

# TURNING YOUR IDEAS INTO SOFTWARE

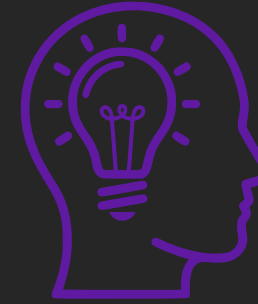
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Presented by: Daniel Foster

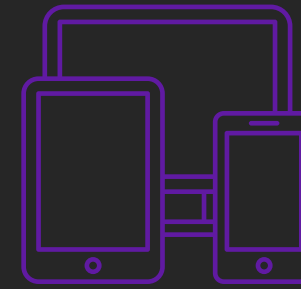


# The Session Today

From



to



Aimed at non-technical founders

Startups involving Mobile Apps or Web Apps

*covering...*

AI

The correct path

Hot tips

Q&A

# The Elephant in the Room



I can just ask an AI to build my startup.



# Who am I?



**Daniel Foster**

- CEO of Redi Software

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- Co Founder – Foster & Fern Ventures

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- Co Founder – Numerous startups

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- Director & on the Board – Numerous Startup's & Scaleups

# About Redi Software

(not a sales pitch)



Global Software development & consulting company



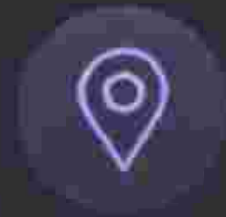
Formed in 2010 (16+ years ago)



2023 and 2025 JBA Business of the Year



100% Australian (Perth) owned & operated



One of the largest in the country

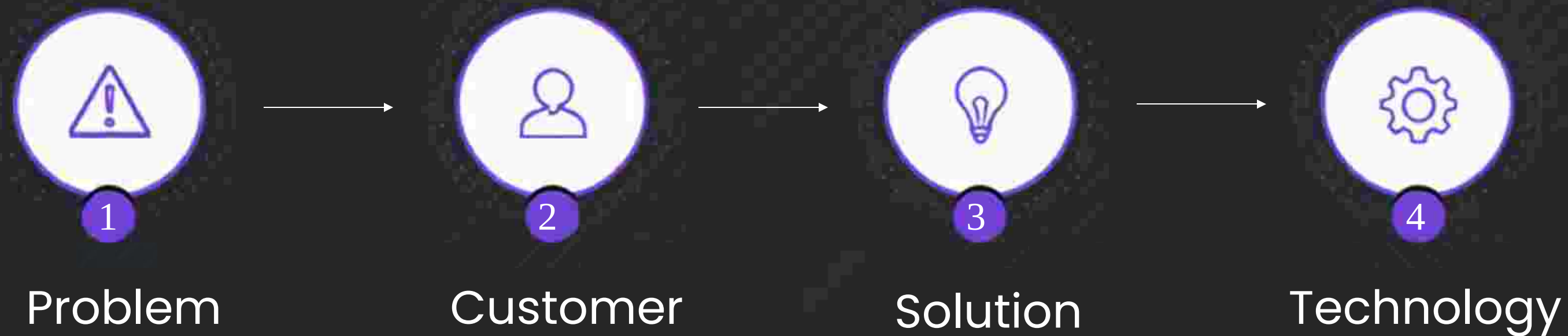


From large (Spudshed, Talison Lithium, Kitchen Craftsmen etc) to Startups.....even Curtin University

# Where do you begin ?



# Do **not** start with technology!



**Not**

Technology → “What can we build?”

“

*Founders often fall in love with the idea of building something cool don't start with technology!*

”

# Focus on an MVP



## MVP (Minimum Viable Product)

- ▶ It's a strategic approach to designing & building software
- ▶ All about the Day One version
- ▶ 'Bare Minimum' or 'Smallest Version' version of your final product

“

*Don't try to “Build the perfect platform*

”

what you  
**want**



where you  
**begin**



# Why an MVP?



Time to market



Let the end user drive the product



Don't build things that users may not want or will not use



Rome was not built in a day



My own failed startups

“ *AI now gets you there faster* ”

# Define the Scope



**Identify** (research, knowledge, evidence)



**Prioritise** (many different techniques)



1

**Must have** -  
Non-negotiable



2

**Should have**  
Important but  
not vital



3

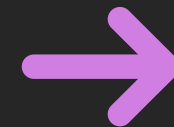
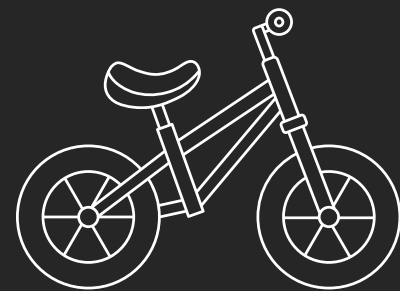
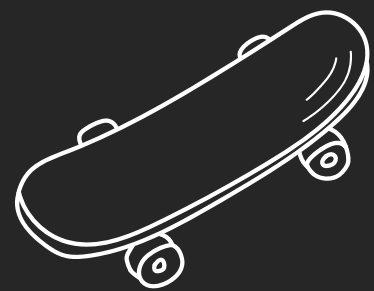
**Could have** -  
Nice to  
have



