**Amazon Stories**

When Bezos finally hired his Kindle dev team after a couple of years of planning, the Team Lead asked, "what's our deadline?" to which Bezos replied "You're already late".

Amazon's goal from day 1 was to sell absolutely everything online. To start they considered 20 possible categories, inc. software, office supplies, clothing, and music. They picked books because all copies of a product were identical and no retailer could possibly stock all products and their goal was unlimited selection.

Seattle chosen for its tech industry (primarily MS) and small population, as Amazon only had to collect state sales tax in its home state.

Bezos borrowed 100K from parents and told them there was a 70% chance they would never get their money back: "I want you to know what the risks are, because I still want to come home for Thanksgiving if this doesn't work."

In 1995, Amazon's first lawyer debated investing, though lawyers usually didn't invest in their clients' firms. He discussed a $50K loan with his father, but had family issues and never bought in. In late 97, they were playing golf and the dad asked, "you know that Amazon company just went public, was that the company you considered investing in? Whatever happened?" "You don't want to know..." "What would that 50K be worth today?" "Oh, at least a few million bucks"