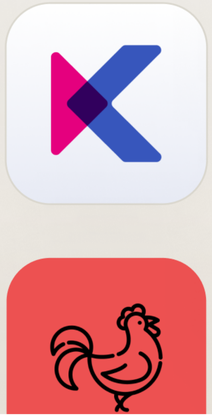
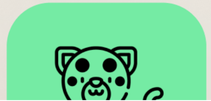
How to create *your own* digital products

Tips and tricks to kickstart your product launch journey.

Female Founders | Karla Fernandes, March 14, 2025





Tips & Tricks

Kickstart your journey!

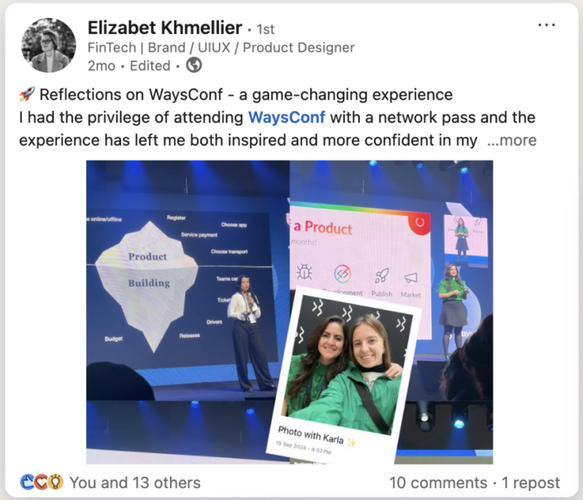
Info Products

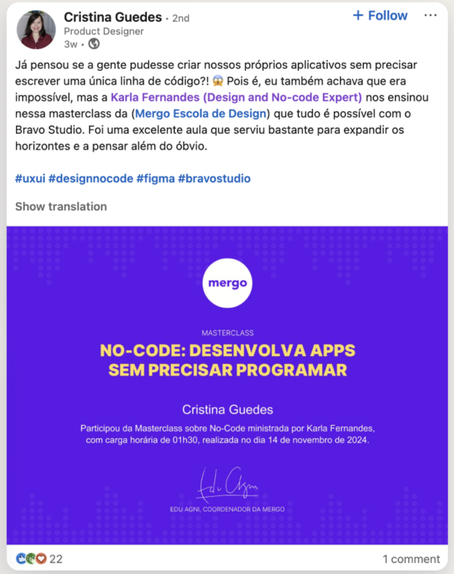
Interaction Products

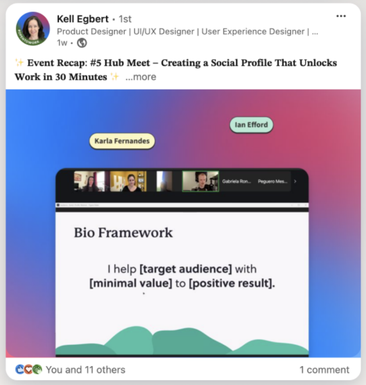
Continuity Products

If you get something

out of this talk...





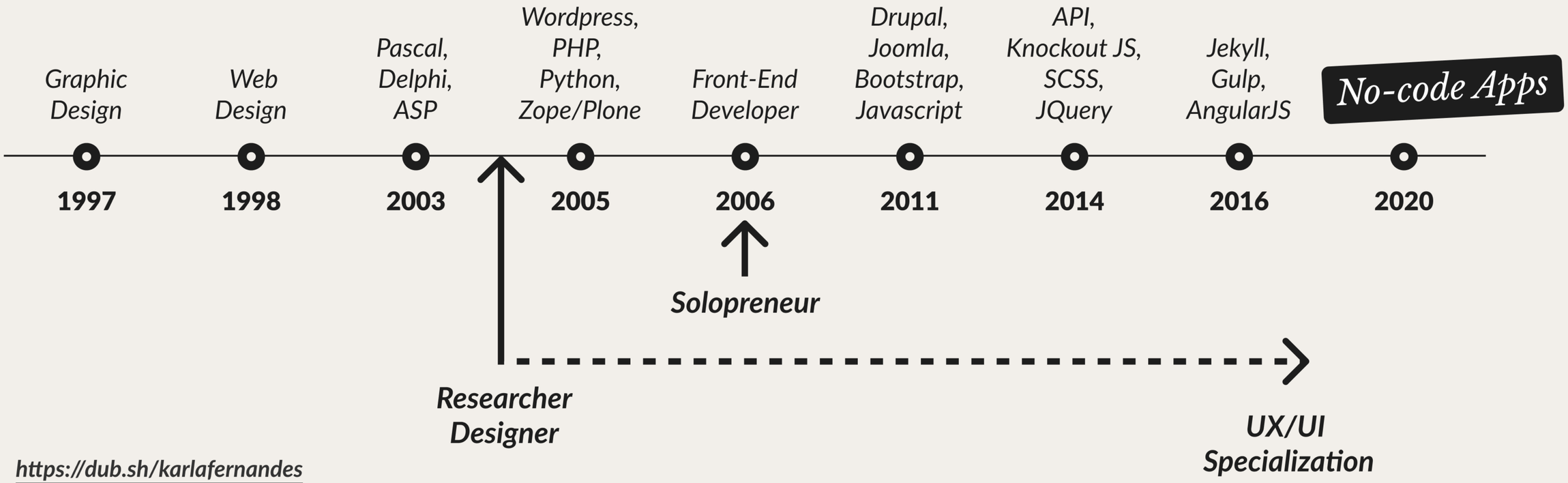


Take a screencap and post it on LinkedIn!

