

Silicon Valley
◀ Young Coder's Club ▶



Session 4

The Steps to get your Startup Going ...

Amit Seth | aseth.me | aseth@yahoo.com | @aseth



Master Agenda

Session 1	April 23 rd	What is creativity? What is my passion?
Session 2	April 30 th	Behavior traits for a successful entrepreneur.
Session 3	May 7 th	Turning your passion into a business opportunity.
Session 4	May 14th	Steps needed for your startup ... 1, 2, 3 GO.
Session 5	May 21 st	Financials of the business opportunity.
Session 6	May 28 th	Presentation skills, successful pitches, what ideas got funded.
Session 7	June 4 th	Filing your patent, patent gotchas, successes and failures.
Session 8	June 11 th	Creating a business plan to pitch to VCs.
Pitch Fest	June 20 th	Annual Tech Day (Business Plan to VCs, Successful Entrepreneurs).

Weeks 1-3 recap

Week 1

Passion

Creativity

Problem

Week 2

Leadership

Hardwork

Integrity

Social Good

Week 3

The Hacker Way

The VC

Business Plan

Business Plan

Problem Statement

Business Model

Competition

The Team

Solution to Problem

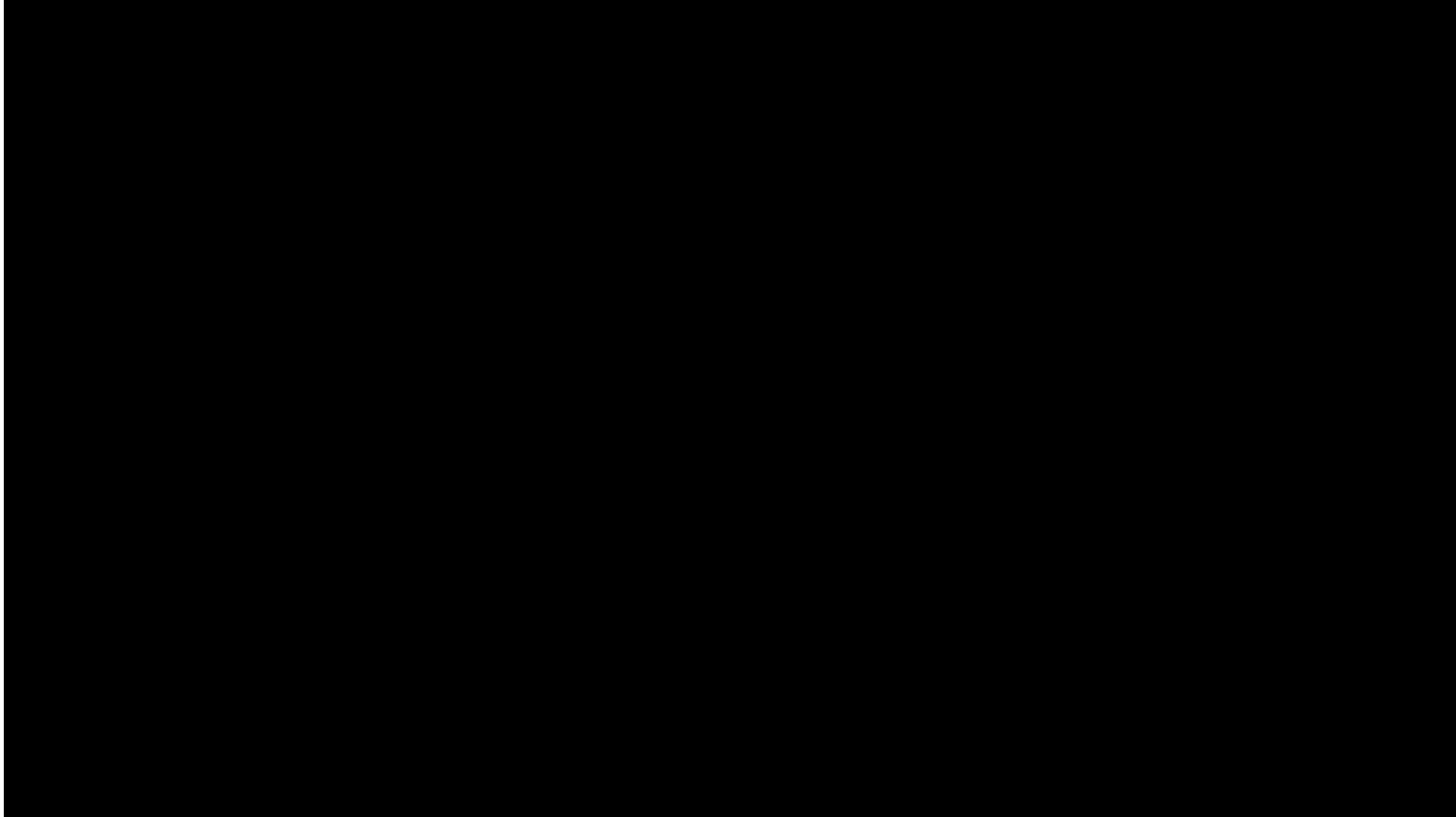
