

The Art & Science of Startup

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DAVID FOSTER WALLACE

A SUPPOSEDLY
FUN THING
I'LL NEVER
DO AGAIN*

*AN ESSAY



\$7,402.84



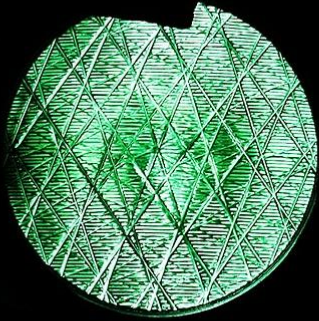
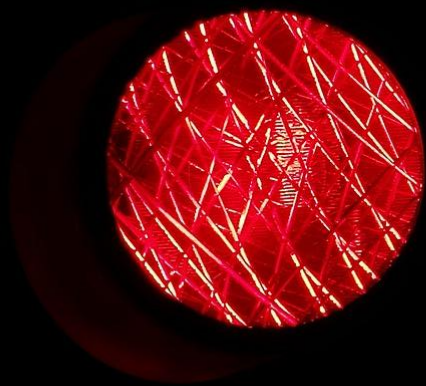
Andio, Security! Andio Stability!



An Underconfident Overachiever



You will never be 100% ready to be a founder



**Starting a company is
not the same as
building a business**







**Current
growth is not
always a good
predictor of
future growth.**

Building a Team



The founder's dilemma





Learn to fight.



Hire slowly.

Fire fast.



