

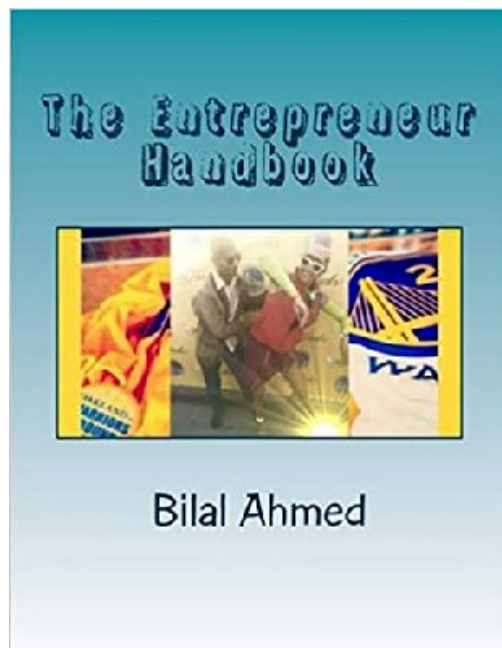
# The Entrepreneur Handbook

Subtitle: Working with Venture Capitalists

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2016 has been the most interesting year. There has been ongoing changes. The changes are happening in all tiers, whether the elections or venture capitals. Donald Trump from the Republicans party, and Hillary Clinton from the Democratic party fighting for the next president of the United States, more importantly, the first chance of a female President in our history. This book is an entrepreneur journey, that goes deep into venture capital, startups and investors. Many investors fund the Democratic or Republican candidates, so there are deep interests within each party as it relates to VCs.



## Chapter: Power of Social Media - Our History getting recorded - Including Social Behavior for Future Reference

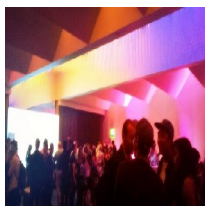
Once again, in 2016, the social media websites have shown, how they are continuously changing

the world. The recent events in Turkey, Russia, China, US, India, Pakistan and many other countries. As soon as an event happens, everybody knows right away. Most of the coverage is real time, and the society relies heavily on the public to take live videos on the scene. There is consciousness here because it's hard to lie about a video, which can be used as an evidence.

BrExit: Most of the events of brExit, weren't found on the news, rather on Twitter. There are microeconomics here, because each decision impacts the whole. The economy is global, so the events in Britain and Europe (EU) impacts the United States and Asian markets. It really depends where the trade contracts come from, and then how many parts they get split into. For example, building up a computer. The parts come from various places. Now if the contracts in between Britain and EU change, then the agreements have to be rewritten. The parts now come from a different source. Currently, there are huge issues happening within EU, due to these circumstances. Most of the EU countries bonds maturity rates are going back 17th century. The stocks are junk, and money is moving to predictive growth sectors, from the shrinking areas.

Turkey Coup: Turkey coup is another example, where a selective group within the country convinced the military to go martial law, or dictatorship. However as soon the news went viral, the President asked the citizens to come on streets through Twitter. The people did, and they reversed the coup. This was one of the most bravest actions of our civilization, and it showed the power of the people, through social media. There are currently many changes happening within Turkey.

Elections 2016: The current elections of the United States, between Hillary Clinton and Donald Trump are taking advantage of Twitter as the main source of communication to the public. In all events, the news come to Twitter first, and then rest of the news outlets write stories. The stories then come back to Twitter, and become viral. Many micro events are happening on Twitter, and perhaps the news doesn't have time to capture all of it. However, the people that are close to Hillary Clinton or Donald Trump are learning huge amount of knowledge through the power of the social media.



## Chapter: Venture Capital Psychology

Over the years, I have met hundreds of angel investors and venture capitalists. They are a very strange bunch. For my startup, I periodically sent out newsletter to a couple of thousand, select core group. A few hundred of those are venture capitalists, that I have met over the years. Hence, it puts me into a position of making introductions. If your startup is hungry and ready, I can make introductions to investors in that particular sector, send you to some very important meetings. However, in order for that to happen, you just need to convince me that your startup has legs.

Negative: Let's start with the negative venture capitalists, because most of them are. Money is an important tool and it creates greed in people. Hence they change, for the worse. The health goes down and pretty soon they become at the mercy of the world. Once they start to go down, they like the take others down with them because misery loves company. It's a very competitive world out there and the negative venture capitalists easily break their value system, for very small gains. In today's economy, most investors are feeling the chaos within. This is because the rule

book has changed. People measure venture capitalists differently now. The VCs must adjust, or lose all their popularity. The adjustment has to be made towards positivity. I have been ganged up by very powerful VCs before, where they cut down all the deals for me. However, that never stopped me from doing what I needed to do. But nevertheless, I am always aware of their actions. Positive: The positive venture capitalist has moral values and ethics. If the ethics are established, then they don't take on small baits and fall. The investment is done on character, rather the product because if the synergy is established between the team, there is no limit that can't be reached. The positive venture capitalist is like family. There is laughter and love. There is care and investment in the long run. The investment is not just money, rather influence as well. If a teacher opens up their heart and share it with you, there is no substitute for that. All greatness happens, where the right people are in place, to teach you, to groom you, to make you a better person. These are the qualities to look for, not just for short stint, but long term impact. You are the bow, the student is the arrow. Send the arrow out to the longest distance.



