

STARTING A STARTUP

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## Starting a Startup

1. one or two co-founders,
2. at least 50% engineering,
3. 2 year's worth of living expenses saved up.
4. all co-founders should have quit their jobs.

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## Idea Formation

5. brainstorm with your team

6. solve personal problems

7. focus on daily or weekly issues rather than annual ones

8. ensure there are billions to be made in your market

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## Market Research

9. ensure there are billions to be made in your market.

10. use competitors' products to understand the market better.

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## Minimum Viable Product (MVP)

11. launch quickly,
12. ideally within two months.
13. growth is crucial for attracting investors.

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## Public Relations (PR)

14. handle PR yourself initially
15. build relationships with reporters
16. offer real newsworthy updates.

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## Fundraising

17. avoid needing money by keeping expenses low

18. schedule investor meetings closely together to create urgency

19. show growth to attract investors.

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## Operations & Hiring

20. spend less money

21. monitor monthly expenses

22. aim to increase the average talent level with each new hire

23. hire slowly and only bring in people who are smarter than you

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## Hiring

24. be transparent about equity and salaries

25 early employees are crucial so show loyalty to retain them

26. small teams can achieve significant growth