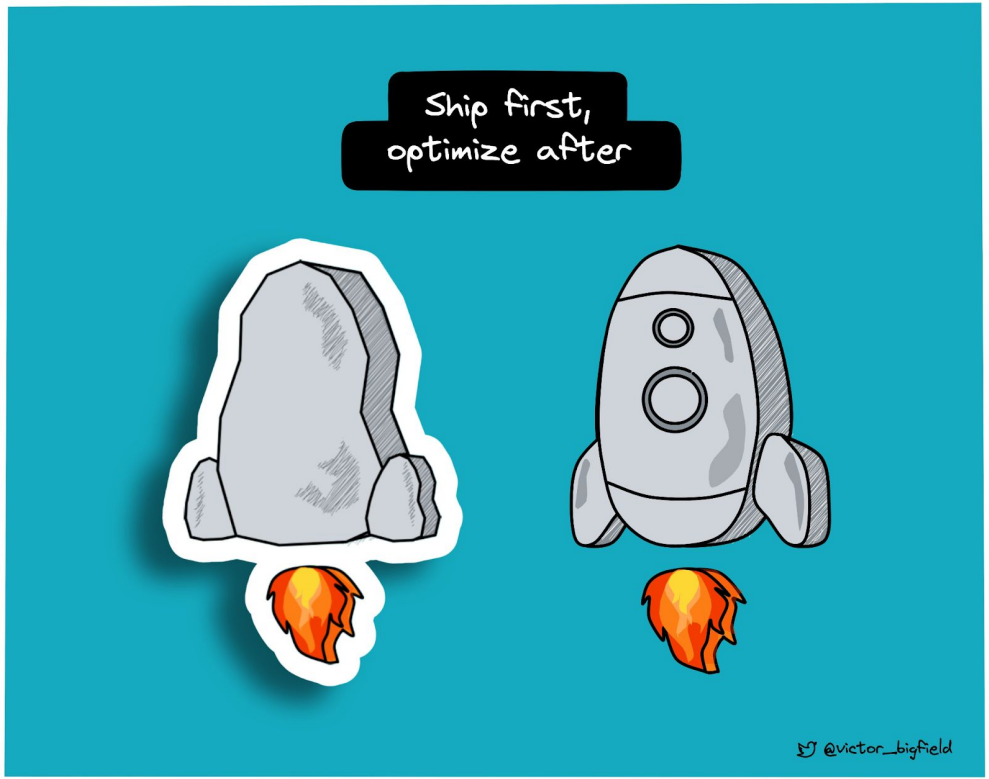
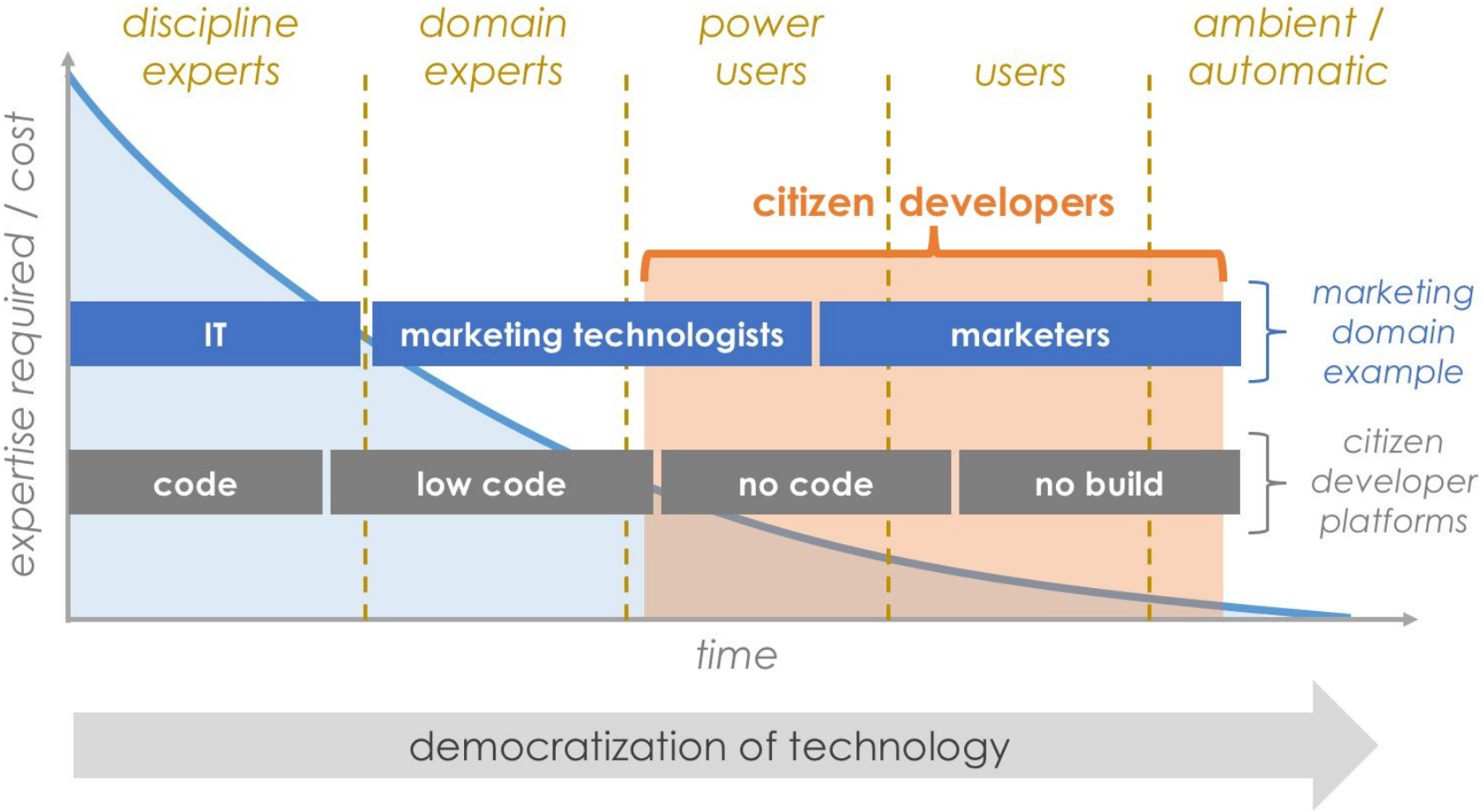
Impact Innovation Lab
No-code Web

