



TECHNOLOGY FOR THE FUTURE OF MEDIA

ns

Lists 18



Reset

10,234 accounts with 77,430 videos.

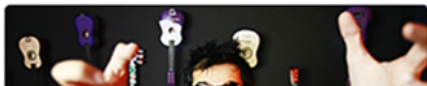
 Search by creator or content keyword

Multiple tags



MysteryGuitarMan YouTube

LATEST 3 VIDEOS



ACCOUNT STATS & DEMOGRAPHICS

2,817,785
FOLLOWERS

18-24
AGE RANGE

CREATOR



Joe Pen



Ole Amundsen

Paladin Software

CTO, CO-FOUNDER

36, Norway, Married

Children of 4 and 1

Software Developer





STARTUPS! HARD LESSONS LEARNED

Top 10 Advice For Technical Founders

Paladin Software

Bent Pixels, Las Vegas, 2012, YouTube MCN

2014 December. First software license agreement

2016 March. Technology spin-off to Paladin Software

\$2 mill 2016 License Revenue

HQ, Los Angeles

DEV HQ, Kraków, 11 + 3 remote

US, Vietnam, Montenegro, Rumania, Norway. (Sweden,
Netherlands, Canada, Ukraine)



Experience

Developer, Java, .Net, Ruby

Startups since 2007

consultancies, healthcare, power trading market, voting tool,
taxi queue system, video stats, media company, hair&beauty

Biggest loss: Imagenet

Small successes still live and kicking

Biggest win: Bent Pixels, Paladin Software



Startup Advice

- for techies !



I know a startup that
disprove that!





DHH did it alone (did he really?)

You are jealous of DHH

My buddy B didn't follow %`{the_advice}`
and he made it, big time!

Elon Musk ! Steve Jobs ! Wordfeud!



Enlighten me already!



