

How to Use Rails and Ruby to Validate your Startup idea

Kevin Dewalt

<http://kevindewalt.com>

Weibo, fb, twitter, in: 'kevindewalt'

我

- Entrepreneur
- Angel Investor
- Hacker

HOME

NEW? START HERE

ABOUT KEVIN

STARTUP HELP FROM KEVIN

Lessons Learned on My Startup Journey

Hi, I'm Kevin, an American entrepreneur living in Beijing, China. Every week I write weekly posts about what I'm learning while building my current startup, [SoHelpful](#), and helping [hundreds of other entrepreneurs – like you – worldwide for free](#).

I started blogging because I felt like 99% of what I read about entrepreneurship didn't apply to me. I don't care about being famous, raising millions in Venture Capital, or trying to create the next Facebook – I **just want to make a good living building products that personally matter to me**. Oh, and still have a life.

Do you have the same goal? If so, I hope these posts help you.

[KevinDewalt.com](#)

Inspiration

Lean Startup

Don't sell what you build

Build what you can sell

Any entrepreneurs?

有创业者吗？

怎么失败

How to fail

Don't test biggest risks

Don't test biggest risks

and just hope you are right

Problem – 问题?

Revenue – 会买?

Channel – 怎么卖?

~~Great Product~~

~~Beautiful UI~~

~~Elegant Code~~

~~Great Product~~

~~Beautiful UI~~

~~Elegant Code~~

Important but

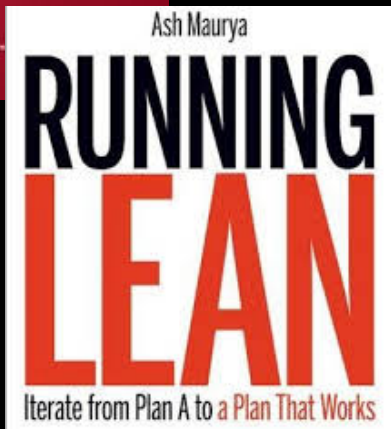
NOT Biggest Risks!

So stop building shit and
get serious...

...test your business risks

Use your power wisely

grab your weapons...



RubyGems.org
your community gem host

452,645,894 downloads
of 33,415 gems cut since July 2009

and use them to test faster

Hack

a solution to a problem that is inefficient, inelegant, but which nevertheless (more or less) works.

or...

“Do things that
DON'T scale”

1. Know what you are testing

~~2. Learn to Program~~

3. Hack

Vanity (pretty) URL

soHelpful.me/teaguehopkins

soHelpful.me/profiles/5

```
✓ Sohelfulmeapp::Application.routes.draw do
```

```
  get "pages/home"
```

```
  get "pages/testpage"
```

```
  match 'testpage' => 'pages#testpage'
```

```
  match '/kevindewalt' => 'profiles#show', :id => '1'
```

```
  match '/KevinDewalt' => 'profiles#show', :id => '1'
```

```
  if Rails.env.production?
```

```
    match '/tourdedave' => 'profiles#show', :id => '3'
```

```
    match '/TourDeDave' => 'profiles#show', :id => '3'
```

```
    match '/TourdeDave' => 'profiles#show', :id => '3'
```

```
    match '/TeagueHopkins' => 'profiles#show', :id => '5'
```

```
    match '/teaguehopkins' => 'profiles#show', :id => '5'
```

```
    match '/Teaguehopkins' => 'profiles#show', :id => '5'
```

```
    match '/Michelini' => 'profiles#show', :id => '6'
```

```
    match '/michelini' => 'profiles#show', :id => '6'
```

```
    match '/andrewculver' => 'profiles#show', :id => '7'
```

```
    match '/AndrewCulver' => 'profiles#show', :id => '7'
```

```
    match '/shardulmehta' => 'profiles#show', :id => '8'
```

```
    match '/ShardulMehta' => 'profiles#show', :id => '8'
```

```
  end
```

“We need an
Admin interface”

```
kevindewalt@Kevins-MacBook-Air-9:~/Dropbox/SoHelpfulmeapp$ (master) $ con
```

```
** [Raven] Raven 0.6.0 ready to catch errors
```

```
Loading development environment (Rails 3.2.11)
```

```
2.0.0-p247 :001 > User.first
```

```
  User Load (4.1ms)  SELECT "users".* FROM "users" LIMIT 1
```

```
=> #<User id: 18, email: "mfishbein1@gmail.com", encrypted_password: "$2a$10$nAPAm/ZaM/U2P.Gb9h5iI.ks0HsGju8bXcskhRCn0300A0406ws0i", reset_password_sent_at: nil, remember_created_at: "2013-06-05 21:01:55", sign_in_count: 11, current_sign_in_at: "2013-05-28 19:15:05", current_sign_in_ip: "50.12.59.221", last_sign_in_at: "2013-05-28 19:15:05", last_sign_in_ip: "50.12.59.221", account_active: true>
```

```
2.0.0-p247 :002 > ap User.first
```

```
  User Load (0.7ms)  SELECT "users".* FROM "users" LIMIT 1
```

```
#<User:0x007fb7e1975180> {
```

```
  :id => 18,
```

```
  :email => "mfishbein1@gmail.com",
```

```
  :encrypted_password => "$2a$10$nAPAm/ZaM/U2P.Gb9h5iI.ks0HsGju8bXcskhRCn0300A0406ws0i",
```

```
  :reset_password_token => nil,
```

```
  :reset_password_sent_at => nil,
```

```
  :remember_created_at => Wed, 05 Jun 2013 21:01:55 UTC +00:00,
```

```
  :sign_in_count => 11,
```

```
  :current_sign_in_at => Wed, 05 Jun 2013 21:01:55 UTC +00:00,
```

```
  :last_sign_in_at => Tue, 28 May 2013 19:15:05 UTC +00:00,
```

```
  :current_sign_in_ip => "50.12.59.221",
```

```
  :last_sign_in_ip => "50.12.59.221",
```

```
  :created_at => Fri, 19 Apr 2013 11:52:11 UTC +00:00,
```

```
  :updated_at => Wed, 05 Jun 2013 21:01:55 UTC +00:00,
```

```
  :account_active => true
```

```
}
```

```
=> nil
```

```
2.0.0-p247 :003 > █
```

Let's build feature...

Let's ~~build~~ test feature...

[Click Here for Super
Cool Feature!](#)



Coming
Soon!!

Seriously – stop building shit

- Know your risks
- Hack to test
- Build them “right” if anyone cares

code



CLEAN RUBY
by Jim Gay

Write obvious,
intention-revealing
programs that stay
manageable as your
code grows.

You can't afford complicated code.

Writing small and easily testable methods can certainly clean things up, but as your application grows your

test

Elemental Selenium

Tip Archives

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