# INTRODUCING OUR CHAPTER PARTNER,
## SCRIVENER

Hello, my name is David, and I'm one of the directors at Literature & Latte, the company behind Scrivener: the powerful content generation tool for writers that allows you to concentrate on composing and structuring long and difficult documents.

When Matthew first told me about The Successful Mistake, I couldn't wait to hear more, let alone read the book and uncover all the stories from the entrepreneurs he'd interviewed. It covers a theme we can all learn from, and as a company we were excited to support Matthew and be part of The Successful Mistake journey.

Then Matthew asked me to introduce Stage Six: Reconstruction, and talk about a mistake we made whilst building Scrivener. It took me a few days to choose one, because as I'm sure you can imagine, we've made several over the years.

However, one particular mistake stands out above the rest, and it's one we're continuing to work through as I write these words, despite the fact this situation began almost five years ago. It surrounds our Scrivener on iOS app, which aims to take all the main features of Scrivener that you use on your computer, onto your iPad and iPhone. It has become our largest project with regard to time taken and sleepless nights, and only came about as our existing customers kept asking us to build it. We cannot wait to release the app, as we know it will help a lot of writers, but we do wish we'd gone about things rather differently.

For starters, we announced the development of Scrivener for iOS in December 2011, and although we didn't have an exact release date in mind, we thought it would only take months; maybe a year at most. This was the start of our great mistake, because it placed needless pressure on us at a time when we were still figuring out the inner workings of the app.

Luckily for us, we have an amazing customer base who have supported us throughout, and shown a great deal of patience. But still, we know how excited they are about this product, and we hate the fact that it's taken so long to deliver on our announcement.

So, why has this app taken so long in the first place? This is where our next big mistake came to be, as we trusted third-party developers too much. Over the five years, we involved several freelance developers, each time placing trust in them to build the app per our specifications, and to do so in a timely fashion.

Our first developer was beset with a personal issue, and we sympathised with her loss of focus for the project. We eventually had to move on and bring a second developer on board, who repeatedly failed to meet our expectations.

We'd wasted a lot of time and investment at this point, so we tackled the issue head-on and involved several 'specialist' developers from a London based agency, but again, this turned out to simply waste more time and finances. We were still a long way from achieving what we wanted, and all of this led us to realise something very important: if we were to create the app we wanted, we needed to bring the development in-house and trust our own skillsets.

After all, it was these that built Scrivener in the first place, and considering this is arguably our most involved project to date, it makes sense that we are the ones building it.

None of this makes wasting vast swathes of time easier, but we now have confidence in what we can produce and who we are as a company more than ever before. The truth is, we placed trust in others when we should have placed it in ourselves. We had sound reasons for doing this, in not wanting to dilute our focus on our client based versions of Scrivener, but if we had taken the primary role earlier, it's safe to say Scrivener on iOS would be available now.

So, when Matthew talks about Reconstruction during the

following pages, I can personally relate a great deal. We went through our own tipping point, and we developed a new outlook on who we are and what we have to offer. Like I say, it doesn't make the lost time unimportant, but we're solely focussed on the future now, and we're excited about what it holds.

We're reconstructing our greatest mistake as we speak, and we couldn't be happier. Soon, Scrivener will be available on iOS, and we believe it will be far better than we could have originally achieved. Going through phases of failure with other developers helped us hone what we wanted to produce. I feel this demonstrates the power of mistakes and failure, which is what Matthew has dedicated this entire book around.

As such, I'm excited to introduce Stage Six: Reconstruction, and hand you back to Matthew who has more inspiring stories to share with you.