Product and Technology

Marketing and Sales

Financial Model

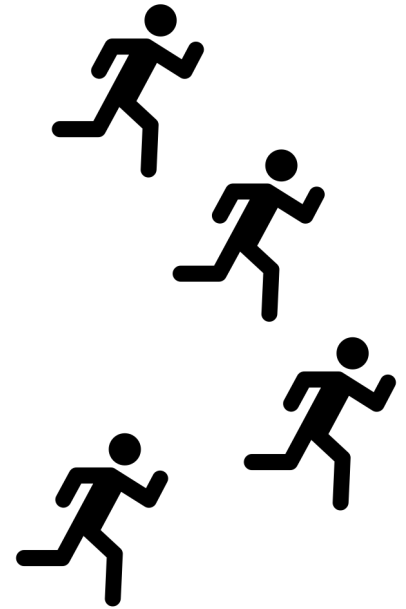
Let's Get it Started ...

<https://youtu.be/IKqV7DB8lwg>



Steps – 1, 2, 3, 4

1. An idea does not necessarily translate to a business ...
... create a business plan to bridge the two.
2. Build a team ...
... doing it alone is infeasible.
3. Build momentum ...
... get experts in the field to ratify and help.
4. Get going ...
... start building in earnest.



... Incorporate ... Get Investment ... Run (Fail Fast) ...

How will a VC evaluate you?

Inside the INVESTOR'S MIND

Tim Draper's Riskmastering
by Anna Vital



Tim Draper's mind

Is the **market** big?



go after billion-dollar markets

can you make big **margins**?



dump any business where you aren't the best

is the **team** awesome?



find people smarter than you

can you grab big **market share** fast?



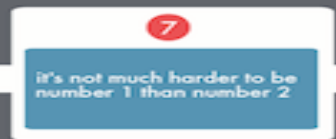
"Use a virus, use a magnet, use whatever you can."

do you have **partners**?



partner and create a network

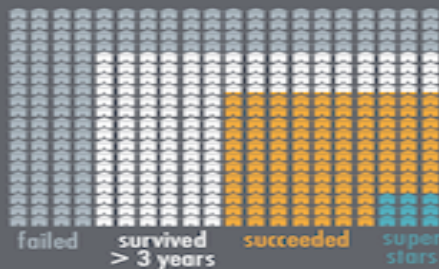
are you **number 1** or 2?



