

Forum: [Hack Forums](#)

Thread: [Startups](#)

mawrek - June 5, 2018, 1:42 am

if anyone has experience with a startup or wants to learn how to launch a startup successfully, send me a pm

Who Soup - June 6, 2018, 2:34 pm

I have quite a bit of experience with startups, what do you need?

mawrek - June 6, 2018, 2:44 pm

(Jun 6, 2018 02:34 PM)Who Soup Wrote: [\[CITE\]](#) I have quite a bit of experience with startups, what do you need?

what is required to launch a successful startup? what should the initial capital? what to do and not to do? etc. i'm talking about software company, or a specific app startup

crispy - June 6, 2018, 2:54 pm

(Jun 6, 2018 02:44 PM)mawrek Wrote: [\[CITE\]](#) what is required to launch a successful startup? what should the initial capital? what to do and not to do? etc. i'm talking about software company, or a specific app startup if you're a dev, it can be 0\$ to startup. It just depends on how much control you want over your company/software org.

Say you want to make an Instagram clone (complex social media app) completely for free. And you're a swift dev.

You use Firebase for backend (it's a somewhat server-less backend-as-a-service technology). You can use this as an MVP to get started. I've had an app that supported 30,000 users with 1,000,000 API calls for free, you just have to model your data correctly and make sure you're not doing useless queries to Firebase. Or you can split databases. Have one for profile pictures and photo posts, use Firebase Storage for that, use Firestore for user information, and use Realtime Database for messages/comments/likes/posts. As long as they relate to each other and keep strict references.

You pay 99\$ for Apple Developer license.

You publish app, maybe run ads build up profit for upgrading Firebase plan, or even migrate database to a self-hosted mongoDB or Parse backend.

In the dev world, most of our shit is free to start. If you know where to look, you won't be paying a dime until you have ~25,000 users.

Then for marketing, you can bring on a marketer, let them know you have a cool app that will blow up. If nobody is down for that, you spend the money with influencers and make sure you're advertising in your software to get that money back. (I've had really high RPM before, with 800k impressions in one app I made 3k with RPM alone (not even including CPC)). Use Admob/GoogleMobileAds. Everything else sucks.

If you're not a dev, hire one or bring one on. Be very careful about cheap outsourcing if you wanna build a modern iOS app. Most of the devs are lazy with UI and have literally millions of grammar errors.

