

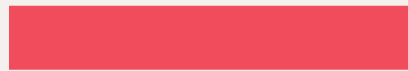
HOW TO **SUCCEED** WITH A STARTUP

by Sam Altman
CEO of OpenAI



1

Build a product so good, people tell their friends



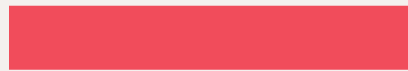
Your product should be so compelling, so beneficial, and so unique that it inspires your users to become your ambassadors, sharing and promoting your product.

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Focus on exponential growth in the market



Startups should look for a market that is either starting to undergo or is soon going to undergo exponential growth.

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3

Be the evangelical founder



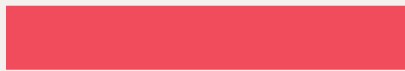
Startups need at least one evangelical founder, usually the CEO, who can infect the world with enthusiasm about what the company is trying to do.

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Have an ambitious vision



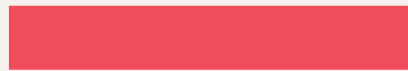
Having an ambitious vision is exciting and fun to work on. It attracts the best people and makes it easier to start a hard startup than an easy one.

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Maintain a confident and definite view of the future



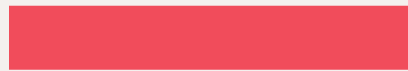
Successful founders have a confident and definite view of the future. They have the courage of their convictions and are clear leaders.

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Build a great team



Building a great team is one of the most important things you do as a founder. You need optimists, idea generators, and people with a "we'll figure it out" spirit.

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Never lose momentum



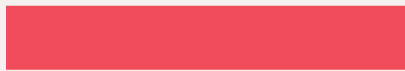
One of the most important jobs you have as a founder is to never lose momentum. Startups survive on their own momentum.

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8

Have a competitive advantage



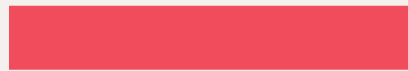
All of the really great businesses have a long-term competitive advantage or monopoly effect.

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Have a sensible business model



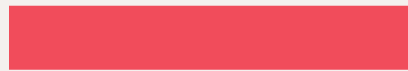
A startup is a business, and a business needs to generate revenue. It's crucial to have a clear, sensible plan for how your startup will make money.

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Take risks, move fast



Successful startups are often those that leverage big platform shifts, adapt to fast-changing markets, and aren't afraid to pursue ideas that might initially seem 'bad' or unconventional.

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