

# How to Start a Startup

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WELCOME, AND IDEAS, PRODUCTS, TEAMS AND EXECUTION **PART I**

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1. Idea



2. Product



3. Team



4. Execution

# 1. Idea



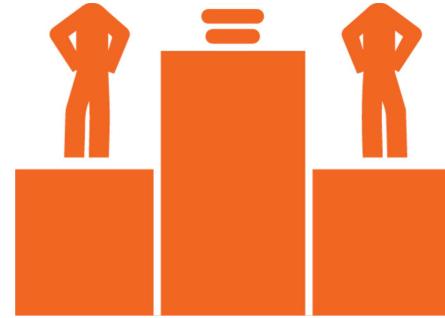
 1. Idea

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# The **Idea** comes first

 1. Idea

 2. Product

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 4. Execution

# The **company**



Startup culture

an important  
**mission.**

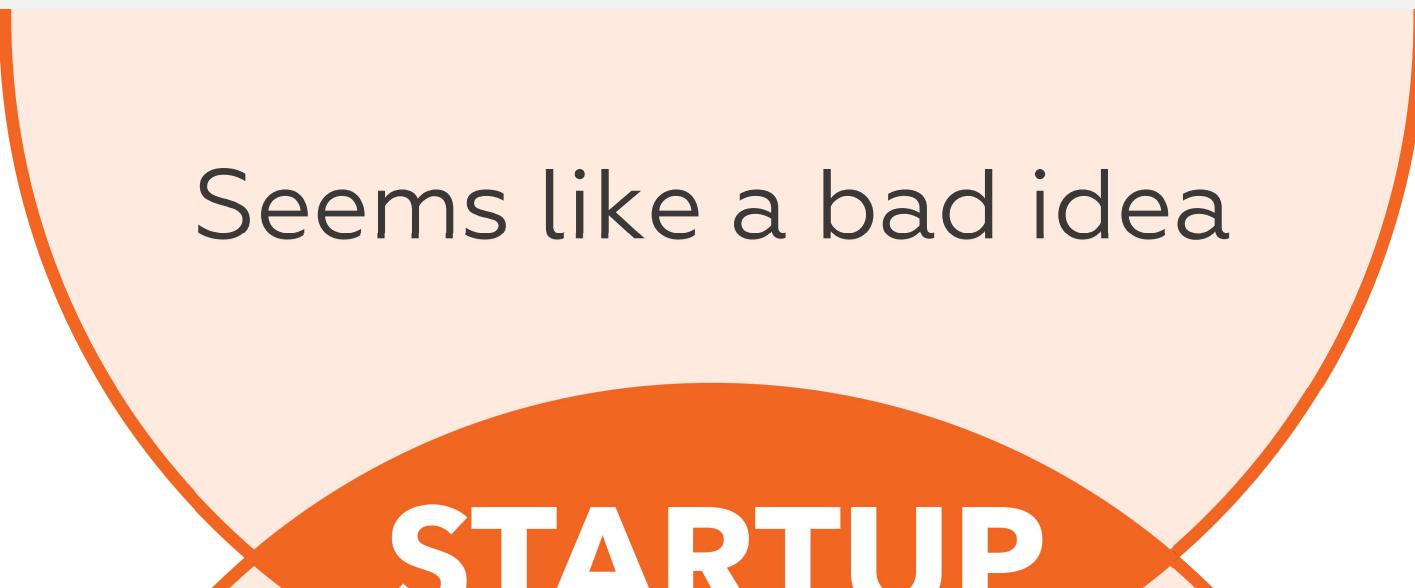


💡 1. Idea

📦 2. Product

👥 3. Team

👉 4. Execution



Seems like a bad idea



# This is a good idea

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Why **now**?

## While you are a **student**:

- Think about **new ideas**
- Meet potential **cofounders**



Most people think first of **what they want to express or make**,  
then **find the audience for their idea**.

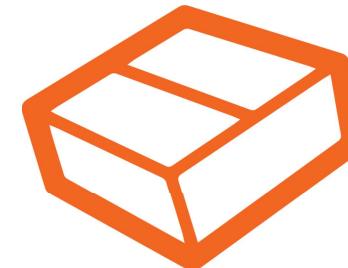
You must work the **opposite angle, thinking first of the public**.

You need to keep **your focus** on their **changing needs**, the **trends** that are washing through them. Beginning with their **demand**, you create the **appropriate supply**.