it's not much harder to be number 1 than number 2

TIM'S RESULT

INVESTED IN 400 COMPANIES



failed

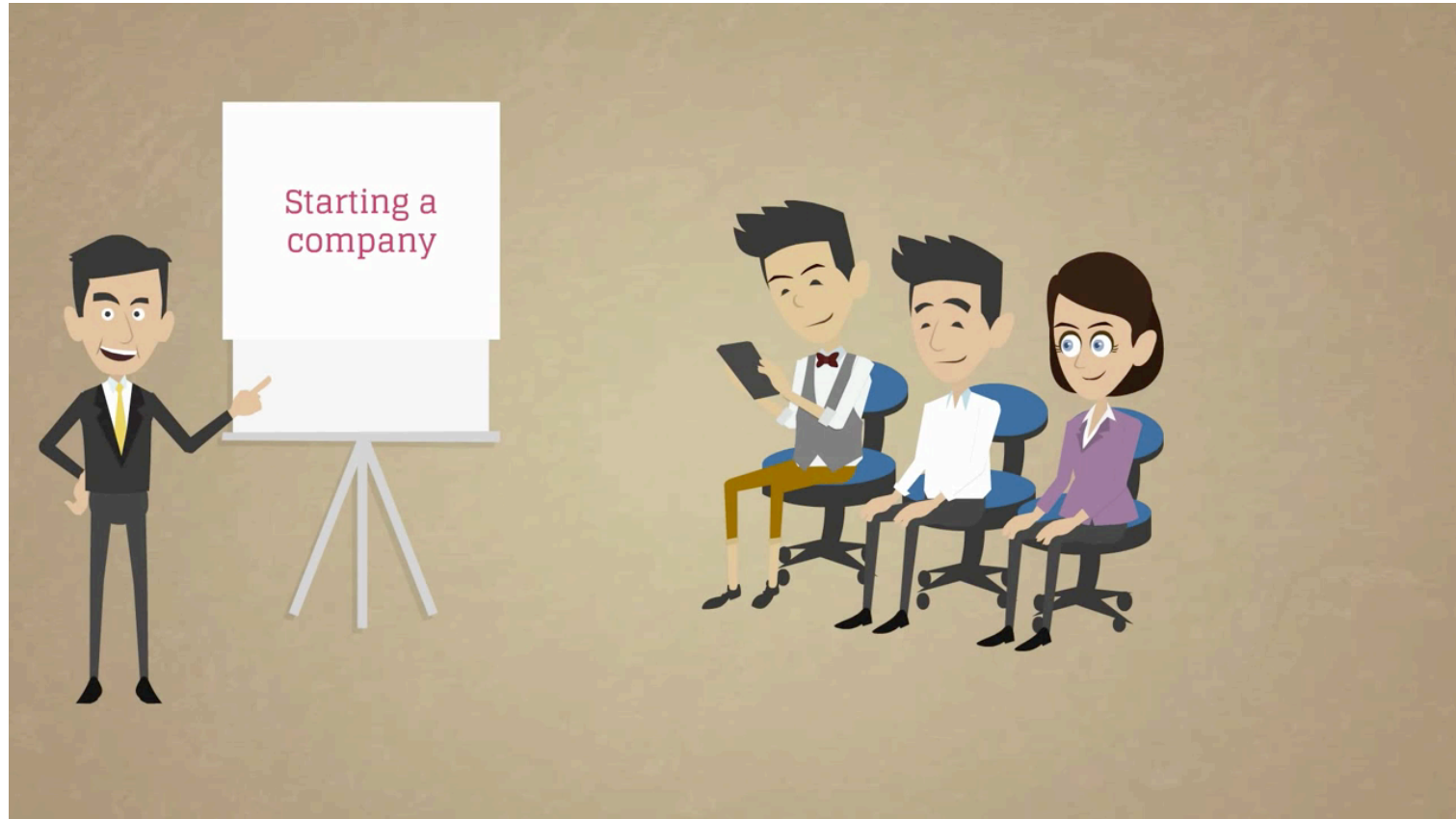
survived > 3 years

succeeded

super stars

Incorporation

<https://youtu.be/nSsHAambpaM>

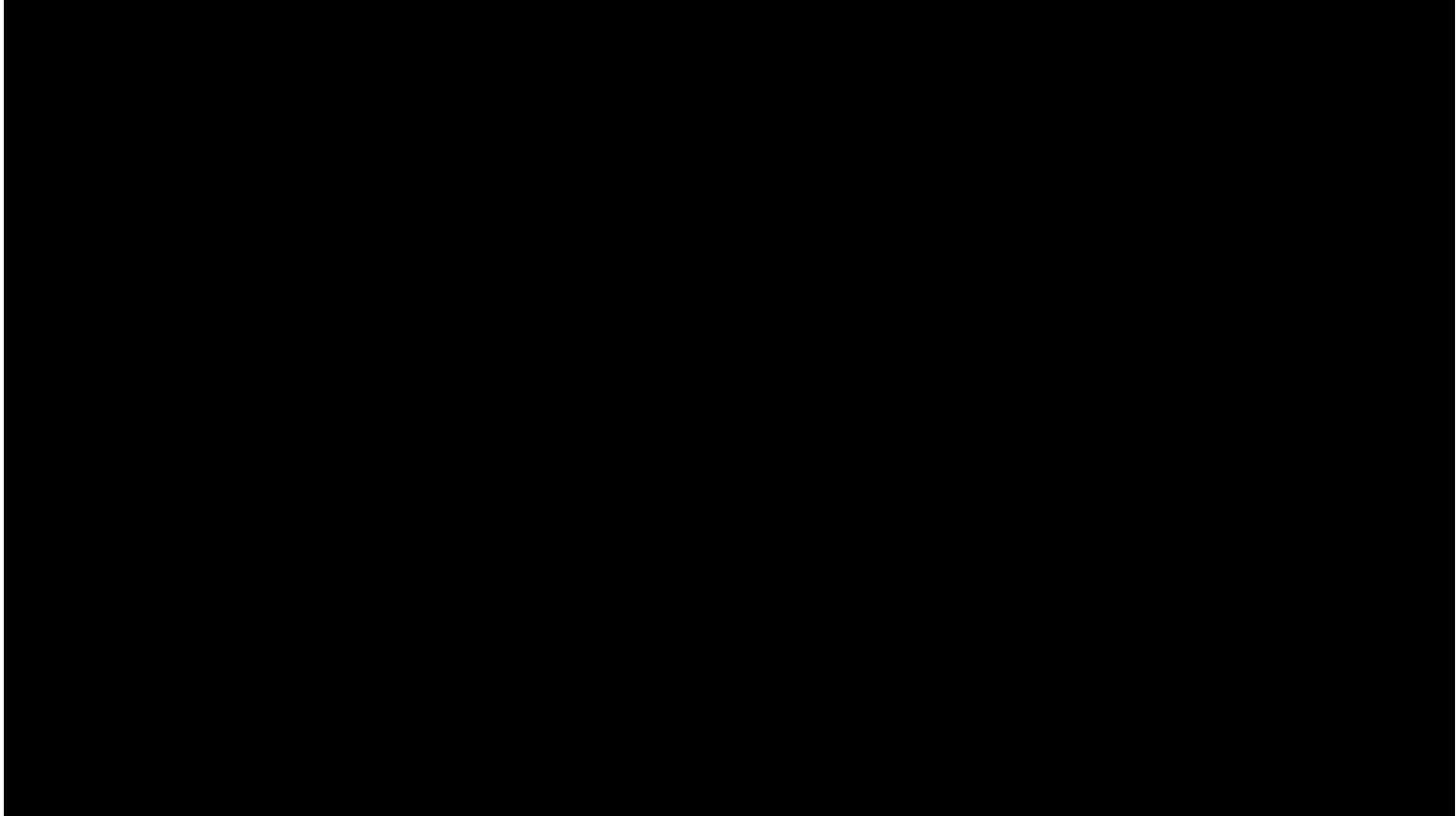


