

“AVOIDING RABBIT HOLES! GROWING SOFTWARE FROM MVP TO CLIENTS”

PULKIT K. AGRAWAL

FOUNDER AND CEO

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THE  TH INGREDIENT[®]

MAY 30, 2019

THANK YOU 2019 SPONSORS!



SAN DIEGO STATE
UNIVERSITY

UC San Diego



OUTLINE

WHY ARE YOU HERE?

CASE STUDY: THE 5TH INGREDIENT — “LAUNCH, AND THEN EVOLVE”

HOW DO YOU EVOLVE YOUR PRODUCT?

HOW DO YOU EVOLVE YOUR BUSINESS?

KEY TAKEAWAY — SO WHAT?

OUTLINE

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WHO'S IN THE AUDIENCE?

HAVE AN IDEA!

**MINIMUM
VIABLE
PRODUCT**

**GROWTH AND
TRACTION**

WHAT PROBLEMS ARE YOU EXPERIENCING?

HAVE AN IDEA!

**MINIMUM
VIABLE PRODUCT**

**GROWTH AND
TRACTION**

**TOO MUCH TO BUILD AND NOT
ENOUGH TIME**

“PERFECTION DILEMMA”

TOO MUCH FEEDBACK

BUILDING THE ‘RIGHT’ PRODUCT

OUTLINE

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CASE STUDY SUBJECT:

THE  TH INGREDIENT[®]

BEER30

WHAT IS BEER30?