Tag me **@karlafernandes**

My career journey

From pixels to products: 25+ years of experience

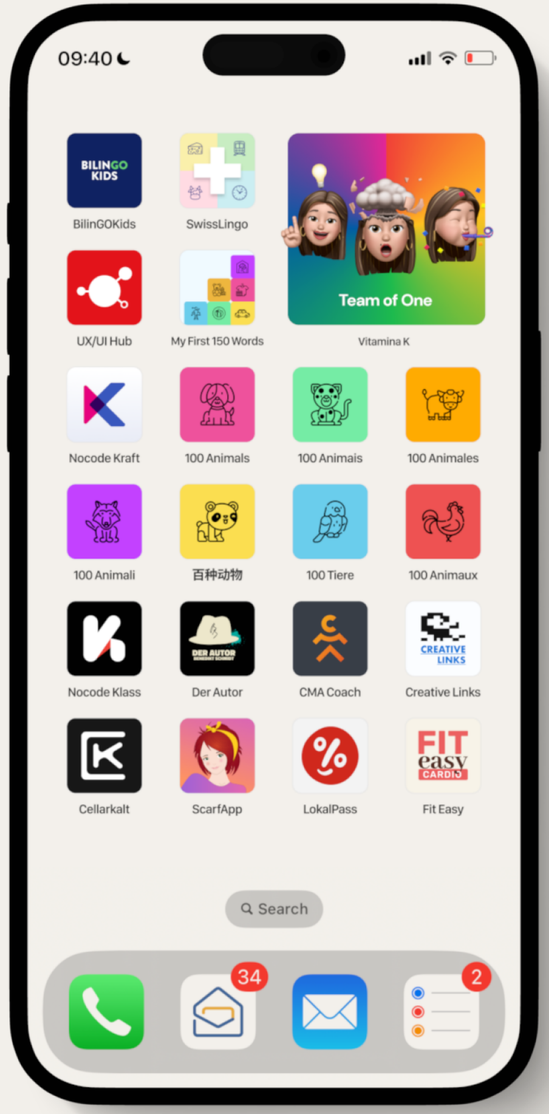


https://dub.sh/karlafernandes

The only team you need to turn your digital product idea into reality.

I'm a Team of One!

https://teamofone.club/karlafernandes



Courses, eBooks, Guides & Templates

Beyond Limits

Achieve your full potential

"Try to figure out everything before getting started and you will never get started."

Emmi Kavander

Rapid Execution Framework

Set Audaciously Short Timelines

Dual-Impact Business Models

UX Portfolio

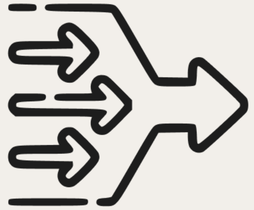
From UX to a senior portfolio!

"Seeing this problem live motivated me to keep going."

