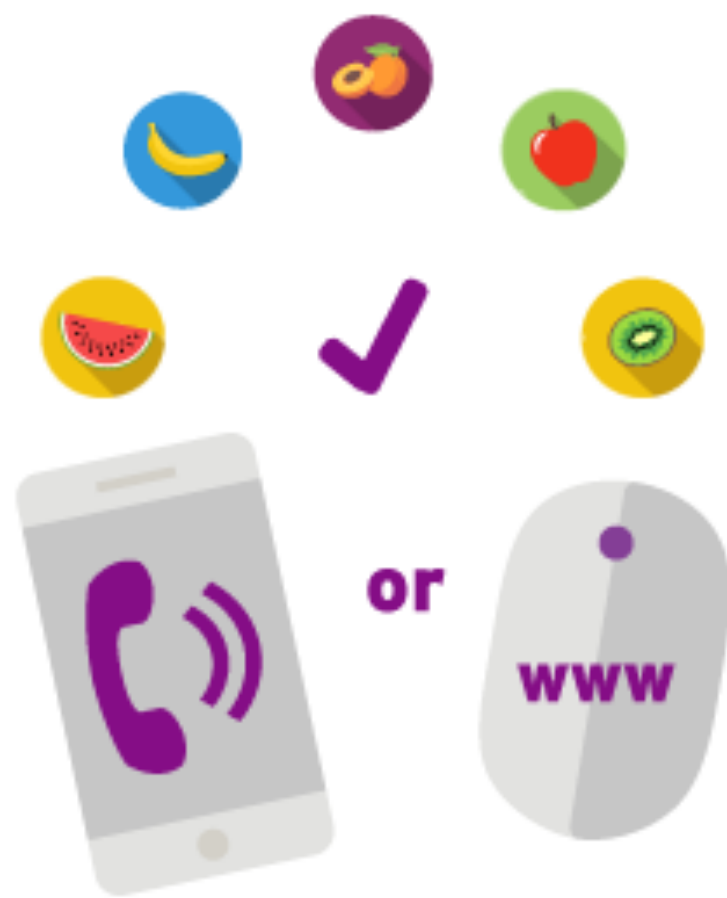
From 100 EUR to 100K revenue in just over a year

1. Cut the crap and launch - What do you stand for?
2. Do some sales, for a change
3. Obsess over early customers
4. Use what is available to you
5. Cheap is good. Free is king!
6. Always play to your strengths
7. Find quirky workarounds. Grow on your terms
8. Don't over-engineer
9. Take photos!

It works like this (or it's supposed to)

fruitkit.com

fresh fruit on autopilot



You subscribe

Customize your fruitkit where you want it, when you want it, how you want it.



We deliver

We source the best, freshest fruit for you. Ready to consume. Guaranteed!



