

DON'T CHASE TWO RABBITS



The Problem

Most Early Stage Founders Fall Here

- Multiple products
- Multiple markets
- Multiple customer types
- Multiple business models



Weak results

The Cost

Split Focus Means

- Higher burn rate
- Slower execution
- Confused customers
- Lost momentum



The Reality Check

Success Pattern

- One core product
- One clear market
- One customer type
- One value metric
- One focus - not a side job

The Science

Why One Target Works

- Resources concentrate
- Message resonates
- Sales simplify
- Growth compounds

The Framework

In Early Stage Master One Thing

1. Define core value
2. Target specific user
3. Solve one problem
4. Measure one metric



Success Story

Early Stripe Example

- One focus: Payments
- One user: Developers
- One promise: 7 lines of code



Result: Market dominance



Warning Signs

You're Losing Focus If

- Multiple roadmaps
- Scattered meetings
- Unclear priorities
- Team confusion

Action Steps

Start Today

1. List all products
2. Pick your core focus
3. Cut everything else
4. Double down on one



Remember

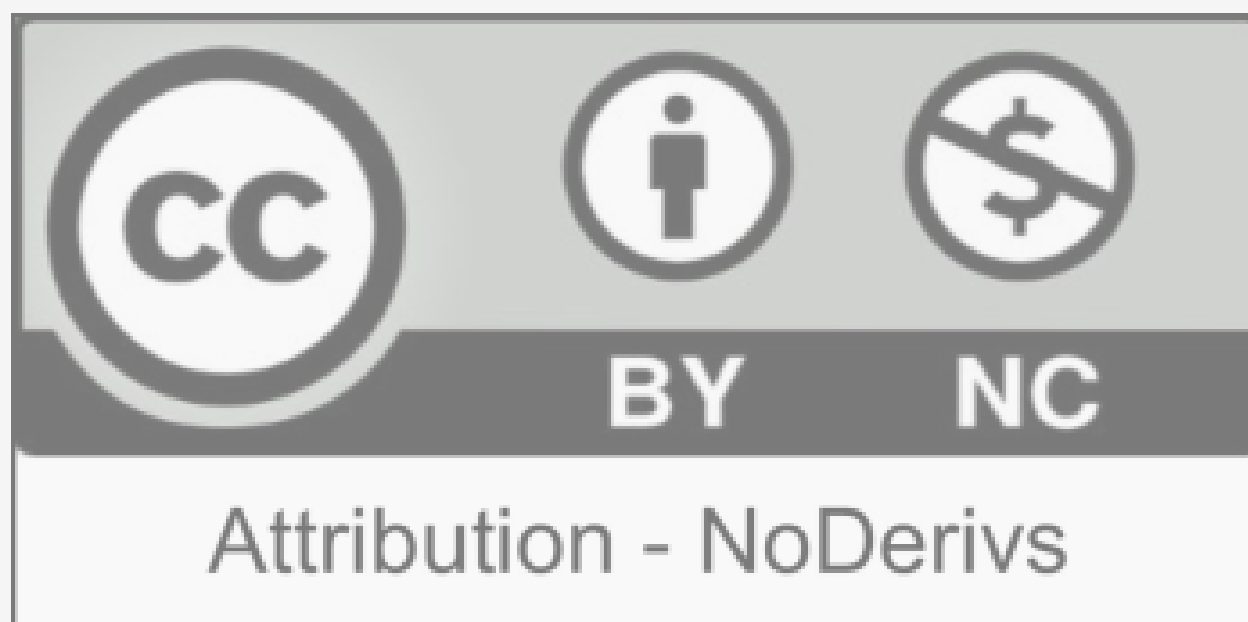
"Chase one rabbit, catch one rabbit. Chase two rabbits, catch none."



PLAIN LANG UAGE



2024 / DECEMBER



B U R A K B U Y U K D E M I R



IF YOU CHASE TWO BLACK RABBITS