PROPRIETARY SOFTWARE-AS-A-SERVICE FOR DATA MANAGEMENT

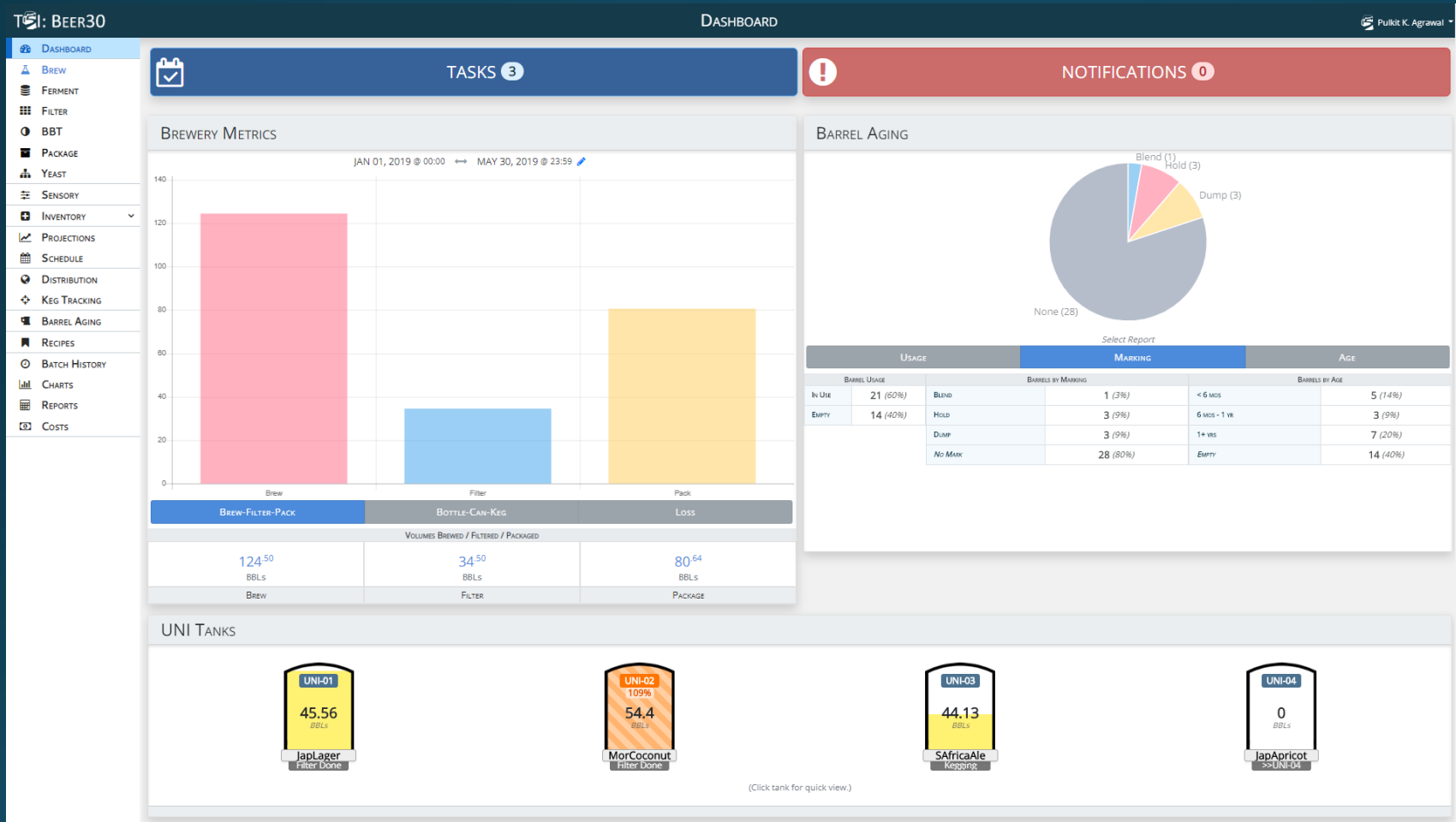
ORGANIZE ALL ASPECTS OF BREWERY PRODUCTION FROM GRAIN-TO-GLASS

MODULAR + TIER PRICING

16 CURRENT BREWERY CLIENTS

“THE LEAN STARTUP” IN ACTION

BEER30: v5.5 (MAY 30, 2019)



BEER30: v1.0 (JANUARY 15, 2018)

TSI: BEER30 DASHBOARD BREW FERMENT FILTER BBT PACKAGE INVENTORY REPORTS PROFILE EXIT

Beer30 Dashboard: Pulkit Agrawal

Email Address: pka@the5thingredient.com

"CREATE": New Tasks

"VIEW": Daily Tasks

Note: Only tasks created by manager will be visible.

June 2018

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Schedule for: Jun-06-2018

Nothing currently planned! Contact Manager.

BUT HOW DID WE GET TO v5.5?

**MENTALITY OF
“LAUNCH, AND THEN EVOLVE”**

OUTLINE

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WHAT'S A RABBIT HOLE?

**TRYING TO DIVE INTO EVERY DETAIL
OF A PRODUCT WHERE YOU LOSE
SIGHT OF THE BIG PICTURE AND
WHAT IS NECESSARY FOR THE CLIENT**

WHAT DOES THE CUSTOMER WANT?

VISIT POTENTIAL CUSTOMERS AND ASK THEM.

GET A CONSENSUS

WHAT'S THE MINIMUM FUNCTIONALITY TO PROVE MARKET FIT?

THE “PERFECTION DILEMMA”

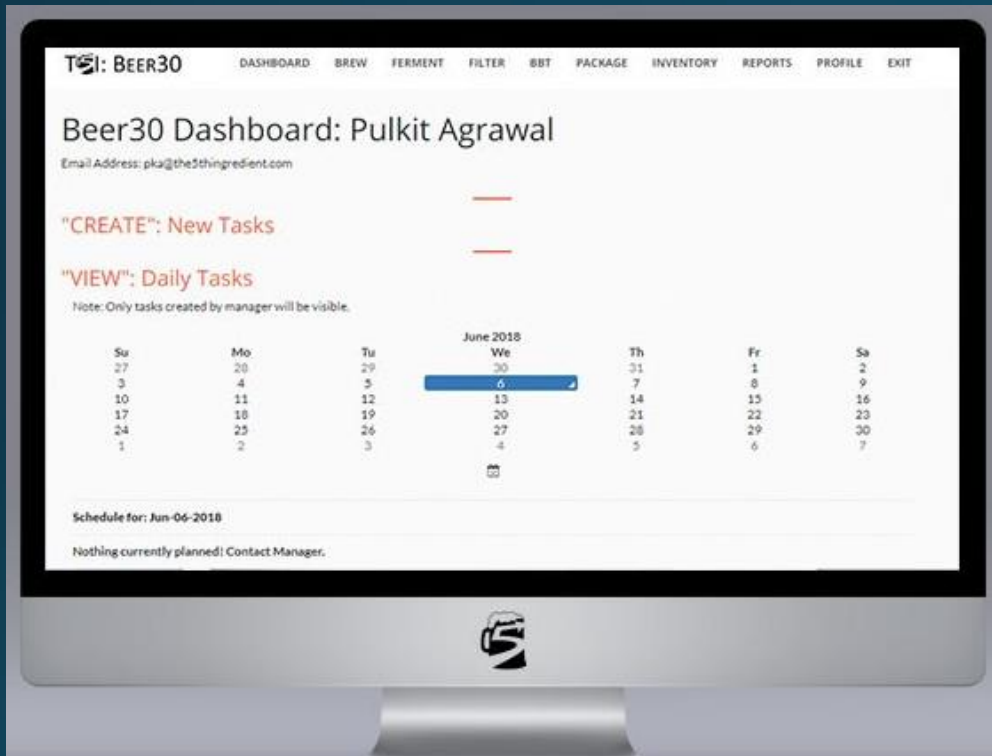
WHAT IS “GOOD ENOUGH”?

