About me

- Joaquin Saavedra 🇺🇾
- Music Producer & Sound Designer
- Electrical Engineer & Computer Science
- 5+ years in the audio plugin industry (+20 projects)
- CEO & Co-Founder of **Edge Audio Labs**
  - Software development services
  - For audio & music industry
- Why I feel I can add value in this topic

Overview

- **Start form an idea**
- **Create a plan**
- **Develop the software**
- **Test**
- **Copy protection**
- **Installers**
- **Online Sell**
- **Customer Support**
- **Other stuff to consider**

What we'll try to avoid:
- Have 1 idea
- Have another idea
- Create a web
- Develop UI
- Develop UX
- Create an installer
- Tests
- Send to some testers
- Fix problem on DSP
- Have another idea
- Change the product
- Have feedback
- Change the UX completely
- Make a 3D design
- Update the DSP
- Test more
- Copy protect
- Launch a V1
- Test even more
- Do the windows version
- Develop a new feature
- Update the web
- Some sells
- License some artist content
- Customer support via email
- Update the UI again
- Do some marketing
- Improve the security
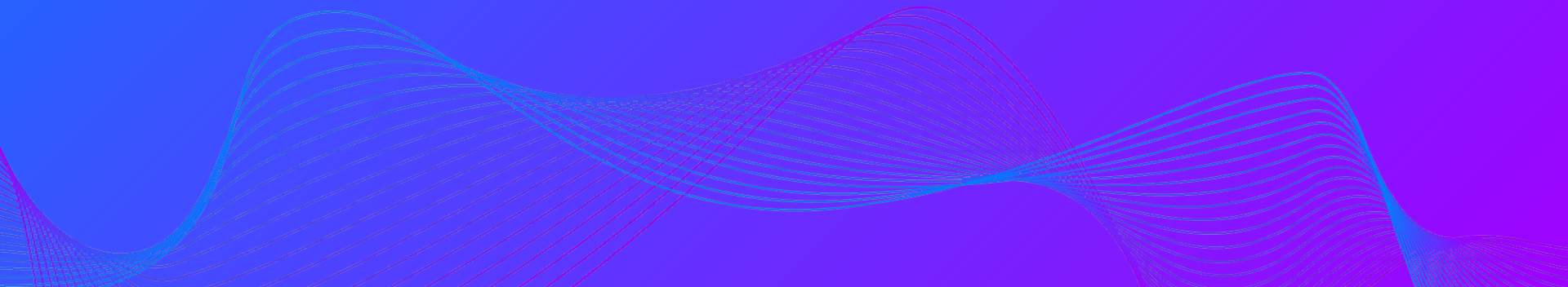- Fix some DSP issues
- Testttttt
- Launch V2

Think one step further
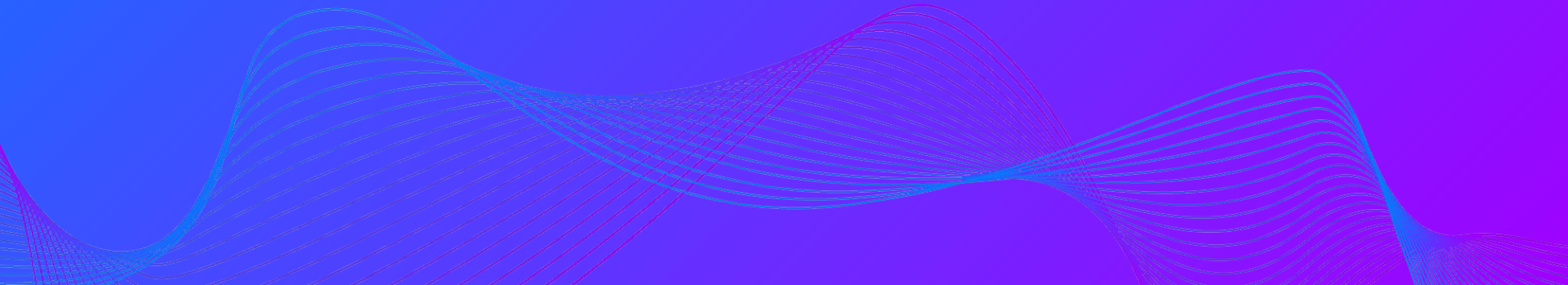
Start from an idea

