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

# **Lecture 8: Doing Things That Don’t Scale, PR, and How to Get Started (**[Video](https://youtu.be/oQOC-qy-GDY))([Transcript](https://genius.com/Walker-williams-lecture-8-doing-things-that-dont-scale-pr-and-how-to-get-started-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. What customer experience got Stanley started with DoorDash?

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1. Why hadn’t someone solved delivery before? What did they assume the prior problem has been?

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1. How did they assess their assumptions on the barrier to deliver?

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1. Did they get phone calls from the first landing page?

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1. How long did it take to launch PaloAltoDelivery.com?

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1. Doing things that don’t scale allows you to become an expert. Explain.

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1. Did the technology solution matter at the beginning? Explain.

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1. What three things did Stanley learn?

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1. What was the main channel for marketing when the service first launched?

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1. Why technology was at the core, enabling the service to scale?

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1. What is Teespring?

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1. What is Walker’s definition of “do things that don’t scale”?

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1. Why are you bad at selling when you are a new company?

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1. What are some of Walker’s suggestions for getting your first customers?

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1. Should you give your product away for free? Why or why not?

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1. What is a champion?

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1. What is the easiest way to turn a customer into a champion?

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1. What are the three ways to talk to customers according to Walker?

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1. Why is it important NOT to follow your instinct to pass off customer service to someone else?

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1. What is a “churned” customer?

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1. What does product market and fit refer to?

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Skipping Justin Kan on Public Relations.