

- **if you have any notes, feel free to add in where relevant.**

These notes were taken by Paul Stamatiou while watching Marcus Nelson (founder of UserVoice)'s interview on <http://startup.supercoolschool.com>

- prototype in nov 2007
 - \$35,000 of seed capital, put out a private beta amongst friends
- went to SXSW, made cool little iphone web page to generate beta codes
 - made bcards with logo and name and had beta code on back, written in
 - doing things that are memorable when talking to people
 - have a good CRM package, write down everything you talked about
 - so when you talk to them again you reference old things... remember them
 - validates the person.. which is what UV is all about, about the user, dialogue
 - ask these people to RT on twitter via DMs etc
 - personal relationship as a way to market your product
 - marketing low cost, exposure
- very small team of 3 ppl, reduced to 2
 - ability to create good experiences
 - so users were marketing
 - public beta day 5 signups, and when he left 3 weeks ago, up to over 20,000 companies using UV
 - about a year in business
- UV - way to democratically wrestle with ideas
 - new widget beta, interactive: vote and search for ideas all within it, instead of popup tab
 - tool for harvesting ideas from users and taking action on them
- enterprise sales
 - paid pilot
 - charge them to build the products they were looking for
 - Sun MS wanted private pages, so they did that
 - pricing? how many man hours cost to do it.. charged them that.
 - they paid for their development as they did it
 - they didnt get extra services, got what everyone else got
 - how to get enterprise clients?
 - jeremiah oyang wrote article about salesforce integration for MyStarbucksIdea.com
 - he wrote him a nice email, we are creating a whitelabel version of this product
 - he reviewed UV, then may 2nd last year he had article about UV as being low cost alt to Salesforce Ideas - <http://www.web-strategist.com/blog/2008/05/02/build-your-own-ideastorm-with-uservice/>
 - most features are built-in on volume
- challenges - partnerships with other companies like deloitte that did security checks on their services
 - ensure company information protected
 - engineyard hosting, got SAS70 compliant.
- went after SMB first
 - charge for what you can sell, started at upper end
 - in the admin panel, even if u have the cheap plan, you can see features for higher-end stuff, but its all grayed out... way of upselling
 - treat every sales call/question as a bug... lots of documentation on the site

- internal shareholders to buy into the product.. and departmentally sell it to other product managers
- 5-6 pitches to VC, economy tanked. couldn't get paid model out in Sept. so waited until Dec/Jan.
 - wasn't until Dec that focused on raising money again
 - spent a lot of time on raising
 - they raised \$800k VC -- <http://www.techcrunch.com/2009/05/18/uservice-raises-funding-white-labels-user-feedback-facilitator/>
- have small beta period
- did not aggressively approach enterprise, they came to them
- widgets = product dispersion, that kind of syndication and they become your referrals
- hard to get individual ppl to pay for web services
- private pages is 35-40% (internal installs) <- damn!
- don't pay \$2k to go to a conference... maybe stay outside in hall with cards and tshirt