You enjoy

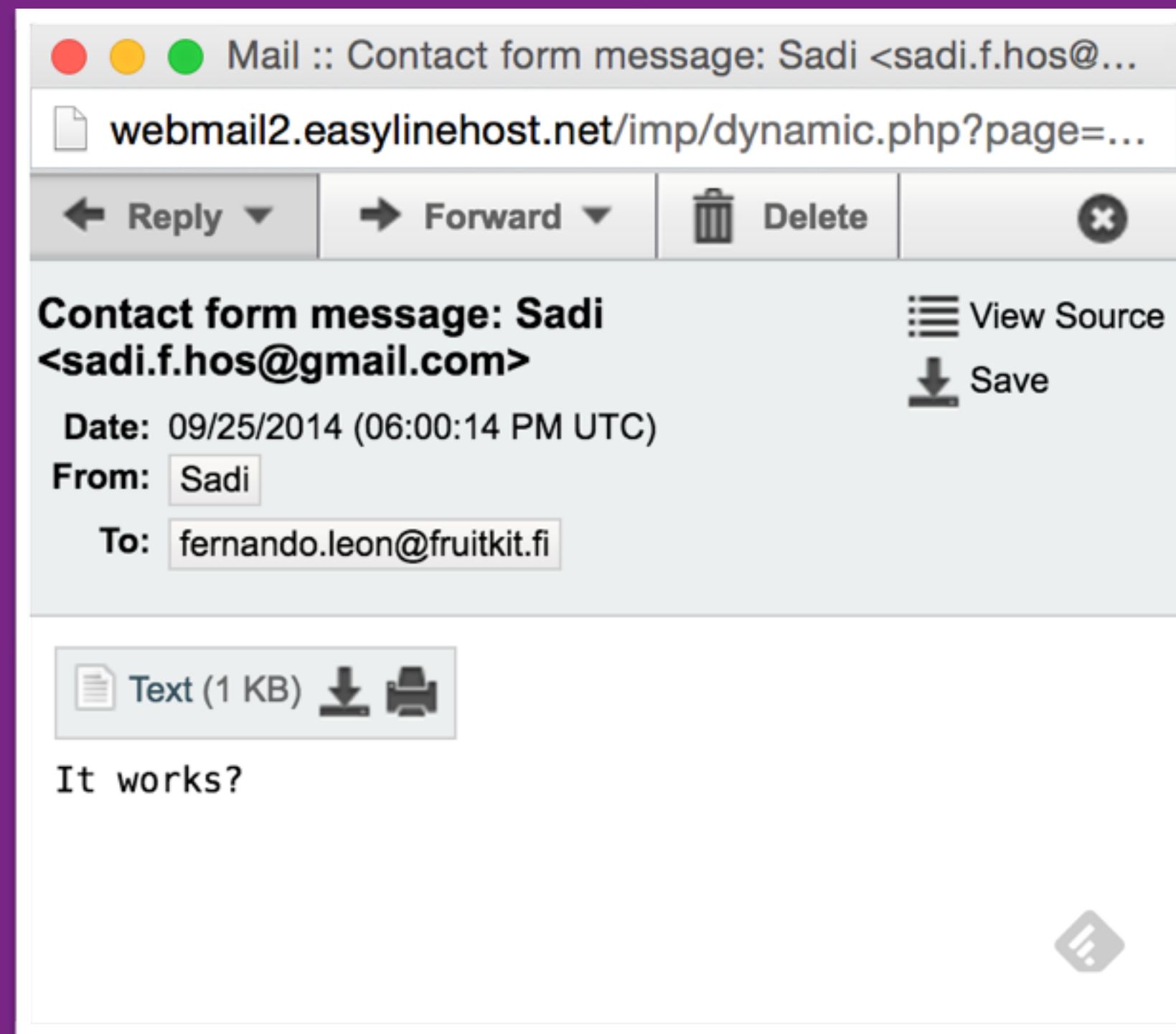
We bring your custom fruitkit to your door and personally ensure your satisfaction.