DOES THE USER EXPERIENCE MATTER?

RABBIT HOLES: TRYING TO BUILD ALL FEATURES BEFORE LAUNCH

FAILURE TO LAUNCH!

ALPHA + v1.0



JANUARY 15, 2018

WHAT DO BREWERS THINK?

AM I ON THE RIGHT PATH?

WHAT DOES THIS TELL ME ABOUT THE MARKET?

CRAFT BREWERS CONFERENCE – MAY 2018

110 BREWERY EMPLOYEES → 70 BREWERIES

WHAT IS THE CRITERIA FOR AN UPDATE?

(1) SIZE OF THE CLIENT

(2) QUANTIFYING HOW MANY CLIENTS HAVE TOLD YOU THIS

(3) CLIENT SPECIFIC VS. GENERIC SOLUTION

(4) IS THE CLIENT WILLING TO PAY?

(5) IS THE LACK OF THIS FEATURE A SHOWSTOPPER FOR CLIENT?

WHO IS THE INPUT COMING FROM? FILTERS!

“EXECUTIVE”

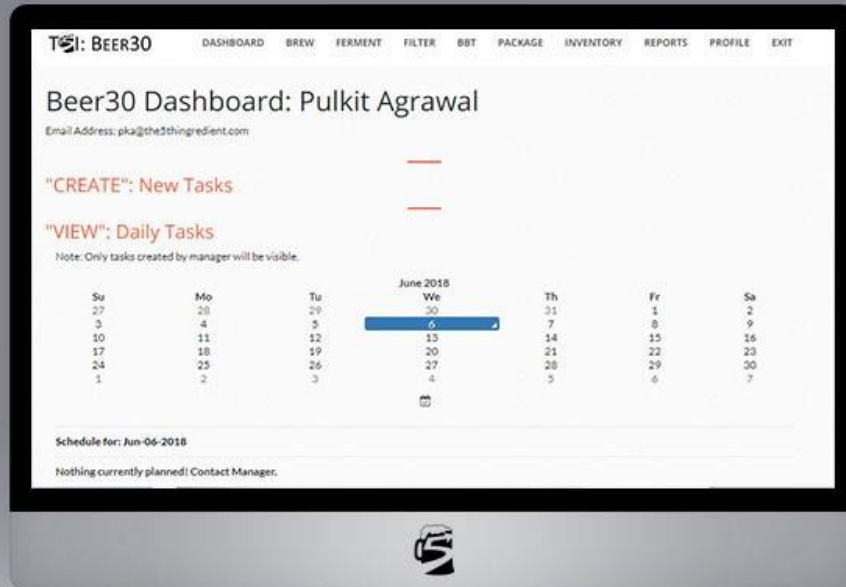
“PROCRASTINATOR”

“FRIEND”

