1. Background
   1. Current status: Currently as a founder in a self-funded startup with another two cofounders (not quite sure what is the product of the start-up, need to check his WeChat moment history)
   2. Startup founders
      1. Honglei is working as an engineer
      2. Cofounder 2 is working as an engineer
      3. Cofounder 3 has been working in this domain for a long time and has connections with many VCs.
2. How to find customers? How to start?
   1. Always brainstorming and pick up the ideas that could go big
   2. Find the customers:
      1. From your connections, to find the valuable customers
      2. Do survey, collect information from target customers
      3. Talk with the people who might have the pain on what you are going to solve. -> find the potential customers
3. Key challenges:
   1. Validation: how to quickly validate your product? Or your idea?
   2. Team: align operation philosophy -> learn everyone’s capability
   3. Timing: when to scale? When to hire more people? Must be patient and making sure the product is profitable, then scale up.
   4. Funding: continuously talking to the VC and to build the trust.