

My Bootstrapped Story!

*That's me,
Paras Chopra*

From **ZERO** to
millions in revenue
without raising any
funding

What are we talking about?



Birth: 2009

Wingify

**A journey that started with a
few lines of code
in 2009
on notepad
running on a \$20 server
hosted at a Rs. 350 domain**

Psst.. code didn't look half as good as the image here :)

To the present day...

Happy Souls: 20
Customers: 2500+

Revenue: \$X,000,000
Funding: $\cos(\pi/2)$



How did this happen?

Mostly luck and some smartness...

Genesis of Wingify

- School days:
 - Visual Basic 6.0 -> NaramCheez -> Artificial Intelligence -> Paul Graham -> I want do my own **startup!**
- College days: majored in Biotechnology!
 - Academic interest: computational biology
 - Protein folding
 - Gene network simulations
 - Synthetic biology, artificial life
 - **Data Analytics** Fun! Fun! Fun!

Failed College Startups!



NaramCheez

PRECI & MARK
INFILTRATING SOCIAL NETWORKING

MyJugaad.in

A young man with curly brown hair and a surprised expression is the central figure in a crowded party. He is wearing a white t-shirt with a red and black graphic. The background is filled with other partygoers, including a woman with a large white flower in her hair and a man with a blue cap. The lighting is warm and dim, typical of a nightclub or concert venue.