We collect

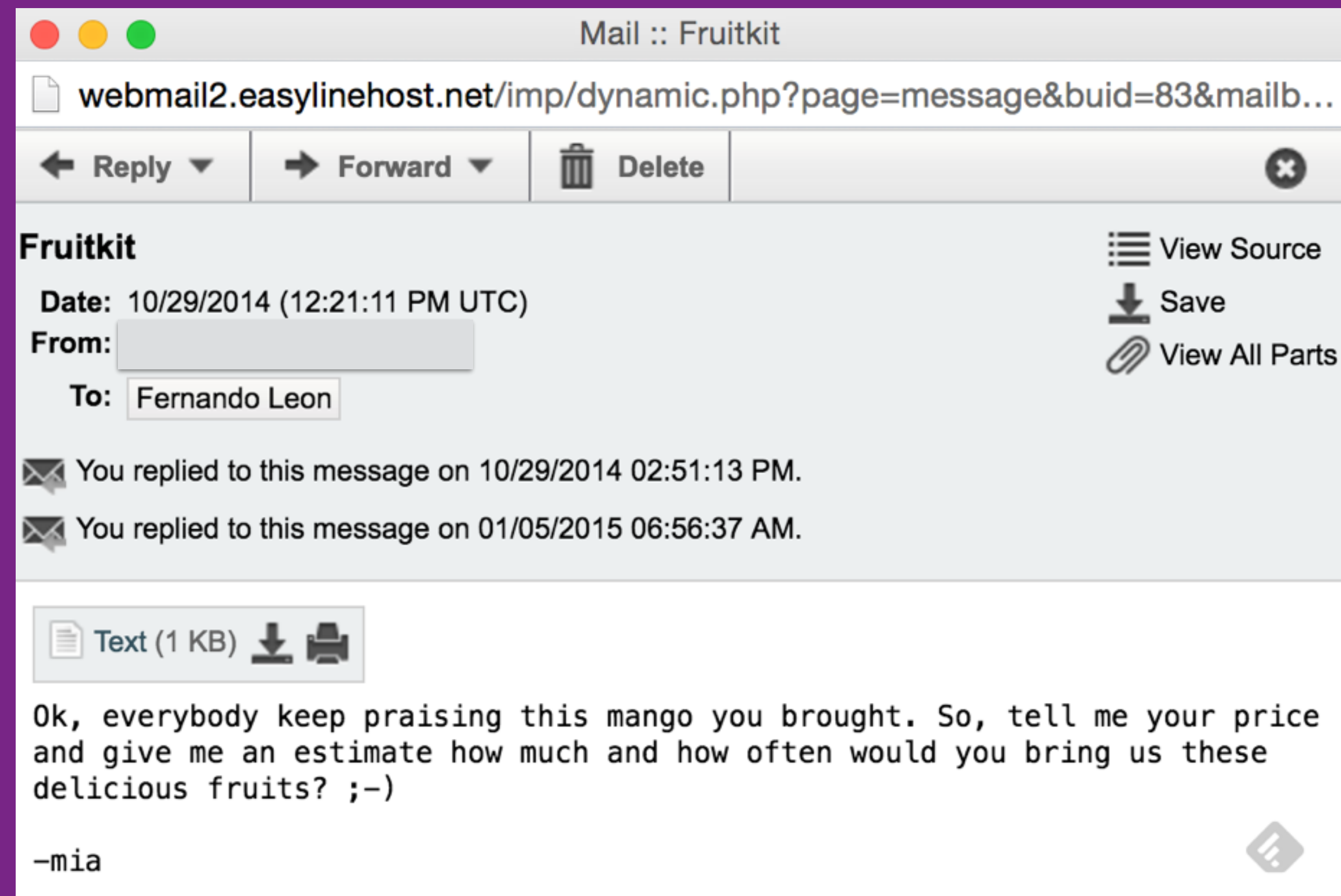
We collect your empty basket and provide you with a new one with the freshest fruit.

1. Cut the crap and **launch**



Email, telephone, Wordpress

2. Do some **sales**, for a change



Email, telephone, Mailchimp

3. Obsess over early customers

 **fruitkit** @fruitkit · 31 Mar 2015
@spongefile so, how did you enjoy your first fruitkit delivery? Anything we can do better next week?

 **Tina Aspiala**
@spongefile

 **Following**

@fruitkit Guys, you've been asking my opinion via so many channels now, chill a bit and I'll be happy? Fruit is fine, delivery is fine :)

LIKE
1 

4:16 PM - 31 Mar 2015

 **Dean Clatworthy** reviewed fruitkit — 5★
October 27, 2014 · 🌐

We receive fruitkit at our office and it's been great so far. I've never seen such shiny, clean, flawless apples in Finland. And the fresh mango I had this morning was probably better any I had in Thailand - perfectly ripe, ready to eat, sweet and delicious. Great job fruitkit!

 **Linda Sandelin** reviewed fruitkit — 5★
March 9, 2015 · 🌐

Our lives have improved massively with fresh fruit from FruitKit. Awesome service, nice selection, and something to look forward to for Monday mornings. Do it!