Building a Team

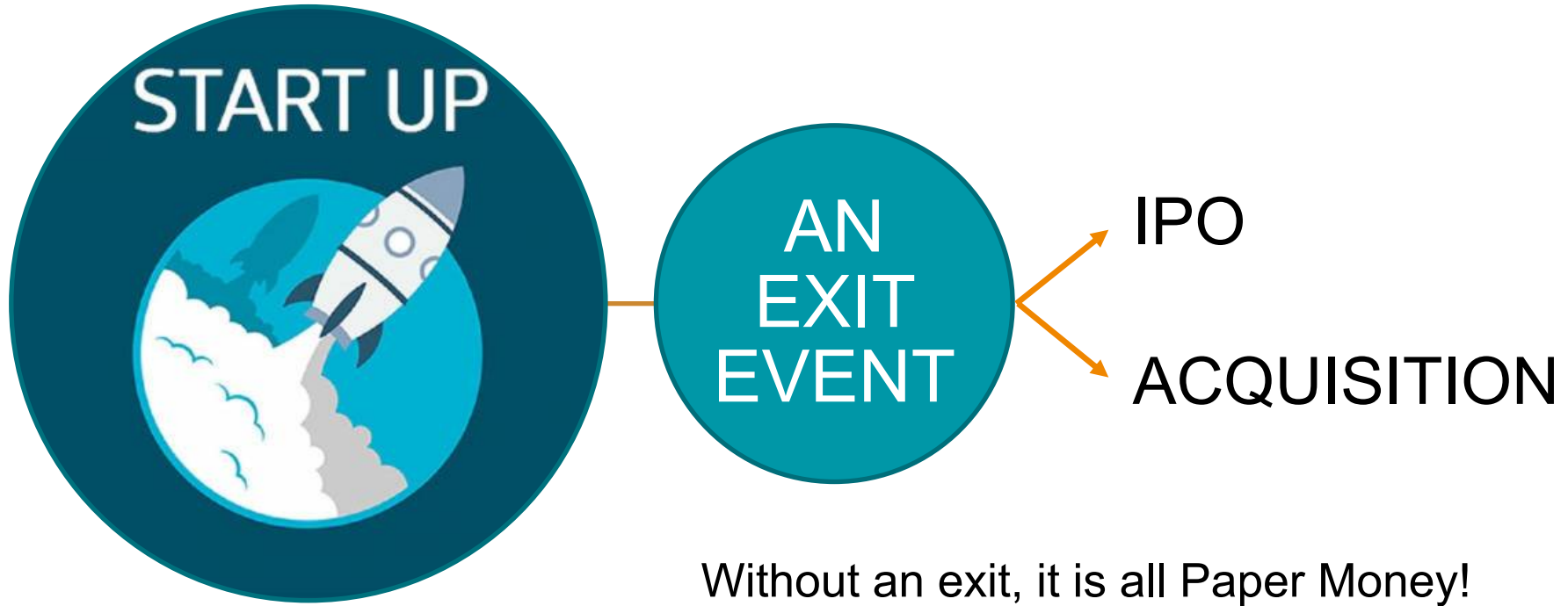
- VCs invest in the team, not necessarily in the idea.
- Build a 'complete' team – balance out your weaknesses.
- Divide and conquer.
- Lift up your team members, and not bring them down.

