

# VIEWS FROM A START-UP



# ALL ABOUT ME

**Olly Headey**

CTO and co-founder, FreeAgent





# FREEAGENT

Accounting software, simplified.

Thousands of freelancers and small businesses are discovering a stress-free way to manage their books and invoicing. Say hello to FreeAgent.

[TRY IT FOR FREE](#) OR [TAKE THE TOUR](#)

[View pricing or sign up in seconds](#)

Watch the 2 minute introduction video

See how FreeAgent can save you time and money

FREEAGENT HELPS AT EVERY STEP



Send Estimates

Track Time

Invoice Clients

Bank Online

Do your Accounts

Pay the Taxman

Who is using FreeAgent?

Freelancers and contracting types  
Spend more time running your business and less time worrying

Small businesses and partnerships  
Get back in control of your company accounts by seeing the

Struggling with a bodged accounts system?



[www.freeagent.com](http://www.freeagent.com)





# ALL ABOUT ME



Super League Pro Rugby, 1996



# ALL ABOUT ME



Serif 3D Plus 2, 1998



# ALL ABOUT ME



# THE BUSINESS OF SOFTWARE





# THEN





# NOW



freeagent

# NOW



**@johnciancutti**

John Ciancutti

Scary/cool: my car decided it needed service today, so it contacted my dealer, who emailed me the diagnostics and times when the can service

1 minute ago via web  Favorite  Retweet  Reply

**freeagent**



# NOW



freeagent



# FREEAGENT

- Accounting/Finance
- Customer Service
- Engineering
- Marketing
- Business Development

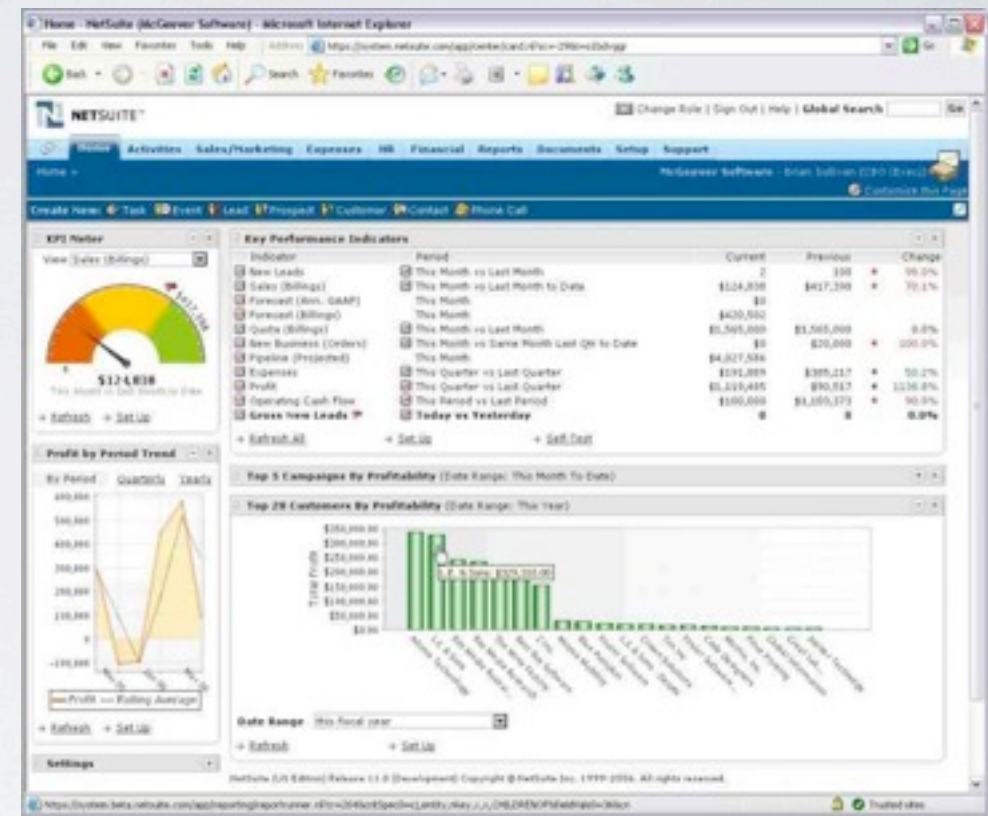




# ACCOUNTING



FreeAgent (of course!)