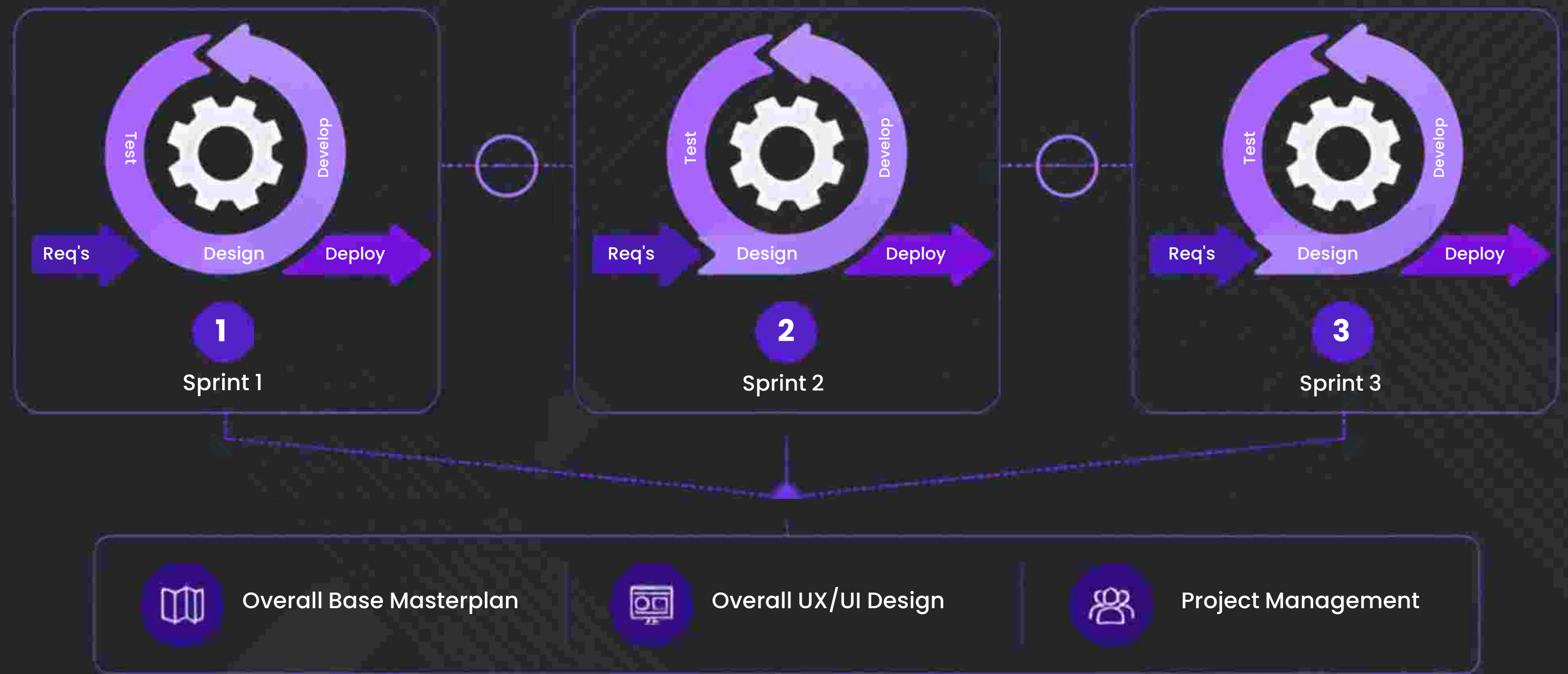
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**Won't have** -  
Not a priority

# It's All About Evolving



# The Agile Process



# Software Evolves

“

Leonardo Da Vinci's: "Art Software is  
never finished, only abandoned."

”