Building a Product



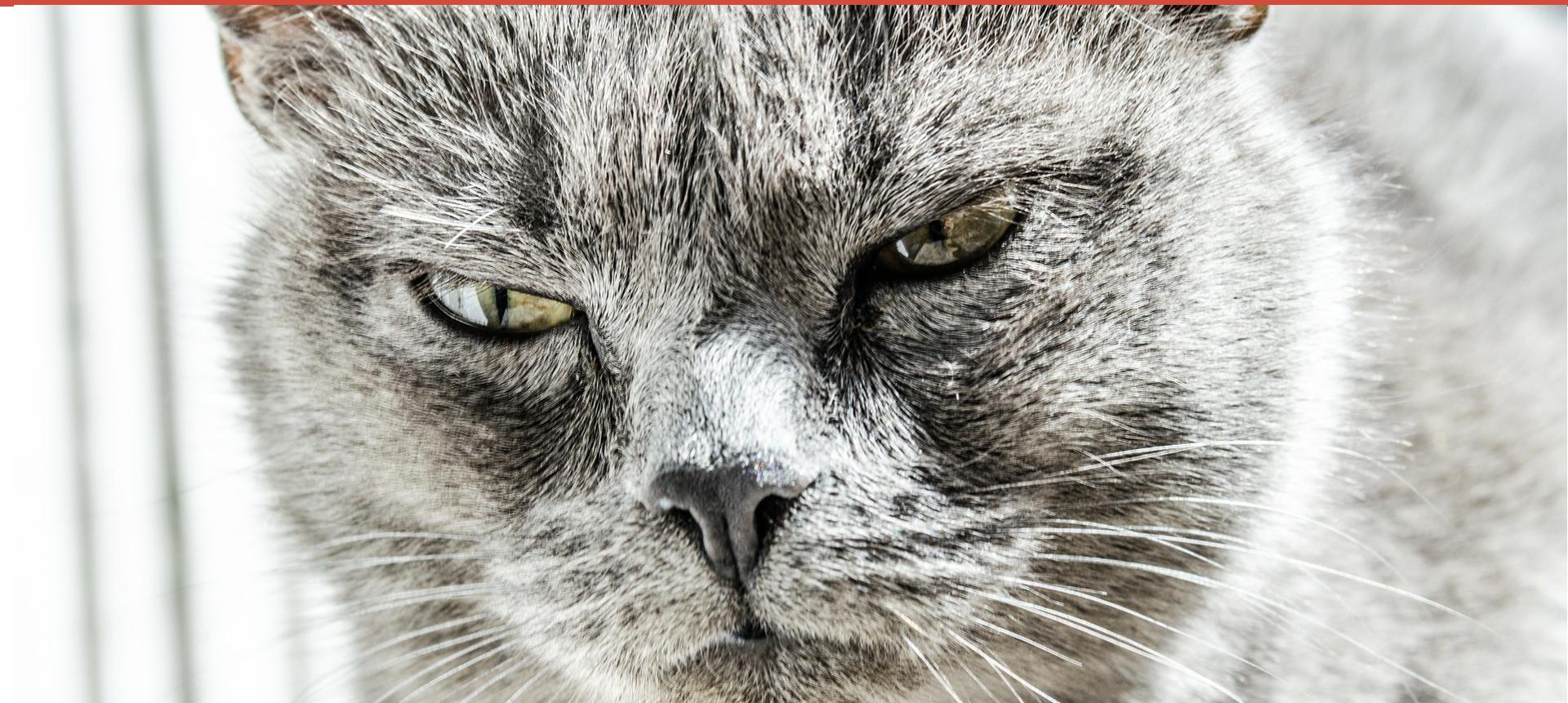
The “Mom Test” is flawed



Must like strangers.

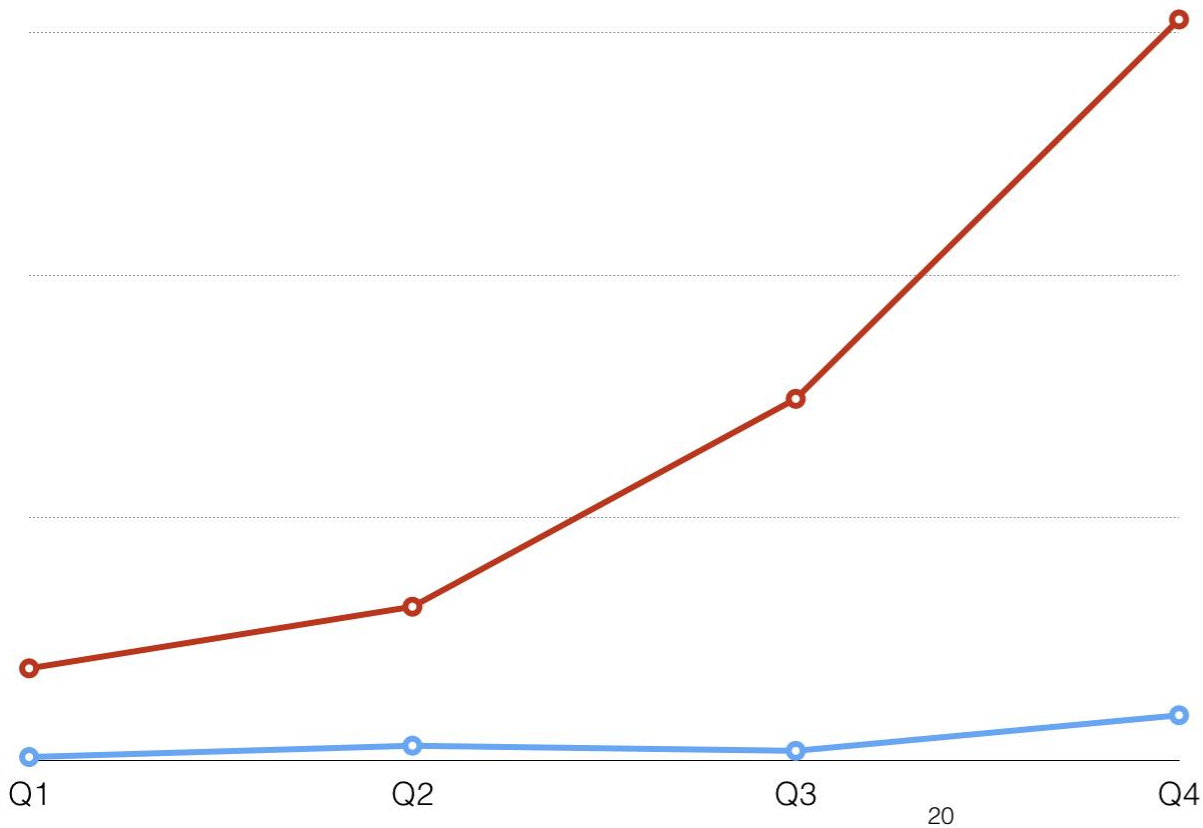


You said if I built it, they would come...



