



SUPPLEMENTARY MATERIAL 1:

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# WORDS OF WISDOM ON FINDING CO-FOUNDERS

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## DO NOT RUSH

Founders may have to work together for decades, so add them like you would pick a spouse—assuming you're not a serial divorcee. It's better to have too few founders than too many. Breaking up with founders, like spouses, is hard to do.

## DO NOT ADD FOUNDERS TO ENHANCE FUNDABILITY

The reason to bring in additional founders—and any other employee but especially founders—is to make your startup stronger and more likely to succeed. Ask yourself, “Would I hire this guy if we didn't need funding?” If your answer is no, you'd be insane to hire him.

## ASSUME THE BEST, BUT PLAN FOR THE WORST

Founding teams blow up all the time. Your startup may be the exception, but just in case, make everyone (including yourself) vest his stock over time to prevent people who leave in less than four years from owning large amounts of equity.