

IxDA Sydney Mentoring Program Podcast

08 - Michael Wong

Resources and Tools

Resource Type	Title	Description & Link
Website	The Designership	Designership is the one-stop-shop to master the world of UX/UI design. Immerse yourself in real-world courses, products and an exclusive global community. https://www.thedesignership.com/
YouTube	Mizko YouTube Channel	Talking from personal experiences in building businesses and great products that help turn startups into superheroes. https://www.youtube.com/c/Mizko
Website	Mizko Media	Mizko's personal portfolio website with case studies https://www.mizko.net/
Book	Lean Start-up Eric Reis	The Lean Startup method teaches you how to drive a startup-how to steer, when to turn, and when to persevere-and grow a business with maximum acceleration http://theleanstartup.com/principles
Book	Blitzscale, The Lightning-Fast Path to Building Massively Valuable Companies Chris Yeh and Reid Hoffman	Blitzscaling is a specific set of practices for igniting and managing dizzying growth; an accelerated path to the stage in a startup's life-cycle where the most value is created. It prioritizes speed over efficiency in an environment of uncertainty, and allows a company to go from "startup" to "scaleup" at a furious pace that captures the market. https://www.blitzscaling.com/
Book	Hooked: How to Build Habit-Forming Products Nir Eyal	How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how

		<p>technologies hook us?</p> <p>https://www.amazon.com.au/Hooked-How-Build-Habit-Forming-Products-ebook/dp/B00NW01MKM</p>
Website	Online Marketplace	<p>AppSumo is a daily deals website for digitally distributed goods and online services. AppSumo was founded in March 2010 by Serial online entrepreneur Noah Kagan</p> <p>https://appsumo.com/</p>