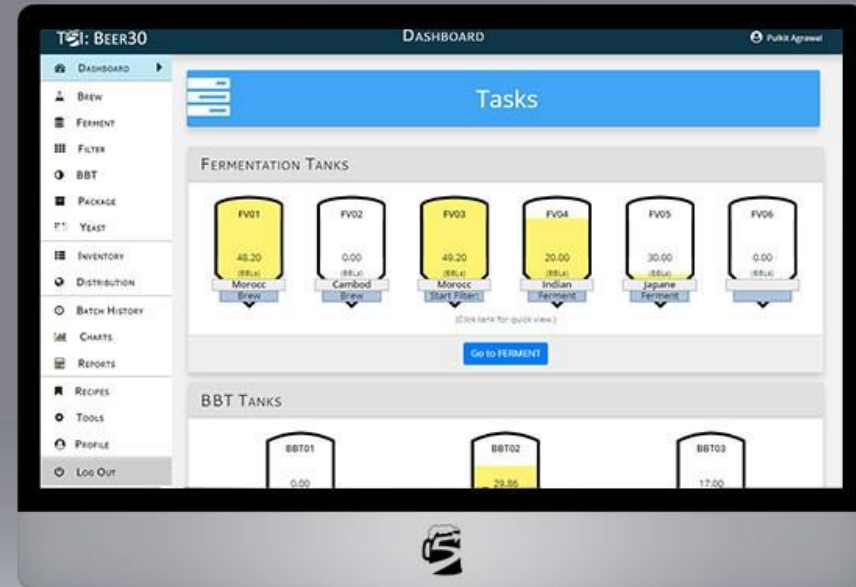
“FLAKER”