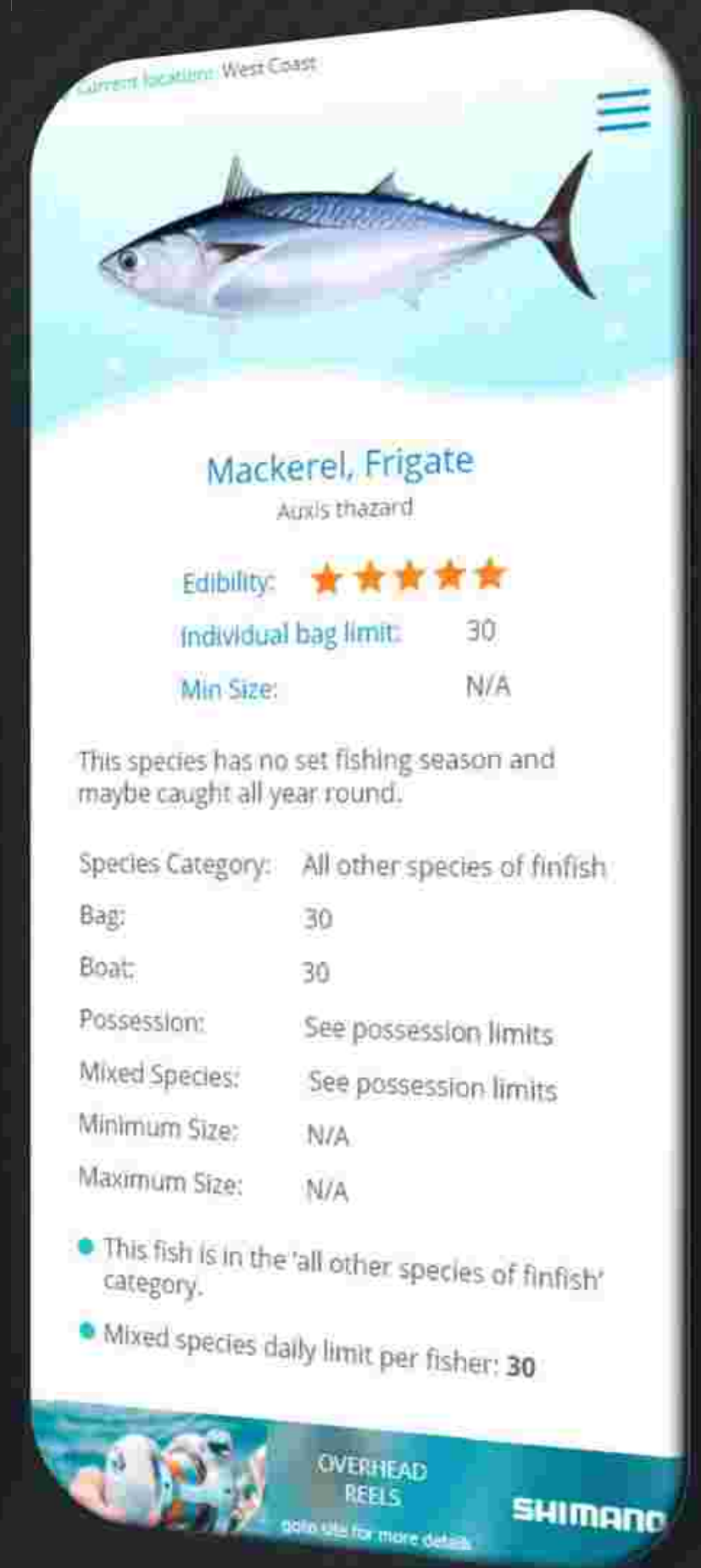
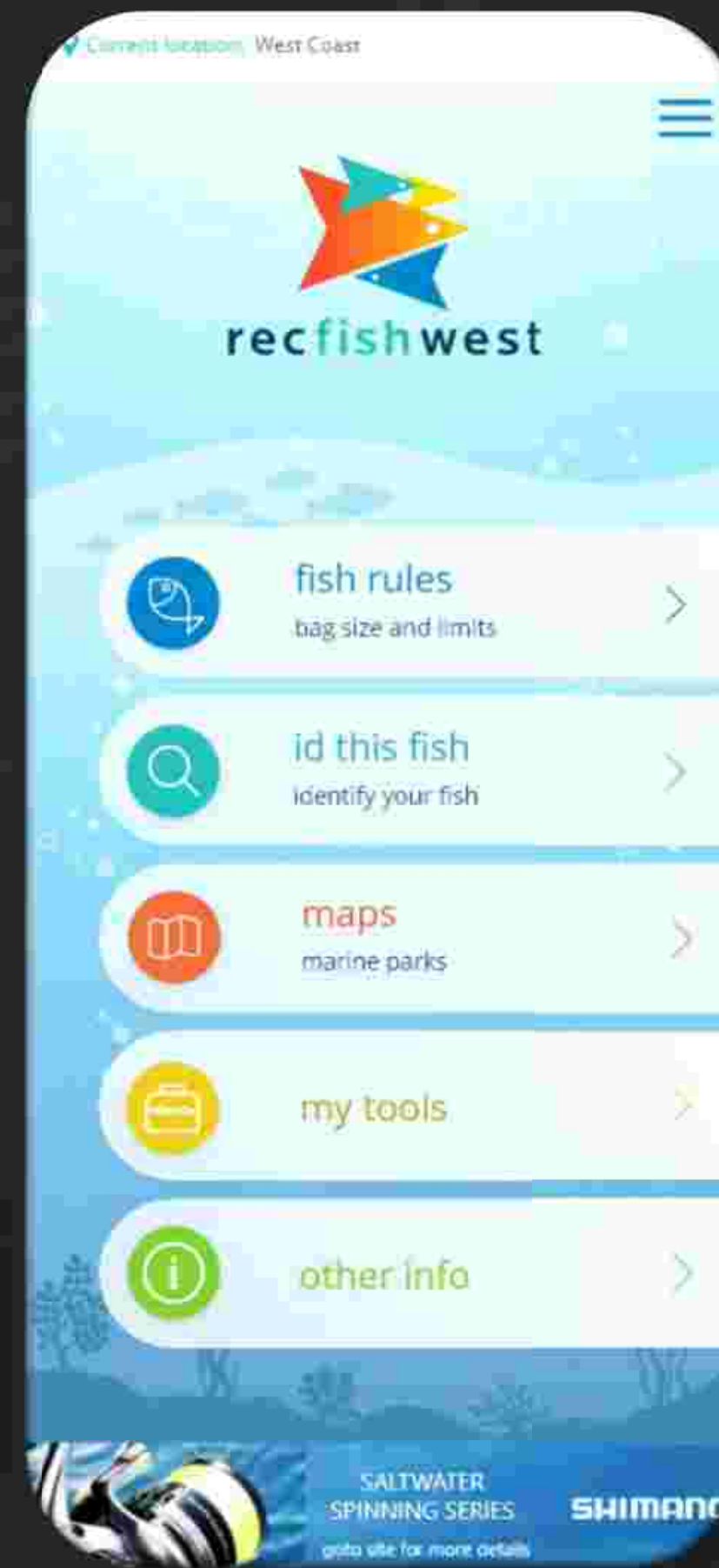


