



Seven deadly Sins in S/W development

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LUST



lust

/lʌst/ 🔊

noun

1. strong sexual desire.

"he knew that his lust for her had returned"

synonyms: sexual desire, sexual appetite, sexual longing, sexual passion, lustfulness, **ardour**, **desire**, **passion**; [More](#)

verb

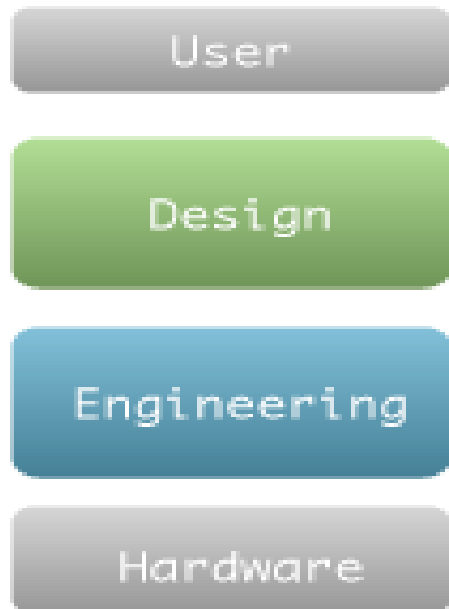
1. have strong sexual desire for someone.

"he really lusted after me in those days"

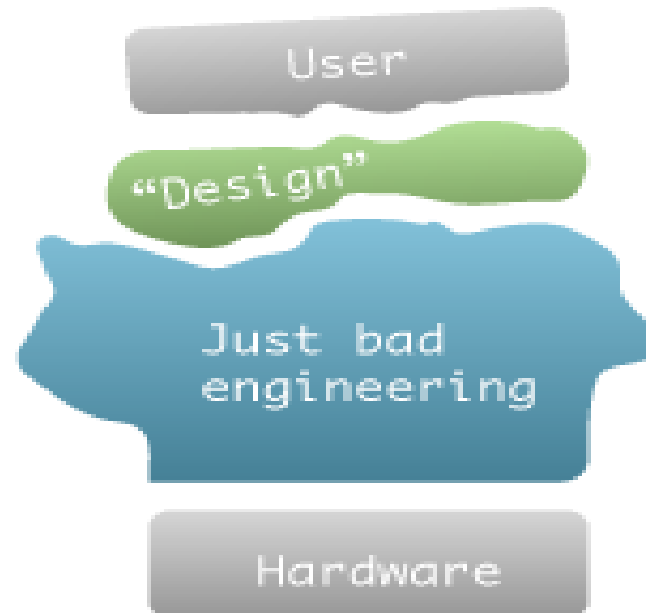
synonyms: **desire**, be consumed with desire for, find sexually attractive, find sexy, **crave**, **covet**, **want**, wish for, long for, yearn for, hunger for, thirst for, ache for, burn for, pant for; [More](#)