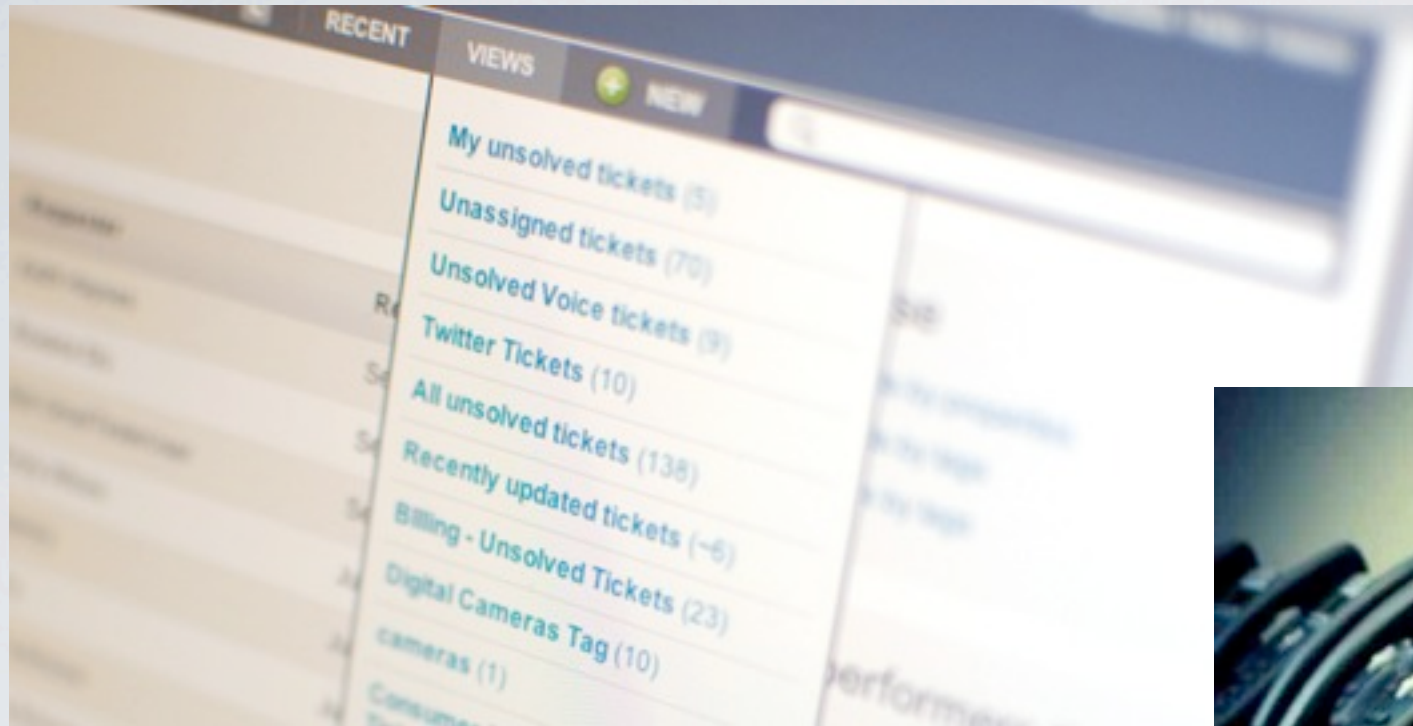


NetSuite





# CUSTOMER SERVICE



Zendesk



VOIP phones





# ENGINEERING

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Github

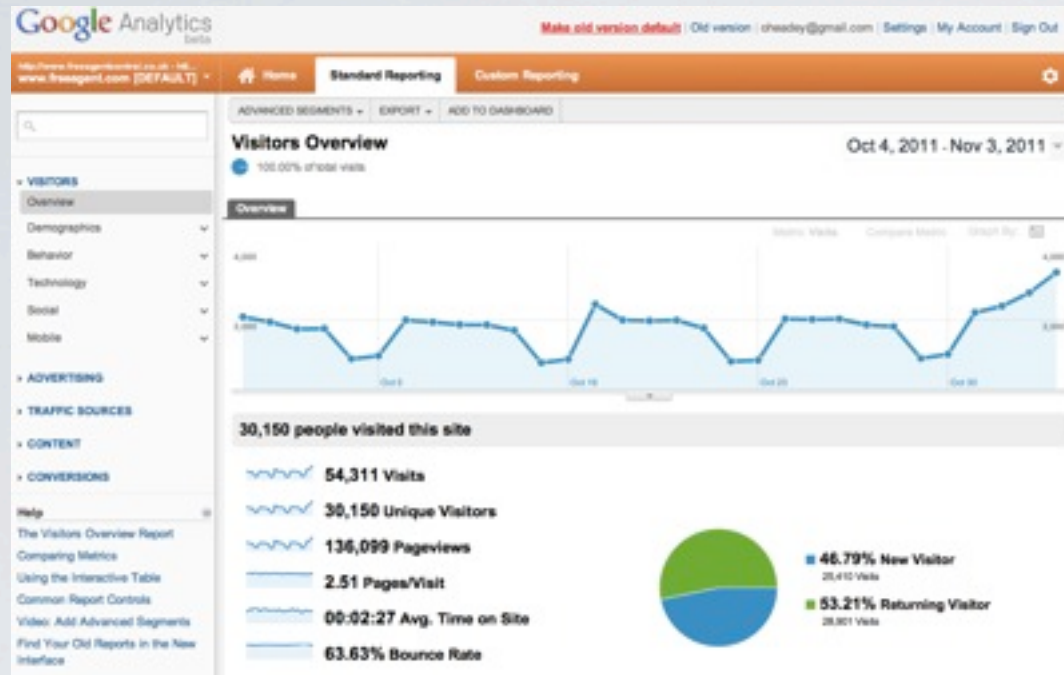
The image shows a Pivotal Tracker interface with two panels: 'CURRENT' and 'BACKLOG'. The 'CURRENT' panel lists tasks such as 'Shopper should be able to click on a product, and see all product details', 'Shopper should be able to add product to shopping cart', and 'Shopper should be able to view contents of shopping cart'. The 'BACKLOG' panel lists tasks like 'Shopper should be able