**50 Cent**

# 2. Product



# Great Idea



# Great Product



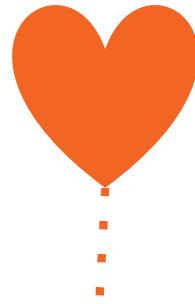
# Great Company

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👉 4. Execution



- Build something users love
- Talk to users

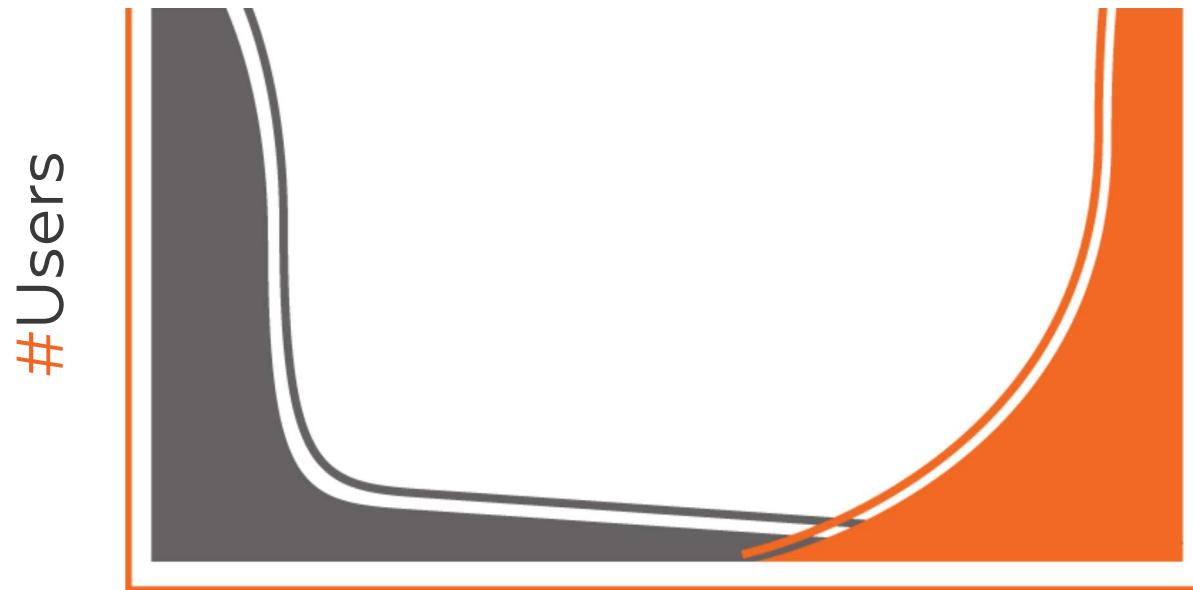
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Intensity of like

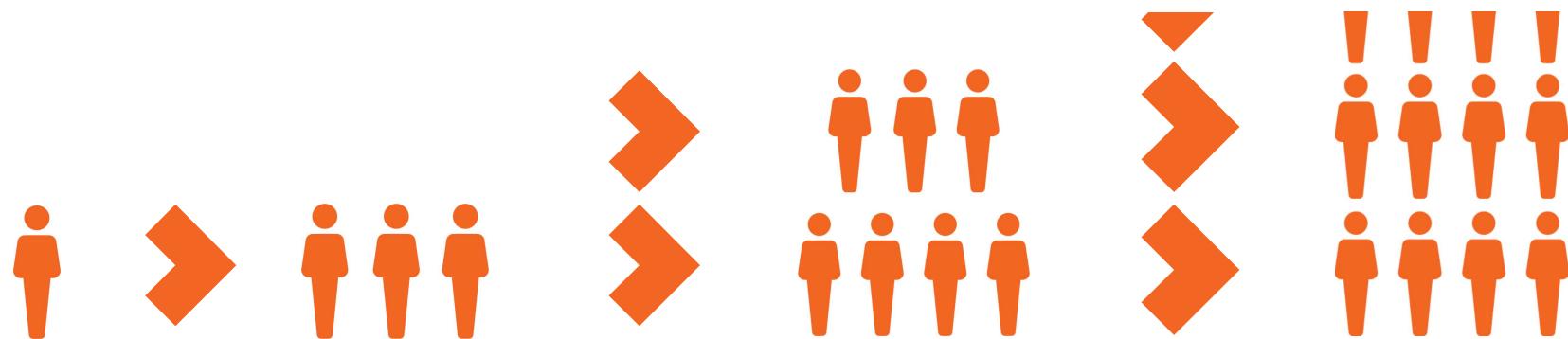
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📦 2. Product

👥 3. Team

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# Great products win.

# Make something users love.

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**Fanatical** 

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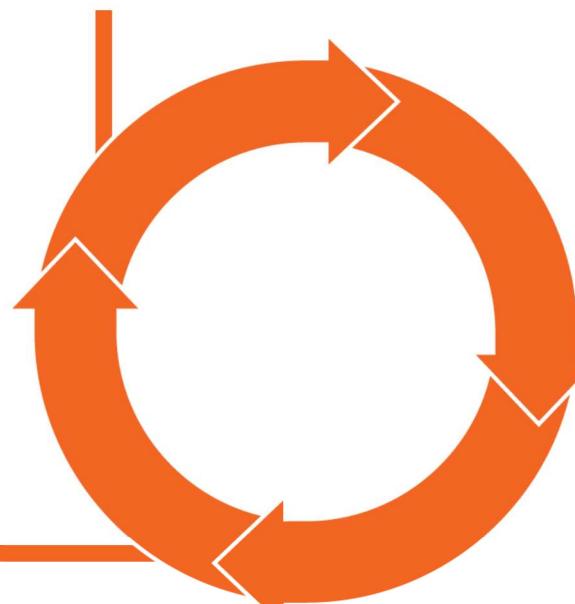
 4. Execution

# Get users **manually**.

## User feedback

- What do they like?
- What would they pay for?
- What would make them recommend it?

Show it  
to users



Product  
Decisions

# Metrics: Focus on growth

- Total registrations
- Active users
- Activity Levels
- Cohort Retention
- Revenue
- Net Promoter Score

