

1 product, 3 years, one shipment.

a true story

Not a story about how much
you sacrifice.

a lot*

* <http://qnoid.com/2013/08/11/On-sacrifices.html>

It's a story about shipping
shipping digital goods

3 years is a long time.

you wouldn't want to spend 3 years in the sea

There is comfort in not thinking
about shipping.

fun and games

Which is OK
but you have to...

Make up your mind
decision time

side project or business?

martial artist or skipper?

martial artist.
focus on your craft

skipper.

focus on shipping

startup or not?

not everyone must have one

Ugly truth

whether you like it or not

You are not the best thing.
since sliced bread

No-one will notice.

walking into a room, thinking people are looking at you;
they don't.

No-one will use it.

they have better things to do; like go on with their lives

You won't get any customers.

they already pay someone else

You won't get any users.

1.2 million applications on the App Store*

You won't get any contributors

10 Million Repositories on Github as of December 23, 2013

*

* <https://github.com/blog/1724-10-million-repositories>

Even if you have an existing user base.
you still need to ship

Risks

not everything is fun and games

Burnout.

seasick

Sanity.

out in the sea; you lose it

Morale.

drops exponentially

Validation.

does anyone want what I ship?

Competition.
is shipping

Focus.
on shipping

You are too close.

and emotionally attached

Don't

you ain't gonna need it

One more feature.

NO

Last one.

NO

But...

NO

What is the minimum you need.
to ship

Shipping is pleasure.

that feeling when you arrive at your destination

Release

set a date

don't increase the workload.
you have become comfortably numb

the last mile is hard
administration

You have real customers.

paying or not

Whole.

not half baked

Shipping as a feature
stop building, start shipping

Shipping policy.

understand what you are shipping*

* <http://qnoid.com/2014/08/28/Bitwink.html>

Priorities.
not everything is

Estimates.

how long will the journey last

Milestones.
keep you going

Be fast.

build up speed

Don't hold back.
don't be the bottleneck

Shipping adds value.

it's rewarding

So create value.

deliver

You are in the shipping
business.

shipping software

Start shipping.
today

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