

+ 25

The Programmer CEO

GREG LAW



20
25 | A graphic of two white mountain peaks with a yellow triangle at the top of the taller peak. To the right of the icon, the text 'September 13 - 19' is written in a small white font.

THIS IS FOR EVERYONE (Not just budding entrepreneurs)

Autobiographical arc.

A HOWTO shopping list of lessons I've learned.

- Starting
- Raising money
- Sales and marketing
- Leadership
- Psychology

WHAT IS UNDO?

EDA &
Computational
Software

SIEMENS

SYNOPSYS®

cādence

Semi-
Conductors &
Silicon Design



AMD

MEDIATEK

Finance & Data
Management

aws

SAP

Bloomberg

Networking
& Security

cisco

paloalto
NETWORKS

JUNIPER
NETWORKS

STARTING UP

Why? How?

Friends don't let friends
start companies

If you want to go fast, go alone.

If you want to go far,

GO TOGETHER

BULLSHIT

African Proverb



A silhouette of a person standing on top of large letters spelling "EGO" at sunset. The letters are black and casting long shadows on the ground. The background is a vibrant sunset sky with orange and red hues. The word "EGO" is oriented vertically, with the "E" on the left, the "G" in the center, and the "O" on the right. The letter "G" has a bright light source inside it, creating a lens flare effect. The person is standing on the "G", with their arms raised in a triumphant pose.

EGO

If you want to go fast, go alone.

If you want to go far,

GO TOGETHER.

1980's American management consultant







1. WHO ARE YOUR CO-FOUNDERS?

2. STARTING UP



There is no red tape!

Bastion of lazy right-wing journalists/politicians, failed entrepreneurs and bad managers.

Just don't be a dick

3. SEEK HELP

Incubators.

Ask advice from those you admire.

Governments usually want to help.

Beware the hangers' on.

4. QUIT YOUR DAY JOB

2
DVD SET

DRAGONS' DEN

BBC



SERIES ONE

E

5. LAUNCH

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https://web.archive.org/web/20051126072210/undo-software.com

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[See online version of the UndoDB man page.](#)

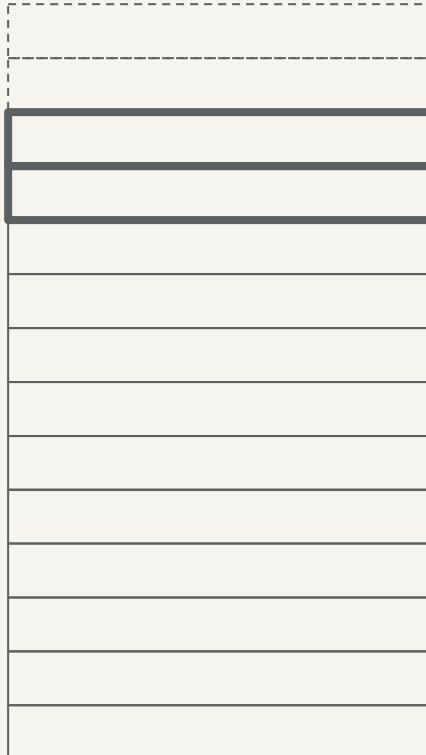
Contact undo software
Please email queries to support@undo-software.com.
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6. FROM DRAGONS TO CRICKETS



7. RAISING MONEY



\$1M (16.67% / ~14%)

\$0.18M

\$0.02M

Terms sheet
Articles of Association
Shareholders' Agreement

Priced round or convertible loan?
Venture debt?

7. RAISING MONEY

Investors are trying to derisk. (Probably harder than being a successful entrepreneur.)

Choose your investor wisely. (Get references!)

Give yourself enough runway.

- Angels
- VC's
- or bootstrap?

It's free money. (Sort of!)



8. PREPARE TO PERSPIRE

1% inspiration

99% perspiration

9. WHO ARE YOUR CUSTOMERS?

“Choosing” a business model.

- B2C or B2B? (Or B2D?)
- Enterprise Sales or ‘Product-Led’?

10. LEARNING HOW TO SELL

- Selling is collaborative.
- No such thing as a company, just individuals with their own hopes and dreams.
- A good 'coach' is essential.
- No good being on someone's top 10, has to be top 3.
- Purchasing has no power.
- Beware the 'innocation lab'.
- Miller Heiman is good.

11. POST SALES

- “Land and expand”
- Make the landing stick.
- Behaviour change is really hard!