 **Antti Mattila** reviewed fruitkit — 5★
February 24 · 🌐

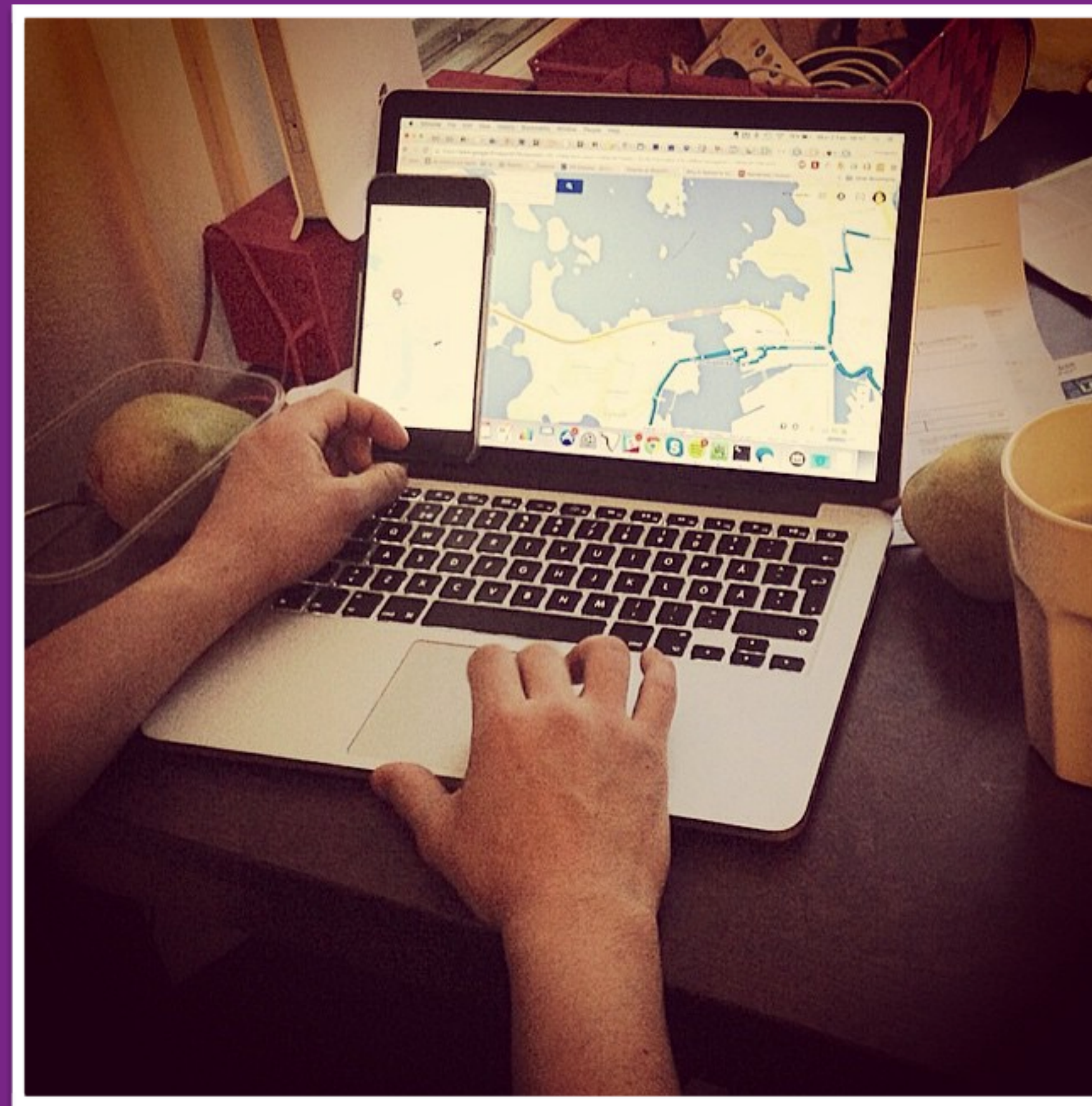
Ihana palvelu! Tulee myös tutustuttua uusiin hedelmiin.