Advice 1

Be MANY



Advice 2

SALES

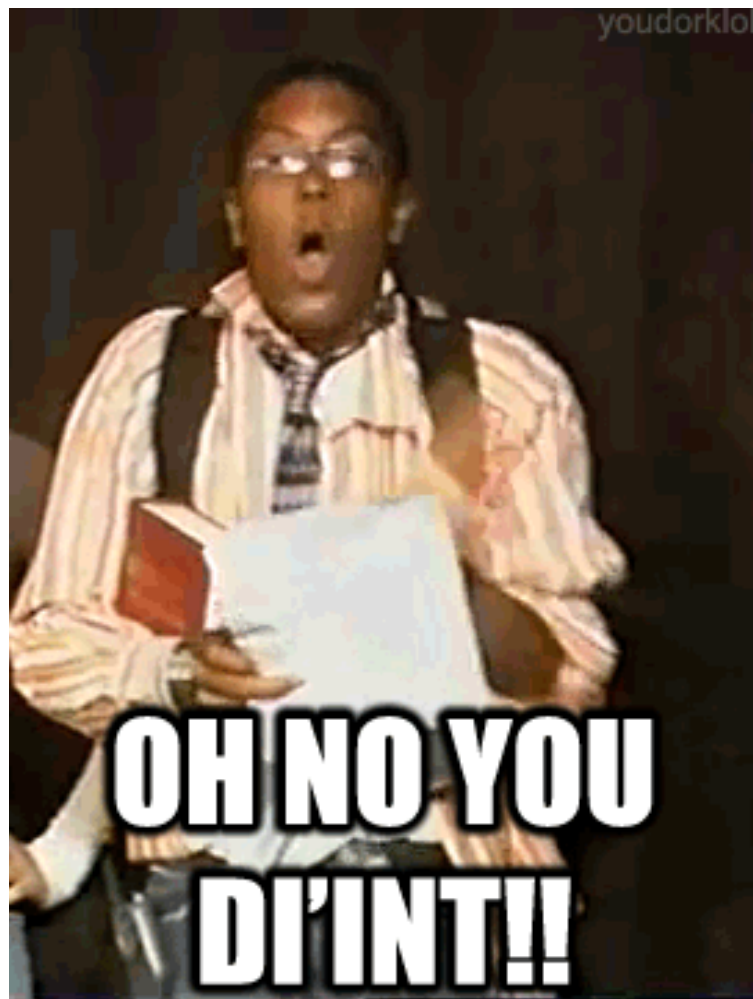


Great Sales

is more important than

Great Tech





Great tech help sales

- but Sales pay the bills



Advice 3

Domain Specialist

Know your market



Advice 4

Make Pain Killers

Vitamin Pills are less addictive



Advice 5

Test Market Early

Ideas are cheap - execution is everything



fail fast - quit



Advice 6

Persistence

Be Rocky Balboa, endure!



Hold up!

CONTRADICTIONS



Persistence or quitting?