v1.0 TO v2.0

BEFORE



AFTER



Brewery Management Evolved

THE 5TH INGREDIENT

www.thethingredient.com

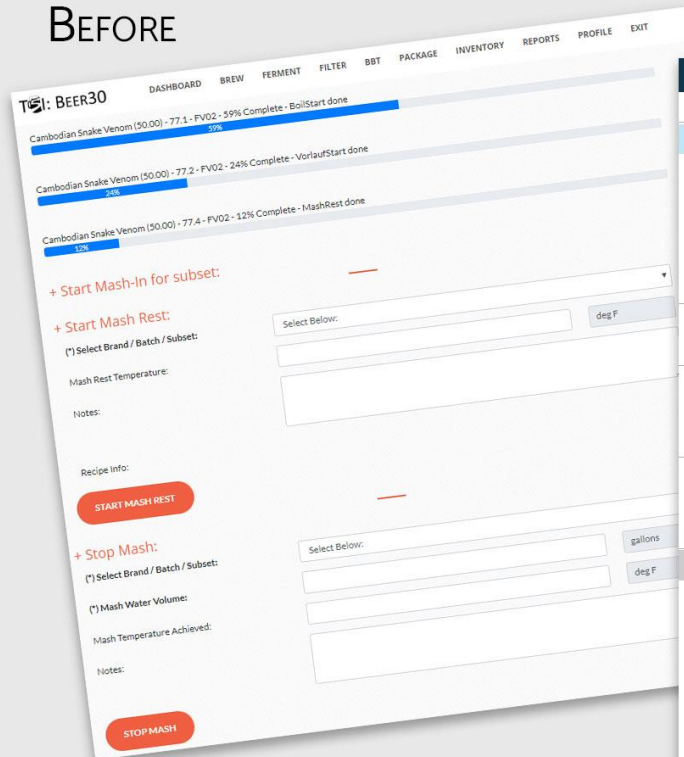
THE 5TH INGREDIENT®

SD STARTUP WEEK | MAY 30, 2019

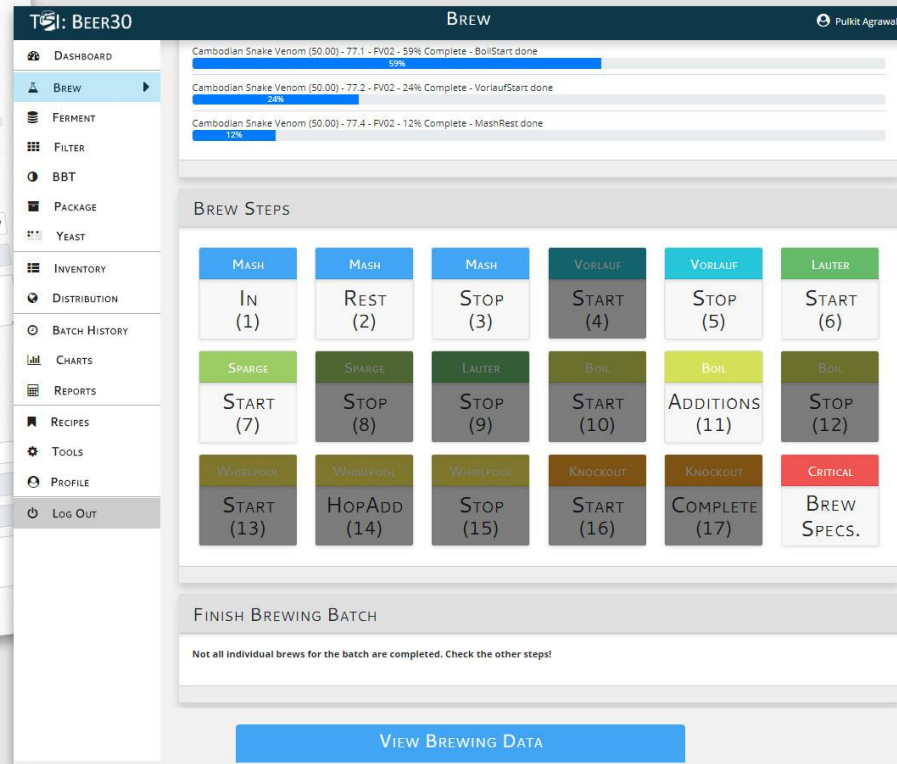
v1.0 TO v2.0

THE 5TH INGREDIENT

BEFORE



NOW IN v2.0



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v5.0

TSI: BEER30

BREW 01 0h

Pulkit K. Agrawal

- DASHBOARD
- BREW
- FERMENT
- FILTER
- BBT
- PACKAGE
- YEAST
- SENSORY
- INVENTORY
- PROJECTIONS
- SCHEDULE
- DISTRIBUTION
- KEG TRACKING
- BARREL AGING
- RECIPES
- BATCH HISTORY
- CHARTS
- REPORTS
- COSTS

MASH IN

BREW LOG

BREW ADDITIONS

KNOCK OUT

(* Select Brand / Batch / Subset)

Malaysian IPA (25.00)-1.1-FV04

EXPAND ALL COLLAPSE ALL

SAVE BREW LOG

MASH REST
May 13, 2019 @ 07:17 PM
Actual: 1 min
Recipe: 25 min
Mash Rest Temp
Recipe: 165 deg F
165 deg F +5
Notes
[+] Mash Rest: Pulkit K. Agrawal
Add Note

MASH STOP
May 13, 2019 @ 07:50 PM
Actual: 34 min
Recipe: 30 min
Mash Water Volume
Recipe: 1500 gal
Mash Temp Achieved
Recipe: 150 deg F
Notes
Add Note

VORLAUF START
May 21, 2019 @ 09:41 AM
Recipe Vorlauf Time: 20 min
Notes
[+] Vorlauf Start: Pulkit K. Agrawal
Add Note

VORLAUF STOP
05/26/2019
Recipe Vorlauf Stop: 20 min
Notes
[+] Vorlauf Stop: Pulkit K. Agrawal
Add Note

LAUTER START
05/26/2019
Recipe Lauter Time: 50 min
Notes
[+] Lauter Start: Pulkit K. Agrawal
Add Note

SPARGE START
05/26/2019
Recipe Sparge Temp: 165.0 deg F
Recipe Sparge Time: 10 min
Notes
[+] Sparge Start: Pulkit K. Agrawal
Add Note

SPARGE STOP
05/26/2019
Recipe Sparge Stop: 10 min
Sparge Temp Achieved
Recipe: 165 deg F
Sparge Water Qty
Recipe: 200 gal
Notes
Add Note

LAUTER STOP
05/26/2019
Recipe Lauter Stop: 50 min
Notes
[+] Lauter Stop: Pulkit K. Agrawal
Add Note

BOIL START
05/26/2019
Recipe Boil Time: 100 min
Pre Boil Volume
Recipe: 45.6 BBL
Notes
[+] Boil Start: Pulkit K. Agrawal
Add Note

