

A year ago i meet a guy who tried to launch a startup. When we started our conversation I was tried to test him, so I ask a lot of complex questions.

I want to know his reaction — because startup business is complex.

My first questions was:

- * How will you react if your startup will not be able to get 1000 users in 3 months after launch? What will you do?

- * Do you have another job, so if your startup will not succeed — you'll be ok or this is your one shot?

- * Where you were working before? What is your experience?

- * Are you a first-time co-founder?

- * How do you plan to handle a pressure when things will go wrong?

- * How many users you have right now?

- * Do you have code repo and you can share it with me?

* What project management software did you use?

* Do you plan to raise investors money when your application will be launched? If yes, why you didn't raise it before?

* I'm interested to know how do you plan to attract new users. What steps were made by now?

* Did you received a feedback from future users about your product?

After replies, i continued to explain pros & cons of hiring a remote worker with equity bonus.

Did you work with remote employees before?

It is a really important because I split owners into two types:

“the first one wants to control everything”,

“second one has a low level of control but a high level of employee responsibility”.

First case — local teams. Second case— can TRY to work with remote employees.

For 80% of startups, I think it better to use a local team.

If this your first co-founding time, you can be unprepared for 'human factor' — and I'll be suggesting you build a local team.

But it always depends on what do you want to have. Local(USA) devs can be expensive.

A lot of owners starting from outsourcing, fail and then have a bad taste in this word — “outsourcing”.

First of all, this is an experience, secondly, this is always owners fail when something goes wrong.

By preliminary calculations, in SF build a complex startup can cost \$700k-\$800k, in Ukraine(where I'm from) it can cost \$120k-\$150k depends on platforms and skills.

I find out that he wants to build a whole project and spend a lot of time and money. So I continued:

>> Btw, why you don't launch an MVP? I think you need to follow this way.

If I was you, this will be my plan.

1) Advice — giving away equity in a startup is very, very, very, very last moment decision. Because you don't know how another guy on girl will react on different situations. You need to be really sure in that person.

2) Chat with investors and try to “get OK”.

They must tell you about giving you a \$\$ number that you need (or want, maybe)) for your idea and development stage. Investors will ask the same questions as I did.

3) if you think that \$XXk will be enough for development — multiply duration by **2x**, cost by **3x**. This will be a real estimate.

4) If this is your passion, why don't get this money from family, friends and use it for development?

I'm not sure, but if this is your dream — it's worth it.

This will make a lot of things easier. Maybe loan is a good idea too (NOT, but if you're sure in your startup and don't give up)...

Work with an employee for equity and for real money — it's a big difference.

5) if you don't have the ability to get money from (Friends, Fools, Family) — why didn't test your community?

If you have skills that you can trade — this can be a good way.

If you have a lot of acquaintances — try to get pre-order money, with later discounts.

This will also motivate to finish and launch product asap.

In that time you'll start to realize difference between "idea likers" and "I'll buy your product on pre-order"

Example: In my town, more than 100 people attended a marathon free training. 5 weeks in a row.

When owners try to monetize it — o is coming.

6) Crowdfunding — good experience, and a cool way to get money on pre-order too.

And you'll avoid the situation, when a man, who you trust, will let you down. And he also doesn't have equity.

7) Specification. If you made a project specification before start — it can be a good move with the lowest risk of failure.

Мария Тихоновна, [30.12.20 22:13]

Recently our company starts to use Notion.co for some of our inner processes. And I want to share my part of our workflow. So Notion.co is cool, but for a bored person like I am, its just another tool. I mean, possibilities are good, only if you use them. If your running shoes are collecting dust - it's not an improvement.

Мария Тихоновна, [30.12.20 22:14]

One of the goals that our editorial team has, related to the increasing number of reviewed and processed articles

Мария Тихоновна, [30.12.20 22:15]

If you are interested, you can read about it in Dane's post.

Мария Тихоновна, [30.12.20 22:16]

We also start to ship a lot of new features recently, and notion definitely will help to organize both the coding and marketing side. You also can read about recent things here.

