

# *From Developer to Entrepreneur*

Jacob Wayne Smith  
@j8ke

# ***My Story***

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6 Years  
working in a  
startup  
advertising  
agency

6 years  
working at a  
medium  
sized agency

4 years at  
A Brave New

# define(“FOO”, ...)

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Your current  
work

Tools

State register

Starting cash

Lawyers

Bank accounts

**$\$bar$  = ...**

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You

Billing rate

Company  
identity





## ***Simple Billing Rate***

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\$15/hr per \$1k of salary  
+ \$8/hr for overhead

## *Simple Billing Rate*

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$$\begin{aligned} & 160 \text{ hrs (40hr/wk)} \\ - & 10 \text{ hrs (3 wk PTO)} \\ - & 3 \text{ hrs (holidays)} \\ - & 64 \text{ hrs (non billable)} \\ = & \mathbf{83 \text{ hrs/month}} \end{aligned}$$



## ***Simple Billing Rate***

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$$\begin{array}{rcl} & \text{Monthly Take Home} & \\ \times & 1.30 \text{ (taxes)} & \\ + & \$300 \text{ (overhead)} & \\ + & \$350 \text{ (health care)} & \\ \div & 83 \text{ (hours/month)} & \end{array}$$

## ***Simple Billing Rate***

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\$15/hr per \$1k of salary  
+ \$8/hr for overhead



USED BOOKS,  
**GRANNY'S**

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**SUNDRIES**

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LETTER WRITING  
REFRESHMENTS

# define("FOO", ...)

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*U.S. No.*

**9759**

**TREASURY WARRANT** *N. 927*

**\$1200.000**

**TREASURY**

**OF THE United States**



*Washington*

*August 1 1868*

**AT SIGHT,** Pay to *Edward de Szeckl, Cherry Orchard*

*for order of* **DOLLARS**



**No. 9759**

**Registered**

*Treasurer of the United States*

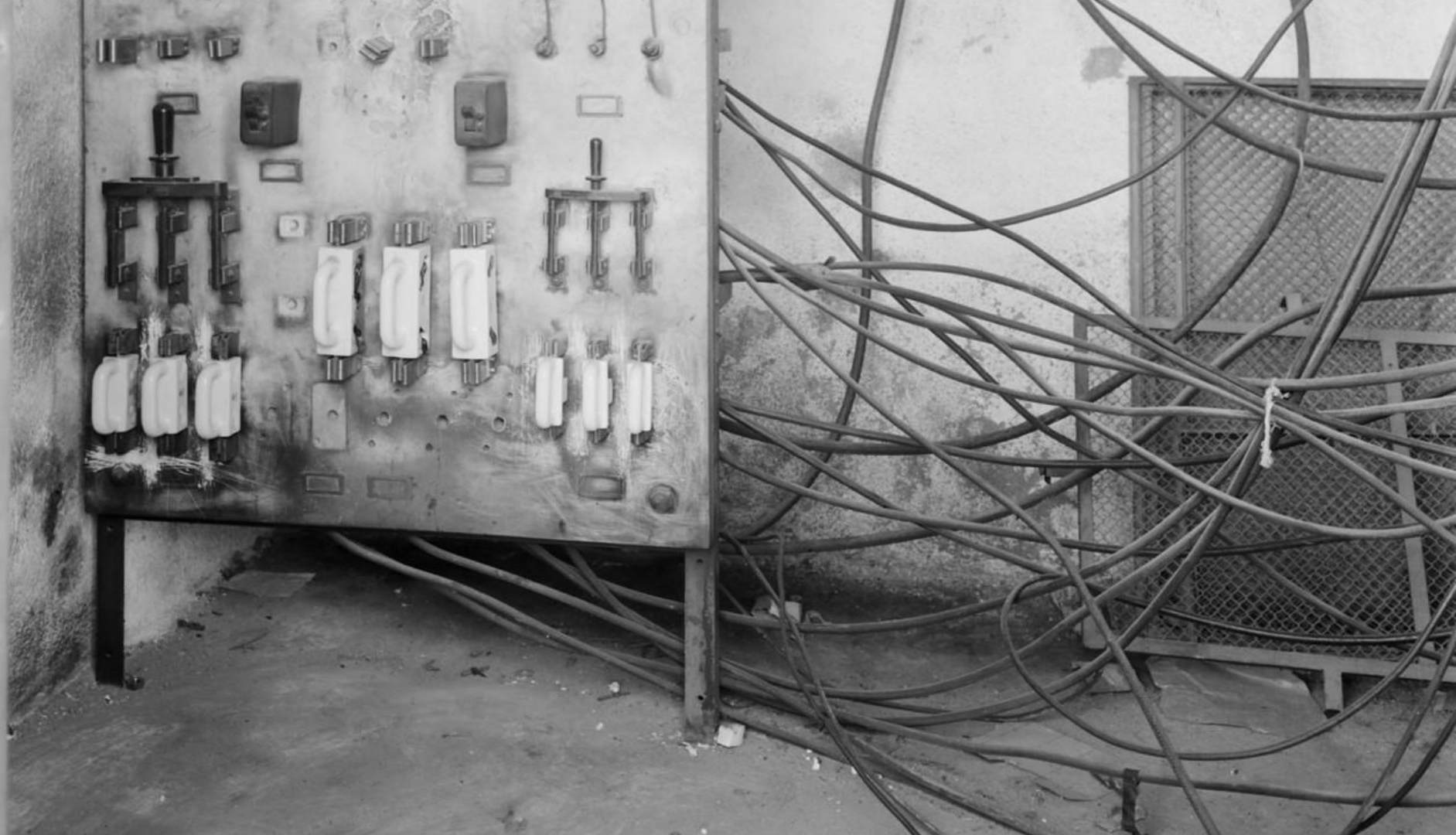
*Treasurer U.S.*

*New York*

*Register of the Treasury*

American Bank Note Co. New York.





# *A Timeline*

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What are you?

Save up: 6  
months salary

Lawyer up

Calculate billing  
rate

Pick a  
name/domain

Tell your  
company

Read your  
non-compete

Set up tools

Register

Open accounts

*Jacob Wayne Smith*

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