Are You Suited for a Startup? by Jeffery Bussgang

Write-Up

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First the author of the article introduced himself and described how he decided to enter the Startup industry. He gave the details of his experience like he studied in business school, worked in three startups and later became a Venture Capitalist and invested in more than hundred startups. From the above work experiences, he understood how startups work and grow. In this article he explained how to be an employee in a startup should be and how to choose a growing startup and how to present yourself.

**Qualities to develop to work at Startup**

The following three qualities are essential to work in a startup:

1. **Manage uncertainty:** Startup works on a trial and error basis. Work is not certain, everyone has to be able to do and share their roles and jobs working as one inventing, creating and moving forward. Employee has to be ready to face any unpredictable situation and manage to solve the problem.
2. **Push the limits:** If you face any problem in a startup you need to find an efficient solution make it easily repeatable. Always question actively rather than settling passively. Push your limits to find a proper efficient solution for the problem
3. **Think like an owner:** You should be emotionally bonded with startup and think about all aspects of your company. You can see your efforts leading to success of startup. You should think as an owner of your startup and do whatever you can for its growth.

**Picking right company**

The following are the four steps to choose a right startup:

1. **Pick a domain:** You need to find a field you are passionate about. Asking yourself questions helps you to choose your domain of interest. Author suggests to limit three areas you prefer and start working on them or else search becomes too broad.
2. **Pick a city:** If you have flexibility to choose place choosing an entrepreneurial hub would be the best. Since job safety in a startup is uncertain employee should be ready to change company anytime. Select the city which is an entrepreneurial hub to the field you have selected. Build relationships with people in all domains related to your field.
3. Pick a stage: There are three stages in any startup jungle stage, dirt road stage, highway stage. Jungle stage is for risktakers and problem solvers (preproduct/marketfit) you encounter many challenges and success is uncertain. Dirt road stage is for developer where your goal is certain, have funds you just need to solve the problems. Highway stage is for improver, there are not much problems but you need keep improving and optimizing your solutions company is stable and salary is high in this stage.
4. Pick a winner: To choose a company which is going to be successful in future you need to enquire the insiders. Enquire top three venture capitalists, startup lawyers, angels, head hunters in your domain and ask about the top upcoming companies. Use your own diligence by studying about the company’s team, market and business model. Ask advisors and people who have experience on startups. You may also talk to the founder about his company. Develop your opinion on the company and choose carefully.

**Introducing yourself to the company**

For introducing yourself to the startup to hire you you need to follow the two steps:

1. Arrange a warm Introduction: Meet the key executives or VCs, angels in the company and ask their support by showing your interest, experience and enthusiasm. Contact them through internet and meet at least 10 people personally. These relationships not only help you in this job but also in your future career.
2. Articulate how you can contribute: Study about the company carefully before the interview and present them with what improvements can be made in their product. Show them that with your contribution company can go even further. Try to add value to yourself by offering your help whenever needed.

**Making the leap**

To make your debut in startups in a strategic way develop the qualities required for a startup employee, pick the right startup and present yourself perfectly you will find a personal and professional fulfillment in your career.