a.k.a Over-engineering

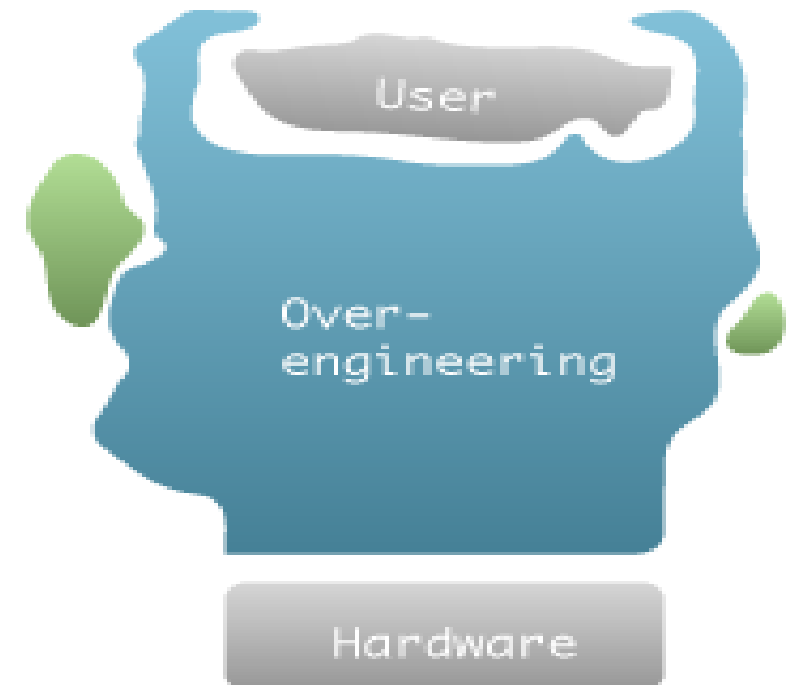
With balanced
engineers



With self
absorbed
cave dwelling
engineers



With narcissistic
egocentric socio-
pathic engineers



GLUTTONY



gluttony

/ˈglʌt(ə)ni/ 

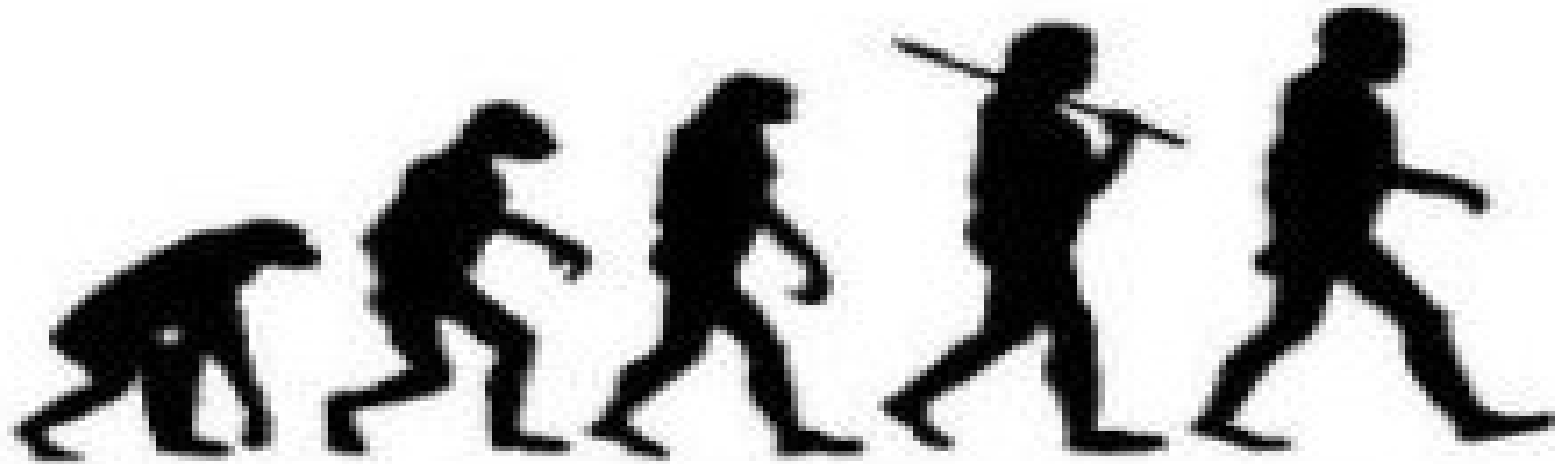
noun

habitual greed or excess in eating.