Мария Тихоновна, [30.12.20 22:19]

So, the goal is to do more work, have less stress, and make our writers happy. Looks cool, but how to accomplish that? By improving inner processes, by spending less time and having more fun at work (also important - because you can't review a story without being interested in reading it)

Мария Тихоновна, [30.12.20 22:20]

The first version was in the Google spreadsheet. Second version as well

Мария Тихоновна, [30.12.20 22:20]

Here is an image

Мария Тихоновна, [30.12.20 22:22]

Looks not fancy. But very no-codfish. I'm proud of this improvement. Because as being a human, sometimes you need a process. Especially in 2020

Мария Тихоновна, [30.12.20 22:23]

Plus, I was able to tailor it to how I think it will be better. For sure, working version != To version that I imagine. But this layout proves the effectiveness.

Мария Тихоновна, [30.12.20 22:24]

For the first time, I use it for my own productivity. Then I decide to share it with MA team.

Мария Тихоновна, [30.12.20 22:24]

We already used it since July.

Мария Тихоновна, [30.12.20 22:24]

Then I get bored. I start to imagine the next big thing.

Мария Тихоновна, [30.12.20 22:25]

My move was to Trello, with some copy in Excel.

Мария Тихоновна, [30.12.20 22:25]

We also extend our work, and by tracking numbers, we start to measure our performance as a team weekly.

Мария Тихоновна, [30.12.20 22:26]

So Trello was in use for the last four months for this type of process.

Мария Тихоновна, [30.12.20 22:27]

We also separated our top users and brand as author profiles into separated and equal entities in order to increase their satisfaction level.

Мария Тихоновна, [30.12.20 22:28]

I can't tell you that all problems are solved, but we are getting better on that.

Мария Тихоновна, [30.12.20 22:31]

After Trello, it's time for notion. At this point we are just moving all members there and copying the kanban board that we had before. But it's already easier to create two boards and separate some tSks that was not s good fit before. Now they have another home

Мария Тихоновна, [30.12.20 22:31]

Plus, now each team member have access to it. And if something goes wrong - we are more prepared.

Мария Тихоновна, [30.12.20 22:32]

Like I can easily break my leg and gears still will be rolling.

Мария Тихоновна, [30.12.20 22:32]

Plus, optimization should save some money.

Мария Тихоновна, [30.12.20 22:33]

And with better processes, we can always sit down, and think about improving different steps, try different ideas and measure them better.

Мария Тихоновна, [30.12.20 22:38]

Another important aspect - each day, our team is trying their best in order to get the most interesting news/articles into favorites our editorial pick section. It was also covered with a process, but I considering results not ideal. We need to learn from our mistakes and also iterate it forward.

Мария Тихоновна, [30.12.20 22:38]

Yes, next year for me sounds very exciting in terms of our inner work and workflows.

Мария Тихоновна, [30.12.20 22:39]

Btw, we reviewed a lot of articles. We were published near 10k during this year. Rejected about 3k. And you can check out our best articles for this year

report with projects where I was involved

- managed projects
- publish page
- newsletters
- formatting
- support
- onboarding
- features organization

people that I bring here as freelancers that working more than ten hours per month

- marina
- Vadim
- Vitaliy
- Bogdan
- Hennadii - my recent findings, doing frontend. very quick, because his skills more than what I need for that type of work

Newsletters, while very time consuming, but also an exciting project that I was involved in. Probably it was good that I took a lot of processes on myself and was able to do it as I think it should be done.

For sure, all thanks go to Utsav. He is bringing sales of thematics - without them - anything else is not important
another best idea was to make Hang our leader that responsive for chats with clients and pushing me that last mile that always hard. because of her leadership - we were able to deliver even more and what is important - results in time. For our team - it's always the hardest part.

For sure, all the work was done by Tatsiana. I mean, my part was to be a glue between other teammates. for the whole 11 months, I think - she was helping with each newsletter that we published and not published too.