Cloud Functions for Firebase & Wuu

4 devs. 3 months. 15% the cost. Maximum creative freedom

Company
Designer and entrepreneur Paul Budnitz is well known for his iconoclastic approach towards redesigning everyday objects and technologies. His companies include Kidrobot, a retailer of art toys, apparel and accessories, and Ello, a network for creators. For his latest company, Wuu (wuu.co), Budnitz wanted to make a bold, beautiful messaging app that enabled users to instantly create & share exquisite personal moments that fade in 24 hours or vanish in seconds.

Challenges
Having been offered a large initial funding round from investors, Budnitz chose instead to accept a small investment from Founders Fund — just 10% of what he’d been offered elsewhere. Consciously choosing a small investment allowed Budnitz maximum creative freedom, with zero outside pressure. Budnitz then approached Mutual Mobile about building Wuu in a radically different and agile manner.

Solution
With the help of Cloud Functions for Firebase, Wuu was “literally developed on the fly.” Functions now provides virtually all Wuu’s core functions, and its ease of implementation, speed, and reliability allowed the small team powerful flexibility to create quickly at minimal cost. Because they did not have to set up or manage our own servers, the first working implementation of Wuu was finished in a week. In contrast, Budnitz’s team of 15 developers spent 18 months developing Ello, an app with similar levels of performance as Wuu. Meanwhile, Wuu was designed, built, and released in three months by Budnitz and a flexible 4-person development team.

Learn more at: http://g.co/firebase/functions