to search for product', 'Shopper should be able to enter credit information and shipping address', and 'Integrate with gateway'. Each task includes a status (e.g., 'Start', 'Finish', 'Deliver') and a priority indicator (e.g., 'Pts: 2 of 7').

Pivotal Tracker





# MARKETING / BIZDEV



Analytics



Social Media

salesforce.com<sup>®</sup>

CRM

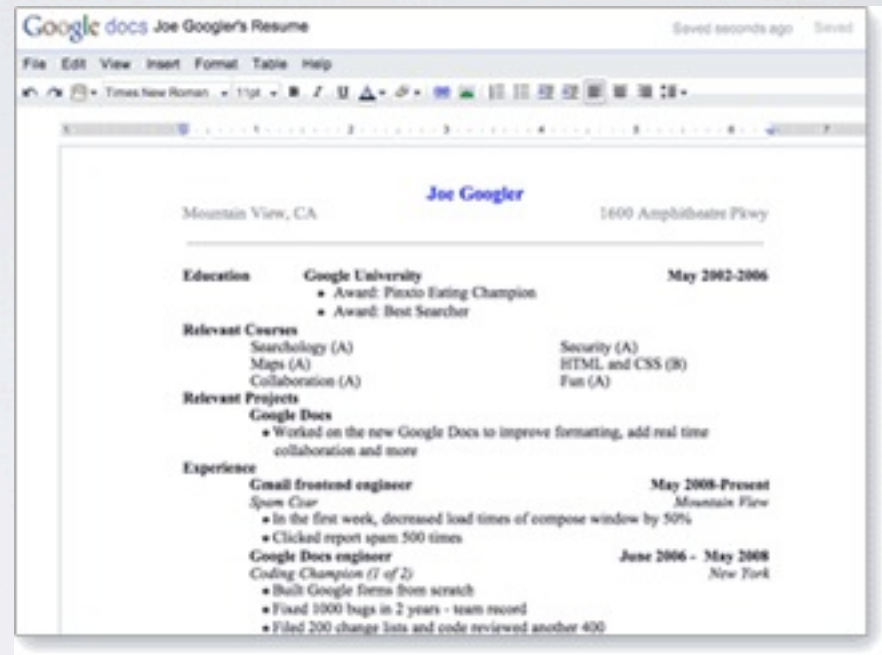




# EVERYONE!



Video conferencing



Google Docs



Hiring



Group chat





Kingston USB Flash Drive  
1G USB RAM \$15  
2G USB RAM \$20  
4G USB RAM \$29  
8G USB RAM \$59  
16G USB RAM \$119  
32G USB RAM \$199

