

Overview:

Tips for designing, building, and marketing an application to the family history marketplace. The "Lean" steps and common mistakes will be covered including vision, research, MVP, agile approach to building, measuring, and learning. Questions will be answered concerning FamilySearch role in the marketplace: What is family history? What isn't it? What is the fast Road to Certification? How do we leverage the App Gallery? Where are the best new opportunities?

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Silicon Valley entrepreneur of multiple startups was brought to FamilySearch over ten years ago to start and management platform marketing for software developers in the family history industry. Gordon has assisted and learned from the successes and failures of numerous companies trying to make their mark in the family history and genealogy research markets.

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Resources:

The Lean Startup – Book by Eric Ries

<http://theleanstartup.com>

Delivering Profitable Value – Book by Michael J. Lanning

<http://www.dpvgroup.com>

The Value Proposition Canvas – Video by Strategyzer

<https://www.youtube.com/watch?v=aN36EcTE54Q>

FamilySearch Compatible Product

<https://familysearch.org/developers/docs/certification>

FamilySearch App Gallery

<https://familysearch.org/apps>

Outline:

I. Vision is not enough

A. Entrepreneurs are Every where

1. Start with personal, passionate vision and conviction
2. Why are you different

B. Research

1. Competition
2. Profitable Proposition
3. Software Development
4. Marketing

- C. Entrepreneurship is Management
 - 1. Minimum Viable Product (MVP)
 - 2. Minimum Viable Company
- D. Validated Learning
- E. Innovation Accounting
- F. Commitment and Determination

II. What is Family History?

- A. Customer Segments
- B. Value Propositions
- C. FamilySearch's Role

III. Best New Opportunities

- A. Gain Creators
- B. Pain Relievers
- C. Mobile and Social
- D. Research Assistance
- E. Engaging/Enriching

IV. Fast Track to Compatibility

- A. Places
- B. Read
- C. Write Sources
- D. Write Memories

V. Leveraging the App Gallery

- A. Application Categories
- B. Ratings and Reviews
- C. Getting Listed
- D. Logos and Branding Guideline