Cyron Chan

Agenda.

1. Making a landing page to test your idea
2. Making a company website


Ship first,
optimize after
@victor_bigfield


discipline experts
domain experts
power users
users
ambient / automatic
expertise required / cost
citizen developers
IT
marketing technologists
marketers
marketing domain example
code
low code
no code
no build
citizen developer platforms
time
democratization of technology

MVP?

MVP (minimum viable product):

the **most pared-down version** of a product that can be released to the market. When adopting this approach, developers will **focus on the core features** and functions that are **essential.** Once the product is released and user feedback is gathered, they will continue to build the complete set of features.

Optimal time : 2 weeks - 3 months

Making a landing page to test your idea.

Ask AI

“Write me a social enterprise idea for Hong Kong in one sentence”

Innovation = Creativity + Value-added

Your Value Proposition

Value proposition is a statement that describes the value that a company or product offers to the customer. It answers the question **“why should the customer buy our product or service?”** It includes an explanation of the benefits the customer will receive and why the company is the best choice for them.

Problems/Needs -> Value

Key Messages

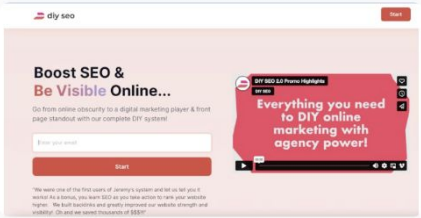
- Value you want to provide
- Introduce the product
- How it creates value you mentioned
- CTA (Call to action)
- Objection(s)
- How the objection will be handled

Key Messages - Makerbay

- Value you want to provide - build your product with low cost
- Introduce the product - makerspace as co-working space, share resources
- How it creates value you mentioned
  - A space at Tsuen Wan
  - Monthly fee to use the equipment and tools in 24/7
  - A maker community
- CTA (Call to action) - book a visit now!
- Objection(s)
  - Need to book for a long time?
- How the objection will be handled
  - Flexible booking, from day pass to month pass

yep.

