**Jose Manuel "Chema" Roldan** brings education´s best ideas to life. Software artisan and natural entrepreneur, Chema is the co-founder and chief technology officer at Genially. He has more than 10 years experience in web development and a passion for innovation in the EdTech SaaS and cloud computing industry.

**What was the best business advice you received while launching your EdTech startup?**

Focus. Focus on a segment of the market. When you have a product or service, you will want to make the product available to everyone. You need to understand that you will need to focus on a segment. If the product grows, you will have the opportunity to focus on another part of the market.

**What did you do early on that you would do differently today?**

So many things! But, trial and error is part of the process, especially if you are running a startup.

**What inspired you to start your EdTech startup?**

Creating a better communication experience. We are in the information era and have too much information surrounding us. When an instructor is teaching, they are communicating with their students. Using Genially makes this communication easier and better.

**What was the biggest challenge you encountered and how did you mitigate the risks?**

When you are developing a product that is used by millions of people, you need to make your product consistent and scalable. For example, using AWS Elastic Beanstalk and AWS Lambda enabled us to solve problems that in the past seemed impossible.

**What was the best resource you discovered that enabled your success?**

AWS Lambda and Amazon API Gateway were the best thing that we discovered while using AWS. Amazon Route53 helped us distribute our platform all around the world.

**What advice do you want to share with today's EdTech startups?**

Take accessibility seriously. Today, accessibility is very important, and if you have a product that is focused on education, you will need to focus on it whether you like it or not. If you have the option, focus on it as soon as possible.

genially

### About Genial.ly

Genial.ly is the world-leader in interactive visual communication. Genial.ly is an all-in-one online tool to create stunning presentations, interactive images, infographics, reports, quizzes, resumes, and more, enriching them with interactivity and animation effects in seconds.

### Connect

Website: https://www.genial.ly/

LinkedIn: https://www.linkedin.com/in/chemaroldan/

Email: chema@genial.ly