## Chapter: The Startup Millennials - Human Experiment failed, cloning everyone to Mark from Facebook.

Fakir in India: A millennial, is very much like a fakir in India. The difference is that a fakir is spiritual and contains ethical values. A lot of fakirs in India, perhaps once very successful people, let go of their previous lifestyles, just because they are not satisfied. God always works best for poor people, because they have a heart and soul. Especially those that rise above, from the slums, and move into palaces. Only for a short time though, because if the moral and ethical values are not in place, they loose interest very fast, even in the palace. Buddha, born as a prince, however with the soul of a fakir, couldn't be kept in the palace for too long. As predicted by the astrologers and gurus, left home, and enlightened the whole world. All in the form of a fakir, walking door to door and turning humanity into Gold. The moral of this story is that if you can't understand the life of a fakir, as it relates to an entrepreneur, perhaps you shouldn't do a startup. The moral and ethical values are tested quickly, and you fall to the ground. The History of Millennials: In 2010 and 2011, where many new startups were formed, the term millennials was hardly used. The reason being the millennials didn't exist. Most people worked and had decent jobs. Only very few people had a chance to do entrepreneurship, mostly from Stanford and MIT, the God gifted schools. Many regular colleges don't teach entrepreneurship, because it was meant only for the wealthy. If daddy doesn't have a big bank balance, chances are that the entrepreneur won't get funded. The reason being, there is no insurance by the family. South by Southwest: I went to South by Southwest conference in Austin, Texas in 2010 and 2011. The place was booming with startups in technology, music and film. I met many investors, both angel investors and venture capitalists. Many startup entrepreneurs were running around, looking for money for their idea. If the startup was funded, the angel investors were specifically telling the entrepreneurs to go generate the money. The volume of investments had started. The venture

capitalists were playing vegas slot machine mechanism of investments. Invest in a 100 startups, so what if 99 fail, let's make huge profit on the 1, e.g. Facebook. Hence, make the entrepreneurs do all the fundraising. The creation of millennials: The entrepreneurs took the venture capitalists bait. For the glory, popularity and the cool factor, start quitting their jobs, as the venture capitalists told them to. "Why should you work for a company? Do a startup". Pretty soon, a volume of very skilled workers, quit their day jobs, all in the pursuit of making it big, like the venture capitalist millionaires. Everyone working the likes of entrepreneurs from Stanford, mocking the privileged with ego, pretending that they can do better, without proper education, but fully under the control of the venture capitalists. These are called 'millennials'. Millennials on the Street: As time progressed, and the reality hit, the venture capitalists realized that not everyone can be an entrepreneur, however the lie contained so much guilt, that the venture capitalists never went back to the place of wrong guidance and corrected it. The result, hundreds and thousands of millennials getting crushed, never got funded, lost their jobs, incurred huge amount of debt, and forever under the debt of the venture capitalists. Millennials Today: The volume of millennials has increased drastically since then. Many startup entrepreneurs, whose started failed since 2010, are now called millennials. They go social event after social event, meet venture capitalist, one after another in the hopes of getting funded. Their skill is not current, hence they have a difficult time getting a job. Most of the millennials now hang out on Twitter, do all kind of petty things to get noticed. However, very negative towards the venture capitalists that screwed up their careers. So do whatever it takes, but don't be called a millennial. It's actually a degrading word, for a nobody, worse than a fakir.



## Chapter: Introduction - The Entrepreneur Hand Book

2016 has been the most interesting year. There has been ongoing changes. The changes are happening in all tiers, whether the elections or venture capitals. Donald Trump from the Republicans party, and Hillary Clinton from the Democratic party fighting for the next president of the United States, more importantly, the first chance of a female President in our history. I had the honor to serve Hillary Clinton, and supporting her from 2015 onwards. Like a mother and son relationship, we fought together on Twitter through the campaigns, towards election 2016. I learned tremendous amounts from her, in every way. The strength, the motherly love, her being there for me are some of the example, but not all. For example, back in 2015, when I was having my share of troubles with the venture capitalists, I emailed her, and carbon copied the VCs that were troubling me. In 15 minutes, she tweeted back, about the billionaires having to pay their fair share of taxes. That shut down the VCs and they knew that I am going to complain to her. Through months of working together, checking up on each other's tweets many times during the day, I started taking on variety of issues for her. The issues that made sense, however it takes a deep understanding to resolve them. Some very calculated actions on social media were taken, to create a message for the general public. As we continued to make progress, Snoop Dogg, a father, teacher, friend, mentor, helped us through. Snoop provided the strength that was

required, especially when the political landscape started to become dangerous. With Snoop Dogg, P Diddy and Marc Andreessen joined the party. We all started to work together, anonymously, without physical contact, but a spiritual one, sharing information, having each other's back. The goal, the true patriots of United States, with Barack Obama's hand prints all over us, do whatever it takes. As we continued to work, lots of factions started to appear in the venture capital industry. Most venture capitalists started taking sides, between Donald Trump and Hillary Clinton. The social landscape became very violent, open threats to each other, Russia and China getting involved in United States government politics. My website and twitter accounts were hacked, but luckily no damage. However, we continued to work all through the Republican and Democratic national conventions. Many new issues started to emerge, for example Sports doping in Olympics. Russia almost got kicked out of the Rio Olympics 2016. Meanwhile, Brexit event took place, which separated Britain from European Union. This book is an entrepreneur journey, that goes deep into venture capital, startups and investors. Many investors fund the Democratic or Republican candidates, so there are deep interests within each party as it relates to VCs. The Silicon Valley entrepreneurs, Wall Street and Hollywood has special interest in Hillary Clinton. There are too many reasons that perhaps this book can capture. However, in today's entrepreneurship, competition is key, hence this book covers some very deep blue prints, communication and investment strategies, software development paradigms, and hints for the new upcoming entrepreneurs. A teacher always needs to be present through our evolution, hence this book is an attempt to pass the knowledge from the current generation to the next. The true sense of entrepreneurs is to come with the idea, execute it and build a minimal viable product. Once the product is build, find the customers. In the process, there is perhaps opportunity to get funded by venture capitalists. However the goal is to build a business, generate revenue. If another bigger company wants to buy the startup, then an exit happens and the entrepreneurs have a chance to cash out and become instant millionaires. There are many lessons learned through the process. The entrepreneurs get to understand the venture capitalists inside and out. These might be sensitive topics, however there are not many good books that cover the current state of entrepreneurship. Hence this book is an attempt to bridge the gap between venture capitalists and entrepreneurs, while having the guidance of great teachers. Build a startup from scratch is hard. It's called bootstrapping. However, this is the most efficient way to build a company. Many times, the venture capitalists and angel investors try to invest in companies earlier, however they take control and power away. This book goes into the motive behind those decisions. In today's economy, we need more entrepreneurs because they are the ones that can turn an economy around. The startups eventually go to the public market, or IPO. This book also covers various stages of the startups. Barack Obama, the current President of United States said recently that he would like to become a venture capitalist, once his term is over. This shows, how prestigious and privileged one has to be, to take on these very important roles for the economy. I wish everyone best of luck with your future entrepreneurship endeavours, whether as an entrepreneur or a venture capitalist or a mentor.