ITAD - IT Asset Disposition Services by ofdel



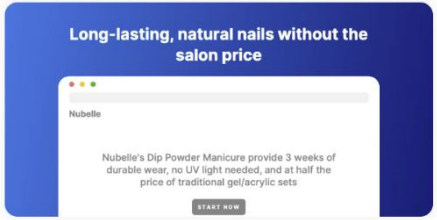
DIY SEO Landing by DIY SEO

helloNPO by haydenfowler

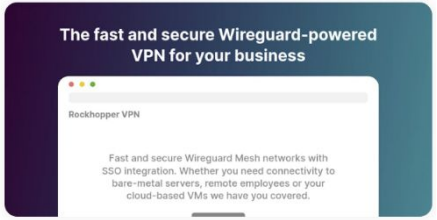
STRENTOR by STRENTOR

Digital Daze Book by samjr17

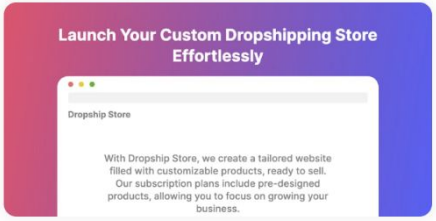
LaunchPlan form 12Ronnies by Simon



Nubelle by shellynjeri



Rockhopper VPN by endeavour

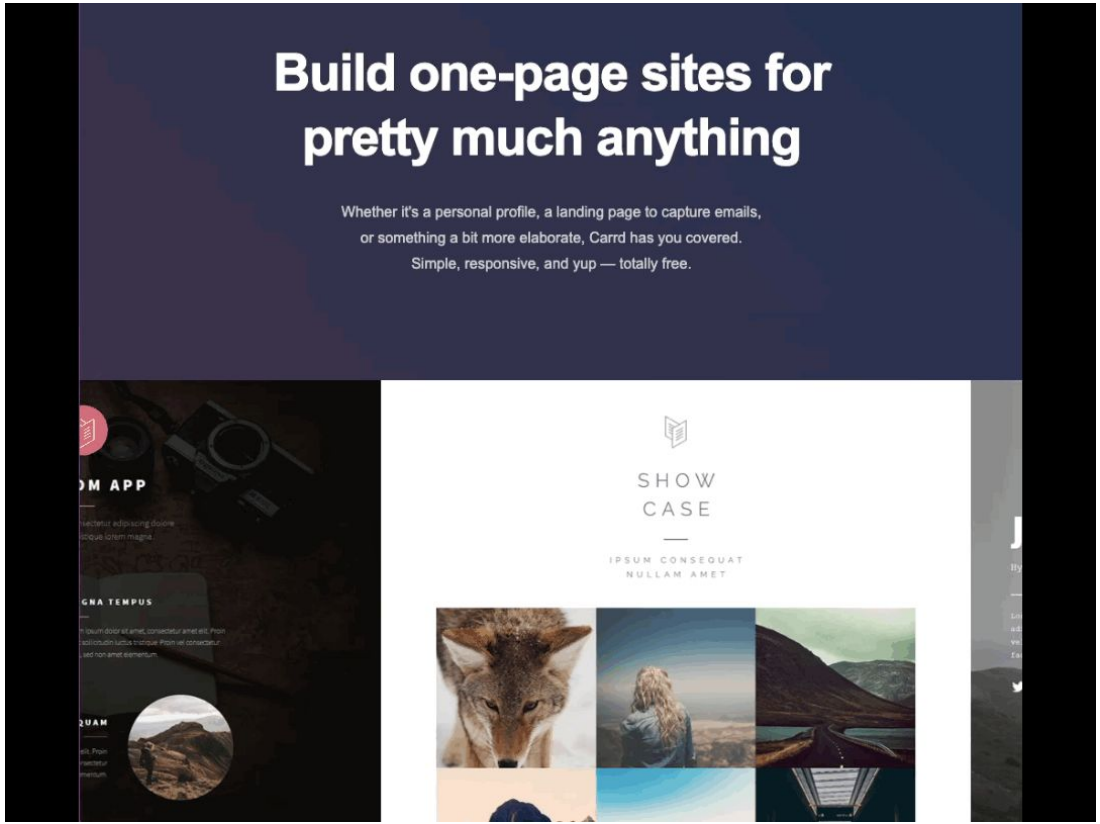


https://yep.so/explore

Making a company website.

What is the purpose of a website?