BOIL STOP
05/26/2019
Recipe Boil Stop: 100 min
Notes
[+] Boil Stop: Pulkit K. Agrawal
Add Note

WHIRLPOOL START
05/26/2019
Recipe Whirlpool Time: 20 min
Post Boil Volume
Recipe: 44.2 BBL
Water Down Dilution
Recipe: 0.2 BBL
Notes
[+] Whirlpool Start: Pulkit K. Agrawal
Add Note

WHIRLPOOL STOP
05/26/2019
Recipe Whirlpool Stop: 20 min
Recipe Whirlpool Rest: 15 min
Notes
[+] Whirlpool Stop: Pulkit K. Agrawal
Add Note

CRITICAL BREWING SPECS
05/26/2019

Strike Water pH	5.50	pH
Mash pH	2.80	pH
First Runnings pH	3.20	pH
First Runnings Gravity	5,500	Spec
Sparge Start pH		pH
Final Runnings pH		pH
Final Runnings Gravity		Spec
Pre-Boil Gravity		Plat
Boil pH		pH
Post-Boil Gravity		Plat
Knock-Out pH		pH
Knock-Out Gravity		Plat

Notes
Add Note

CUSTOM DATA FIELDS
05/26/2019

Motor during Mash-In		Hz
Temperature during Step Mash 1		deg F
Vorlauf Start Temp		deg

SAVE BREW LOG

VIEW BREWING DATA

OPPORTUNITY COST ANALYSIS

HOW LONG WILL IT TAKE TO BUILD THIS FEATURE?

WHAT ARE THE ALTERNATIVES?

LOW HANGING FRUIT WITH HIGH IMPACT?

HOW TO GET FEEDBACK FROM CLIENTS

AND DEMOS?

BUILD A WORKSHEET!

**ALWAYS START WITH
AN “AGENDA” AND
LEAVE WITH A
“GAME PLAN”**

THE 5TH INGREDIENT®

Brewery Name: (City / State)

Beer30 Demo - DATE

Names::

Notes

- Annual BBL Output:
- Packaging Format:
- Self-Distribution / Distributors:
- Keg Tracking Module:
- Barrel Aging Module:

- What is your current data tracking process?
- What other softwares have you looked into?
- What are your biggest software needs?

- What are your overall thoughts from the Beer30 demo?
- What would it take to get you signed up with Beer30?

Pricing Quoted:

-

Next Steps:

-

Contact Information:

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- Ryan Allis (Co-Founder & COO, The 5th Ingredient):: +1-858-405-1955
- Chris Dawson (Business Development Manager, The 5th Ingredient):: +1-703-883-7317

TECH DEBT

TECH DEBT IS FINE!

FOCUS ON FUNCTION FIRST, AND THEN ON FORM

AS YOU GROW, MORE MONEY TO ADDRESS LEGACY CODE!

DON'T TRY AND CHASE THE RABBIT...

WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30: PROCESS / QUALITY

TSI: BEER30
BREW 01 0h
Pulkit K. Agrawal

MASH IN
BREW LOG
BREW ADDITIONS
KNOCK OUT

(*) Select Brand / Batch / Subset

EXPAND ALL
COLLAPSE ALL

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Sparge Water Qty gal

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SAVE BREW LOG

VIEW BREWING DATA

THE 5TH INGREDIENT®

SD STARTUP WEEK | MAY 30, 2019

DON'T TRY AND CHASE THE RABBIT...

WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30 + INVENTORY / DISTRIBUTION

BEER30: DISTRIBUTION

T5I: BEER30

DISTRIBUTION

Pulkit Agrawal

- DASHBOARD
- BREW
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DISTRIBUTION HUB TRANSFER INVENTORY SELL GOODS DELIVER & RECOVER

AVAILABLE TO SELL

	BOTTLES			CANS		KEGS					
	12oz (4x2)	12oz (6x2)	12oz (6x4)	500mL (6x2)	16oz (12x1)	10.8 gal	15.5 gal	30L	5.16 gal	50L	7.75 gal
01-PKA-CBS						1				1	
01-PKA-FV									1		
02-HoliAmber		9	33				2		16	1	
Be the Change	2			79							
Grain Bill DropDo...					3.5						
PKA								2			1
Xavier's Mind							2		2		

