The Startup Book

Subtitle: Building a Startup from the ground up.

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Building a startup is tough. There are many battles to fight. There are many things to learn. Many of us have dealt with investors so this is a great opportunity to be humble no matter how smart we are. The time is ticking. There is much to be done. At the end, we have the ability and opportunity to transform into something completely different. A startup is about solving problems. Invent an offering that has never been done before. A successful startup is a paradigm shift. Everyone benefits from the venture. The angel investors and venture capitalists closely monitor the progress. Building a product with the best execution is the end goal. The customers have to be communicated with, make them part of the execution model. Based on feedback, the application model pivots. Every change needs to be considered with revenue model. Who will pay for this service? Is it one time charge model, monthly subscription or pay per click? All these questions must be addressed as early as possible. What is the target audience? Are these casual users or business customers? The user acquisition model changes dramatically once we see the full picture. Startups test our DNA. The entrepreneur faces many mental and emotional barriers. Friends become foes. There is lots of competition. Both from our loved ones that are witnessing our growth and also business startups. In the midst of everything, you have to find the best to help you. May it be coworkers, customers or investors. You also have to meet the industry greats in person. I have met founders of both twitter and facebook in person, Mark Zuckerberg and Ev Williams. There are some great minds, investors that shape the face of many greatest startups out there to learn from. Unless we make contact with them, it's hard to determine our full potential.
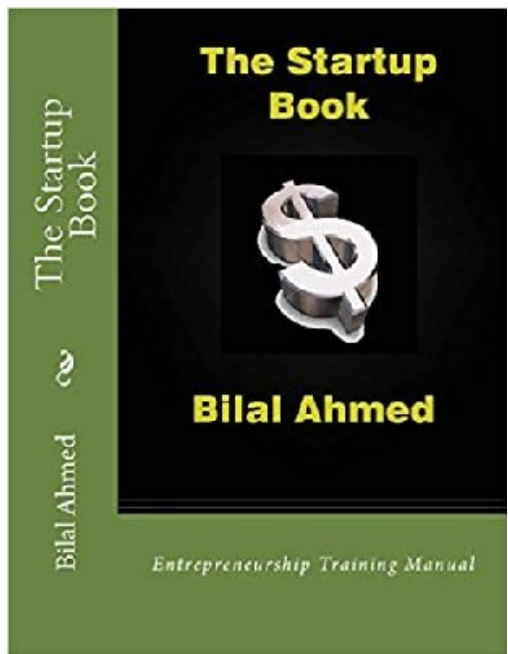
Chapter: Startup CEO

Being a Startup CEO is fun. To build a product that is being used. It's easy to measure when the content gets distributed. Twitter and Facebook are easy products to test the marketing and distribution. But it doesn't come easy. There is lots of work. You make your own luck. Things get difficult. You learn to be self-sufficient by understanding the value of money. There are various hats that you put on. You develop social intelligence. How to read people and ask the right questions. Answer the toughest questions. Your network gets larger and larger. Your vision changes.
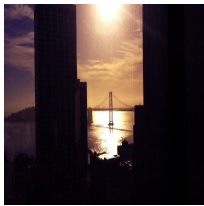
Chapter: Startup Partner

A Startup partner needs to be able to: 1. Focus. 2. Getting things done. 3. Understand the value of time. 4. No excuses. 5. Creative. 6. Can do; not can't do. 7. Motivated. 8. Skill. 9. Will. 10. Understand money. 11. Supportive. 12. Fun.

Chapter: Living in a World of Stories

We live in a world of stories. Everyone starts with the same story. Based on how much is actually achieved is a different story. Frustration and depression occurs if we are not able to finish the story. Hence it is more important to live in the moment rather in the story. The situations we need are right in front of us. How practical are we to capitalize on those. Or are we living in the projection of another story? We have the ability to create our real story. Entrepreneurship is about rewriting your story. But this time, it is all based on effort, passion, drive, motivation, will and creation. Focus on the problem that you are solving for your startup. Your life story will develop itself.

Chapter: The Art of Concentration

Computer programming requires concentration. The more the concentration, the better the programming. Especially when all the corner cases are being thought of. There are many things to consider. The world of coding is a world of it's own. There are many issues in a multiprocessing mind. Missing one issue could mess up everything. Good programmers don't make mistakes. Hence a time is needed when the best concentration can occur. Usually that means either at night or early in the morning. When the world is not paying attention, the geek goes nuts.

Chapter: Quietness

Programmers are introvert. We live in our own world of logical patterns. Everything to us must have a reason. We are always solving problems. Solving a puzzle is more important than communication on conversations. The experience is very close to a yogi that just lives in own realization. Programmers can become great teachers of meditation. Business people are extroverts because they have to interact with partners and customers. The best combination is found when synergy is created between two or more partners. It is very important to understand each others strengths and weaknesses. Stay quiet and be more focused.

Chapter: Entrepreneurship Schools

I regret not being exposed to entrepreneurship world. The place of creation is a sacred place. Only few are allowed. It takes skill, motivation and will. Action speaks louder than words. When we are going to school, only a few are lucky to stick with their major. Upon graduation, we work but none of this leads to entrepreneurship. Now I understand better that you have to go to specific schools for that, e.g. Stanford, MIT. You also need to network with Incubator and accelerator. There are many startup events in the bay area, California. You learn more about business from network events than any book you will ever read. The network events are even more fun when you can meet venture capitalists.

Chapter: Entrepreneurship Tests

No external motivation is a moment that tests our ability immensely as an entrepreneur. You learn a lot from it. When you are in the process of climbing the ladder, friends become foes. The detachment from old associations is a tough path. However as we realize the differences and carve the new path. The results are much clearer. You learn to believe in the vision and work towards momentum. The momentum is what leads to a place much more satisfying and sure about yourself and your decisions. The real answer is within.

Chapter: Anti Aging Life

It is never too late for anything. The key is to understand yourself and pivot to the next level up. If you get stuck with jobs and turn 40, now you are already thinking retirement. The fears "who is going to hire me?". The options become limited. The worst situations show up as ugly faces.

Knowing you are down and they will push you down further. Rather, take on a different spin. Learn. Take care of your body. Don't sit around, rather create opportunity. Be hungry. Stop complaining. Build passion for things you enjoy that can generate income. Be happy.

Chapter: Raising Worth

As a programmer, there are milestones for a raise. 1. Can you write code? 2. Can you debug? 3. Can you isolate the issue? 4. Can you reproduce the problem? 5. Can you instrument the code? 6. Can you take the design specification and implement a feature? 7. Can you work with a team? 8. Can you lead a team? 9. Do you work on outside work projects? 10. Are you an entrepreneur?