The Power of Teams

<https://youtu.be/3YSgopGo7qE>



What Happens to Successful Startups?



Without an exit, it is all Paper Money!

Great Tips

HOW TO SUCCEED

in a startup

by Anna Vital



pick good co-founders



launch fast



let your idea evolve



understand your users



make at least a few users really love you



give surprisingly good customer service



you make what you measure



spend little



get ramen profitable



avoid distractions



don't get demoralized



don't give up



don't die

**AND ABOVE ALL,
UNDERSTAND YOUR USERS.**

Source: Paul Graham's Essay *Startups in 13 Sentences*
<http://paulgraham.com/13sentences.html>

F&F Funders and Founders

Startup Terms and What they Mean?

Incorporation

Angel Round

Stealth Mode

Shares

Paper Money

Series A, B,
C, ...

Valuation

Exit

Pre-money,
Post-money

Pivot

FAQ

Is it too late to start a team or join a team?

I feel left out as I don't have a team, and am not able to join one nor create one?

What is required to be completed at the end of this 8-week program?

Is an app / product required for the Pitch Fest (Shark Tank)?

I need help with ... (a) setting up Slack, (b) joining a team, (c) catching up with happenings to date, (d) ...

What if I don't want to ... (a) do homework, and/or (b) join a team to create a Business Plan?

Homework

Homework

- Introduce your Founding Team and Startup Name
- What does the Startup do (idea)?
- Pick one or two components from Business Plan template and describe the components in bullet points only.

