



Alamo InventorsSM



Simplify It, Demonstrate It & Get It Funded

Luke Owen

Have you ever been overwhelmed with the complexity of your invention idea that you never get stated on it? You are not alone. Our speaker has found a way to move past this obstacle.

Luke Owen, Co-Founder and CEO of TrueAbility, www.trueability.com, a software company, will be our speaker for April 2014. He will present “Applying MVP Methodology (Minimum Viable Product) to Your Startup or Idea” and review how he utilized MVP strategies to take his idea in July, 2012 to a venture backed startup in July, 2013. The MVP concept made famous by Eric Ries is focused on bringing a product, service, or invention to market in an expeditious manner, to determine early on if the idea is worth funding. You will also learn some clever tricks used along the way to expedite this process.

Luke will explain how he used MVP principles to develop TrueAbility without the typical software development you would expect. Wait until you hear how he simplified the development process. TrueAbility’s AbilityScreen platform simulates real world IT scenarios, on real servers, for IT professionals to learn new skills or demonstrate their technical abilities. Employers use TrueAbility to find the best technical talent and simplify the hiring process through online technical interviews on the AbilityScreen Platform. Shortly after submitting a provisional patent application for the idea of their AbilityScreen platform in July 2012, TrueAbility used the MVP strategy to launch AbilityScreen in October, 2012 to gain market validation. With a usable product in hand and positive customer feedback, TrueAbility was able to raise nearly \$3M enabling them to fully build out their platform and idea.

Luke, an entrepreneur from San Antonio, has been starting businesses from an early age. He worked 10 years as an intrapreneur at Rackspace as Director of Fanatical Support where he was responsible for scaling the Fanatical Support organization for Rackspace.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

Wednesday, April 9, 2014

5:30-6:30 Networking 6:30-8:00 PM - Presentation

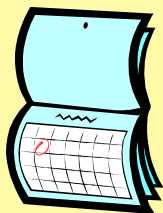
San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Special Thanks For: Refreshments Provided by Marx Design



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org