WHAT IF MY STARTUPS ARE FAILING

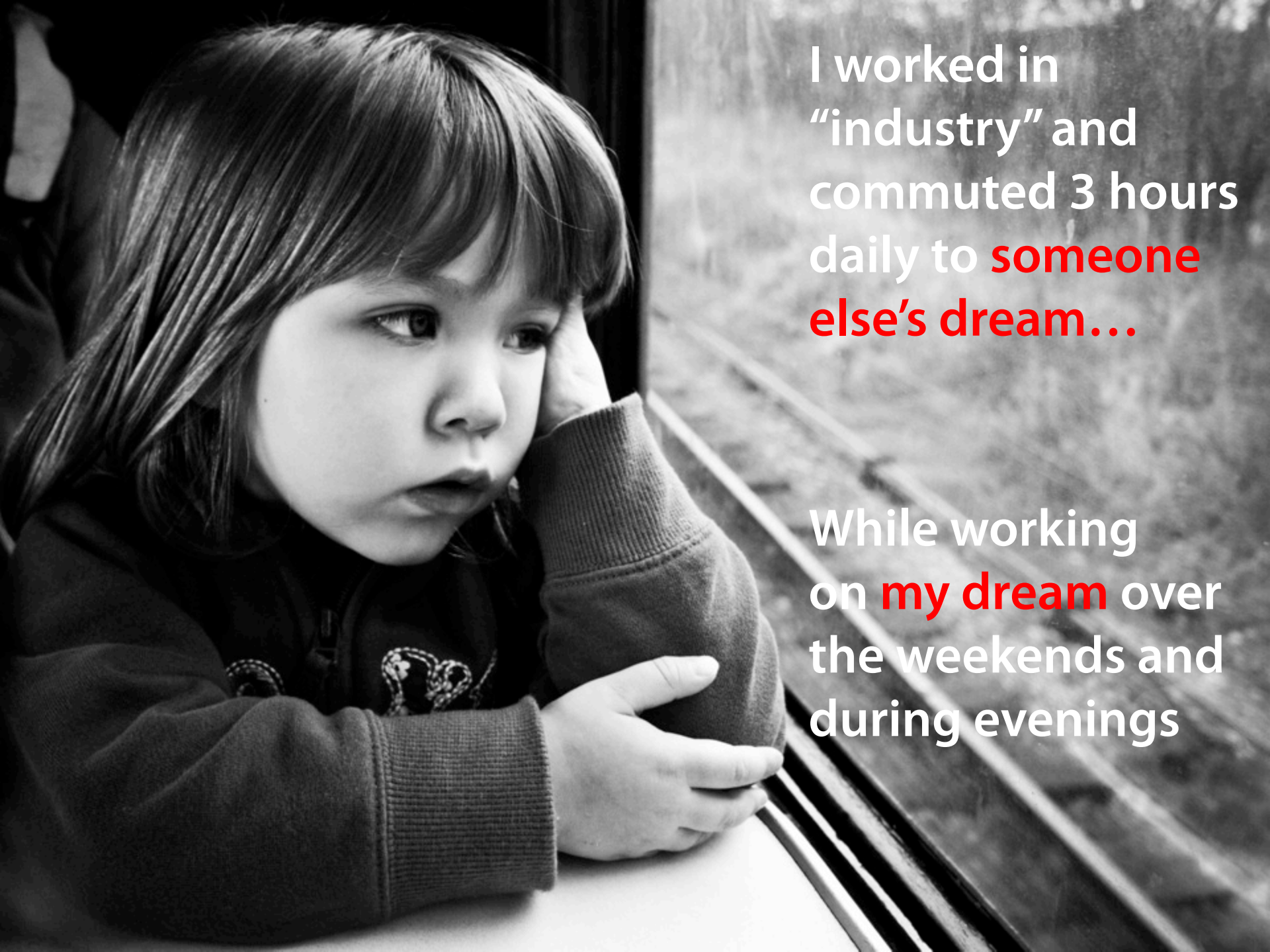
**BECAUSE I'M NOT
MARKETING WELL**

So, naturally...

Technology + data analytics + marketing

=

A startup in **marketing optimization**



I worked in
“industry” and
commuted 3 hours
daily to **someone
else’s dream...**

While working
on **my dream** over
the weekends and
during evenings

After 8 months of part-time effort...

Wingify

[TargetOpti™](#)

[30+ Targeting Metrics](#)

[Flexible Real-time Targeting](#)

[Advanced Optimization Engine](#)

[Insights through Data Mining](#)

[No-brainer Integration](#)

Solutions

[Behavioral Targeting](#)

[Contextual Advertising](#)

[Website Optimization](#)

[Dynamic/Mashup/Widget Ads](#)

Resources

[Whitepapers](#)

[Presentations](#)

[Contact Us](#)

Everything you have always wanted to know about *Behavioral Targeting*



Your search for a reliable, expert and cost-effective targeted online marketing partner ends here.

Wingify specializes in providing its clients with a gamut of solutions to help them achieve maximum ROI out of their online (on-site and off-site) marketing efforts. Your customers demand relevance and a personalized experience, while your boss is not content with existing conversions and campaign performance. By leveraging our targeting and optimization solutions, you can please your customers and your boss, both in one shot.

See if any of the following rings a bell in your head, or else [contact us](#) to help you educate how targeting and optimization can benefit your marketing initiatives.

[Targeting](#)

Behavioral Targeting

Targeted Email Marketing

Adaptive Personalization

Contextual Dynamic/Interactive Ads

[Optimization](#)

Landing Page Optimization

A/B, Split, Multivariate Testing

Optimizing User Experience

Campaign Optimization

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Wingify


Circa: May '09





Visual Website
Optimizer


Here's how it looked...


 Optimization


 Analytics

 Segments



 Targeting



 Goals


 Account

 Help



Wingify



**Optimization** 
[All Experiments](#)
[Experiment Calculator](#)



**Analytics** 
[All Reports](#)
[All Funnels](#)
[List Custom Variables](#)


**Key Statistics**


Visitors Served	1060
Pageviews Served	3827
Experiments	1 active, 0 inactive
Targeting Blocks	1 active, 0 inactive
Segments Created	16
Number of Reports	3
Number of Funnels	1
Goals Tracked	10
Custom Variables Logged	0

**Segments** 
[All Segments](#)


**Targeting** 
[All Content Blocks](#)

**Goals** 
[All Goals](#)

**Account Settings**
[Get Tracking Code](#)
[Change Password](#)
[Change Auth Token](#)

**API**
[ContextSense](#), [VisitorSense](#)
[Full API details](#)

Here's the feedback I got from Hacker News!

 **Hacker News** [new](#) | [threads](#) | [comments](#) | [ask](#) | [jobs](#) | [submit](#)

paraschopra (6155) | [logout](#)

▲ Ask HN: Please review my startup Wingify - Realtime Conversion Optimization

23 points by paraschopra 1260 days ago | [comments](#)

Here's my attempt at the elevator pitch: Wingify is the only product suite available aimed at increasing website conversion rates. For optimizing conversions, it provides a single platform to access and deploy techniques such as split testing, behavioral targeting, visitor segmentation, web analytics and funnel analysis. The platform is plug-and-play, hassle-free and comprehensive way of optimizing conversion events of any kind: be it sales, signups, leads, pageviews, etc. In addition to providing technology platform, Wingify also has conversion experts, designers and engineers in house to help its clients in designing and implementing the conversion optimization plan.