 **Share**



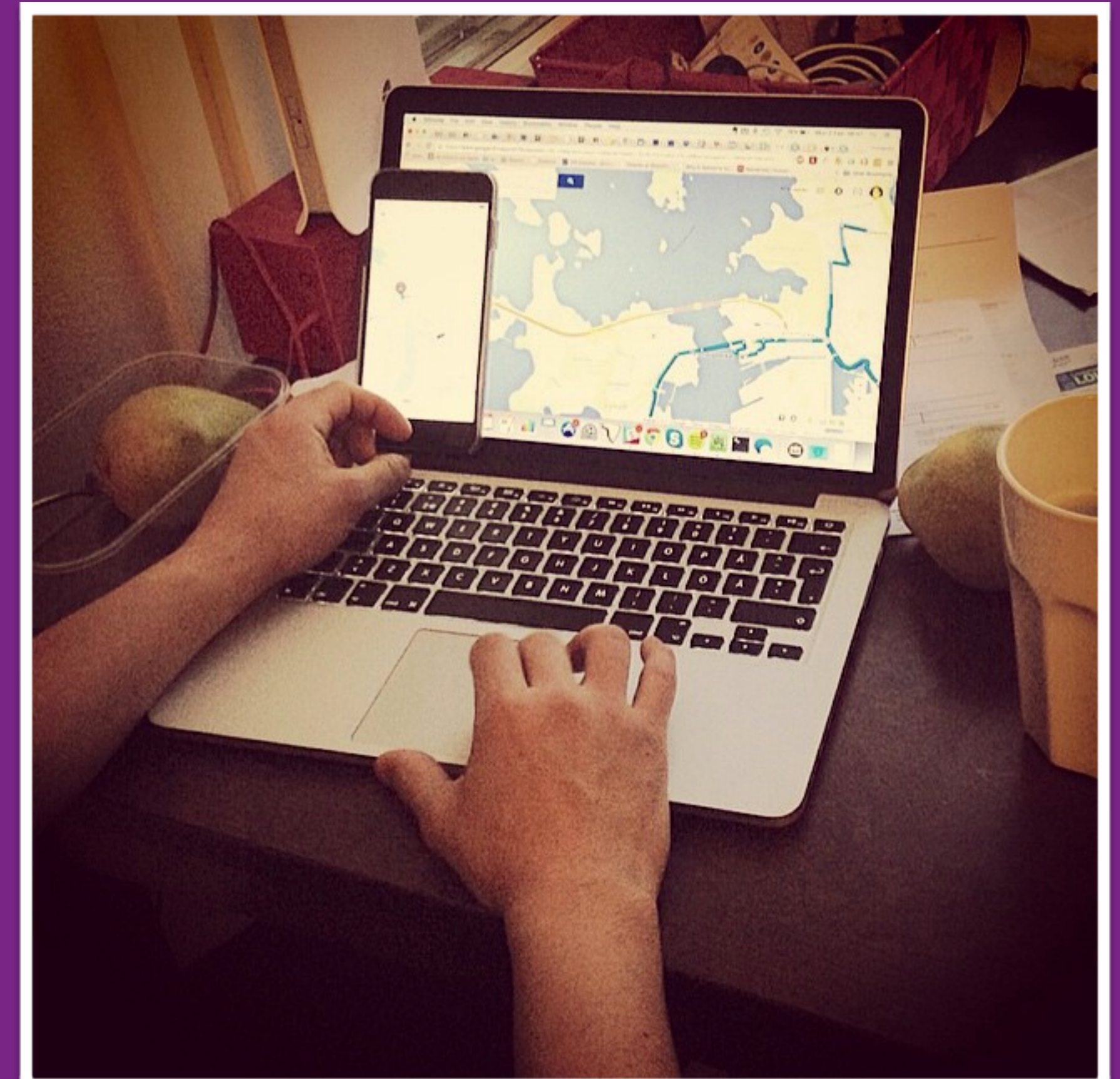
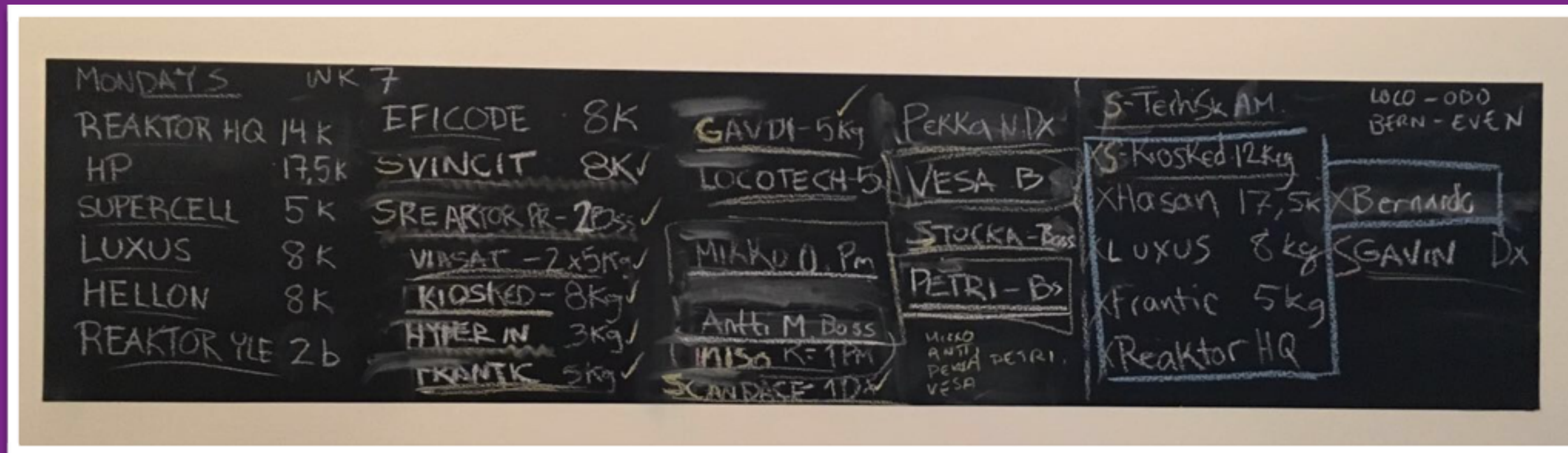
Email, telephone, SoMe, Google Drive, Holvi