○ Hatch

○ Picasso

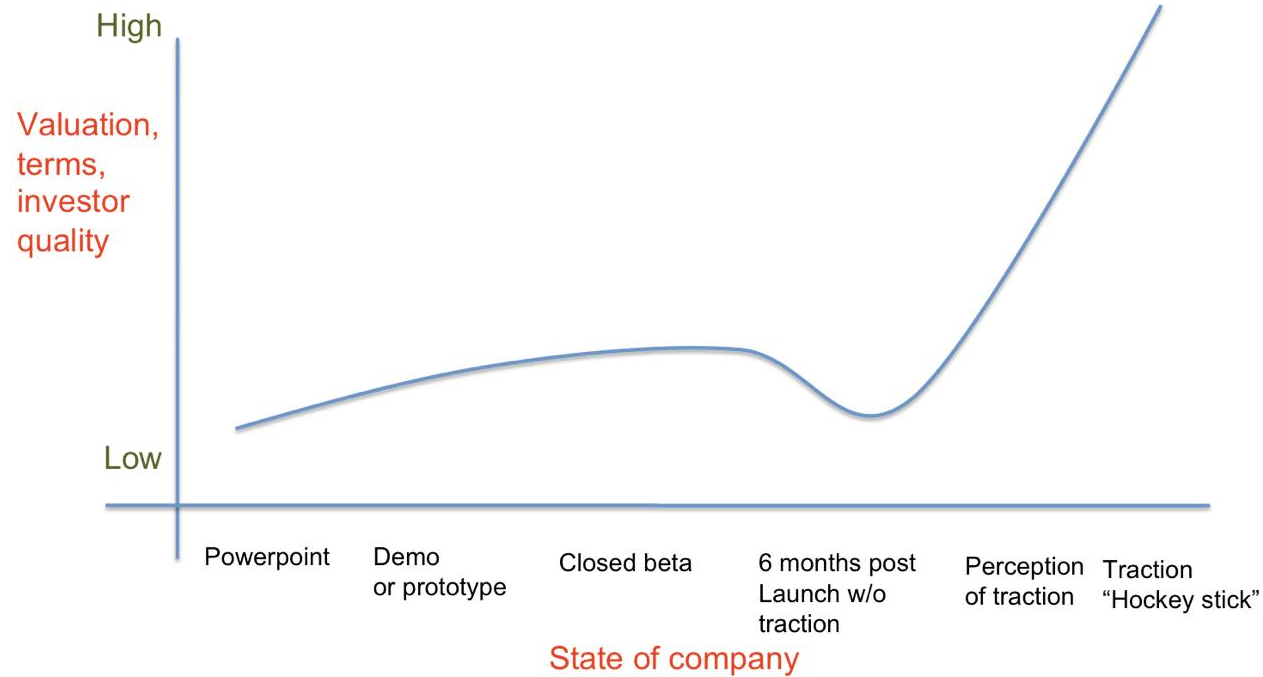


**Traction is
measurable,
though vanity
metrics only
hurt you.**

Raising Capital



The best time to raise capital is not when most people try to raise capital.





**VCs invest in
what you
could become,
not what you
already are.**

Which look is most likely to lead to a better investor / sales outcome?

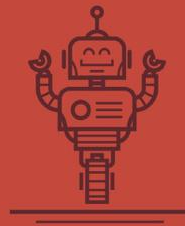


Glasses



No Glasses

90% of the advice you'll receive is **terrible.**



But here are **3 truths.**



I start early, and I stay late, day after day after day, year after year. It took me 17 years and 114 days to become an overnight success.