# Wireframes

- ✓ Much of your scope will come from this process
- ✓ You do not have to be a designer
- ✓ Finished product will always be different
- ✓ It's about idea refinement
- ✓ ....people are visual!



# High-Fidelity Design

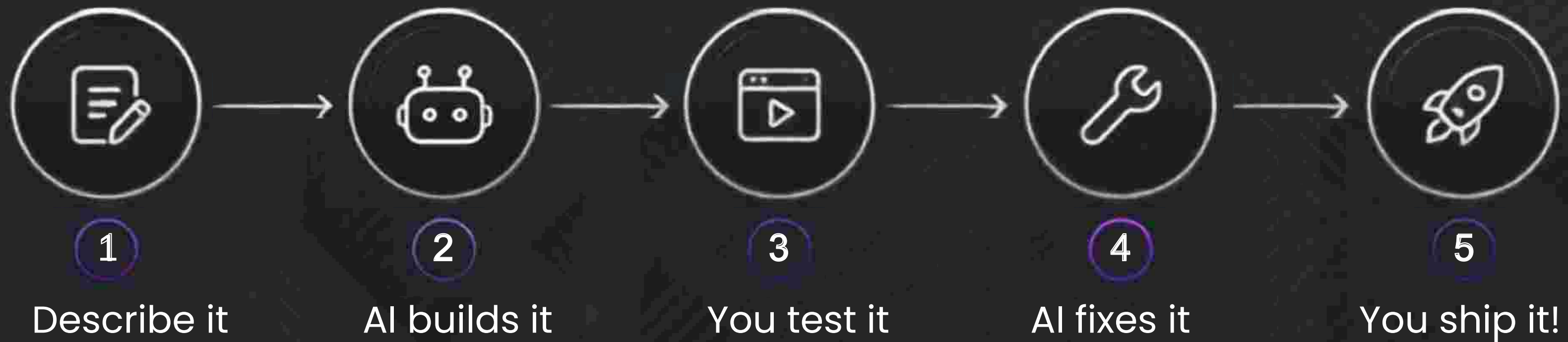


# The Build

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# The “vibe coding” spectrum



“

There is absolutely nothing wrong with building your first version yourself!

”

# The Build



## AI can:

- ✓ Generate UI
- ✓ Write the code
- ✓ Explain the code
- ✓ Modify the code
- ✓ Write tests
- ✓ Find bugs
- ✓ Create database queries
- ✓ Write documentation



## It doesn't inherently understand:

- Your business
- Your customers
- Your commercial risk
- Your regulatory obligations
- Your long-term architecture
- What happens when 100,000 people use it



Don't build something that looks like software....build a solution



# Please begin with



The language (what its written in)



The database (where and how its data is stored)



Cloud infrastructure (where will it live)



API structure & security (how will it be structured)



