




Secrets to Startup success from an American entrepreneur, venture capitalist, PayPal cofounder and early Facebook investor *Peter Thiel along with Blake Masters.*

Startups is the most generally heard term in news, in our colleges and most probably even in coffee shop. The place is not important except the Idea. The idea is what that forms the basis for the future.

Many books have been written on Startups and how to grow from early stages of your idea. But many of them lack the composition required for the young entrepreneur's. Zero to One gives a complete idea of Startups and it has been accepted as one of the finest books available.

In Zero to One, Peter Thiel shares us the secrets for shaping our idea towards the heights of success. This book will teach you the way he thinks, how he approaches business, and what you can do to build your startup's own future.

These are the three Great lessons you will learn from this book:

-  The biggest leaps in progress are vertical, not horizontal.
-  Monopolies are good, for both business and society.
-  Founders need a vision to take their business from zero to one.

Horizontal and Vertical progress! On which to work on?

Progress is everywhere and, in every field. The progress that we see around is horizontal according to *Peter Thiel*. This kind of progress spreads existing ideas and technologies from one to many or 1 to n. But vertical progress takes one from 0 to 1 which is what stated in this book.

Horizontal progress is about creating a better mousetrap but vertical progress is about creating a better way to trap mouse. While this may appear simple and plain, it is an important distinction when it comes to obtaining investors, talent, and assessing risk and profit potential.

Let us look at an example to have a better understanding towards the distinction between the two progresses. Everyone is familiar with the three bladed turbines on the huge towers that use lift to turn shaft and generate electricity.

Many manufacturers even use smaller version for home usage. In fact, many companies in the market claim to have a revolutionary new wing shape or use a special material.

However, in the end they all the same. This is a general example of horizontal progress.

A wind energy manufacturer devised a product based on completely different technology. Humdinger Wind Energy used the physics involved in aero flutter to develop wind belts that use a thin membrane that oscillates between 2 wire coils to generate electricity.

Wind belts, unlike all the other wind generators, don't rely on rotation or lift to convert wind speed to energy. Rather a complete different set of physics laws and this innovation represents vertical progress.

For vertical progress companies, their business models will heavily rely on a successful marketing campaign. Zero to One gives you a clear idea of the two kinds of progress. And shows us the path to thinking out of box in turn, which leads to vertical progress.

*Madness is rare in individuals- but in groups, parties,
nations, and ages it is the rule.*

Monopolies is the condition of every successful business.

Peter Thiel states that a monopoly simple means one company is doing something so much better than everyone else, that simple no one else can survive.

Monopolies are nothing to scoff at – they're actually what any business or startup should shoot for.

Google provides the best search engine and much better products like Gmail, YouTube, Google Maps etc. Microsoft occupies 75% of the market. Apple is the best technology firm out there. These companies clinched the top such that if a company wants to beat them, they need to provide the best out of the best.

Monopolies provides significantly greater output than smaller firms in perfectly competitive market. This leads to economies of scale, when output more than proportionally increases to the amount of input in the long run. Thus, leading to lower average costs for the monopoly firm and greater revenue.

Vision is what drives the company from zero to one.

The imagination of having an idea and getting success overnight is quite pleasing but this doesn't happen in real. The reality is you need to have vision and endurance. One has to look into the future and plan according to it.

Thiel and his Paypal team spent years getting it to a place where it was the number one payment processor used by eBay customers, so they could finally leverage their monopoly position into selling the company.

The founders of the highly prevailing companies are found to be little weird. Steve jobs is a perfect example of that. But that is what lets leaders develop a grand, if slightly delusional, vision for the future, which is what companies need to go from zero to one.

**Be brave to announce your vision and ideology.
Teamwork always matters.**

Way back in 1999 Peter said that Paypal will give citizens worldwide more direct control over their currencies than they ever had before.

His vision of the future showed an entirely different reality to the one he lived in, and the drive is instilled in himself and his team is exactly what led them to creating the very future they imagined.

Teamwork in the workplace is an important factor for startup success. As a result, developing an effective startup team is one of the primary responsibilities of a successful entrepreneur.

Conclusion:

The Key note:

The road to the survival of startup can be as simple as recreating old things, but the success of it depends on having a clear-cut vision and accelerating the take-off towards a much better future. The end result of such a breakthrough may take a number of forms, but any of them would be so different from the present as to defy description.




Lessons:

We need founders or unusual individuals to lead companies beyond mere incrementalism.

The individual prominence and adulation can never be enjoyed except on the condition that it may be exchanged for individual notoriety and demonization at any moment so be careful.

Above all don't underestimate your own power as an individual. Founders are important because they are not the only ones whose work has value, but rather a great founder can bring out the best work from everybody at his company.

Quotes:

-  The most valuable businesses of coming decades will be built by entrepreneurs who seek to empower people rather than try to make them obsolete.
-  All failed companies are the same: they failed to escape competition.
-  All Rhodes Scholars had a great future in the past.