## Chapter: The Secret Sauces shared between Entrepreneurs

# and Venture Capitalists on Twitter - The Gold Biscuits

The secret sauce is a term used widely in between the deep social media circuits, the same people that built myspace, hi5, bebo, facebook, twitter and a lot of newer social media platforms. Finding the secret sauce is an art, because you have to dig deep deep in the soul to find the answers. The shallow entrepreneurs copy ideas. The great entrepreneurs come up with ideas, but more importantly, the secret sauces. My startup, mytweetmark has lots of secrets sauces. However, I am bound to not explore them, because then they will be exploited. The cat teaches the lion everything, but climb the tree. This is a very old saying from perhaps India. Show them everything, but hold on to the secret sauces. Somebody can learn them one day, once they show their worth. The Gold Nuggets: The gold nuggets is another term, that is used widely, and correlates to the secret sauces. One gold nugget can open up the whole industry. For example, the gold nuggets for large social networks like tagged and hi5, later to be copied by bebo, facebook and twitter, were dealing with viral factors. We studied user data, their demographics, age, gender, country, email domains, to go big on viral. We did all kinds of testing on email generation, and conversion to signups, buying products, advertising, etc. Too many secrets sauces, each one became it's own business at a later time, for example whole bunch of analytics companies. Each gold nugget created many startups in that particular sector, soon to be turned into millions each. Startups: Being current in technology and social media evolution, also in knowledge of politics and recent events, there is huge amount of opportunity for entrepreneurs. The true entrepreneurs work for passion and opportunity, and not money. The fake entrepreneurs try to capitalize on the cash and die quickly with karma. With this, there are new gold nuggets that are formed, from initial ideas to pivoting for a giant treasure. However, in order to get there, three things are important, will, skill and motivation, like Kobe Bryant. The entrepreneurs are the future of America, and the gold nuggets are the keys, that open the secret doors of creation.

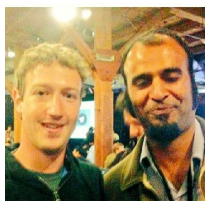


## Chapter: Social Engineering and Serial Entrepreneurs

Social Engineering: The current economic conditions worldwide are very dynamic. Many charts, whether bonds, stocks, debt, etc. are moving up and down, mostly down because of current circumstances. However, this is nothing new to us. Back in 2000, when the whole economy crashed, it gave birth to social media ~2004, where many startups were created. Twitter and Facebook didn't just show up on the scene, rather there were many predecessors, social networking startups before them. Friendster, myspace, tagged, hi5, bebo, ning, hot or not, are just a few, where Mark Zuckerberg copied many ideas from. Twitter founders initially kept the product simple with updates, however opened up a state-of-the-art API, or application programming interface for third party developers. With the twitter marketplace of third party applications, 70% of twitter traffic came from the market place. However, the twitter market



place was shut down, because the Twitter as an application wanted all that traffic. Many Twitter children third party applications were shut down or put in spam traps, because they were competing. Twitter should have bought them and turn on their revenue, instead rather now struggling to generate revenue. Entrepreneurship: Twitter and Facebook created many millionaires and billionaires. Many of the early employees, having to work directly with the founders, became founders themselves. I worked very close with hi5 and bebo founders, and ended up creating my first startup in 2009, mytweetmark. This was my first shot at entrepreneurship, without going to prestigious schools like Stanford and MIT. I created many features, helped social media, farmers markets, yogis and many small businesses with automation, helping sell their brand and product through a software as a service or SAAS model. The customers pay \$30/month. Serial Entrepreneurship: My second startup, as a technical co-founder, took place in 2014. Another stealth startup (keeping name confidential) was looking for a full stack developer that can also manage people and grow the team, to come help two business founders with initial angel investors money and huge ambition. About 33% of the initial money went into engineering and we took a shot at building the next great startup in apparel (clothing) selling with social media. The startup had great advisors and customers. The CEO very charming, and able to generate money from east coast. We build the product out in five months, with analytics so we knew exactly where the startup growth is heading. However, we ran into blocks, both in growth and investor confidence. The initial revenue numbers were possibly rigged, so trust was possibly an issue. The engineering team was dismantled, the startup basically went into a very dark stage. The technology still exists today, and the CEO is working on it with six developers. I moved on to working with banks.



