

Building High-Impact StartUps

Tips to remember on your journey

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What's your drive?

Transaction or Transformation?



Busines is a tool for transformation.

Think beyond money, how would this startup idea make lives and society better?







Create something new

chose a problem people haven't solved before, or solve an existing problem in a new way or for a new audience.

Start Simple

Focus on problems and solutions first, before technology.

Hig

High tech that solves no problem

Low tech that solves a real problem

Go for revenue

Don't fall into the tech space bubble of wanting to live large on investors money.

You have no idea how long you'll bootstrap, so charge from Day One. Make money to stay afloat.



Have Integrity

Tell the truth from Day Zero.

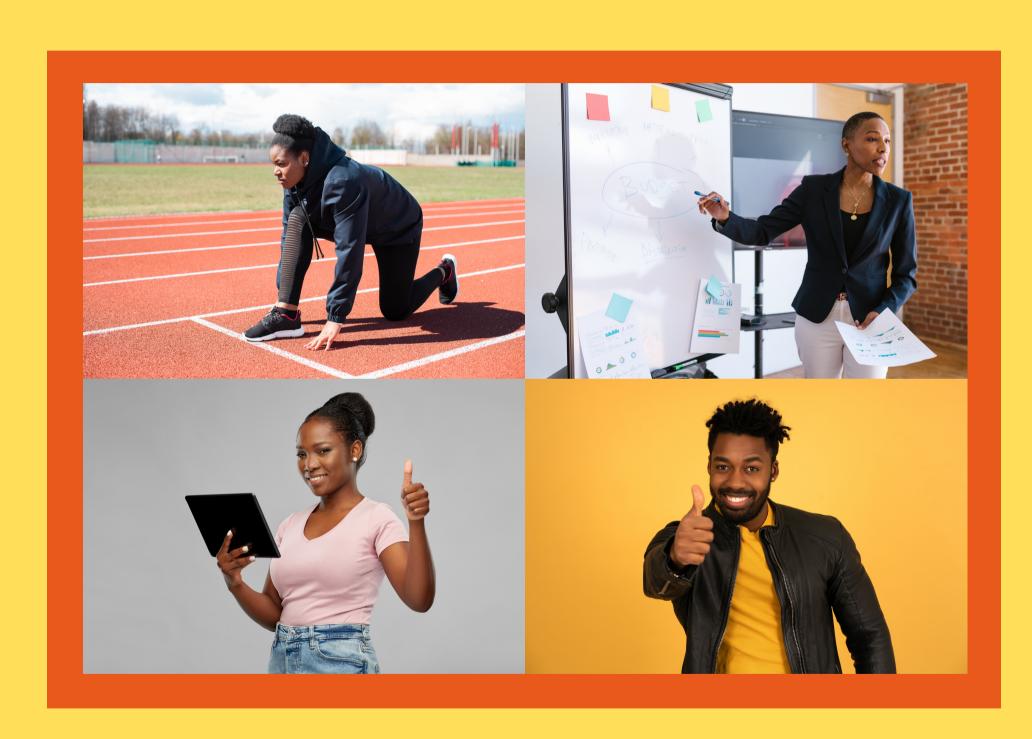
You can't build anything worthwhile on lies. Be true to your customers, your teammates, employees, investors and even regulators and government.



Be Visible

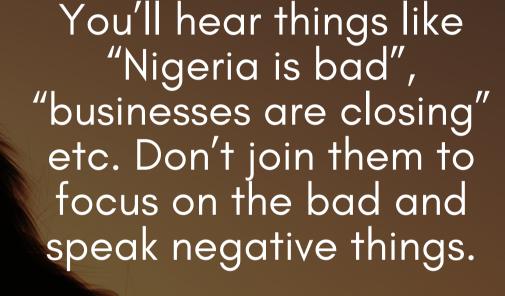
Don't be a genius winking in the dark. Show up with courage and intentionality.

Tell stories. Be real and relatable



Survive the (bad) economy

You want results not sympathy



The nation you keep cursing cannot bless you.



Think scalability

Once you've validated your problem and solution, think scalability.

That's where the magic happens.

Core question: what can you to get more customers without increasing your expenses?











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