# [How to Start a Startup](http://startupclass.samaltman.com/) by Sam Altman

# **Lecture 1: How to Start a Startup (**[Video](https://www.youtube.com/watch?v=CBYhVcO4WgI&t=17s))([Transcript](https://genius.com/Sam-altman-lecture-1-how-to-start-a-startup-annotated))

## Name \_\_\_\_\_\_\_\_\_\_\_\_

## Task:

View the related video and reference the linked transcript. Download this document and answer the following prompt in the space provided. Complete responses using college-level writing are required. Submit the completed document to the Moodle site as either a .docx or .pdf file.

1. Why is Sam a qualified instructor for this course? What make him a subject-matter-expert (SME)?

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1. According to Sam, what are the four areas that you must master in order to be a successful startup?

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1. Review the course syllabus. How do the four content areas identified by Sam compare to the structure of this course? What additional section is included in this course that is not specifically identified by Sam?

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1. What is the additional attribute identified by Sam that cannot be taught in any course yet has significant impact on your startups success?

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1. What is Sam’s position on the importance of experience when creating a startup?

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1. According to Sam, what is the only reason or prerequisite to creating a startup?

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1. Sam discusses the concept of “pivot”. What does this refer to? You may need to use additional resources to respond.

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1. What should you consider as you think though a potential idea?

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1. How long does Sam feel that it typically takes when creating a successful startup?

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1. What is a derivative company?

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1. What company is Sam referring to when he says “The thirteenth search engine, and without all the features of a web portal? Most people thought that was pointless.”?

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1. What company is Sam referring to when he says “The tenth social network, and limited only to college students with no money? Also terrible. MySpace has won and who wants college students as customers?”

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1. Why do some great startup ideas look really bad at the beginning?

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1. Is it dangerous to tell other people your idea? Why or why not?

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1. Why is market growth so important to consider?

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1. Why is being a student a big advantage?

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1. Why is it best to build something that you need yourself?

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1. What does YC tell there founder to do to create a great product?

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1. Sam uses the following graphic. Explain what two option you have for successful startup.

Shape

Description automatically generated

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1. What does Sam label as “organic growth”?

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1. Why is hiring sales and customer support staff a bad idea in the early days of a startup?

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1. What are four common reasons why founder start a startup according to Dustin Moskovitz?

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1. Dustin shares that starting a company is really hard. What are several reasons that support his assessment?

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1. Dustin shares that the best reason to create as startup is that “basically you can’t not do it”. Explain this statement. What are the two ways that determine that the startup needs to happen?

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