Lionel Messi

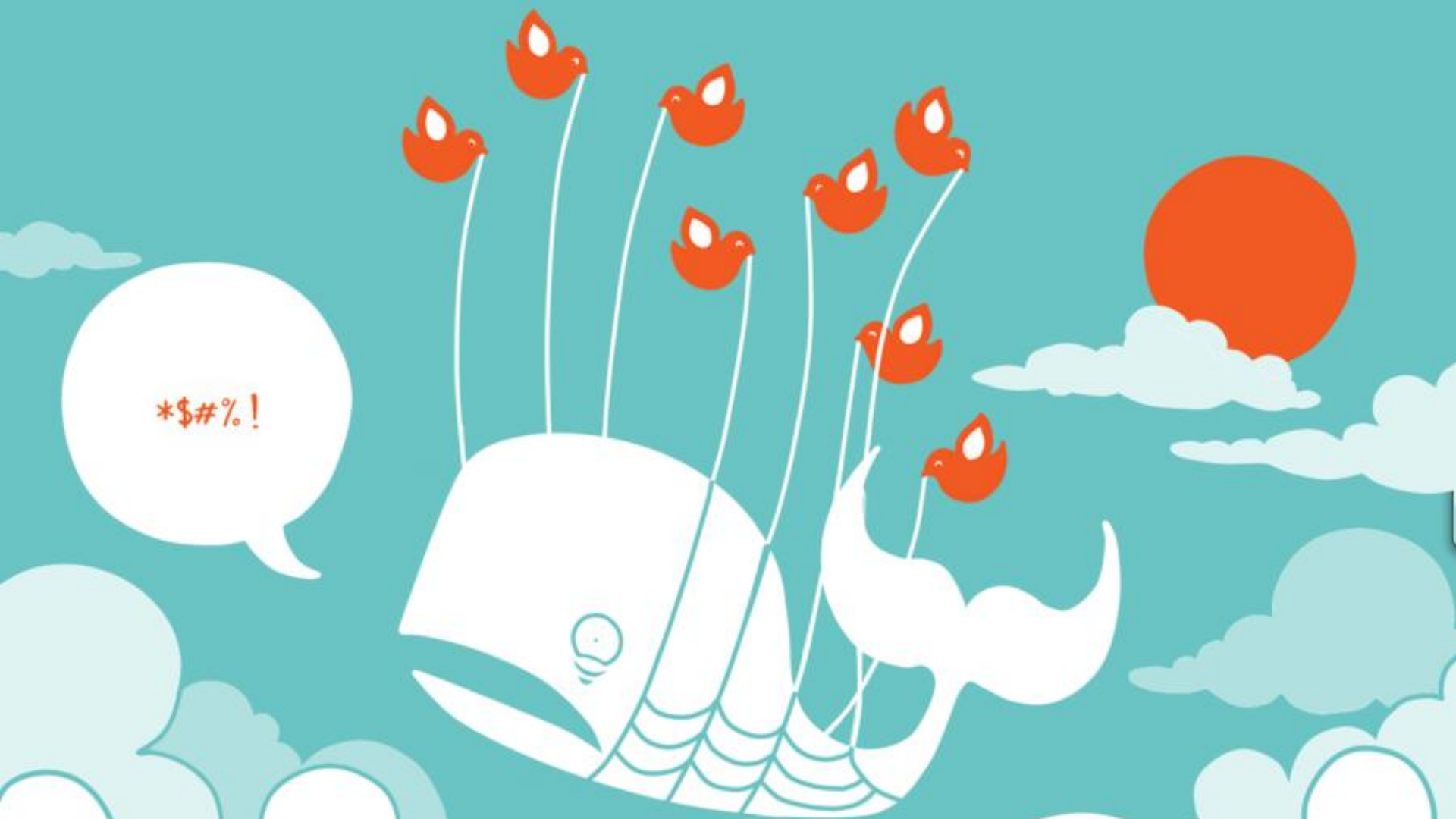
People will make or break your company



**“The man who said ‘I’d rather be
lucky than good’ saw deeply into life.”**

—Woody Allen, *Match Point*





*\$#%!



PicassoLabs

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