**INTERNET**  
**OPEN**

freeagent



# THE BUSINESS OF SOFTWARE



This is **really exciting!**







freeagent





freeagent



# SUMMARY

- Software is everywhere
- Software will continue to be everywhere
- Incredibly low barrier to entry
- Working for yourself is cool

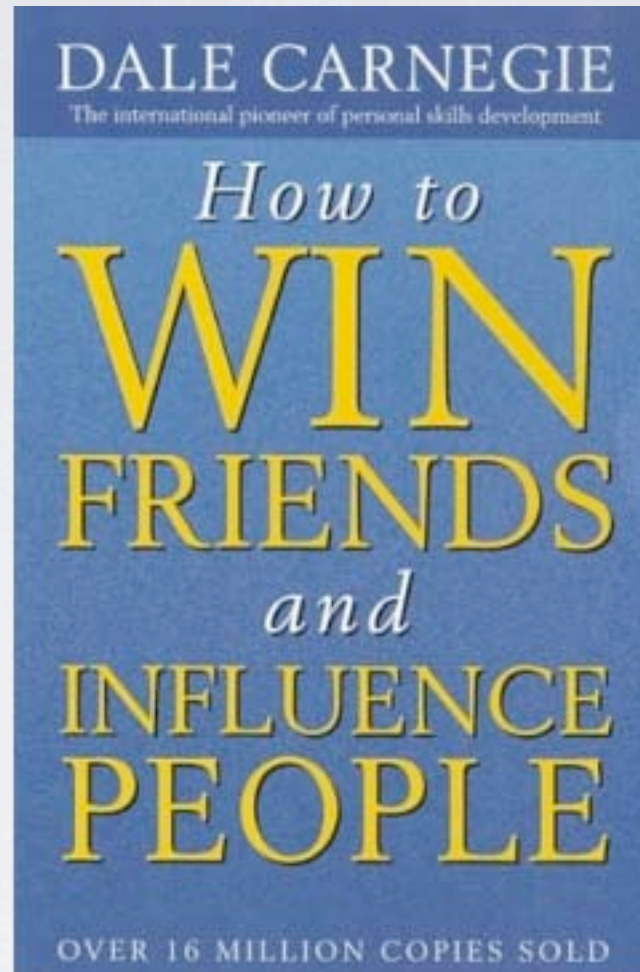
# LESSONS LEARNED

Human Factors





# I. Communicate



## 2. Win friends and influence people



# 3. Be a team player



4. What's the worst that can happen?





5. Think about the future



6. Enjoy it





# LESSONS LEARNED

Software Development



# I. Solid Foundations





## 2. Continuous learning

# 3. Less is more





# KISS principle

“Keep it simple, stupid!”



# Pareto principle



You Ain't Gonna Need it  
(YAGNI)



# 4. Always test first





# 5. The ninety nine rule

# PRINCIPLES

"The first 90 percent of the code accounts for the first 90 percent of the development time. The remaining 10 percent of the code accounts for the other 90 percent of the development time."