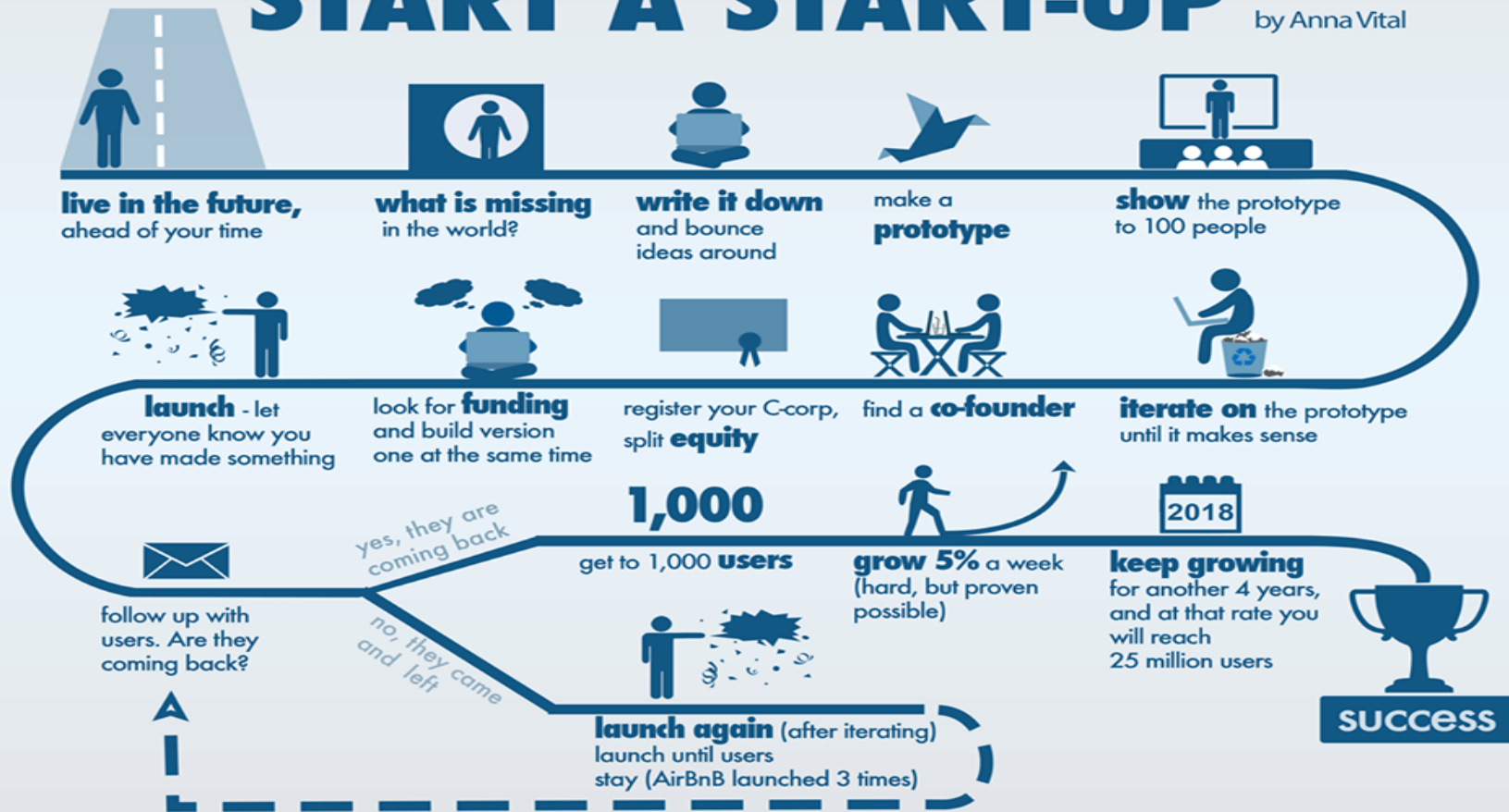
Create a Slack Private Group with your Startup Name for submitting homework or questions