"she said plumpness was a sign of gluttony in most cases"

synonyms: [greed](#), greediness, overeating, [overconsumption](#), [binge eating](#), gourmandism, gourmandizing, gluttonousness, voraciousness, voracity, wolfishness, insatiability; [More](#)

a.k.a Failing to Refactor



Refactoring

Improving the Design of Existing Code

GREED



greed

/gri:d/ 

noun

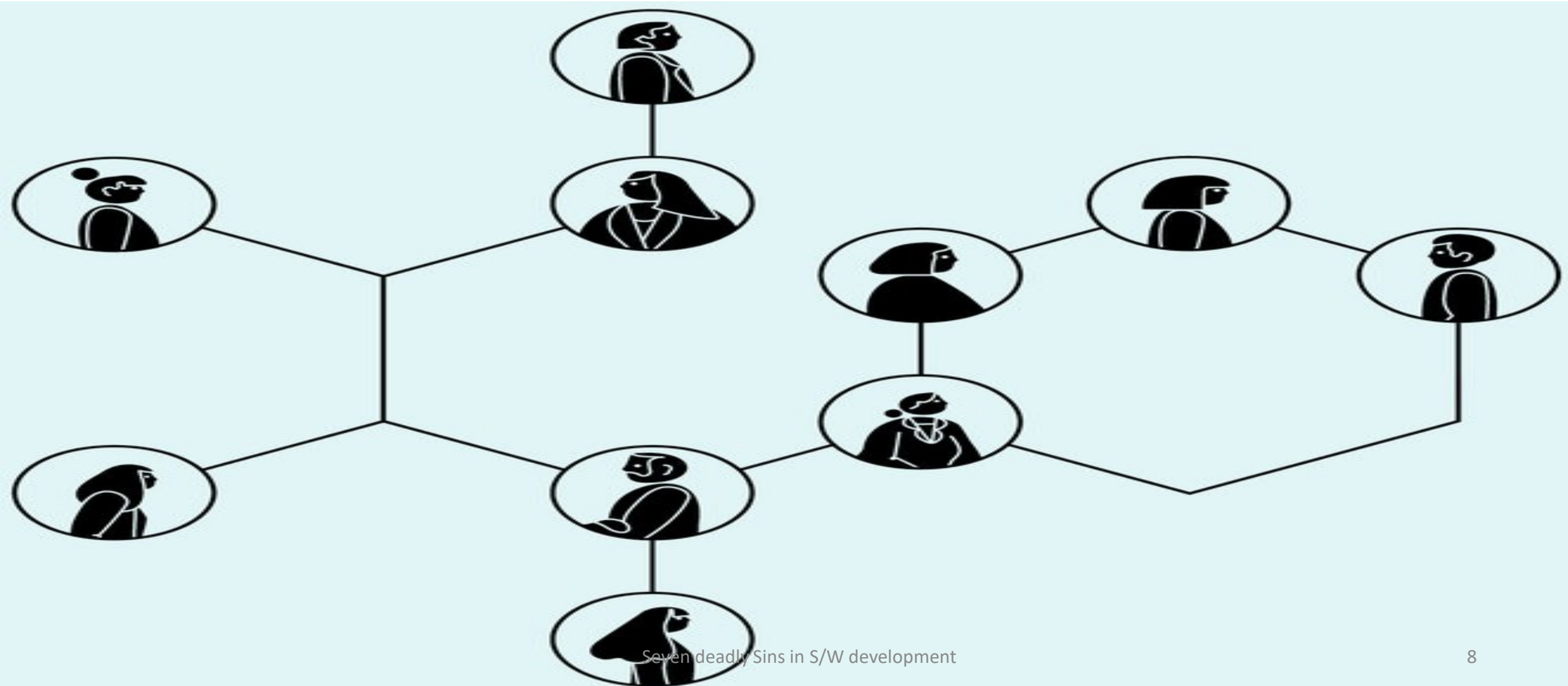
intense and selfish desire for something, especially wealth, power, or food.