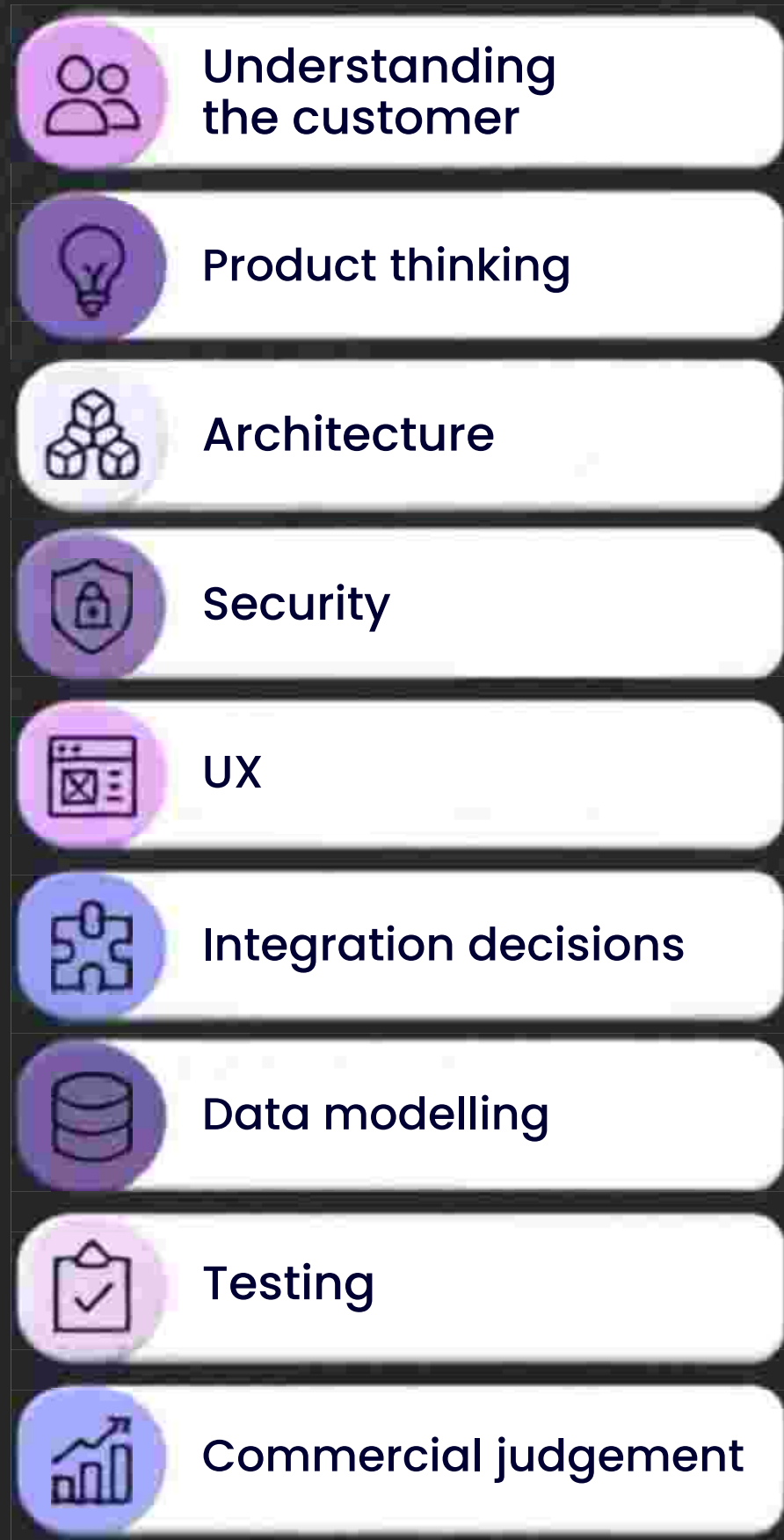
Data privacy compliance (will it be legal and safe)



Don't build your house on sand



# The new bottleneck isn't writing code



“ Code is becoming easier.....good decisions aren't. ”

# Your Startup Software Journey

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# This is your roadmap



# Founders Checklist

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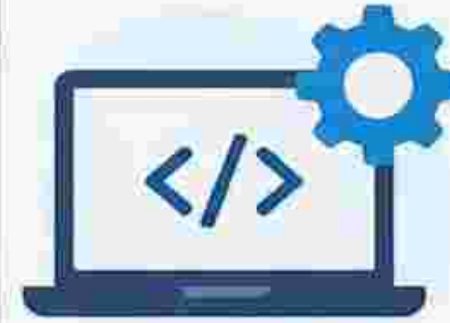


# The founder's technology checklist



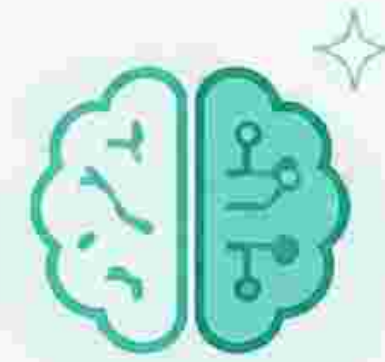
## Product

- What problem am I solving?
- Who is paying?



## Technology

- What actually needs to be built?
- What can I avoid building?



## AI

- What can AI help me create?
- Where do I need human expertise?



## Data

- What information am I collecting?
- Where is it stored?



## Security

- What happens if this data is compromised?



## Scale

- What happens if I have 10× the customers?



## Ownership

- Do I own my code, data and accounts?

