

## Note to Self

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# Holstee Manifesto: The History of the One Motivational Poster that Pervades Startup Culture

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Holstee co-founders Fabian Pfortmüller, Michael Radparvar and Dave Radparvar in front of the Holstee Manifesto, a poster of motivational sayings that's popular in the tech sector.

The [Holstee Manifesto](#) motivates a bewildering number of startups and tech companies—Google, AirBnb, Threadless, Zappos, TED and more all hang the poster on their walls. This week's *New Tech City* podcast tells the story of how a list of simple, earnest, some might say

naive, mantras meant to guide three young men through their 20s, became a must-have for all manner of companies in the tech industry. You'll hear how the friendly guys behind Holstee started out with a plan to innovate on the standard T-shirt, but made an unexpected pivot toward inspirational wall hangings when their own list of mottos went viral on the internet. "Our focus now is creating art that encourages mindful living," says co-founder Michael Radparvar. To hear more about Holstee's unlikely journey and what the popularity of the Holstee Manifesto says about the tech sector, click on the audio or [subscribe to the New Tech City podcast on iTunes](#).

And if you have this poster up in your office, let us know why you chose these words to motivate you? Or if you don't buy into this manifesto, why not? As you'll hear the audio, we don't expect everyone to eat this up, but many many people have.



THIS IS YOUR **LIFE.**  
DO WHAT YOU LOVE,  
AND DO IT OFTEN.  
IF YOU DON'T LIKE SOMETHING, CHANGE IT.  
IF YOU DON'T LIKE YOUR JOB, QUIT.  
IF YOU DON'T HAVE ENOUGH TIME, STOP WATCHING TV.  
IF YOU ARE LOOKING FOR THE LOVE OF YOUR LIFE, STOP;  
THEY WILL BE WAITING FOR YOU WHEN YOU  
START DOING THINGS YOU LOVE.  
STOP OVER ANALYZING, ALL EMOTIONS ARE BEAUTIFUL.  
**LIFE IS SIMPLE.** WHEN YOU EAT, APPRECIATE  
EVERY LAST BITE.  
OPEN YOUR MIND, ARMS, AND HEART TO NEW THINGS  
AND PEOPLE, WE ARE UNITED IN OUR DIFFERENCES.  
ASK THE NEXT PERSON YOU SEE WHAT THEIR PASSION IS,  
AND SHARE YOUR INSPIRING DREAM WITH THEM.  
**TRAVEL OFTEN;** GETTING LOST WILL  
HELP YOU FIND YOURSELF.  
SOME OPPORTUNITIES ONLY COME ONCE, SEIZE THEM.  
LIFE IS ABOUT THE PEOPLE YOU MEET, AND  
THE THINGS YOU CREATE WITH THEM  
SO GO OUT AND START CREATING.  
**LIFE IS** LIVE YOUR DREAM  
**AND SHARE**  
**SHORT.** YOUR PASSION.

"THE HOLSTEE MANIFESTO" ©2009 WRITTEN BY DAVE, MIKE & FABIAN DESIGN BY RACHAEL [WWW.HOLSTEE.COM/MANIFESTO](http://WWW.HOLSTEE.COM/MANIFESTO)

*Special thanks to all the staff of WNYC lending their voices to the audio incarnation of Holstee Manifesto poster at the end of the podcast.*

Music Credits: "Busan" from BWN Music , "Conveyor" from BWN Music , "Daybird" , "Cellar" from BWN Music



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