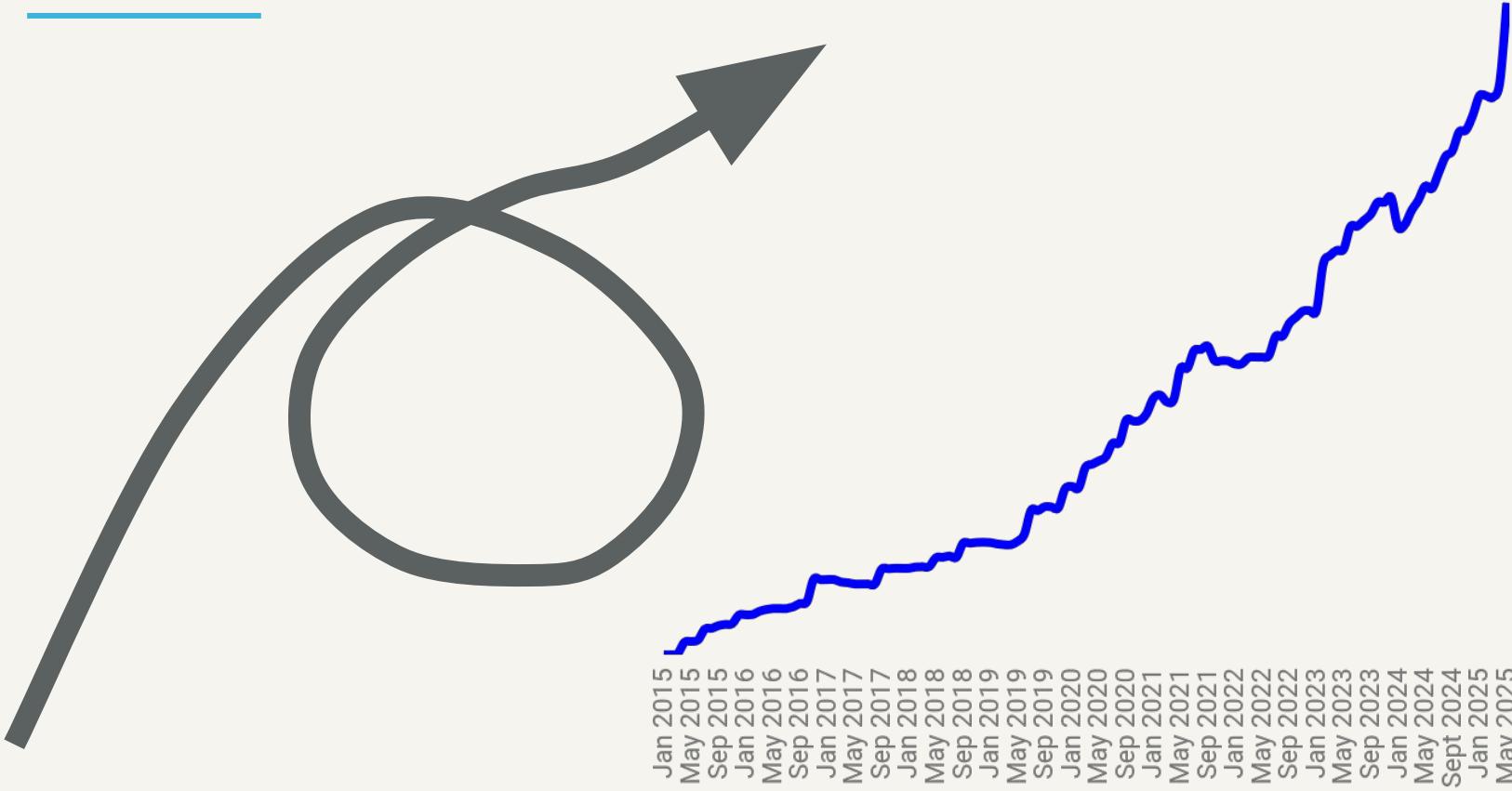






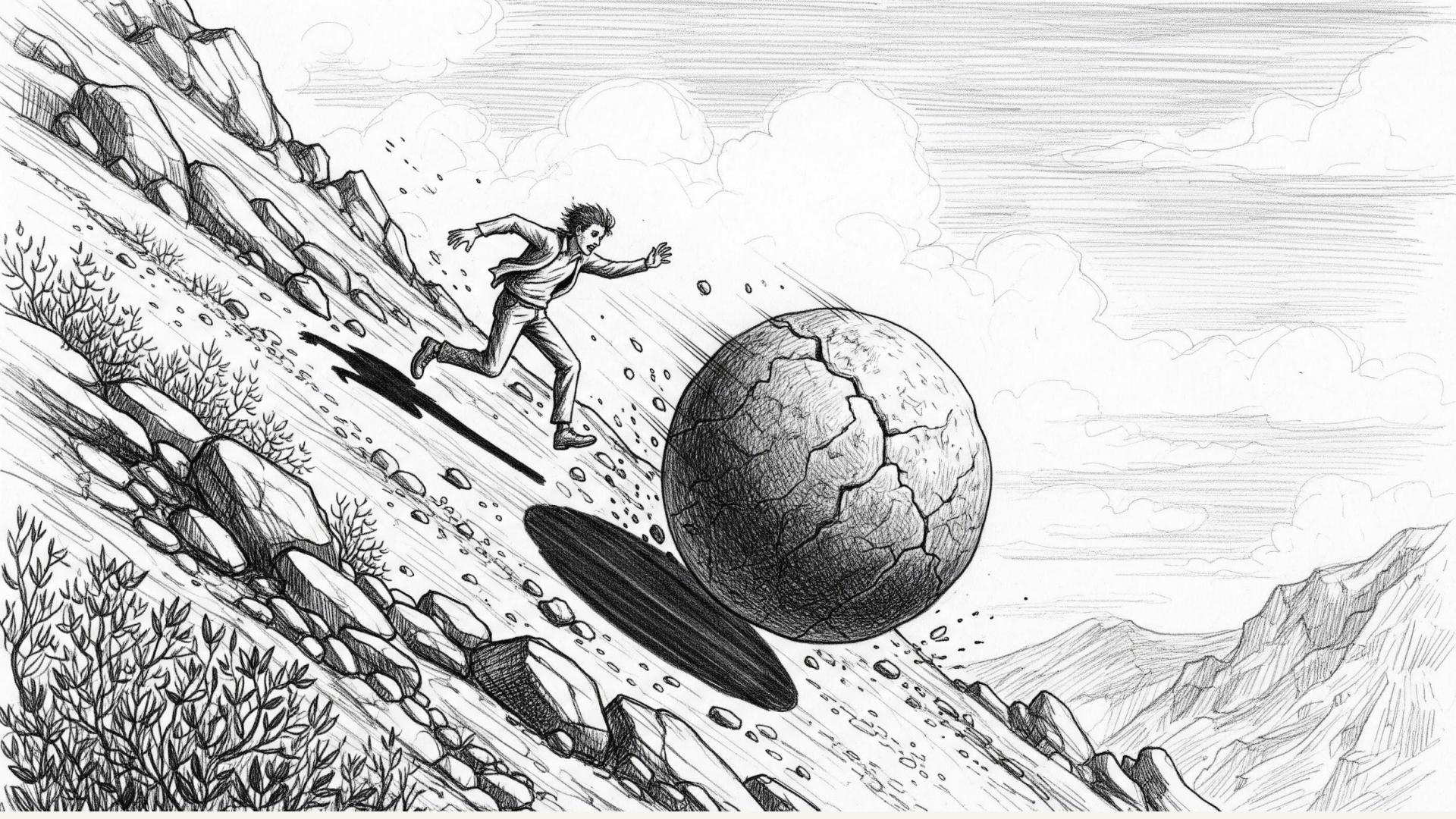


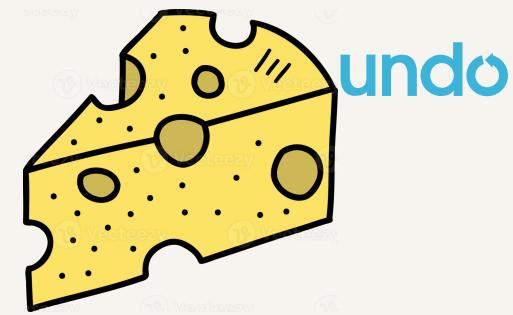








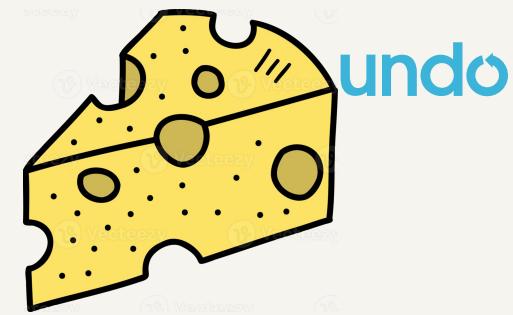




ALL OF MY WISDOM IN ONE SLIDE

1. Trust is everything.
2. Does this email/slack/whatever *require* my response?
3. Be the leader only you can be.
4. If you're torn between two options, the right one is probably the one you don't like.
5. Resist the temptation to over-promise. (It *will* take longer than you think.)
6. Make sure you're solving the right problem.
7. It's no use being on someone's top ten, you have to be on their top three.
8. You are entirely driven by your emotions. (Understanding this is a superpower.)
9. No-one knows what they're doing (not even you).
10. Trust your gut. (But not always.)
11. Focus on the outcomes. (But don't over-invest in *the* outcome.)
12. Some (tech) debt is essential, but too much will kill you.
13. Trade money for time wherever you can.





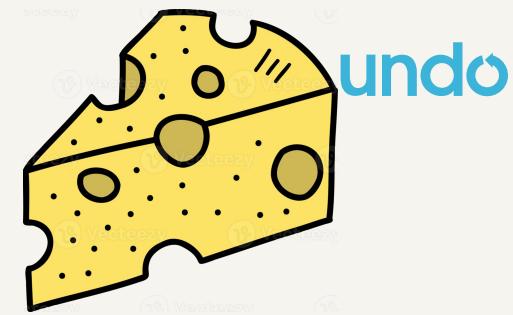
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