

Business Model

• A bit unusual...

• Grant funding ~ 90% of revenue

• We define our own projects, then seek funding for them

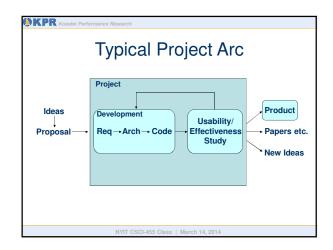
• Typically SBIR (Small Business Innovation Research) awards from the National Institutes of Health

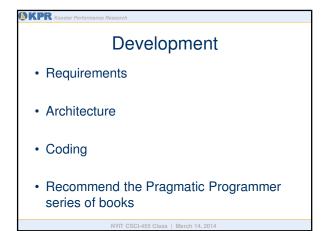
Organization

Try to keep it as simple as possible...

Build teams with external collaborators on a perproject basis (2 to 8-person teams)

My own role is to do a bit of everything
Ultimately responsible for everything that goes out the door: software, user support, research papers, presentations, grant proposals, etc.





Requirements

• Semi-formal, iterative process

• Document in something like http://www.volere.co.uk/template.htm

• User-centered

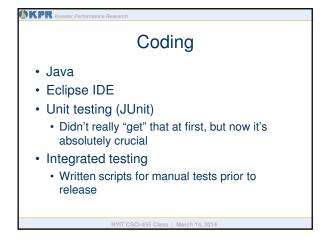
• At the very least:

• Identify key users and use cases

• Get them interacting with wireframe prototypes

Architecture
 Challenging area – simple yet elegant object-oriented architecture can be tough for a complex application
 Often use consultants for input to this
 Resource like Head First Design Patterns is invaluable to build craft in this area

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Project Management	
Tool	Purpose
trac	Organize to-do items and project documentation
Tortoise SVN	Version control, code management, backup
Ant	Automate test, build, package steps prior to release
GoToMeeting	Remote collaboration, desktop sharing, user testing, user support
Necessary even if working solowush.net provides our service	
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Challenges...

- Choosing the most valuable process steps for your project
- Commercial "hardening" is usually tougher than expected (especially for a complicated application like Compass)
- Applying structured approach to the Wild West of web apps (HTML5/CSS3/JavaScript stack)

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Opportunities...

- Flexibility to ply your craft on your own terms
- · Continuous learning

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Final Words

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 - · National Institutes of Health
 - U.S. Department of Education
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 - TREAT
- · Thanks for listening!
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