

From idea to market – an extremely challenging journey

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Abstract

At Seedfunnel we help founders to breathe life in their ideas and visions. Our technology accelerator platform is a set of predefined and well tested procedures, best-practices, methods as well as a rich set of technology services and infrastructure providing the bread and butter functions everybody expects from your digital platform.

From an angel investor and company builder point-of-view we will share our motivation to build such a microservices-based platform, what the design goals were, why we had chosen Swift on the server-side and what challenges we were facing when building and deploying the frameworks.

1 Introduction

At Seedfunnel we help founders to breathe life in their ideas and visions. When developing a new groundbreaking product, it all starts with a simple idea in mind. Bringing this idea to life requires endless iterations of refinements, overcoming many challenges and a very strong will. Yet, we have seen in the hundreds of discussions we had with successful founders and entrepreneurs that we can flatten that steep learning curve and make it a lot simpler. Founders, entrepreneurs as well as established enterprises usually face many of the same challenges across the areas of business, IT, team and funding.

Examples of typical challenges are:

- How do I communicate my vision to stakeholders?
- What makes my solution really unique?
- What should be the focus of my MVP?
- What is the best user-journey providing the most value-add for my customers?
- What is the best technology mix and IT architecture?

2 The accelerator platform

Our accelerator platforms starts at the very beginning of the process - the idea. Based on a well-defined set of business modelling methods and best-practices we dig out the core of the original idea and shape it in a way that makes it really special. Based on our highly flexible and integrated micro-services using state-of-the-art technology we deliver a first MVP within weeks. As we have worked with hundreds of enterprises and startups over the last couple of years we have seen the need to focus on what makes an idea special.

Our technology accelerator platform is a set of predefined and well tested procedures, best-practices, methods as well as a rich set of technology services and infrastructure providing the bread and butter functions everybody expects from your digital platform. As part of the overall accelerator platform we have developed a set of micro-services to speed up delivery of our startups. As a programming language of choice, we used Swift - a modern and state-of-the art programming language originally developed at Apple and now an open source community driven language. On top of Swift we used a server-side framework for building domain specific frameworks and micro-services.

From an angel investor and company builder point-of-view we will share our motivation to build such a microservices-based platform, what the design goals were, why we had chosen Swift on the server-side and what challenges we were facing when building and deploying the frameworks.

3 Short bio

Markus has more than 20 years of experience in software product development covering the full range of the overall life-cycle from spotting hot technology trends, designing and implementing actual shippable code and analyzing the market for a successful product launch. He has founded and led three startup enterprises himself and helped in various leadership roles other founders defining and executing a successful technology and product strategy. He held several international management positions in renowned global technology and consulting companies. He is a Swift user from the early beginning and uses it on an almost daily basis. Markus is co-founder and CTO of SEEDFUNNEL GmbH - an angel investor and company builder located near Frankfurt/Germany.

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