"mercenaries who had allowed greed to overtake their principles"

synonyms: avarice, acquisitiveness, covetousness, rapacity, graspingness, cupidity, avidity, possessiveness, materialism; [More](#)



a.k.a. Competing Across Teams



SLOTH



SLOTH

*“...sometimes defined as physical laziness...
sloth has also been defined as a failure to
do things that one should do.”*

a.k.a. Not Validating Inputs

Formance.js

Date DD / MM / YYYY

Invalid

26 / 09 / 2013

Valid!

Credit Card number

Invalid

4354445565464535

Valid!

Validating Input-Output Transformation (cont)

The uncontrollable input variables are denoted by X , the decision variables by D , and the output variables by Y . From the “black box” point of view, the model takes the inputs X and D and produces the outputs Y , namely

$$(X, D) \mapsto Y$$

or

$$f(X, D) = Y$$

Unit Price	Units In Stock	Units On Order	Q
\$18.00	39	0	1
\$19.00	17	40	2
\$10.00	13	70	1
\$22.00	53	0	40
wrong	0	0	36
\$25.00		0	12
\$30.00	15	0	12
\$40.00			

Input string was not in a correct format.

WRATH



wrath

/rɒθ,rɔːθ/ 

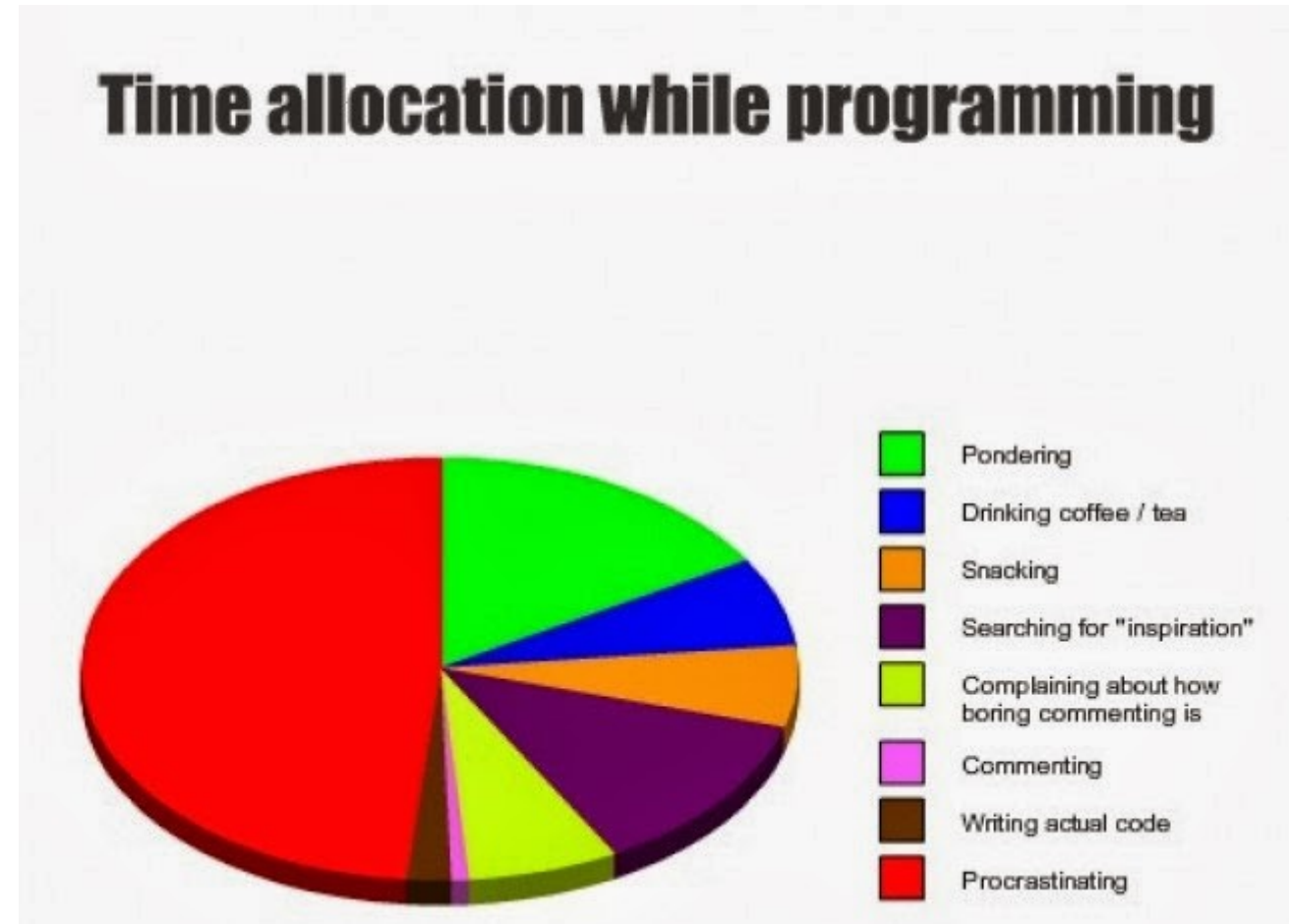
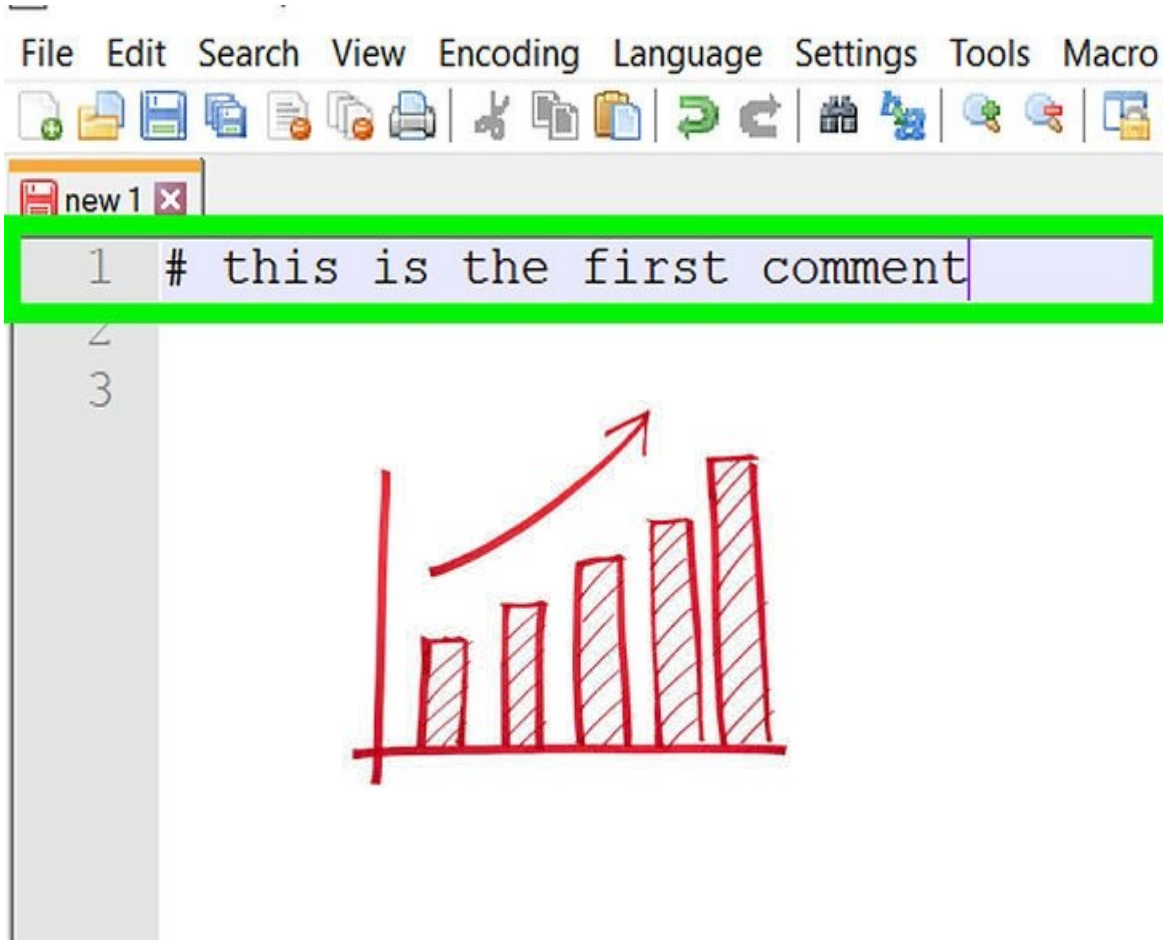
noun literary humorous