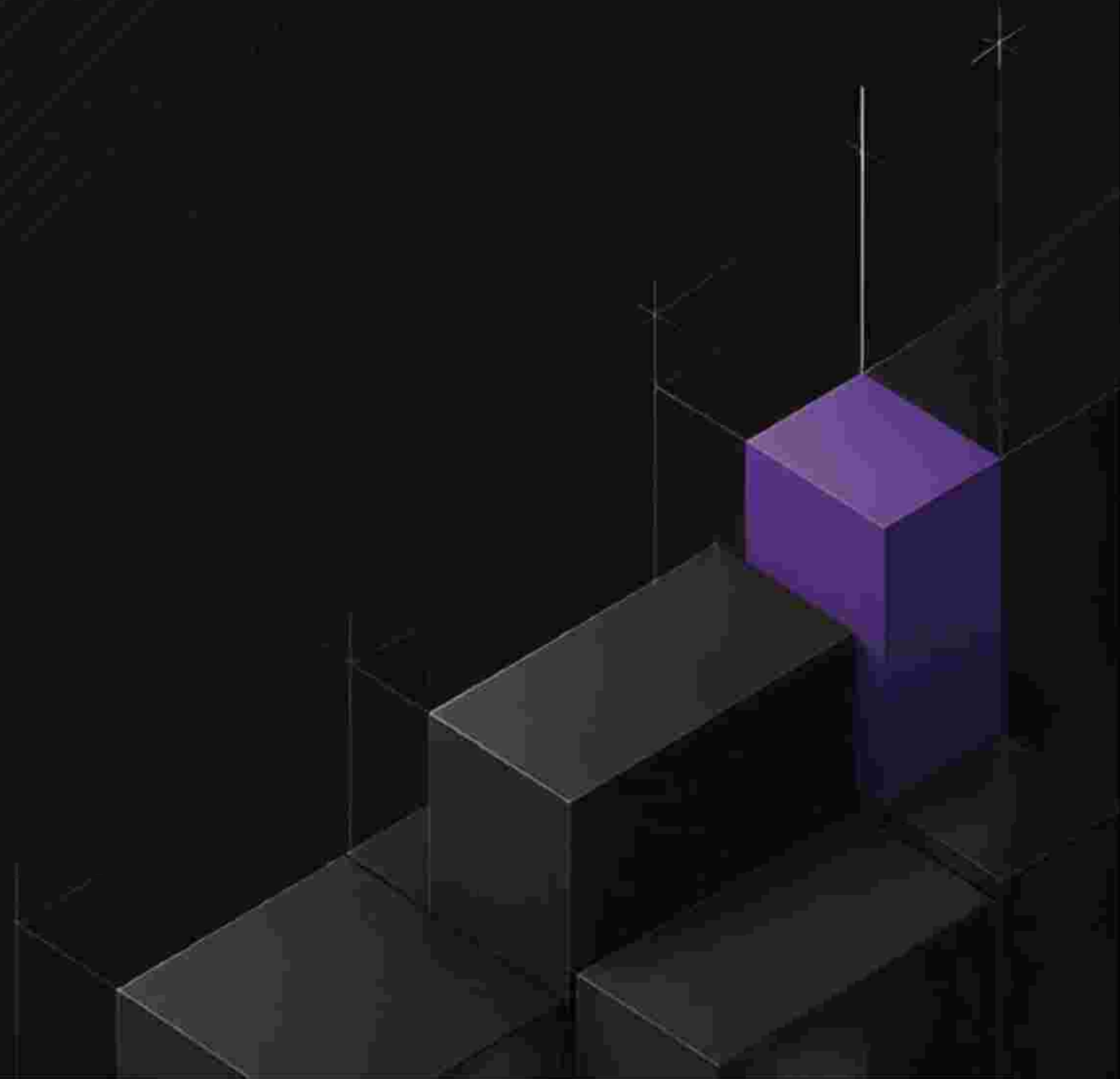


## Cost

- What will this cost me at 10, 100 and 10,000 customers?

# The AI Trap

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## Prototype

● Great



## MVP

● Often great



## Early customers

● Be careful



## Paying customers

● Increasing risk



## Critical business infrastructure

● Professional engineering becomes increasingly important

You Don't  
Know What  
You Don't  
Know

# Be careful with



“

Logging someone in isn't particularly difficult....

Building a secure authentication system that you are responsible for (and liable for!) when something goes wrong is a **different problem.**

”