- Tom Cargill, Bell Labs





# 6. Interview Advice



# REAL-WORLD SOFTWARE DELIVERY

Agile Style





# FREEAGENT ENGINEERING

- CTO (hello)
- Product Director
- 8 engineers
- Interaction designer x2



# RESPONSIBILITIES

- Developing new **features**
- Tracking and fixing **bugs**
- Improving app **performance**
- Building and maintaining app **infrastructure**
- **Scaling** the application
- **Monitoring**
- Dev/Tech **Support**





# PROCESS

- Agile software development
- Collaborative, incremental, flexible

**“Individuals and interactions** over processes and tools

**Working software** over comprehensive documentation

**Customer collaboration** over contract negotiation

**Responding to change** over following a plan”

- The Agile Manifesto, 2001



# FUNCTIONAL SPECS

## Allow users to send HTML Emails for invoices and estimates

Champion: RL

### Story

2

As a FreeAgent user I'd like to be able to use selected, whitelisted HTML tags in my emails, and have a plain text version automatically generated so I can send html emails for my invoices and estimates

3

So that I can enhance emails that I send through FreeAgent  
As a FreeAgent user  
I would like the option of using a WYSIWYG editor to compose my emails, and for that editor to produce both HTML and plain-text variants for sending to my clients

### Details

Using a simple WYSIWYG editor which allows switching to HTML edit view would be ideal.

We should be looking to generate plain text versions of the emails templates automatically.

- New invoice emails and template
- Reminder template
- Thank you template
- Statement of Account
- Estimate emails