It's not meant to be easy, buddy



Advice 7

Imperfection

But don't drag it too far, it's all about the
market learning





GOOD



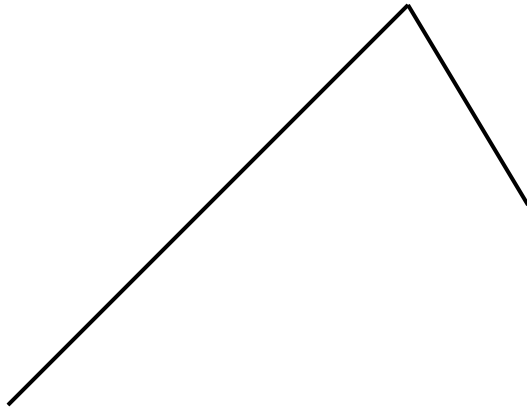
CHEAP



FAST

ANIMATION BY
MISSINGCLOUD.COM - © 2017

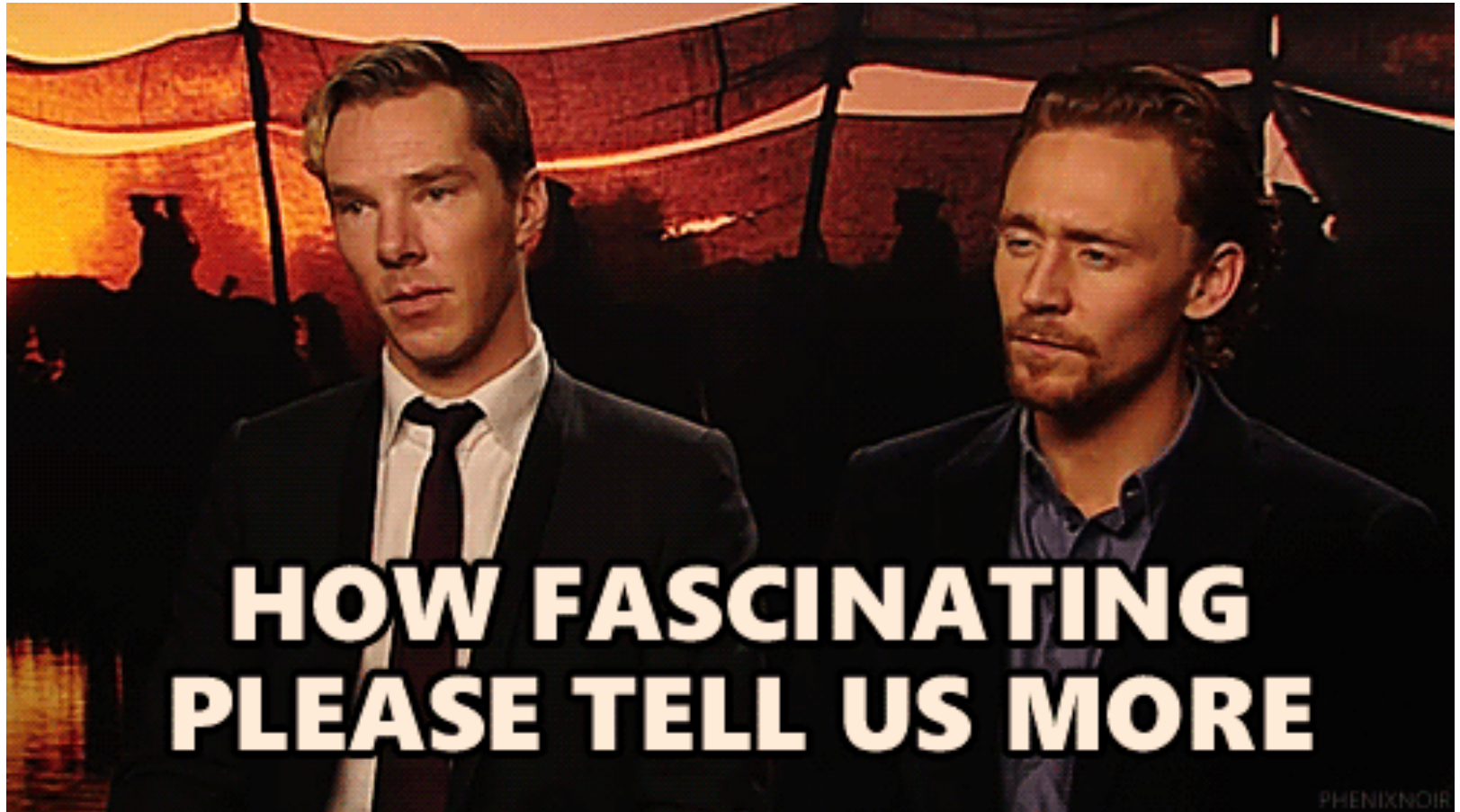




Advice 8

Fulltime Job





Advice 9

Known Technology

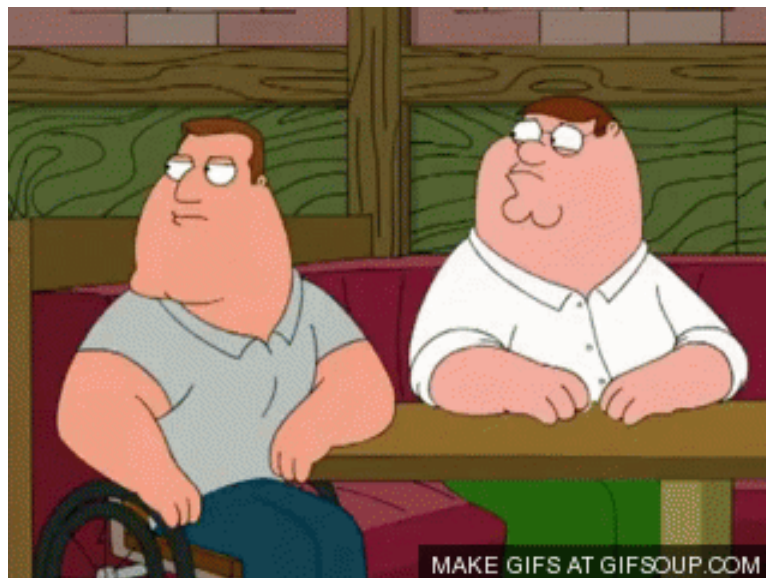
Startups are hard enough without having to learn new tech



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GIFSFORUM.com





Advice 9

Known Technology

Startups are hard enough without having to learn new tech



Advice 10

Luck Surface

Increase your likelihood of luck





Increase your
luck surface



1. Be Many
2. Sales
3. Domain
4. Pain Killer
5. TTM - learn
6. Persistence
7. Imperfection
8. Fulltime
9. Known Tech
10. Luck



WAIT - what about `%{important_topic}` ?