## Chapter: Presidential Entrepreneur - How to obtain a Startup Privilege?

Can a presidential entrepreneur work with a venture capital? The answer is Yes. Working with Hillary Clinton for almost a year, with validation from Rap Mogul, Snoop Dogg and Puff Diddy, the stage is set. Does your venture capital firm have a presidential entrepreneur in residence or not? It's 2016. We just heard about BrExit. It's basically an exit of Britain from everything else. However, it's a great opportunity for entrepreneurs. The real ones. Not the fake ones. It's an opportunity to come up with startup verticals, social companies that can help the countries. It only takes two. One engineer, and one business mind, secure the funding and go. Build it out. Build a great product, and come contact us if you need marketing. It's a matter of understanding. If the goal is to rise, then the ideal combination of an entrepreneur and venture capitalist can make any dreams come true. However, the relationship has to be real, and not shallow. Don't give me that, "We have a great relationship with VC!" only to be fingering his ass in the bathroom astrally, when he is not around. What's a presidential entrepreneur? The definition of presidential entrepreneur adds much more salt to the

mix. You have to deal with your lower level issues, before coming to this league, for example envy, self-confidence, etc. You get to work directly with the president in this case, and use your entrepreneur charm. Very few have been able to join this league. Good luck!



## Chapter: How to build a startup? What is the average valuation of a Minimal Viable Product? Both for first-timers and Serial Entrepreneurs?

There are three things you need to start thinking about building a business, or a startup.

**Knowledge:** Knowledge or domain expertise is critical to start a business. There are many angles, and many opportunities. However, to define a vertical, a slice that can be scalable and manageable, a clear path to the minimal viable product needs to be defined. The MVP, contains specific business functions, critical to the functionality. The technology then adheres to the protocol of the knowledge. Many business partners are identified and gap analysis on the mapping to the features. The domain knowledge needs to be in-house, within the company as to not spend extreme amount of money outsourcing and contracting. **Skill:** Most companies in the bay area struggle with hiring enough resources to fulfill their projects. The resources are scarce, and the top public companies pay top dollar to keep their talent pool intact. Hence in order for a startup to be successful, the skill is a must to be in-house, so the technology can be fully developed. The gap analysis of the resources, especially within the realms of agile development and RACI matrix allows selective hiring of key hires. If the skill is not there to develop the startup, it dies very quick. The company is just as good as the worst employee. **Money:** The initial funding of the startup is critical. The bootstrapping mechanism, where the initial founders come up with the product, put their own money on the line, or spend countless hours building up the product. Much of the time management in the initial phases do not have money involved. The founders don't get paid for all the great work they did. However, this is the best option to keep equity to the founders, without diluting the shares. Once the investors come in, they want control of the company decisions. Everything needs to be justified, however for good reasons. Everyone has stake in the company, and money is critical to build up the business. The investors are sensitive people. Every dollar matters and they want to see results. Another option is to talk with friends and family first, before talking to investors and get proof that the idea has legs and people believe in it. It makes it much more easier to get subsequent fundings in this case. The monthly burn rate is critical because it justifies how long the company can survive. Usually, the founders have to generate money every 18 months.





## Chapter: The Venture Capitalists Pyramid - Big Fish and Little Ones - Same goes with Politics on Twitter

There is a social pyramid that exists today that everyone follows however very people have had an opportunity and time to study it. I have been one of the privileged one, having to work with people all across the pyramid. However, I am writing this blog not to upset you, rather help you realize, to be more prepared through education, take care of yourself and your family, through a Self Realization process. Enlightenment and solution happens, right after a little struggle and pain. Toughen up. Based on experience and knowledge, everyone resides in one of these tiers. By hard work, you can go up on the ladder, or fall down to the one below. Political Leaders: The political leaders are on the top of the social pyramid, whether Donald Trump or Hillary Clinton. These people have access to very powerful people underneath them. Depending on the interests and policies, the whole world adjusts, and the money moves, where it can be applied best for the country. Most of the elections are covered by donations by these powerful people underneath because that's how specific sectors flourish. Venture Capitalists: The venture capitalists are the machinery behind our evolution and economics. The venture capitalists, hold the money from institutions, and private money. Depending on who they favor, and how many regulations are open for the business, many startups can shine. This is the secret behind the Bay Area, California expansion. Initially, great companies like IBM and Microsoft set the tone. Many employees and initial founders became millionaires and billionaires, but they reinvested back into the economy and startups. Then came the social media revolution where Facebook and Twitter changed the whole world. Again, many people became instant millionaires and billionaires. They continue to start new startups, and working hard towards the future of America. Entrepreneurs: The entrepreneurs is the brain behind the venture capitalists. You can have all the money in the world, but if the entrepreneurs can't make things into reality, then the venture capitalists lose money. It took 10 years of losses in the mobile industry space, before Steve Jobs came up with iPhone which revolutionized the handheld device market space. Mark Zuckerberg from Facebook and Ev Williams from Twitter are textbook entrepreneurs, and due to their hard work, lives of billions are touched, already. Employees: Many people, after graduating from College, receiving credible degrees, specialized and skilled, get the opportunity to work for the companies build by venture capitalists and entrepreneurs. Most people don't know who their VCs are. They might see their entrepreneurs and founders once in awhile. Twitter for example, is giving access to venture capitalists and entrepreneurs easily. By just tweeting to them, you can get their attention and be on the same conscious level. Energy transfers, hence just by a touch with the energy of these people, whether physically, mentally or emotionally could be a huge reward. Most startup workers focus on engineering and business. However, these are very specialized skills. It takes years to be good and proficient, eventually become a master of the domain. Government Workers: The government workers follow a different hiring mechanism, compared to pure skill workers. Many times, there are special places, job placements for them. There are

unions behind, and the wages are low. However, the workers can just stay in, work for the same job for the rest of their lives. The motives are perhaps for family and home first, so they live in smaller towns, make less money, however afford a house and basic necessities. Life might be good, but not fully satisfactory. Especially with the introduction of Facebook and Twitter, they are now witnessing the true glimpse of success and globalization, that they never saw before. Their children all want to just live on social media. This creates fire and competition. Why not me? To answer that question, we have to realize that the American Dream was formed by immigrants, because the local talent pool didn't have the skill to do the work required. It's impossible for a government worker to be in tech, compare it to an international engineer from India, with a computer science degree. The engineer from India then gets a H1 visa and starts working in United States. The engineer gets to shine, in not just one, but two countries.