extreme anger.

"he hid his pipe for fear of incurring his father's wrath"

synonyms: anger, rage, fury, annoyance, indignation, outrage, pique, spleen, chagrin, vexation, exasperation, dudgeon, high dudgeon, hot temper, bad temper, bad mood, ill humour, irritation, irritability, crossness, displeasure, discontentment, disgruntlement, irascibility, cantankerousness, peevishness, querulousness, crabbiness, testiness, tetchiness, snappishness; [More](#)

a.k.a. Not Commenting on your Code



ENVY



Envy

envy

/ˈɛnvi/ 

noun

1. a feeling of discontented or resentful longing aroused by someone else's possessions, qualities, or luck.

"she felt a twinge of envy for the people on board"

synonyms: jealousy, enviousness, covetousness, desire; [More](#)

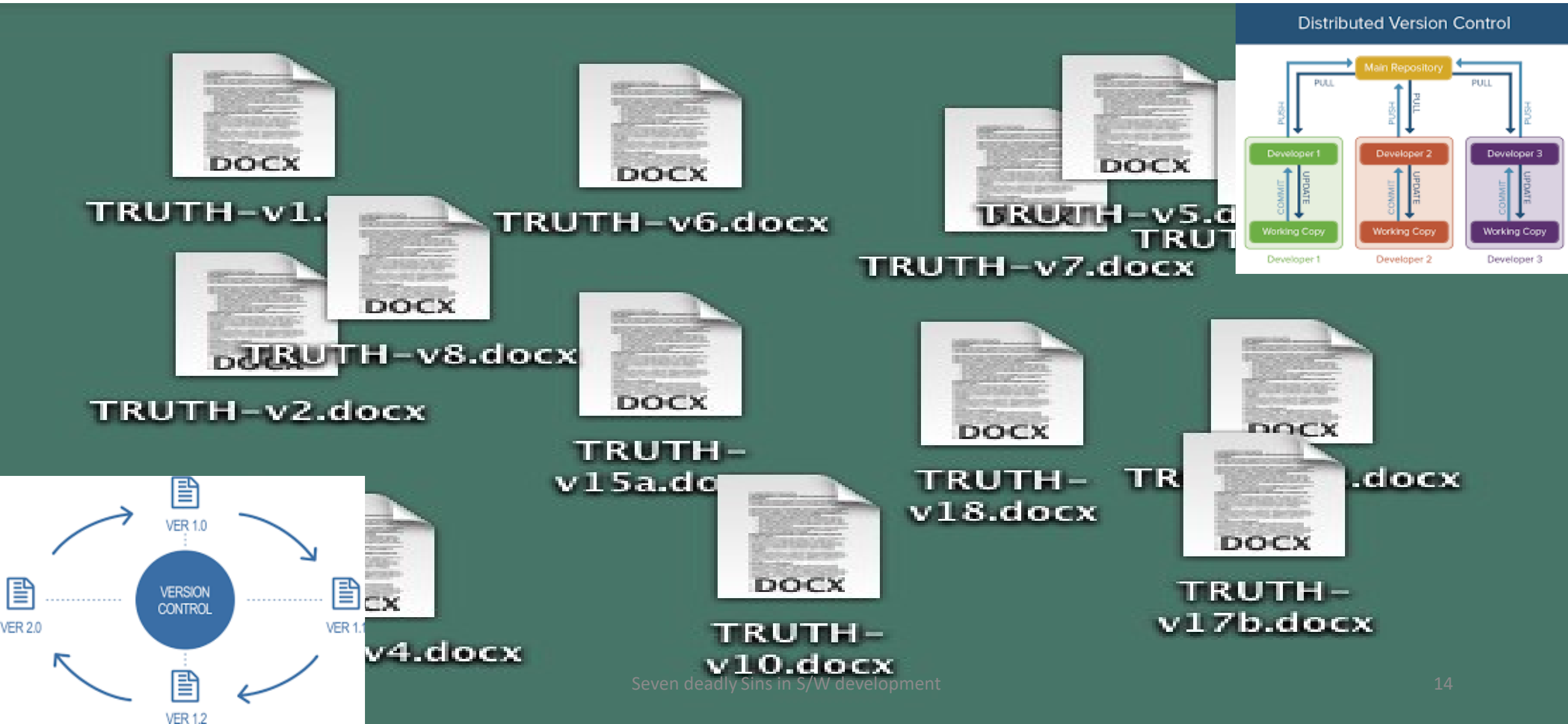
verb

1. desire to have a quality, possession, or other desirable thing belonging to (someone else).

"he envied people who did not have to work at the weekends"

synonyms: be envious of, be jealous of; [More](#)

a.k.a. Not Using Version Control



PRIDE



Pride

pride

/praɪd/

noun

1. a feeling of deep pleasure or satisfaction derived from one's own achievements, the achievements of one's close associates, or from qualities or possessions that are widely admired.
"the faces of the children's parents glowed with pride"
synonyms: pleasure, joy, delight, gratification, fulfilment, satisfaction, sense of achievement; [More](#)
2. consciousness of one's own dignity.
"he swallowed his pride and asked for help"
synonyms: self-esteem, dignity, honour, self-respect, ego, self-worth, self-image, self-identity, self-regard, pride in oneself, pride in one's abilities, belief in one's worth, faith in oneself; amour propre