INVESTOR



LOCATION



TECHNOLOGY

Many factors and variables play in

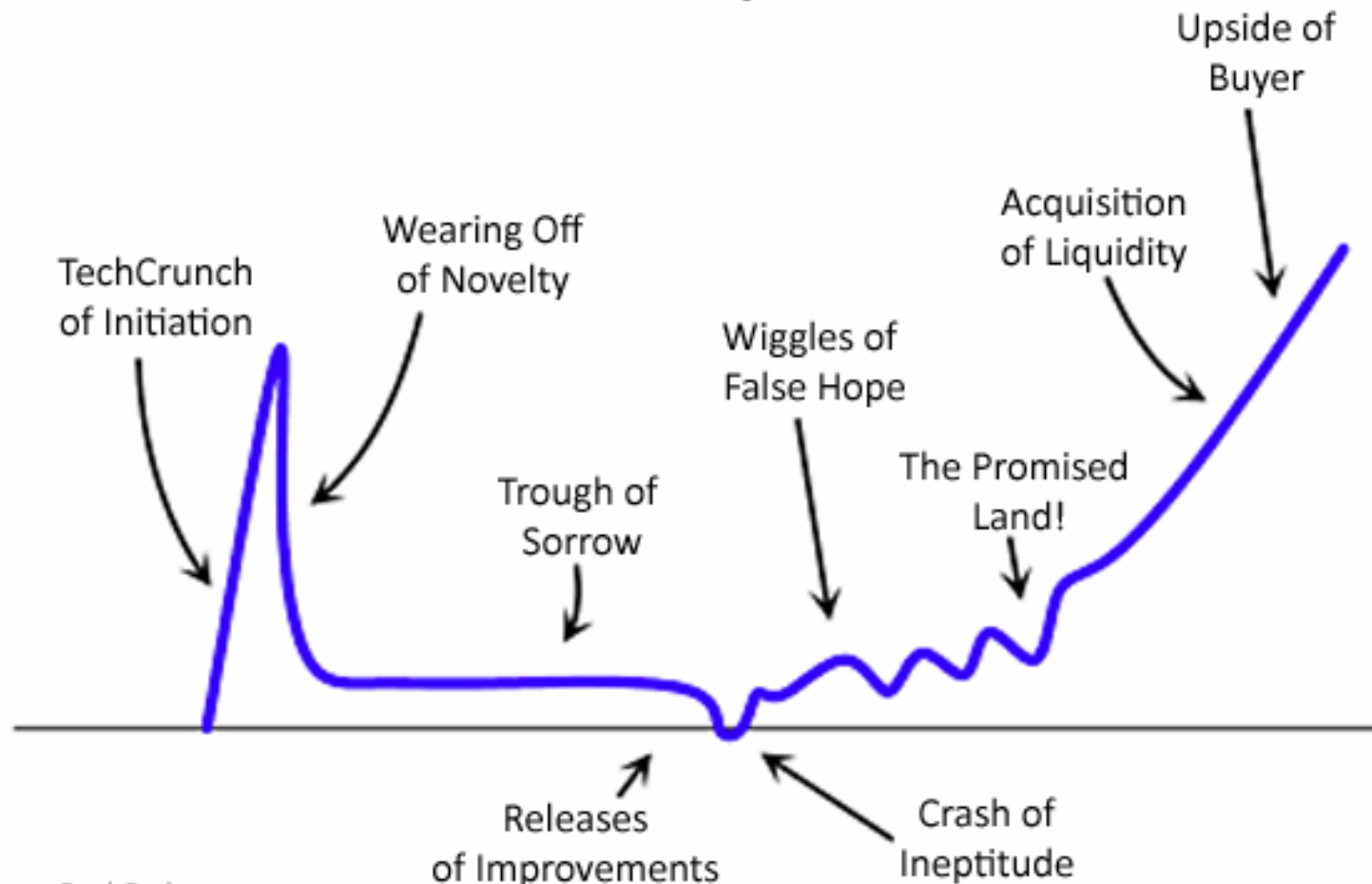
	Advice 1	Advice 2	Advice 3	Advice 4	Advice 5	Advice 6	F
Software	✓	✓	✓	✓	✓	✓	✓
Startup						✓	
Startup	✓	✓	✓		✓		
Competitor	✓	✓				✓	

Checklist

a single checkmark is recipe for failure.



The Startup Curve



Source: Paul Graham; avc.com



Be careful what you wish for,
you just might get it





QUESTIONS





TECHNOLOGY FOR THE FUTURE OF MEDIA

We're hiring!

Frontends and backends

jobs@paladinsoftware.com

paladinsoftware.com/about-us/careers/