

# How to Start **a Startup**

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IDEAS, PRODUCTS, TEAMS AND EXECUTION **PART II**

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1. **Idea**



2. **Product**



3. **Team**



4. **Execution**

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# 3. Team



# A. Cofounders



# Relentlessly Resourceful



1. **Idea**



2. **Product**



3. **Team**



4. **Execution**

# Know your cofounders



# B. Try not to hire!





# C. Get the best people



1. **Idea**



2. **Product**



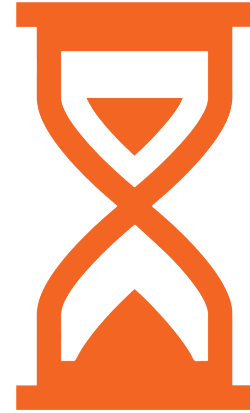
3. **Team**



4. **Execution**

Mediocre engineers do not build  
**great companies**

- Are they smart?
- Do they get things done?
- Do I want to spend a lot of time around them?



# Also:

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- Good communication skills
- Manically determined
- Pass the animal test
- Would feel comfortable reporting to them

**D. You've hired  
the best -**

**now keep  
them around!**

# E. Fire fast

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# 4. Execution



# The **CEO** has five jobs

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- Set the vision
- Raise money
- Evangelize
- Hire and manage
- Make sure the entire company executes





Can you get it **done**?

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**Focus**

# Can you get it **done**?

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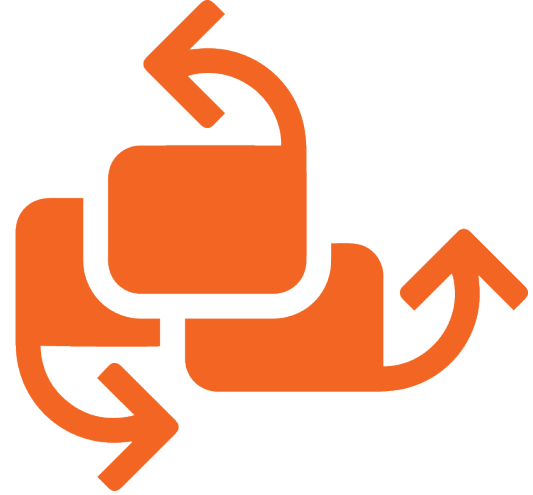
- Focus
  - What are you spending time and money on?
  - What are the two or three most important things?

# Can you get it **done**?

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- Focus

- Say no. A lot.
- Set overarching goals. Repeat them.
- Communicate.



# Can you get it **done**?

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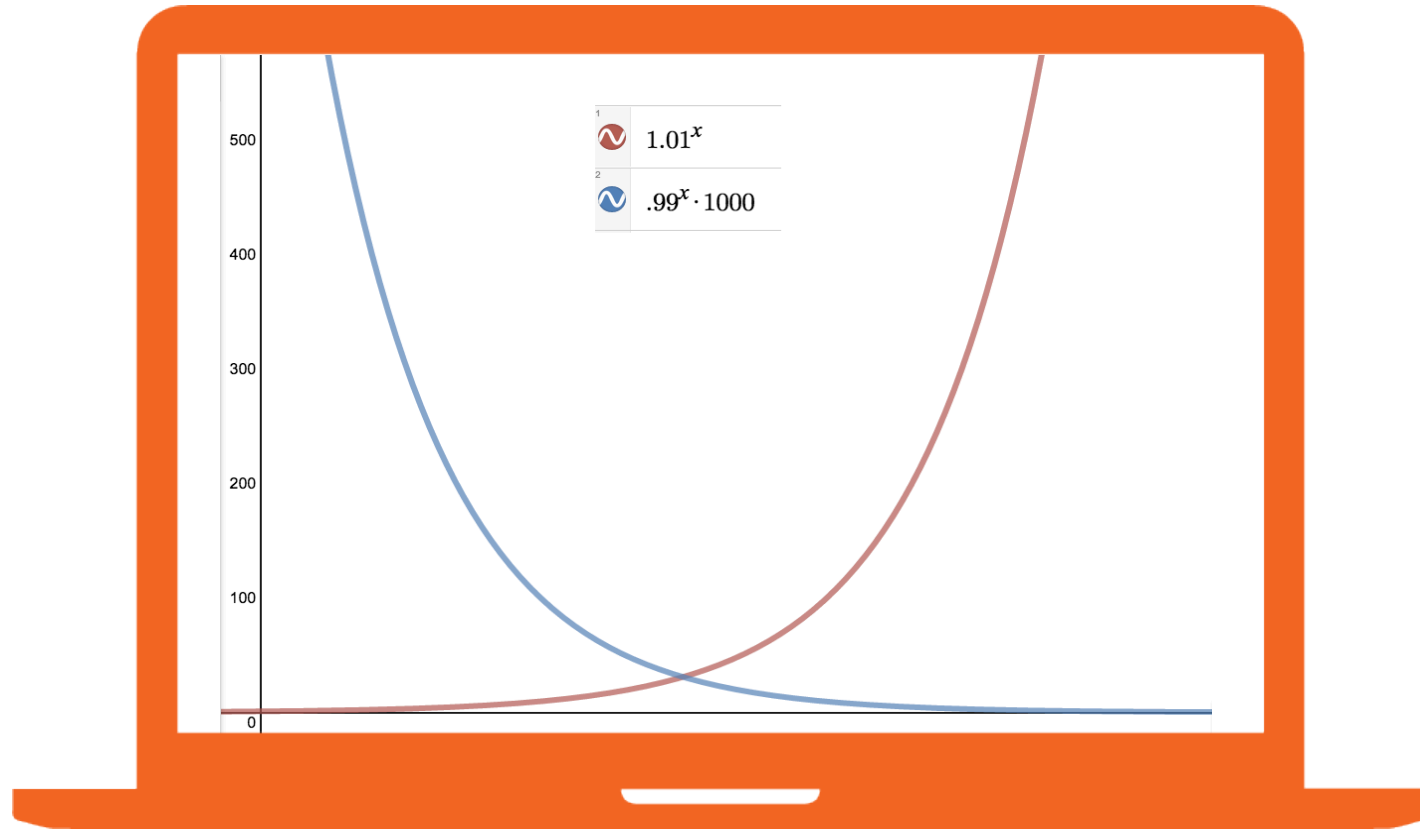