Unemployed: The bottom of the food chain is the unemployed. All unemployed are created equal! It doesn't matter what tier in the social pyramid a person relates to, and hangs out with, the truth is if you can't work, it's a problem for society. This means that someone else is covering your expense. Many current younger generation, that didn't go to school, are having a really hard time finding jobs. On the other hand, I see startup workers that have stopped working, trying hard to be an entrepreneur, raise money from the venture capitalists. Pretty soon, the skills get rusty, and it becomes hard to find a job. The truth is if that pattern continues, then bankruptcy, bad credit debts and psychological issues start to pile up. The whole economy is impacted for the country.



## Chapter: Startup Zen - Momentum - Drive - Pleasing Audience with Super Powers and Performance - Leading Social Media Influence

Zen is the ability to single point focus. The skill is learned by intense meditation and yoga. The practice is to let go of all your thoughts. Once all the thoughts are removed, we are wide awake. Then we are able to focus on things that matter. A cluttered mind is distractions. If a simple urge within takes away from concentration, then meditation is required. In Hindu culture and vedanta, zen is defined by dyana. Dyana is the 5th highest level of concentration, where as 7th level of concentration is samadhi, or enlightenment, according to the scriptures. Thoughts travel. Our deepest motives are visible in our aura. When we pass a thought to someone, a thought comes back to us. Zen allows identifying these patterns, and restrict by stopping the thoughts from going out. Sending out negative thoughts result in receiving negative thoughts, and dealing with it. For a startup to thrive, it's important to have concentration. More importantly, your concentration is a reflection of the team, hence it's very important to always be positive. As developers and coders, it's very important to mentally isolate in a place of concentration, so programming can happen. A distracted mind has a hard time to finish tasks. Programming is all about focus, and especially a place of zen, a meditation itself. This is where the magic happens.

Some of my accomplishments within startup and zen are: 1. 450 lines of code in 45 minutes. 2. 2-3 million lines of code integrated into production branch in 1 month, written by previous contractor. 3. Full vertical implementation of a product, minimal viable product developed in 2-3 days.



## Chapter: Startup Minimalistic

Startups are built, when people are strong to handle the pressure. The weak ones go away fast, over stressed, can't handle the pressure. If the will within is not strong, they break apart easily. Then become at the mercy of the world. Hence, it's very important to change the lifestyle, around the startup. There is no substitution for this. An entrepreneur is doing something valuable to the world. The friends and family need to adjust. Hence the approach has to change, within.

Minimalistic: A minimalistic is a person that have cut down the fat in their life. Lean is good, fat is bad. The idea is to cut down the over consumption, anywhere you find it. Go for moderation. Drink, but don't drink every day. Smoke, but don't be addicted. Eat, but don't live meal by meal. Drink lots of water and never be dehydrated. Sleep, but don't over sleep. Remove the programming aspects of life. Pay attention. Wake up. Once you can do that, the whole startup, relative to the world wakes up. Make a real impact in the world. Food: The basic necessity of life, food, water and shelter. Let's add a computer to the mix, because a startup entrepreneur needs the tools to build the startup. A minimalistic eats one meal a day. The reason for this is that body only receives so much qi, or prana, the life force within a day. If a person is over-consumed in food, most of the qi or prana is used to digest the food. Hence, one meal a day allows the body to process the food, and expire what's not needed. Water: Water is much more essential than food. This is the reason, with the meals, we must drink water. Water has more weight than food. It's a purifying mechanism, to internally wash the organs. With the minimalistic approach of one meal a day, add 2 gallons of hot or warm water, or tea into the mix. This way, the body is always cultivating, cleaning itself. The whole Chinese dao is studied by the masters between their urine and poop. The urine should always be white, poop should float. This shows that there is enough water in the body. Shelter: A shelter, or a place of peace and zen is needed, to create the space of creation. Zen is not found outside, but within. Over practice, the home or office becomes zen. The daily habits, have a huge impact, how zen the place of work is. This is very important. From the idea, to the fruition needs concentration. Computer: The most basic tool for a startup entrepreneur is the computer. Learning the ins and outs to build the startup. The proper tools are necessary. If the food and water is balanced, all the energy is spent on the computer and ideas. The whole approach to problems change, once proper diet is in place, the place of work is zen and the tools are provided. This is the true definition of a minimalistic. Consume less, but produce more. Be an example, both within and outwards.