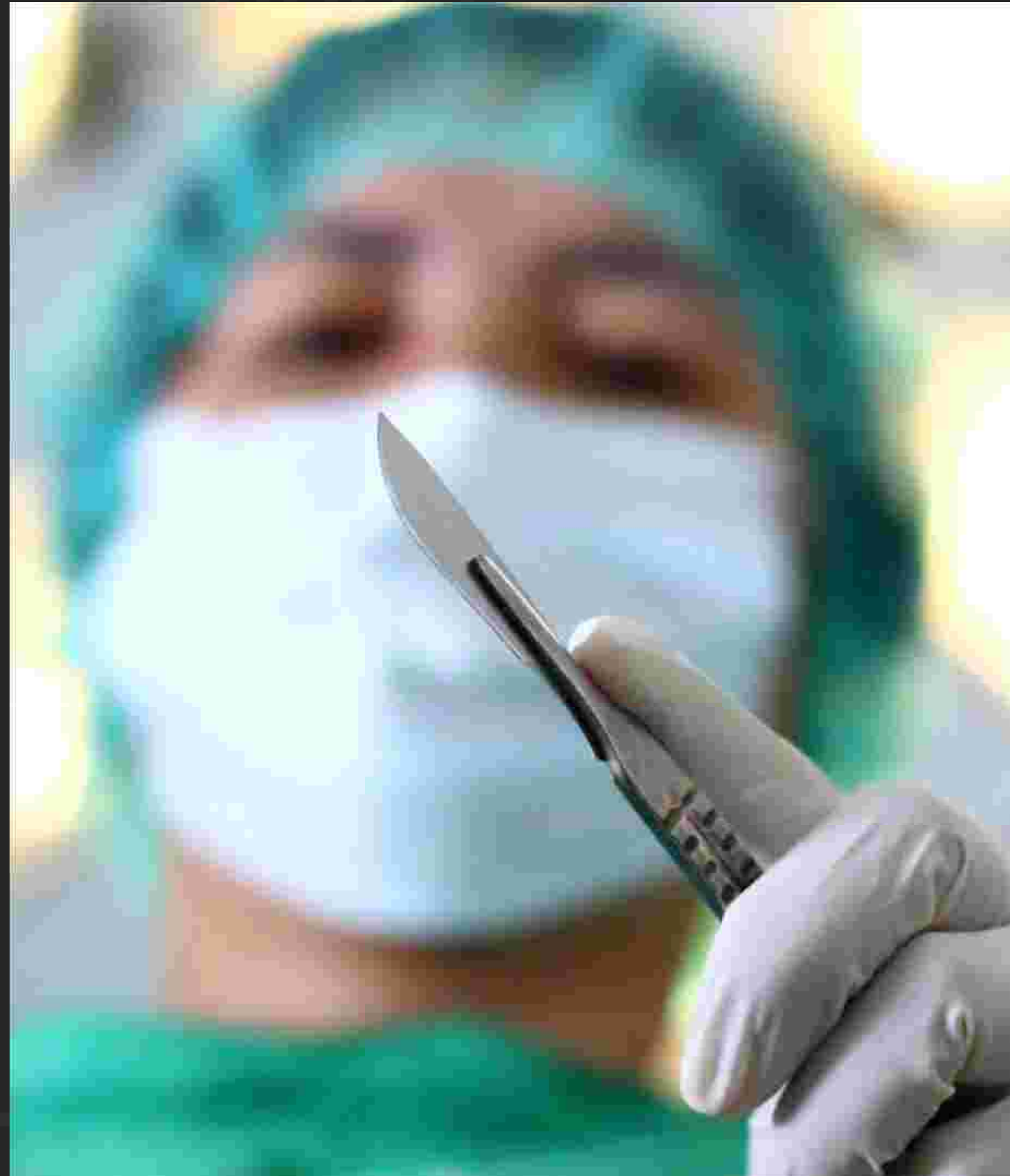
**Everything is  
not always  
what it seems  
with software**

