

# Startup: Top 5 Dos & Don'ts

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# To Be...

## 1 APPLE AAPL

Originally became famous for inventing user-friendly graphical interface that made personal computers viable for the average consumer--they've branched out a lot since then.



founders

Established 1976

Steve Wozniak

Steve Jobs



growth curve

39%<<Top Line Avg.

Bottom Line Avg.>>45%

## 2 GOOGLE GOOG

Developed search-engine that allows average earthling with internet access to tap into the accumulated knowledge of all humanity.



founders

Established 1998

Sergey Brin

Page

Larry



growth curve

21%<<Top Line Avg.

Bottom Line Avg. >>22%

# Not To Be...

- **Company:** [Terralliance](#), Founder Erlend Olson
- **Select VC Investors:** Kleiner Perkins Caufield & Byers, Goldman Sachs, DAG Ventures
- Secret sauce for “oil exploration” from the plane in the air
- “All told, the investors had sunk nearly *half-a-billion* dollars into Terralliance, an astounding sum given the audacity of the company’s aspirations — and the paucity of its accomplishments.”
- via [Fortune](#)

# VALUE: Important Founders' Traits

- Technical competence and business acumen
- Self-aware
- Open-minded
- Hardworking
- Team builder

# AVOID: Common Founders' Traps

- Product, not technology
  - “I have the best technology since the sliced bread!”
- Focus, not to boil the ocean
  - “I can build a portfolio of products to solve the ill of the world.”
- Customer's opinion counts
  - “It is very easy to use, for me!”

# TAKE: Desirable Funding Path

- Delay taking external money if you can
  1. Your savings, friends and family
  2. Experienced angel investors
  3. Institutional VCs
  4. Strategic corporate investors

# PROMOTE: Desirable Startup Culture

- Innovative & proactive
- Open communication
- Best idea wins
- Flat functional organization
- Meritocracy

# FOLLOW: Important Execution Principles

- My C<sup>3</sup>
  - Clarity: what are you doing, why?
  - Clear Thinking: why this way, not that way?
  - Commitment: do whatever it takes to deliver on time with quality





May The Force Be With You!

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