## Chapter: The Blueprint of an Entrepreneur - How to handle fame and success?

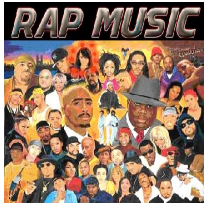
A Place in the Pyramid: Having studied the social pyramid, as it relates to startups and economics, the entrepreneur works very hard, to define his or her own space. This place is not defined by money, rather passion, skill and drive. The entrepreneur wants to disrupt own life, but in the process, changes the lives of many. Single point focus is key, the determination to succeed, no matter what the circumstances. This is what I was taught, by my mentors. Adjust, be dynamic, and create your own place in the world. Live the full American Dream. Idea: The idea comes first. I had a dream, when I started my startup. I stayed up all night, and coded the initial home page. It was exciting. However, spend too much time, discussing ideas with people will destroy it. So be clever and mindful, especially in the initial stages. Surround yourself with positive people first. Eliminate the negative. Develop: The ability to find the market share, and also the ability to code the idea is key. Without execution, nothing happens. Also, what is the cost of execution? If you had the skill yourself, you can code 20 hours a day. However, if the skill is not there, then either find a partner, or you are going to be paying up the nose for the skill. The consulting software development companies charge \$150 - 250 / hour, especially when they know you are in desperation stages. Market: The ability to market the product, and bring it in front of people is very important. Twitter and Facebook now give an enormous opportunity to market the product, gain followers. The cost of marketing could be very expensive, if you are burning advertising. Hence find a happy median, correlating to what is possible. Develop the skill to market the product yourself. Go to social media events, take pictures and videos, post them up on social networking websites, is also a great way, with the lowest cost of marketing. Don't just burn advertising dollars to show growth. Revenue: The money generated by the startup is also very important. If the startup can be cash positive, absorb the cost of development, but also pay the employees, then the startup can last a long time, without getting venture capitalists involved. However, the most important aspect of a startup is survival, which could also come from with or without the revenue. Investors: If your startup is making a huge impact, like Twitter, the investors absorb the cost. Initially, Twitter was invested by great venture capitalists. Later, after IPO and public offering, the whole world is funding Twitter. Bootstrap: If the startup can't secure angel investor and venture capitalist money, then bootstrapping is the best option. Remember, you are building the startup for yourself, not the investors. Most important aspect of building a startup is technology and customers. Bootstrapping startup is the most powerful place, because you get to make all the decisions. You gain all the knowledge. The true wealth is knowledge. Money is just a by product, or a validation. The impact of a startup is immortal, something money can't buy. I have seen great venture capitalists, investing heavily on very poor startups. It doesn't work that way. Most of the time, if the startups are invested in too early, and can't produce revenue in a short time, the venture capitalists would kill them. The entrepreneurs and their families suffer, hence build the business for the long term, not for a quick cash out. 99%

of startups are not exit and just dying currently, worldwide. Because the investors don't have money to invest indefinitely. Pivot: The ability to change direction or pivot is huge for the startup. The pivot also means that the entrepreneurs are always closely examining the market and changing their software for the better. There are new versions of the software dependencies every day in technology, hence the stack needs to be constantly upgraded. The founders have to be constantly fixing the nuts and bolts of the product. Funds: The funding of startup can come from various sources. The initial idea is developed by own money. Once the startup gets up the ground, family and friends investing is the second best option. If the revenue is short, and no venture capitalist investing, then working a day job, to keep the product alive, and also continue learning in the technology field. People love your skill, and you get paid amazing because you become the guy that can put on multiple hats. Reinvest: Once the startup model is understood, it's best to also reinvest back into the startup world. New startups are coming up everyday. I have taken many roles, as CTO of startups, mentors, etc. because the startup world not only relies on money, but also human capital. Introductions are not free. If an introduction is made, and a startup secures \$1 million, then the value of the introduction equals that amount. There are various way to reinvest in upcoming startups. Even an initial cash of \$5000 can provide returns, that could be exponential, in millions. Facebook initial investment was combined \$1 million, and it turned those people into billionaires. Always be learning: Always learn and grow. Learn the gaps. Whatever skill is not there, learn it, or find the best person for the job, put in that spot. Doing things yourself is the fastest route, because there are no contentions, rather pure passion and delivery. If you can code the startup yourself, and also run the business, the longevity of the startup increase drastically. However if the skill is not there, the startup will shut down, eventually.



## Chapter: Entrepreneur Cheerleaders - Free on Facebook and Twitter All Day - The Good, Bad and Ugly

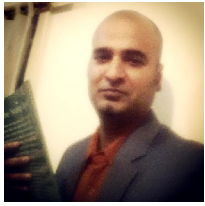
It's a known fact that an entrepreneur is constantly surrounded by people. Most of them are great people, helping the entrepreneur through tough times. However sometimes, the entrepreneur has to deal with negative situations. Most of these are coming from peers, that envy the progress of the entrepreneur and try to stop it. The entrepreneur cheerleaders is a group of people that surround the entrepreneur. They laugh at every joke. They agree with everything the entrepreneur is saying, except for a few disagreements, which could be very deep, depending on how strong the cheerleader holds it, in her heart. The real issue is that the entrepreneur is scared of the cheerleaders. Their agenda, sometimes hard to understand, could be detrimental to the progress of the goal, which is to take the startup to IPO. However, politely, the entrepreneur has to deal with cheerleaders. Most of the time, the cheerleaders are the venture capitalists, that the entrepreneur has to please. The entrepreneur cheerleaders are a validation, that the business is doing good. If you know of any extra cheerleaders, please send them our way.



