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

# **Lecture 3: Counterintuitive Parts of Startups, and How to Have Ideas (**[Video](https://youtu.be/ii1jcLg-eIQ))([Transcript](https://genius.com/Paul-graham-lecture-3-counterintuitive-parts-of-startups-and-how-to-have-ideas-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 can’t you trust your intuition when it comes to Startup? How does Paul use skiing as a metaphor?

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1. Why do you need a “skiing instructor” but no a “running instructor”? (Question 1 continued)

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1. Why can you trust your instincts and intuitions concerning people?

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1. Is “slightly distasteful” okay in business. Share Paul’s thoughts.

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1. Do you need expertise in Startup to be successful at startup? Explain.

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1. What is the one thing that is essential and that a startup just going through the motions and imitating a startup neglects?

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1. There are no tricks…what is the best way to convince investors to fund a startup?

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1. The difficulty of being a successful startup founder is concealed from almost everyone. Why is it concealed? Why is it difficult?

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1. What is Paul’s advice to 20-something college students considering starting a startup?

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1. Should you make a conscious effort to think of startup ideas (like we’re doing in the class!) What is the problem with this approach?

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1. What are the three things that you can do to turn your mind into the kind that creates startup ideas unconsciously?

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1. What example does Paul share to support his broader suggestion to learn al lot about things that matter rather than his original become good at some technology. What is the example business and what skill did they bring?

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1. Why is technology, especially at the leading edge, a great place to find interesting problems and solutions?

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1. What is a domain expert?

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1. How can a nontechnical founder most efficiently contribute to a startup?

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1. Share Paul’s perspective on the value of business schools. What suggestions does he have?

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1. What advice does Paul have for female co-founders as they are pursuing funding?

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