*What you see*

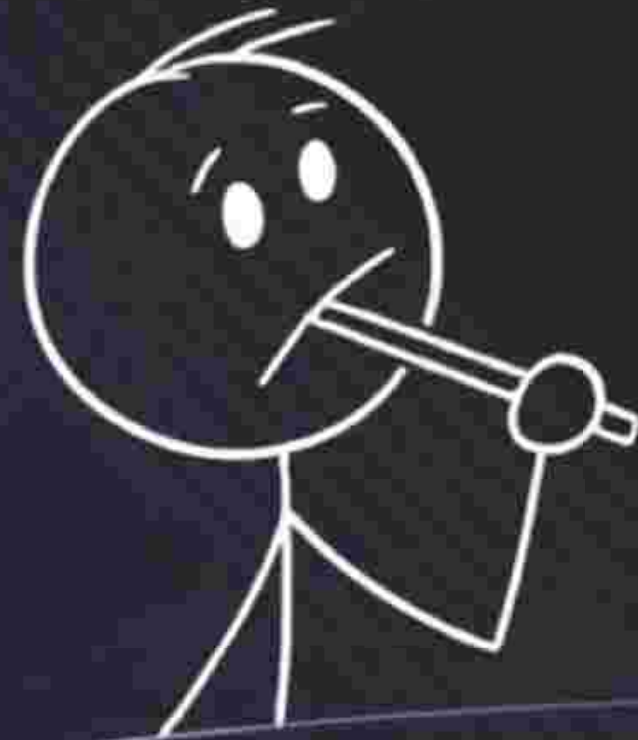
*What you don't see*





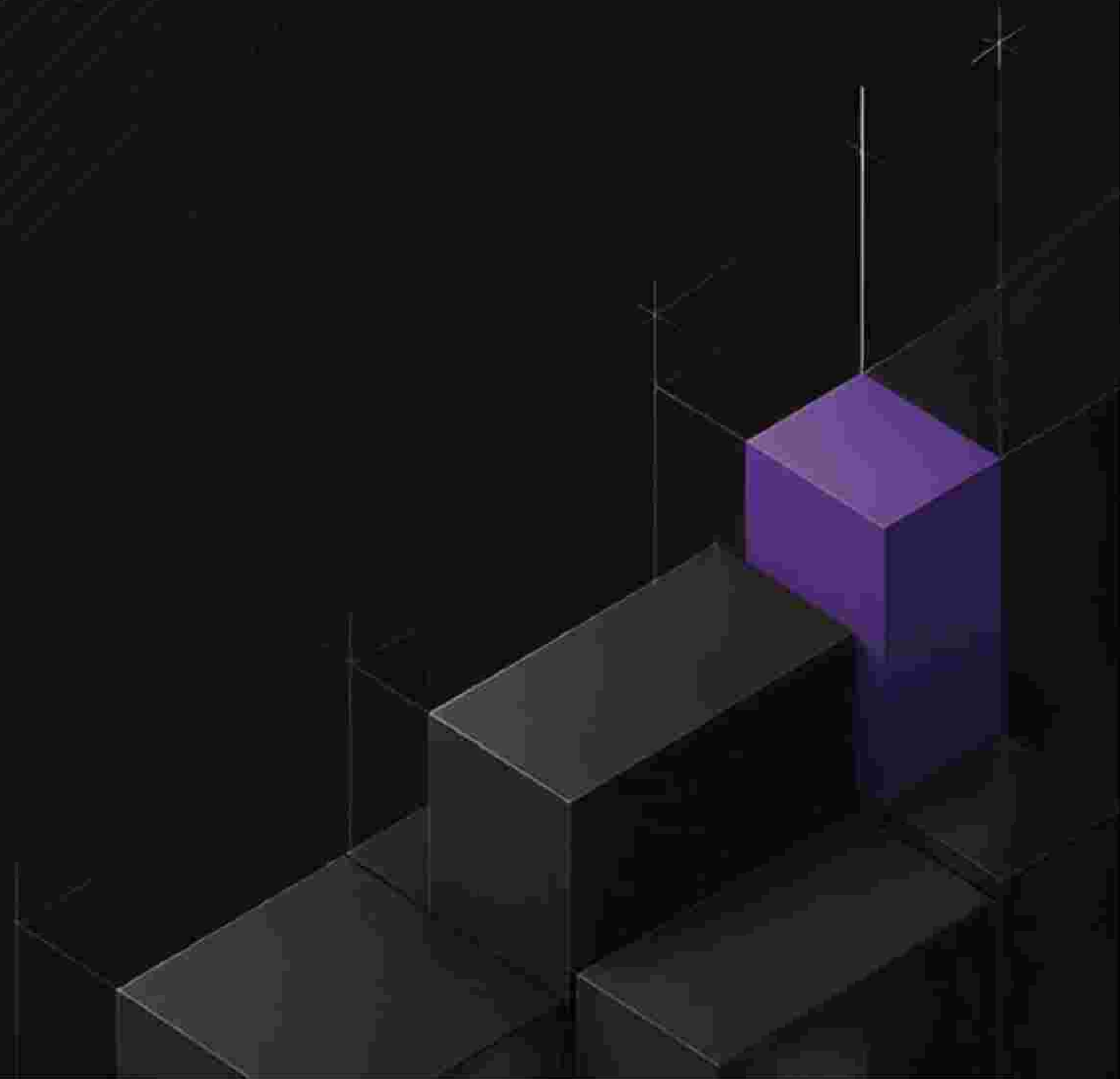


Would you trust AI to design,  
build, secure, protect, scale &  
guide **your entire startup future?**



# Hot Tips

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# Non-Technical Founders



Steve Jobs



Brian Chesky



Jack Ma



Reid Hoffman



Ben Silbermann



Evan Thomas Spiegel



## Options



Find a Technical Co-Founder



Employee



Technical Investor



CTO-As-A-Service

AI is  
becoming  
your  
technical  
co-founder \*

You

+

AI

=

A very  
capable  
development  
team

\*It is not actually a technical co-founder!

Location matters  
for performance



Ownership is  
important



Who the provider is  
(will they exist in 3 years?)



The true cost at scale  
(but its free!)



Don't Forget  
About  
Hosting

Sales &  
Marketing are  
just as important  
as product

“ \_\_\_\_\_  
Build it and they will come ”



# Investors look at Code!



Investors do due diligence



Spaghetti code, bad  
structure and poor choices  
could cost you

# Which **AI** do I use?

- *It changes every day*
- *Don't fall for marketing*
- *Keep up with technology*





Be careful as its difficult or impossible to change later

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Choose the right tool for the job

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Speak to a professional if you are not sure

**Which  
languages/  
databases/  
frameworks  
do I use?**

# Daniel Foster

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