4. Use what **is** available to you



Personal vehicle, telephone, friends & connections, Google Maps, Uber

5. Cheap is good. Free is king!



Own apartment, Google Maps, Google Drive,
chalkboard, Uber, Cratejoy

6. **Always** play to your strengths



UBER fruitkit
#UberFruitkit

POIMI HEDELMÄT UBERISTA

Ota Uber-kyyti klo 12 jälkeen
perjantaina 5.6 tai lauantaina 6.6. ja voit
saada lajitelman Fruitkitin laadukkaita
hedelmiä nautittavaksesi tai vaikka
kaverin kanssa jaettavaksi.

HEDELMÄÄ SAATAVILLA RAJOITETUSTI



Connections, experience, personality

7. Find quirky **workarounds**, grow on your terms

How **likely** are you to recommend **fruitkit** to people you know based on your recent experience?

0 1 2 3 4 5 6 7 8 9 10
○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○
Extremely unlikely Extremely likely

Any other comments you might have?

*Yellow kiwis & rambutan
= amazing!! Thanks!
- PS hen*

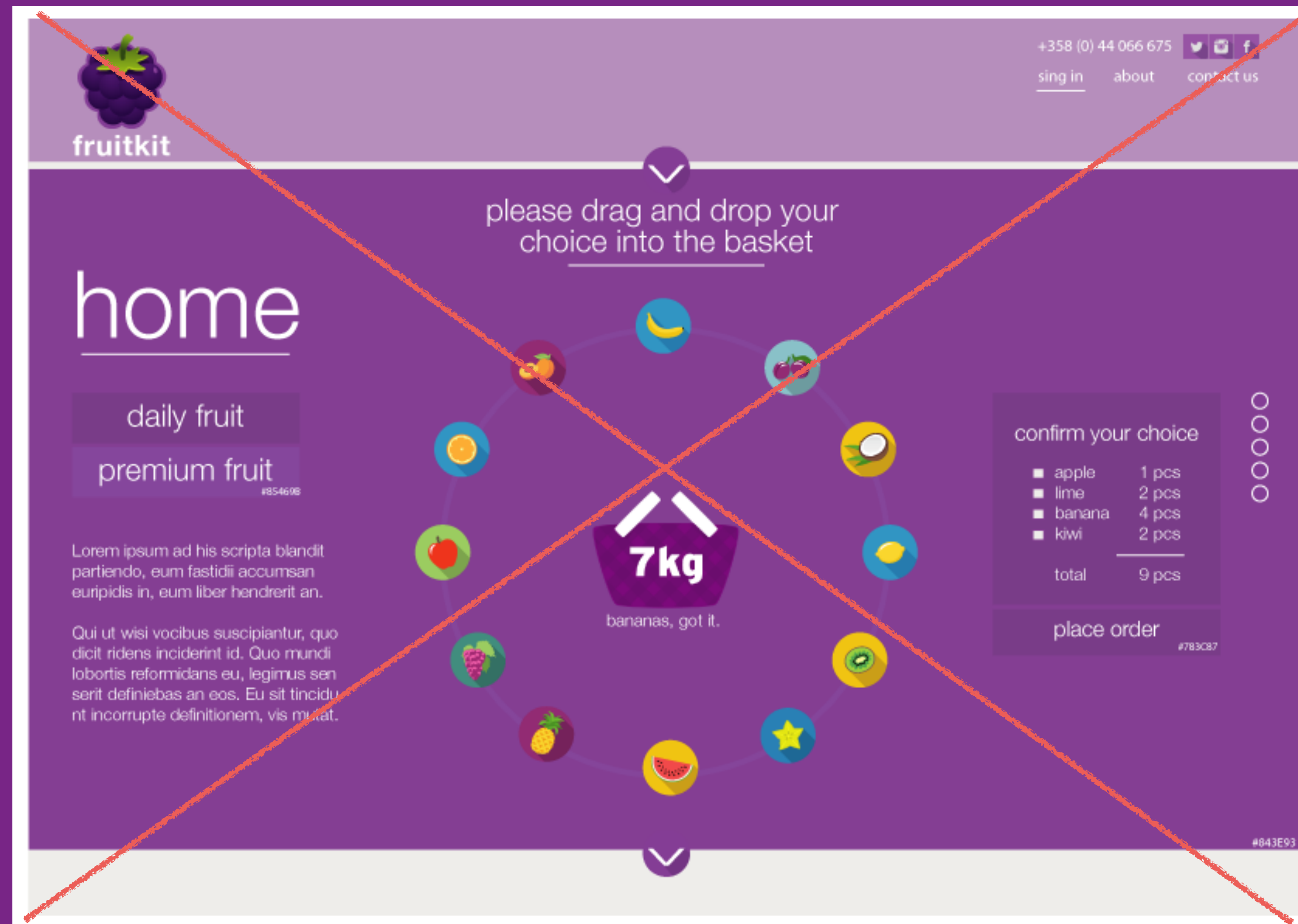
You can also leave us your questions or suggestions on [f](#) /fruitkit