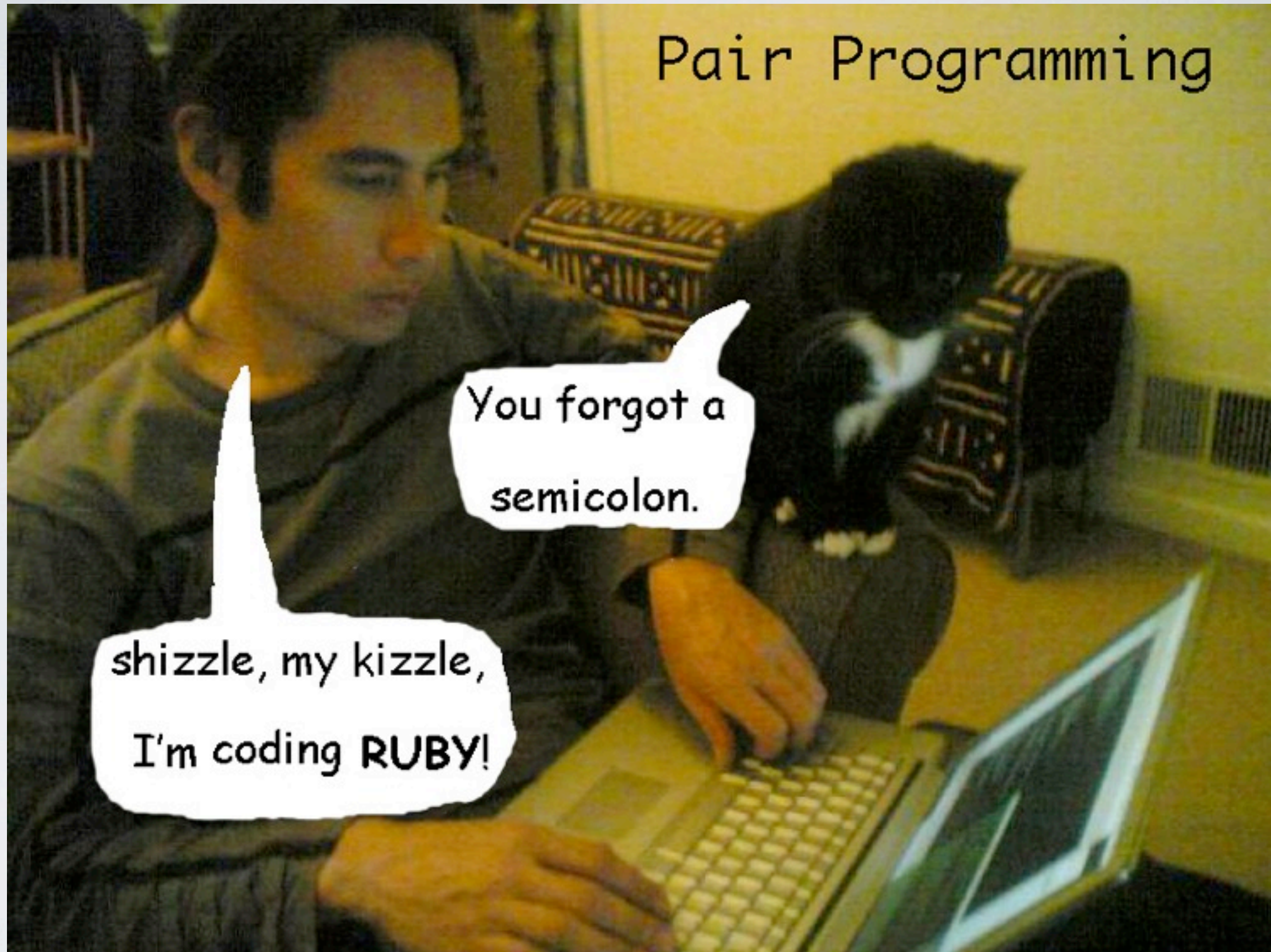
# PROJECT MANAGEMENT

The screenshot displays the Pivotal Tracker interface for a project named 'FreeAgent Development'. The browser address bar shows the URL <https://www.pivotaltracker.com/projects/2953#>. The application header includes the Pivotal Tracker logo and navigation links for PROJECTS, DASHBOARD, REPORTS, PROFILE, ACCOUNT, HELP, and SIGN OUT. A user is logged in as 'Welcome, Tidy Havelby'. The project name 'FreeAgent Development' is prominently displayed, along with a velocity of 21. Below the header, there are tabs for CURRENT, BACKLOG, ICEBOX, DONE, MORE, PROJECT, and STORES. An 'ADD STORY' button is visible on the right. The main content area is divided into two columns: 'CURRENT' and 'BACKLOG'. The 'CURRENT' column lists tasks with their status (e.g., 'Accept', 'Reject', 'Deliver', 'Finish') and a 'Next Release - Altair' section. The 'BACKLOG' column lists tasks with their status (e.g., 'Start') and a 'yodlee' section. A footer at the bottom of the current tasks section indicates a deadline: '8 May 2011, deadline for Next Release - Altair'.





# PAIRING





# TESTING

**TDD**

**ALL CODE IS GUILTY  
UNTIL PROVEN INNOCENT**

# PEER REVIEW

github SOCIAL CODING

lylo Dashboard Inbox Account Settings Log Out

Explore GitHub Get Blog Help Search...

fac / freeagent Admin Unwatch Fork Pull Request 4 1

Source Commits Network **Pull Requests (9)** Fork Queue Issues (8) Wiki (23) Graphs Branch: development

Open joshado wants someone to merge 3 commits into master from hotfix/11334351\_bank\_account\_graph\_invalidat... #178

Discussion 0 Commits 3 Diff 35 4

Showing 4 changed files with 46 additions and 4 deletions.

- app/controllers/bank\_accounts\_controller.rb 10
- app/models/bank\_account.rb 3
- app/models/bank\_account\_entry.rb 2
- test/unit/bank\_account\_entry\_test.rb 35

app/controllers/bank\_accounts\_controller.rb View file @ 1ead367

```
... .. @@ -9,7 +9,7 @@ class BankAccountsController < ApplicationController
  9 9   before_filter :get_imports, :only => [:upload, :index, :show]
10 10   skip_before_filter :redirect_to_getting_started, :only => :create
11 11
12 12   - caches_action :balance_history
12 12   + caches_action :balance_history, :cache_path => lambda { |c| c.balance_csv_cache_key }
13 13   + cache_sweeper :bank_data_sweeper, :only => [:update, :upload_undo, :do_upload]
14 14
15 15   # Declarative authorization
... .. @@ -160,7 +160,13 @@ class BankAccountsController < ApplicationController
160 160     end
161 161     end
162 162     end
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163 163   -
163 163   +
164 164   + def balance_csv_cache_key
165 165   +   if current_company && account = current_company.bank_accounts.find(params[:id])
166 166   +     "views/company_#{current_company.id}:bank_account_#{account.id}_history_csv:#{account.updated_at.to_i}"
167 167   +   end
168 168   + end
169 169   +
164 170   def upload
165 171     # display a list of bank accounts if one isn't selected
166 172     #bank_accounts = (params[:id].blank? && current_company.bank_accounts.length > 1) ? current_company.bank_accounts.co
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CI



# Jenkins

<http://jenkins-ci.org/>

freeagent

# SCALING





# SCALING



# QA

How can I help you?





Q and A

**Questions?**

