

2017 IEEE/ACM 1st International Workshop on Software Engineering for Startups (SoftStart 2017)

**Buenos Aires, Argentina
21 May 2017**



**IEEE Catalog Number: CFP17M02-POD
ISBN: 978-1-5386-2802-7**

**Copyright © 2017 by the Institute of Electrical and Electronics Engineers, Inc
All Rights Reserved**

Copyright and Reprint Permissions: Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of U.S. copyright law for private use of patrons those articles in this volume that carry a code at the bottom of the first page, provided the per-copy fee indicated in the code is paid through Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923.

For other copying, reprint or republication permission, write to IEEE Copyrights Manager, IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854. All rights reserved.

****** This is a print representation of what appears in the IEEE Digital Library. Some format issues inherent in the e-media version may also appear in this print version.***

IEEE Catalog Number:	CFP17M02-POD
ISBN (Print-On-Demand):	978-1-5386-2802-7
ISBN (Online):	978-1-5386-2801-0

Additional Copies of This Publication Are Available From:

Curran Associates, Inc
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: (845) 758-0400
Fax: (845) 758-2633
E-mail: curran@proceedings.com
Web: www.proceedings.com

CURRAN ASSOCIATES INC.
proceedings
.com

2017 IEEE/ACM 1st International Workshop on Software Engineering for Startups (SoftStart 2017)

Table of Contents

Message from SoftStart 2017 Workshop Chairs.....	vii
SoftStart 2017 Program Committee	ix
SoftStart 2017 Steering Committee.....	x
SoftStart 2017 Reviewers	xi
ICSE 2017 Sponsors and Benefactors	xii

SoftStart 2017 Workshop Summary	1
<i>Hakan Erdogmus, Alberto Sillitti, and Tony Wasserman</i>	
— <i>Carnegie Mellon University; Innopolis University</i>	

Organizing the Development Process

Applying Customer Development for Software Requirements in a Startup Development Program	2
<i>Rafael Chanin, Leandro Pompermaier, Kellen Fraga, Afonso Sales,</i> <i>and Rafael Prikladnicki</i>	
— <i>Pontifical Catholic University of Rio Grande do Sul</i>	
Collaborative-Startup (Co-Startup): The Role of Communities of Practices.....	6
<i>Nana Agyavo</i>	
— <i>University of Jyväskylä</i>	
Startups and Technical Debt: Managing Technical Debt with Visual Thinking.....	10
<i>Marcos Chicote</i>	
— <i>Llamando al Doctor</i>	

Software Development in Start-Ups

Security Evaluation by Arrogance: Saving Time and Money.....	12
<i>Hussain M.J. Almohri and Sayed A. Almohri</i>	
— <i>University of Virginia; Columbia University</i>	

Software Engineering in Startups: A Single Embedded Case Study.....	17
<i>Renata Souza, Karla Malta, and Eduardo Santana De Almeida</i>	
— <i>Federal University of Bahia</i>	
Using the Case Survey Method to Explore Engineering Practices in Software Start-Ups	24
<i>Eriks Klotins</i>	
— <i>Blekinge Institute of Technology</i>	
Author Index	27