Here is the link - <http://www.wingify.com/>

*“Split test a **shorter elevator pitch** emphasizing benefits over features.”*

*“Water-down the **technical jargon** with descriptive sentences..”*

*“I looked at this and **completely failed** to "get it"..” “I felt the same way”*

*“Wooah, jargon **overload**”*

“Keep sales pitch simple.”

*“**Unfortunately**, it took me 14 page views and 1738 seconds to find the product tour on the page.”*

You say disappointed?

I wanted to die!



What doesn't **kill you** makes you stronger..

1. Focus matters

- Instead of making a comprehensive *khichdi*, make a delicate *sandwich*

2. Usability and user onboarding is paramount

- Nobody gives any fucks to your new fangled, complicated app
- Make it usable, even if it means cutting down on features

3. Don't code in isolation

- Involve potential users from day 1. They know their pains

FUCK THIS SHIT

I discarded all code and
focused on just one feature:

A/B
testing



*Free,
Not easy*



**Visual Website
Optimizer**

Opportunity!

*\$10K+,
Enterpris*



Visual Website
Optimizer

*This time, I took just
one month
for building a
minimum
viable product*

Tricks used for the hack:

- \$5 theme for UI
- No logo
- “Inspired” design

Got the basics right:

- One feature done well
- Guided onboarding
- Solved actual pains





Content Marketing

Exclusive Beta

Rapid iteration

**Growth
“Strategy”**

A photograph of two men sitting on a gondola in a Venetian canal. The man on the left is wearing a light blue polo shirt and green shorts, while the man on the right is wearing a green t-shirt and patterned shorts. They are both smiling at the camera. The gondola has a red and white floral patterned interior and is decorated with red tassels and a small statue. The background shows the narrow canal, brick buildings, and a small boat in the distance.

Meanwhile, started talking to
Sparsh Gupta
then at Oxford University
now *Wingify's* CTO & Partner

We bonded well :)

Five months into the FREE beta

1000 free users

Zombie social life

Quit full time job!

Two months after quitting job

1000+ registered free users

Launched paid plans

First day: 10 paying customers!

Initial Humble Goal

To earn an equivalent of my previous
salary Rs. 50,000/mo (USD 1000)

Actual first month revenue: USD 4000

Picking steam..

- Added features that customers needed
- Sparsh started contributing more and more
- Got covered on TechCrunch
- Wrote for lots of places
 - Smashing Magazine, SEOMoz, CopyBlogger and what not
- Blog, case studies, twitter, reviews
- Revenues kept on growing **10%** or more every month!

2011

Sparsh came back to India; took over as CTO
We hired our first employee, took an office
18 months into existence: **\$1,000,000** in
revenue

During these three years (2010-2013)...

- Codebase grew to ~800,000 lines of code
- Team grew to 20 people
- Gotten 3 acquisition interests
- Been contacted by 30+ VC firms
- Scaled product to serve 7000+ requests/sec
- Acquired 2500+ actively paying businesses across 70+ countries
 - Including enterprises like Microsoft, AMD, Disney, GE, Jabong.com, MakeMyTrip, etc.

All this happened because

- Of our focus on four aspects:
 - Customer Feedback
 - Being close to them and rapidly iterating on their feedback
 - Product
 - Absolutely high software and design standards
 - Inbound (content) marketing
 - Why pay for marketing when you can become thought leaders in your space for free
 - Customer service
 - Not just solving the queries, but delighting them. “Customer happiness engineer”

Folks, so that is how
we got to the present day...



Now, where do we go from here?

We'll become the most respected software product company to come out of India

Wingify

Thanks a bunch for your ears!

Paras Chopra
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Image credits

- Myself!
- Sparsh Gupta :p
- Memes!
- <http://www.flickr.com/photos/28802358@N05/5105314687/>
- <http://www.flickr.com/photos/52206812@N00/4749174481/>
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