## Chapter: Startup Winners and Losers

History is made by winners, not losers. Winners: The winners have a social proof with them. Just by their persona, you know they have reached success. They get lots of followers. On Twitter for example, people eagerly wait for their tweets. People get excited. They trust them. They believe what they are saying. The ratio between content sharing and views is great. Once you have made a real impact on someone else, they never forget. They remember the time, when you spent energy with them. The energy spent is not just physical, although the sensations you get through the body are. The connections are much deeper than that, through the soul, heart, mind and body. You feel their love within you. The people you make impact are more than happy to share it with you because they love you. There is laughter, to matter how tough the circumstances. These are the people you want to be around with. They motivate you. They do everything in their power to love and help you. This love translates into bigger and better things. For example, it motivates me to keep going. To keep learning, but more importantly, to keep sharing, with the people I love. They love my passion and drive, however that's what they expect. Snoop Dogg, P Diddy, Marc Andreessen and Hillary Clinton are a few, where I have genuinely shared this love that I will never ever forget. However, this is the reason that they are going into Startup History with me, in my books, be immortal with me. Losers: There is a saying: Monkey does what monkeys do. Jumping Walls Venture Capitalists: These are not Mexico walls, that the Donald Trump style venture capitalists make fun of. These are Twitter walls, blocked by crazy Venture Capitalists. They block people, and if people block them back, they jump twitter walls. I repeat, even though they are blocked on Twitter, they see other monkeys jumping walls, and they start jumping too. I block a lot of venture capitalists because of their dark and shadowy personality. However, these people are so hungry for knowledge, perhaps trying to safeguard their bank accounts due to recent events, they do ANYTHING to get a little information. However, they missed the party already. They don't really know what's going on. Most of the venture capitalists that I see on Twitter are totally confused. They don't see the patterns. However, things are ok, if you know what's going on in the world. If you are caught up with the events, and have the capacity to understand deeper issues, for example Brexit and Turkey. Similar to what Barack Obama and Hillary Clinton stated. Things are fine, but some are panicking. The panic comes from ignorance. They want somebody to tell them everything. However there idiots, even if you told them everything, they won't believe you. They always find a weakness in everybody and exploit. So fuck them. Like I always mention, surround yourself with positive people and move away from negative. The negative people, rich or poor, but mostly rich, are heavy weight on your self. Unless, the venture capitalist has written you a fat check, just fuck them. Ignore them. You will end up spending a lot of time, and not get anything. Are you a winner or a loser?





## Chapter: Startup Measurement - What is your Startup Valuation? What determines the value? Which Venture Capital Firm?

There are many factors, that determine the success of the startup. **Software Stability:** In order for a startup to compete with other startups in a sector, the software has to be stable. If the team doesn't have the skill, then they will always be struggling to find resources. If the software breaks, then might as well throw it away, start fresh. Skill is the number problem for most incubators and venture capitalists. You are only as good as the worst employee of the team. **Maintenance Overhead:** The software has to constantly be upgraded. The software packages, the dependency software to build a startup is always aging and has end of life. Hence the team has to be capable of providing versions, upgrades to the software. The technology stack always needs to be current. **Pivot Ability:** The software technical team has to be able to pivot, if a competition suddenly provides a better solution, the team has to change direction and find an open spot of execution. Time is a critical factor, because if it takes too long to build the software, then the competition will steal the idea, and the opportunity. **Marketing:** Many startups die because they don't know how to market their software. Building software is one thing, but able to market it, show it to a wider audience is key. It takes time before the industry trusts a startup. The constant marketing is necessary to create a long lasting brand. **Distribution:** Distribution is a way to widen the marketing, as to find new opportunity. Most companies have enclosed networks, i.e. the people and business they regularly work with. However, for a startup to go global, it must have a wider distribution. This is how social networks were built, because they distributed their offerings to all corners of the world. **Social Proof:** It is very important to have a social proof for the service. Who is the top customer?



## Chapter: What is difference between Synergy and Fragmentation? i.e. Being Likeable or Not on Social Media based on Social Messaging. Also talking about person A, getting anger from person B

Startups is a team sport. Initially, the founders come up with the idea, the venture capitalists provide the funding. If the idea starts generating revenue quickly, then there is no need for venture capitalists money. The venture capitalists can help a startup scale up, go global. Hence, globalization really means venture capitalists behind the startup, pushing the transactions to the highest. If a business is local or national, it is considered a small business. Venture capitalists are not interested in small business, rather business that can grow globally. This is the place of maximum returns. The truth: The truth of the matter is the grass is not always greener on the other side. There are literally five venture capitalists that rule the whole Bay Area, California. The reason being that a venture capitalist doesn't just invest in one company, rather hundreds. Expect lots of competition, where the venture capitalists are stepping on toes of each other, guiding their startups in competitive areas. This is the reason why they are always fighting each other on Twitter. Each of them, has screwed each other, at some point in their careers. There is constant jealousy towards each other. They analyze and chew on each word. Mostly defensive, and when the opportunity comes, very aggressively offensive. Synergy: Startups are build on synergy. The team that loves itself the most, however to the point of most productivity, wins. The nice guys come last. The best team works together, through sadness and happiness. You must love each other so much, that even if sometimes hating the decisions, love conquers. The ability to see eye to eye, and have full trust in the team. This is how we built hi5.com, where I was the 5th engineer. I coded the hell out of hi5.com, which became the third largest social network, before Facebook and Twitter. 10 years later, I still refer to hi5.com as the best engineering team. The first 30 employees of hi5 were generating \$1 million a month, enough money so not to need any venture capitalists money. hi5.com had a great family and friends investment round. The technical founder came from Stanford, and I was his coding boy. We were always in synergy, till I left the company. It was a very emotional moment, and the technical founder (CTO) and CEO left hi5.com, six months after me. Fragmentation: The opposite of synergy is fragmentation. This is the house of the devil. There is lots of competition, jealousy, and a natural pull towards separation. The team doesn't get along, and rather thinking of productivity, there is some other agenda. Some engineers are so competitive, that they just can't see anyone better than them. On the other hand, some business teams get so into the outside persona and success of the engineers, that they shun themselves down, dismantle the team. Only to lose the product and the technical team, shortly after. The venture capitalists lose a lot of money, because the team was always fragmented. Struggle is real. The fragmentation can also be based on ideology, race, bank balance, twitter follower counts and many other psychological issues. However to understand team gel and synching, it's very important to understand the motive. Always be preaching synergy, when talking with startup folks. Eventually they will get it, and be more mindful of their actions.