Appendix

Self-reading Material

HOW TO START A START-UP

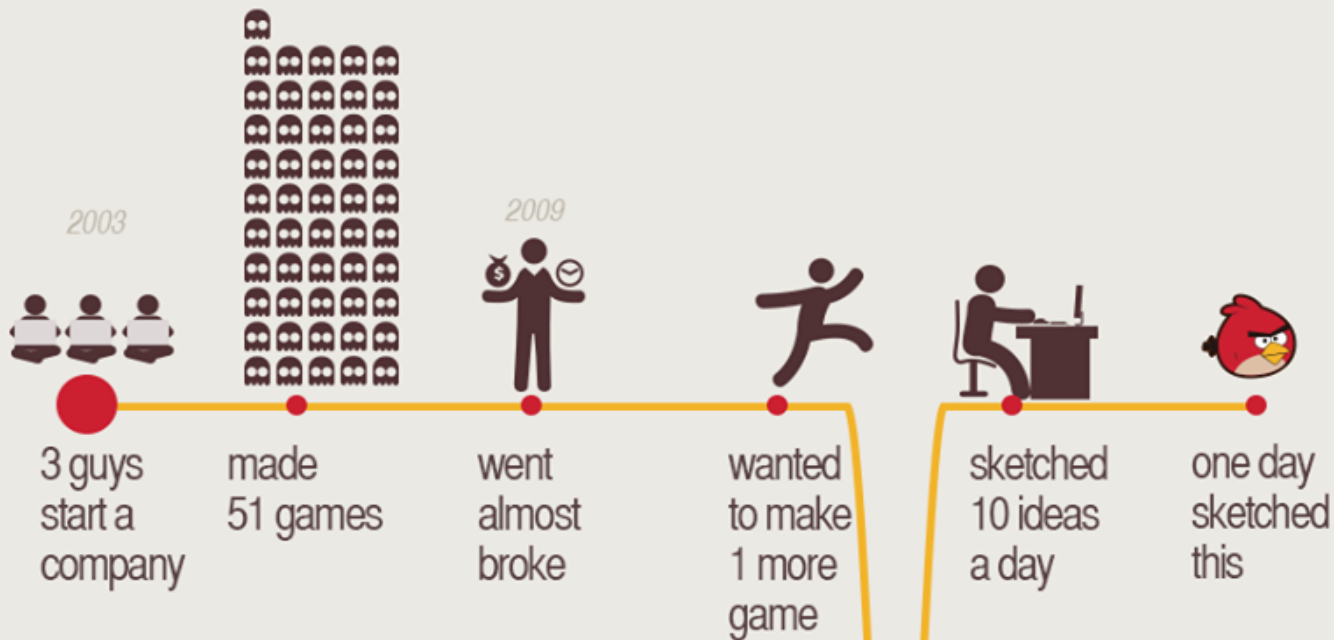
by Anna Vital



HOW ANGRY BIRDS STARTED

by Anna Vital

or How Many Tries Are Behind the 2-Billion Download Game



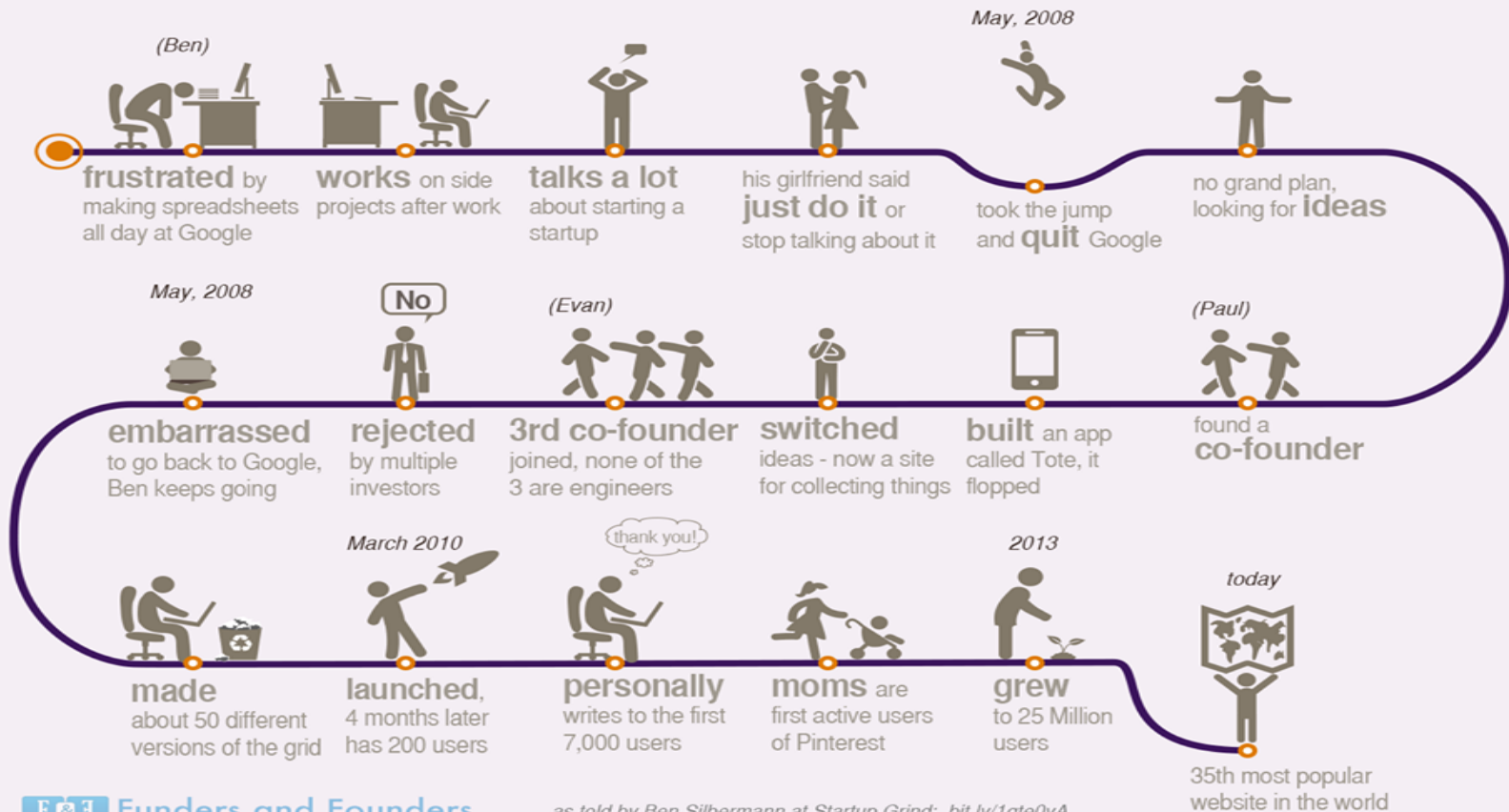
THERE IS NO FAILURE EXCEPT IN NO LONGER TRYING.

