

Startups that Work

Book by Joel Kurtzmann, Notes by Jason Bell

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1. Start with a large group of three or four founders.
2. Make certain a marketing or sales person is a member of the founding team.
3. It's all about teams: hiring, creating, building. Talent and cohesion.
4. Don't worry about your exit; focus on creating value instead.
5. Manage your cash tightly.
6. Start with a market, as opposed to trying to create one.
7. Find a great first customer, and please them.
8. Build a board that is a great "sounding board," not just a good watchdog.
9. Make your product or service high quality and unique, then brand it in a way people won't forget. It's more important for your brand to be noticeable than like-able, if the product is good.
10. Enjoy the ride. If you like it, you're much more likely to succeed, so do something you think is cool.