"the triumphs of war were a source of pride to them"

verb

1. be especially proud of (a particular quality or skill).
"he prided himself on his honesty"
synonyms: be proud of, be proud of oneself for, take pride in, take satisfaction in, congratulate oneself on, flatter oneself on, preen oneself on, pat oneself on the back for, revel in, glory in, delight in, exult in, rejoice in, triumph over; [More](#)


a.k.a. Not Unit Testing

What is Unit Test



Unit Test is a piece of code which tests behaviour of a function or class.

Unit Tests are written by the developers.



“ I DON'T ALWAYS
TEST MY CODE,
BUT WHEN I DO –
I DO IT IN
PRODUCTION ”

Vice vs Virtue

Lust	Chastity
Gluttony	Temperance
Greed	Charity (Generosity)
Sloth	Diligence
Wrath	Patience
Envy	Gratitude
Pride	Humility

Seven fundamentals for scaling a successful B2B software product

- If you are a tech company building an exciting B2B product and want to learn more about the how-to, check out the relevant blog post on: <https://bit.ly/2P5VHkX>

Who we are and what we do

- 1 We are an **innovation consultancy** re-shaping industries, ecosystems, and mindsets.
- 2 We work with the most forward thinking **Corporations, Organizations** and **Startups** in the Southern and Central Eastern Europe to find and build together the paths of disruptive innovation across industries and ecosystems.
- 3 We deliver innovation by embedding our startup mindset and culture into everything we do.
- 4 We have a unique mix of experience from both sides of the table as former corporate executives and entrepreneurs ourselves allowing us unique empathy with our corporate and startup clients and partners.

Thank you



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