RECOVERABLES 162

ACCOUNT	ITEMS
High Dive Grill	75
Lang Nissan	26
LEARN academy	20
Kilowatt Brewing OB Tasting Room	12
AVA Pacific Beach	11
Costco Wholesale	8
Pinnacle on the Park	4
	3
Mossy Toyota	2
San Diego State University	1

ORDERS PENDING DELIVERY

TOTAL	PAST DUE	TODAY	SCHEDULED
18 <i>233 Items</i>	16 <i>195 Items</i>	2 <i>38 Items</i>	0 <i>0 Items</i>
ORDER #	ITEMS	DELIVERY	DAYS LATE
1	101	15	Jul 25, 2018
2	zach1	10	Sep 18, 2018
3	14-PKA	5	Sep 27, 2018
4	02	4	Sep 27, 2018
5	01PKA	44	Sep 27, 2018
6	JBelmontPark	17	Sep 27, 2018
7	P01	2	Sep 28, 2018
8	7DV PKA 01	6	Sep 28, 2018

DELIVERIES BY MONTH

4 MONTHS	14	99
MONTH	DELIVERIES	ITEMS DELIVERED
MAY-2019	2	3
APR-2019	8	64
FEB-2019	2	13
JUL-2018	2	19

DON'T TRY AND CHASE THE RABBIT...

WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30 + INVENTORY / DISTRIBUTION

BEER30 + ACCOUNTING SOLUTIONS

BEER30: ACCOUNTING



DON'T TRY AND CHASE THE RABBIT...

WHAT DIFFERENTIATES YOU?

BEER30 + PROCESS / QUALITY

BEER30 + INVENTORY / DISTRIBUTION

BEER30 + ACCOUNTING SOLUTIONS

**BEER30: NEW
CLIENT ONBOARDING
IN HOURS**

OUTLINE

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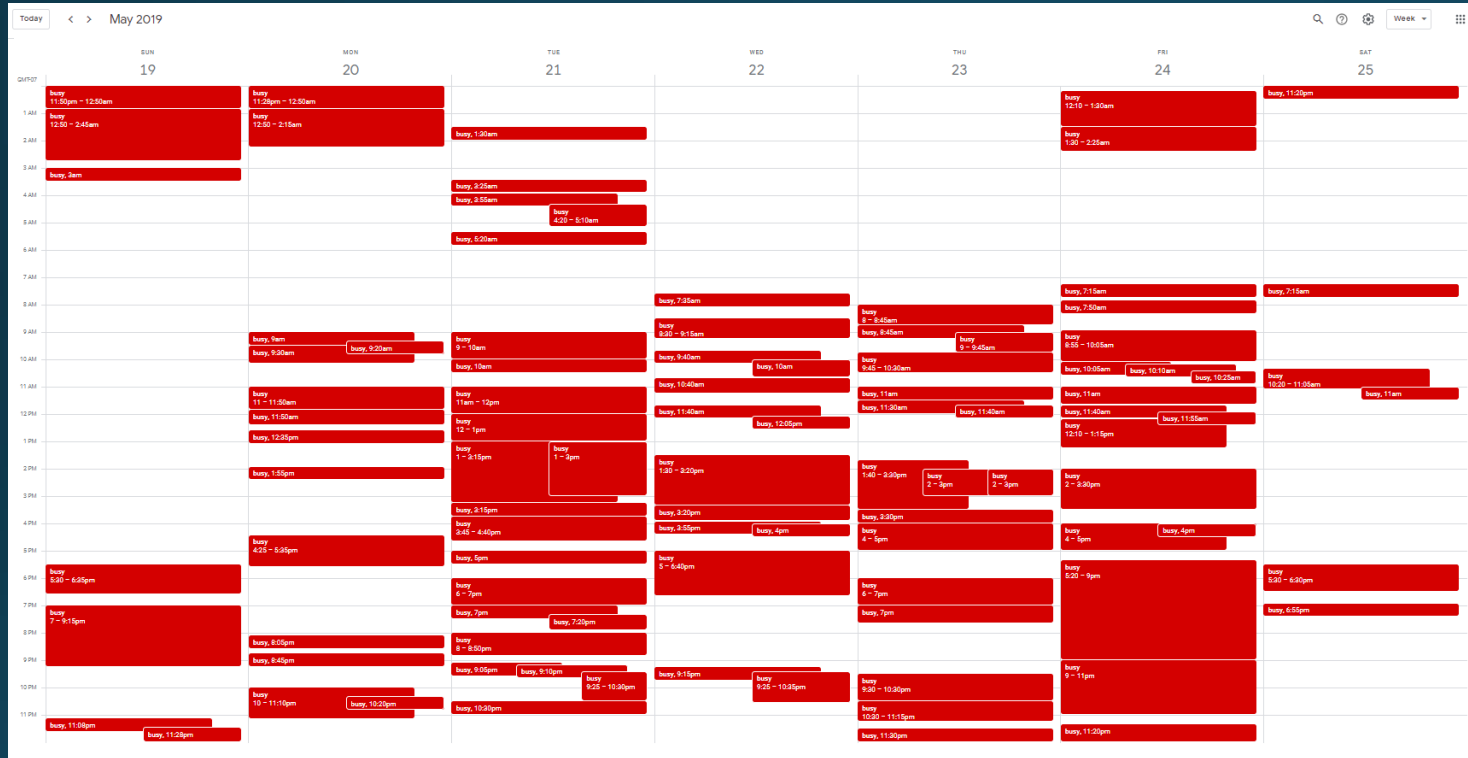
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HOW DO YOU EVOLVE YOUR PRODUCT?