Aneta Kmiecik

Research-Driven Solutions

Overcoming Imposter Syndrome

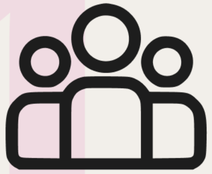


Simplification as Innovation

Create in in 5 Steps

Empowering specialists to teach, grow, and monetize

1



Waitlist/ Pre-sale

2

Idea Solution

3

Record/Edit Videos

4

Host & Launch

5

Market & Sell

Nocode Klass

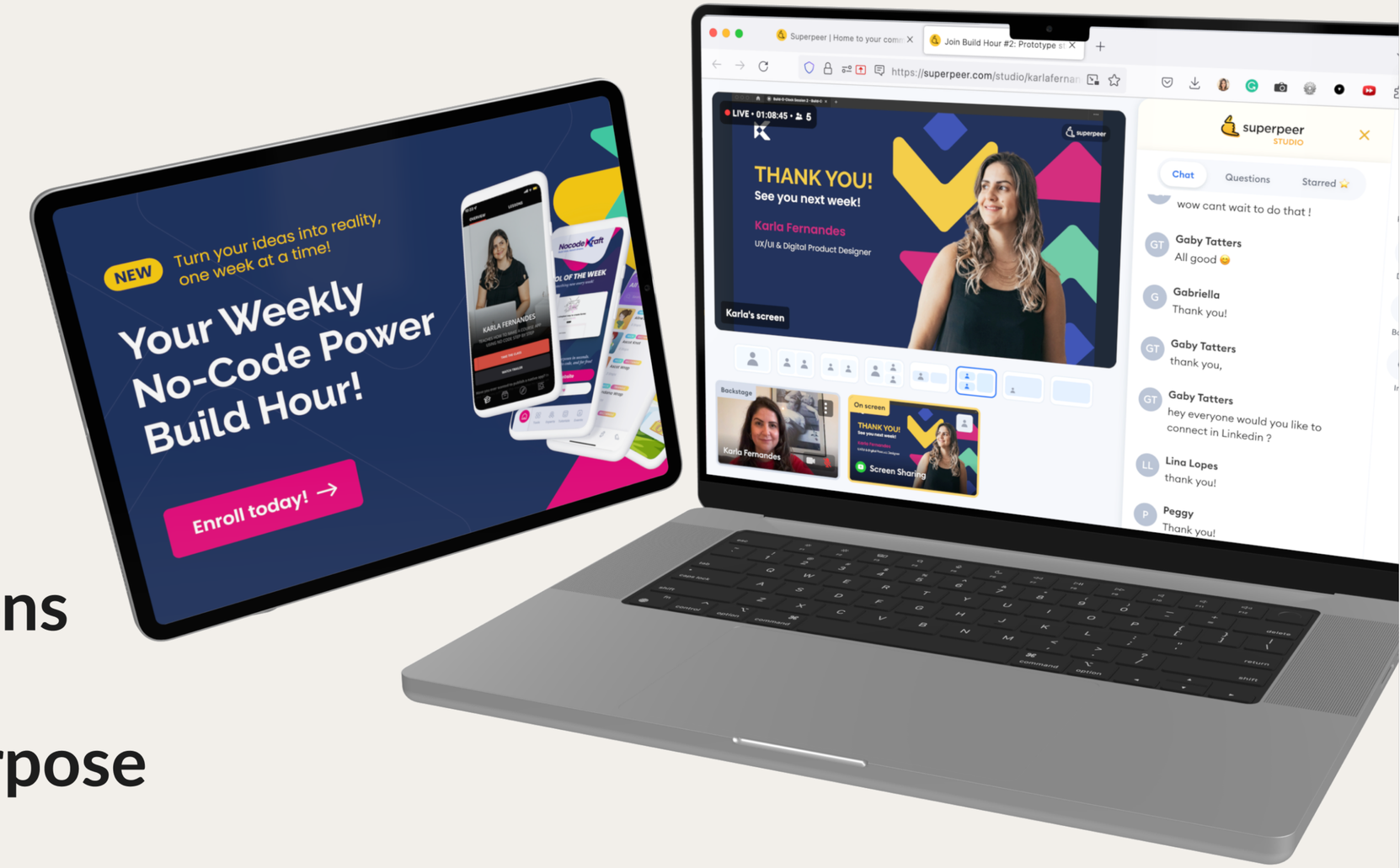
From idea to course in 80h

- **Pre-Launch 112 students**
- **Re-Launch 75 students**
- **Udemy 4,042 students**
- **App 87 students**

Build O Clock

12 weeks live course

- Offer/Sell
- Outline & Prepare
- Deliver Live Sessions
- Follow-up & Repurpose



Interaction Products

Native Apps & Websites

Everydrop

Breast & bottle feeding guide

"We have more inner power than we think."

Dani Tremonte

Personal Problem to Market Solution

Building While Balancing

User Research as Product Evolution

Create an App in 5 Steps

Empowering founders in a rapidly changing digital world

Idea
Solution

Rapid
Prototype

Test
Users

Data
Research

Publish
Store

Market
Sell
Iterate

6.163 Units Running 86%

565 Hours to Build

17 Apps

Download on the App Store

https://to1.club/ios

Available on the Google Play

https://to1.club/android

Analytics from Mar/25

Continuity Products

Memberships & Subscriptions

afan'y

Responsible gifts that give back

"Fanny, if not now, when?"

Fanny Kélébé

Strategic Timing

Skill Repurposing

Impact Integration

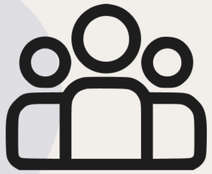
Create it in 4 Steps

Empowering visionaries to grow engaged audiences

1

Membership Model

2



Pre-Sale/ Waitlist

3

Content & Experience

4

Launch & Grow

UX/UI Hub

Design Community 3.3K+ Users

How can I

Contribute to your journey?

- **Bravo Studio** Courses
- Join **Nocode Sprint**: 21 days for you to launch!

- 1:1 **Mentorship** on-demand calls
- **Launch Accelerator** Program: 8 weeks

- **Let's talk!**

DOWNLOAD SLIDES

What are you

Going to build now?

Thank you!

Karla Fernandes

UX/UI & Digital Product Designer

Let's Connect!

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