fruitkit.fi

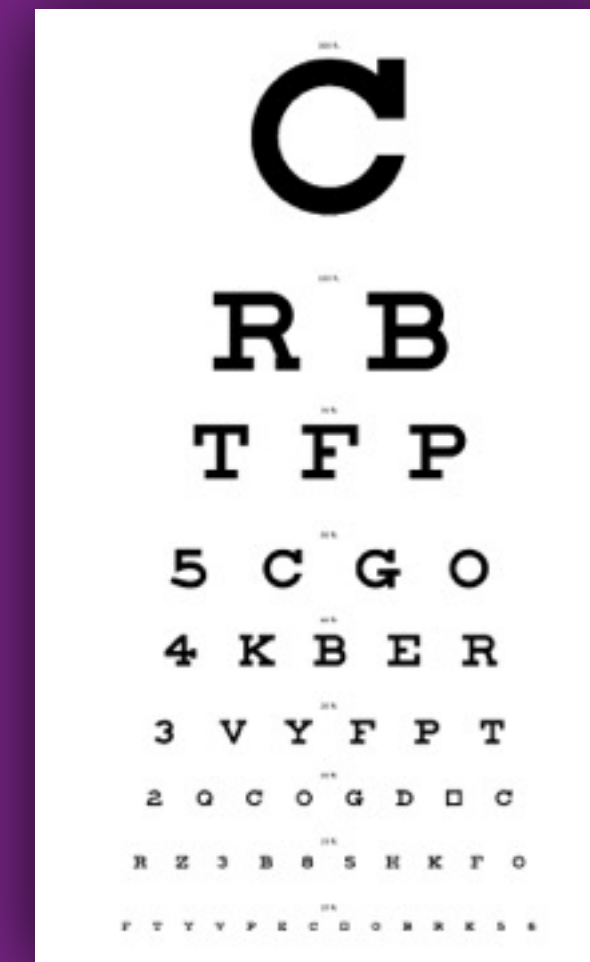


Print, a sense of humour, Mailchimp

8. Don't over-engineer



Wordpress, customer service, print



Hindsight is 20/20, right?

9. **WRONG!** Document the journey –
Take **plenty** of photos



??

A quick bit of history: You're in good company



POSTMATES



TaskRabbit



airbnb



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What's next?

Scale and grow, fix your own
problems, build **meaningful**
technology



**Need more time/money/talent?
In case you haven't yet, add these to
your non-tech 'stack'.**

1. Slack
2. IFTTT
3. Bubble
4. Geckoboard

Thank you!



Fernando Leon

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Resident entrepreneur

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