- You need **one**
  - Add unique value / fill a gap
  - Target user
- Look for references (DSP & UI)
- Get early feedback
- Write it down
- Refine it

Say no

Create a plan

- Most important part
- Technical description
  - Supported platforms and formats
    - VST AU AAX macOS Windows Linux?
  - What actually does and how
    - Every feature
  - Technologies use
    - JUCE? Any external need?
- Timeline
- Financial plan

Develop the software

UI/UX

- Sketch
- Design (Figma or equivalent)
- Plan **all** interactions
  - Buttons, sliders
  - Hovers, pop ups, meters, shortcuts, animations, etc
- Implement design

DSP (or processing)

- Effects, synth, AI, analysis, etc
- Prototype (Python?)
- Open Source or Libs
- Implement in C++
- Critical listening
- Optimize for real-time

EDGE AUDIO LABS

Test

- Internal functional testing
- Critical listening testing
- Alpha testing
- Beta testing
- Compatibility testing
  - Cross-Platform & DAWs
  - Different versions

Copy protection

- External solutions (iLok and others)
- You own solution
  - API in connection with plugin
  - Installer hub? Activation codes? Username & password?
- Activations per sell
- Trial?

Installers

- Version naming convention (v.2.0.3)
- macOS Packages & Inno Setup
- Code signing
  - Apple Developer Program
  - Microsoft Azure Trusted Signing (or EV DigiCert)
- Dependencies (libs or others)
- Compatibilities

EDGE
AUDIO
LABS

Online Sell

- Marketing plan
  - Social networks
  - Pricing strategy (offers, bundles, etc)
  - Launch strategy
- One-time purchase, subscriptions, freemium
- Sell channels (**web**, distributors, marketplaces, mail, local community, etc)
- Where to download installers
- Payments?

EDGE
AUDIO
LABS

Customer Support

- Web FAQ
- Which problems can the user have?
- Channels for users to communicate
  - Forums presence
- Prioritize fixes
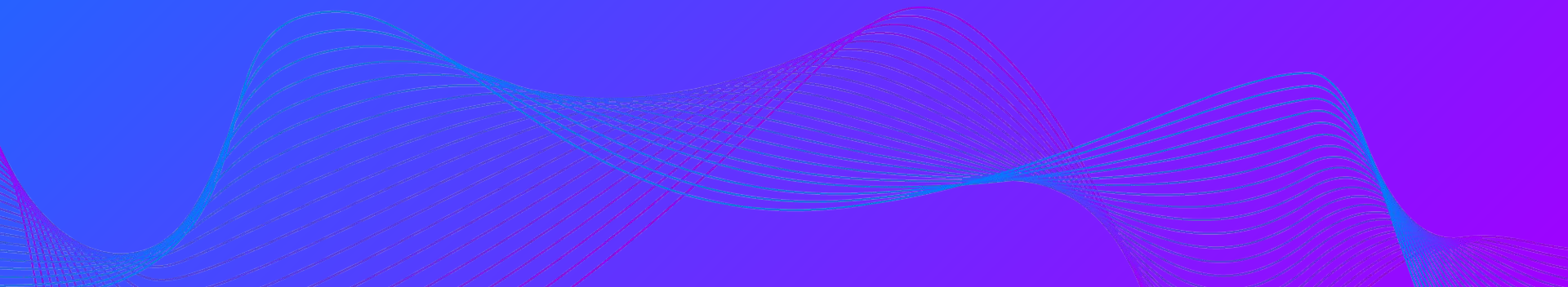
Other stuff to consider

- Automations (CI/CD)
- Documenting
- Create content for marketing
- Patents
- Licensing
- Financial planning
- Legal
- Legacy support
- Long term support
- …

Conclusion

- Start form an idea
- **Create a plan**
- Develop the software
- Test
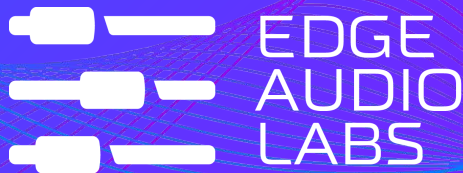- Copy protection
- Installers
- Online Sell
- Customer Support

Plan

As much as you can

Thanks!

- Q&A in Gather and Discord Channel
- Slides will be shared
- joaquin@edgeaudiolabs.com
- LinkedIn.com/in/Joaquin-Saavedra/

EDGE
AUDIO
LABS

www.edgeaudiolabs.com