Elbert Hubbard

HOW PINTEREST STARTED

by Anna Vital

Or How a Guy Just Would Not Quit

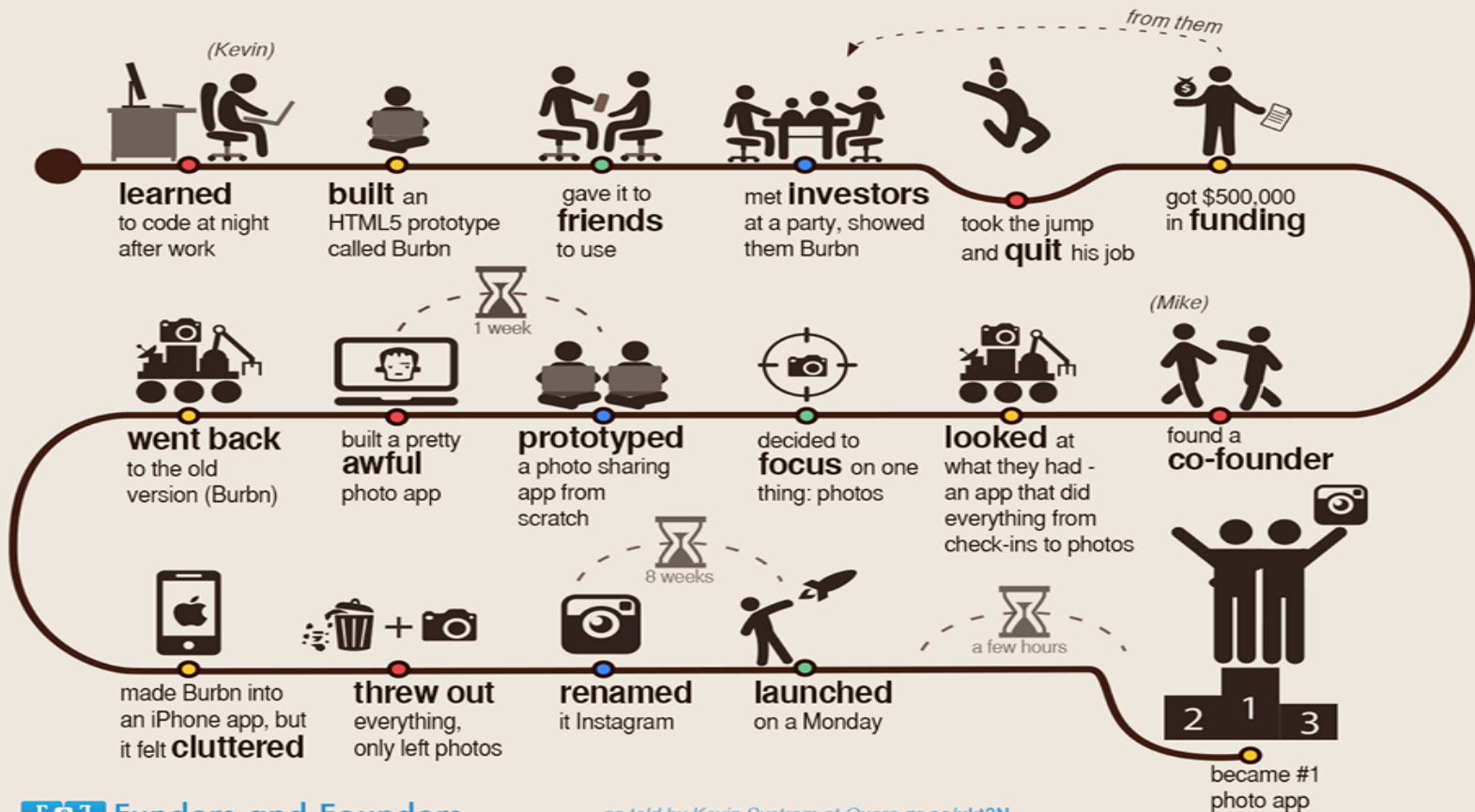


HOW INSTAGRAM STARTED

by Anna Vital

Or How Two Guys Made an App in 8 Weeks

Art of the Start



HOW AIRBNB STARTED

BY ANNA VITAL

Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company