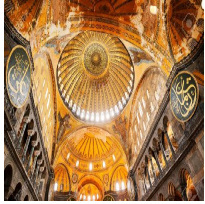


## Chapter: Startup Copy Cats - How Venture Capitalists Steal your Idea and Make Billions to Facebook - Kill your

# Startup of Starvation, i.e. No Money, then the World is Funny

Ideas: There is much to be said about startup copy cats. When an entrepreneur first shows up on the scene with the venture capitalists, the easiest way to make a leap is just to copy an idea. This is due to lack of creativity on parts, both on the entrepreneur and the venture capitalists. For example, when Friendster started, they had huge growth as the first social network. Soon after, myspace started, and took the angle of a social network for musicians. Friendster team couldn't handle the enormous load on their servers. The Friendster service was down a lot. Some say that hackers had something to do with it. As soon as Friendster would bring up the service, the hackers would attack and bring the service down. Some also say that Myspace had something to do with that. Whether it's true or not, is up for grabs. The evolution of social networks: hi5 As myspace started to get huge adoption in US, many new social networks started to form. Hi5 was a wedding network for India, called sona, meaning gold. They stopped getting the traction behind a social network for Indian weddings, hence pivoted to form a social network for international users. They basically turned their Indian wedding network users, into social networking users over night. It took the founder of sona to convert the whole application into a social network within a month. The initial founders of social networking coded very fast, building full end to end verticals within days and weeks. Hi5 didn't need any venture capitalist money, although they had family and friends money as initial investment. hi5 was making \$1 million a month when I joined. Bebo Bebo was another social network for the UK audience, mostly teenagers, into the pop scene. The founder was British, and created a few startups from his basement, with his wife and kids behind him. He sold the initial startups and had enough cash to not need any venture capitalists money for bebo. Bebo never required any money till they were ready to sell the company. They hired a CEO from Google, to help them sell the company to AOL for ~ \$1 billion. Many employees turned millionaires overnight. I had the pleasure to work with many of them. Tagged Tagged, another social network, that ended up buying hi5, is considered the godfathers of viral. The founder of the startup came up with the viral strategy, the viral factors of importing address book. Back then, most of the users had hotmail, yahoo and gmail as their email accounts. Tagged would allow users to type in their username and password for the email accounts, import their address books. If the friend is within the network, they would get a friend request. If the friend is not yet on the network, they would get an invite. The viral strategy is based on number crunching formulas. A simple example being, if 100 users join the network and import their address books, and send out 10000 invites. If 300 users come back and join the network, the viral factor is over 1, which means more users are coming into the network, then initial 100. The social network is now in an aggressive viral growth mode. All the social networks copied the viral factor from tagged. I worked on viral strategy with the founder of hi5. We looked at our numbers every day, by demography. We knew which country, gender, age, email domain is registering on our site, every day. All the upper management received daily email reports of the data. I coded the viral dashboard for Bebo as well, having worked on two social networks. Ning, Facebook and Twitter Ning was another social network, build by Marc Andreessen. They focused on private networks, within the social network. Facebook came right after, where Mark Zuckerberg copied most of the ideas from all the predecessors. I worked with a third party viral importing technology for hi5 and bebo. The tool was great, however Facebook came and purchased the company right after, to get hi5 and bebo out of the viral strategy and find

alternatives. The third party tool (keeping name confidential), today only serves Facebook for finding friends on the network and importing address books. When I met Mark Zuckerberg years later, he recognized me right away, from my hi5 days, because my music and videos were always on the homepage. He was always surfing on hi5. I wrote the imaging algorithms for hi5 and competed with Facebook on the quality of images, for photos and albums, a project that I also lead as a multimedia team lead, back in those days. Twitter went one step further, simplifying the network by just status updates. They opened up a great API for developers to code their applications, which was the reason for their massive adoption.



## Chapter: Venture Capitalists, Millennials and Parents

Venture Capitalists: Yesterday, as I go to one of the most prestigious venture capital events, where active venture capitalists and angel investors are still doing real deals, I had a great conversation with a lady, who was an accountant. She provides services to the VCs. The event itself was in a law firm. Everything within the venture capital circuit, should be in light of law. There is too much money involved. It's very easy to get sued, because the other side knows that investors are at least millionaires. At the event, most people's worth was anywhere from \$5 - 100 million. There are over 1000 investors in the network. Millennials: The term millennials started from Bay Area, California, where initially the entrepreneurs went around, pitching their companies to the investors. Many of these startups, including mine, within the social networking realm, makes people famous. The social persona is the key, but also visibility, backed by followers, page views and validations. It turned out, due to circumstances, many of the next generation stopped going to school at the same time, calling themselves millennials, hanging out on Facebook and Twitter all day, building up popularity, without a paycheck. These same people are the ones that are very negative towards society. Parents: The lady, that I spoke to at the venture capitalists event, had a daughter. We discussed the millennial effect. What is causing the next generation to be this way? This is an area I would love to know more about. She mentioned that the daughter has no schooling, she works at Safeway, gets a \$.10 raise and gets excited. The lady took her daughter around town, with the money she makes, what kind of house she would be able to support? What kind of life? What kind of spouse? It turns out most of the millennials cost is take care by the parents, however this is perhaps hatred or jealousy at the same time. It is unfortunate. Have the millennials just given up already? This is one of the major issues in society today that needs to be solved. College is necessary, if you want to learn big things. There is no substitute. The path is already carved, and it needs execution. Perhaps what the millennials really need is love.