Carrd


Build one-page sites for pretty much anything
Whether it's a personal profile, a landing page to capture emails,
or something a bit more elaborate, Carrd has you covered.
Simple, responsive, and yup — totally free.
SHOW
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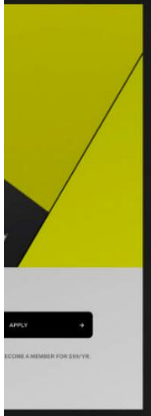
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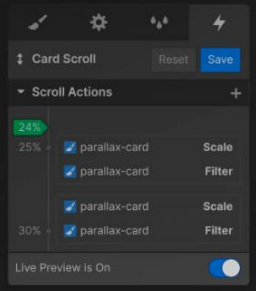
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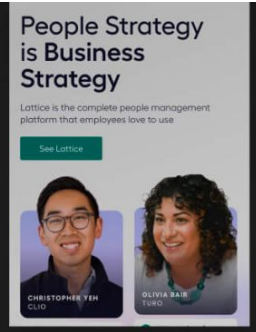
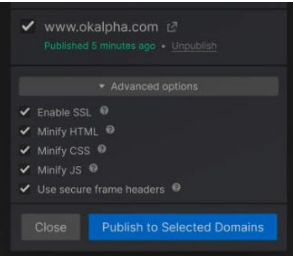

People Strategy is Business Strategy
Lattice is the complete people management platform that employees love to use
See Lattice
CHRISTOPHER YEH
CLIO
OLIVIA BAIR
Turo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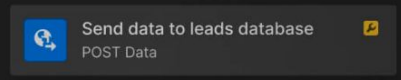
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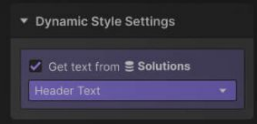
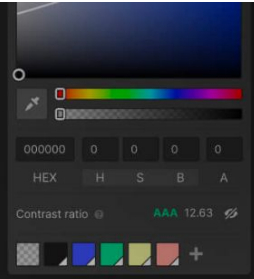
POST Data


Dynamic Style Settings
Get text from Solutions
Header Text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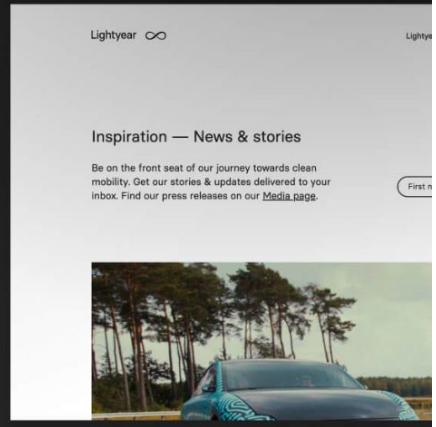
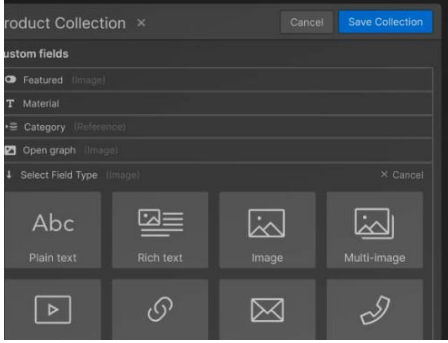

Lightyear
Inspiration — News & stories
Be on the front seat of our journey towards clean mobility. Get our stories & updates delivered to your inbox. Find our press releases on our Media page.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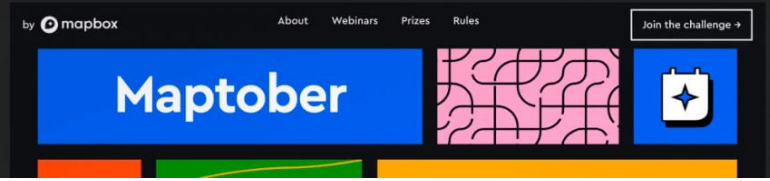
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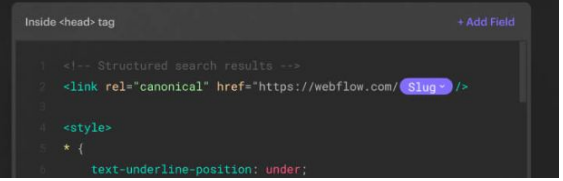
Inside <head> tag
+ Add Field
<!-- Structured search results -->
<link rel="canonical" href="https://webflow.com/ Slug />
<style>
* {
text-underline-position: under;

My No Code Toolkit

Web (landing page): Carrd / yep.so / umso

Web (full function): Webflow / Bildr

App (Easy): Glide

App (Mid): Softr / Adalo

App (Hard): Bubble / Thunkable

Automation: IFTTT

Database: Google sheet / Airtable

Calendar: Zcal

Data Management: HelloGuru / Fireapis / Xano

Learn from others.

Product Hunt

Impact Innovation Lab
No-code Web

Cyron Chan