HOW DO YOU EVOLVE YOUR BUSINESS?

KEY TAKEAWAY — SO WHAT?

KEEP TRACK OF TIME AND COMMITMENTS



164 HOURS IN A WEEK: YOU REALLY DON'T GET YOUR OWN SCHEDULE...

ESTABLISH AND EVOLVE A WORKFLOW



**HUBSPOT:
LEADS AND
DEMOS**



**DRIVE:
CLIENT
WORKSHEETS**



**TRELLO:
PRIORITY LIST
AND BACKLOG**



**CALENDAR:
TIME
ALLOCATION**



**SLACK:
TEAM
COORDINATION**

PRICING

**START WITH FREE TRIALS
FOR CUSTOMER FEEDBACK!**

**UPDATE PRICING AS YOU
BUILD MORE MODULES!**

**WHAT ARE CUSTOMERS
WILLING TO PAY?**

COMPETITOR'S PRICE?

PRODUCT DIFFERENTIATION?

HIRING FULL TIME DEVELOPERS

CONTRACTORS

INTERNS

LEARN
academy

**DETERMINE STYLE GUIDELINES
FOR CODE**

**DOCUMENT AND COMMENT
EVERYTHING!**

WHAT IS YOUR COMPANY CULTURE?

BUILDING A TEAM

- **FINDING CO-FOUNDERS / C-SUITE VISIONARY IS LIKE DATING AND MARRIAGE!**
- **WORK WITH PEOPLE WHO YOU ENJOY WORKING WITH – YOU HAVE A CHOICE!**

FULL TRANSPARENCY

- **CEO / CTO / COO – TRUST YOUR PARTNERS!**
- **TEAM SPECIFIC LINGO – “ANT” – ASKING, NOT TELLING.**

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**MINIMUM
VIABLE PRODUCT**

**GROWTH AND
TRACTION**


**ALL STAGES — IDEA, MVP, OR GROWTH...
AVOID RABBIT HOLES BY FOCUSING ON
“LAUNCH, AND THEN EVOLVE.”**

THANK YOU!




THANK YOU!

EXECUTIVE




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SOFTWARE




ANDREW




ETHAN



JASON



JULIANNE



MATTHEW

CO-FOUNDER: RYAN E. ALLIS
TEAM MEMBERS
MENTORS / GUIDES / FAMILY
SAN DIEGO STARTUP COMMUNITY
BREWING COMMUNITY

THANK YOU TO THE AUDIENCE!

“IT DOESN'T GET ANY EASIER, YOU JUST GET FASTER.”

— GREG LEMOND



**“AVOIDING RABBIT HOLES!
GROWING SOFTWARE FROM MVP TO CLIENTS.”**

THANK YOU!

Please take a minute to rate this session in the Whova app.