- Focus
  - Maintain growth and momentum.
  - Work together in person.

Can you get it **done?**

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# Intensity



# Can you get it **done**?

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- Intensity
  - Relentless operating rhythm
  - Obsession with Execution Quality
  - Bias towards action

Every time you talk to them,  
**they've gotten new  
things done.**



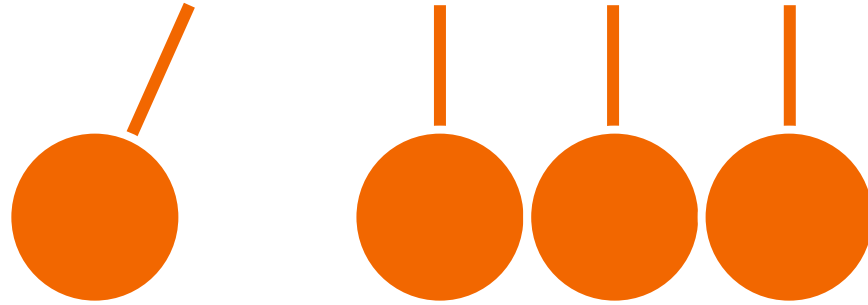
# Can you get it **done**?

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- Intensity
  - Quick
  - Do whatever it takes
  - Show up
  - Don't give up
  - Be courageous



# Always keep momentum.



Always keep  
**growing.**



1. **Idea**



2. **Product**

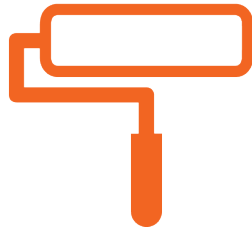


3. **Team**



4. **Execution**

# Sales fix everything



# Set an **operating rhythm**

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- Shipping product
- Launching new features
- Reviewing/reporting metrics and milestones



// The competitor to be feared is one who never bothers about you at all, but goes on making his own business better all the time. //

Henry  
Ford 



**Don't spend *more*  
money than you  
have.**

# Generate revenue early on.





# Profitability within grasp

# Deals

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# Build a great product

# Deals

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Develop a personal  
connection

# Deals

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**Have a competitive  
dynamic**

# Deals

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Be persistent  
persistent  
persistent  
persistent



1. **Idea**



2. **Product**



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4. **Execution**

# Deals

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**Ask for what you  
want**

# Get a sales and marketing engine going

# Sales and marketing: **do it yourself**

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- Identifying key marketing messages
- Developing tight relationships with journalists
- Learn how users decide to use or buy your product



# THE PROCESS

## Discover & Share Stories Inspired by Art.

product → MARKET

CLOSE THE GAP?

GO MEET THE PEOPLE

