

HOW TO START A STARTUP

TECH ENTREPRENEUR-IN-RESIDENCE AT THE STONY BROOK SBDC

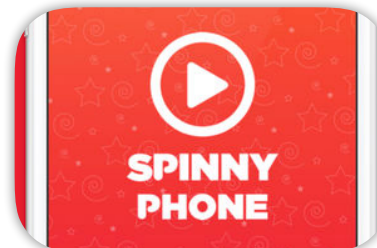
FOUNDER
OF THE FOLLOWING



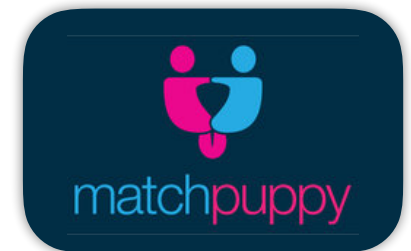
HARDWARE



MOBILE APPS



WEB APPS









RAISED MONEY THROUGH:



KICKSTARTER

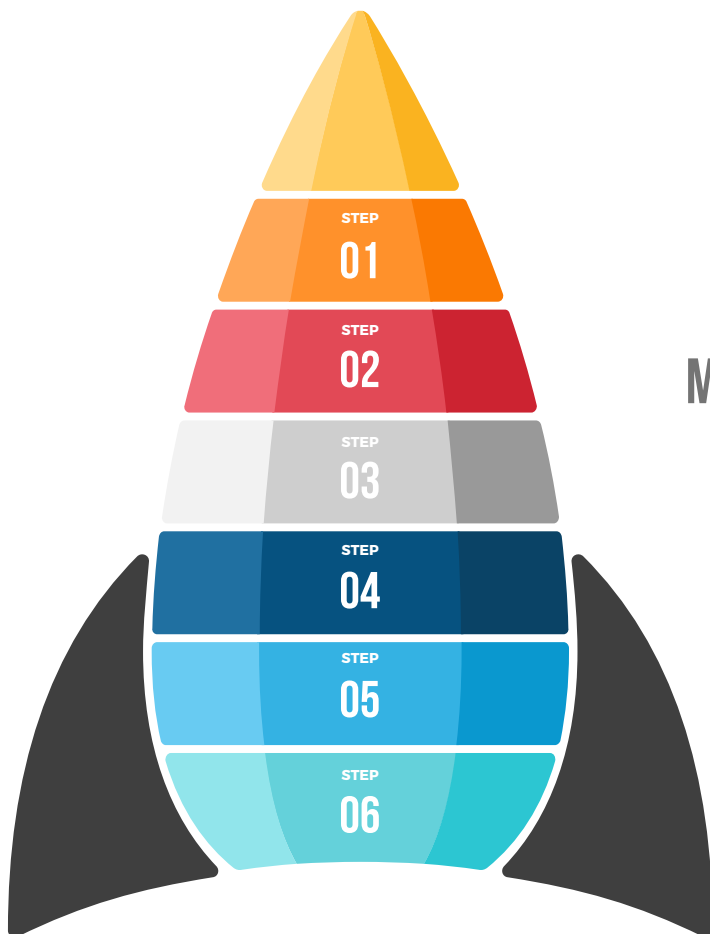
Sprint[®]









3,000+ MEMBERS

**Ran NYC Mobile Apps
Meetup (largest mobile app
meetup in NYC)**





INITIAL
PRODUCT
MARKET FIT
SEARCH

-  IDEA
-  PROTOTYPE
-  LAUNCH
-  TRACTION
-  MONETIZE
-  GROWTH



A STARTUP IS...

**AN EXPERIMENT IN SEARCH
OF A BUSINESS MODEL**

- STEVE BLANK

GOOD IDEA

- + STRONG TEAM
 - + BELOVED PRODUCT
 - + GREAT EXECUTION
-

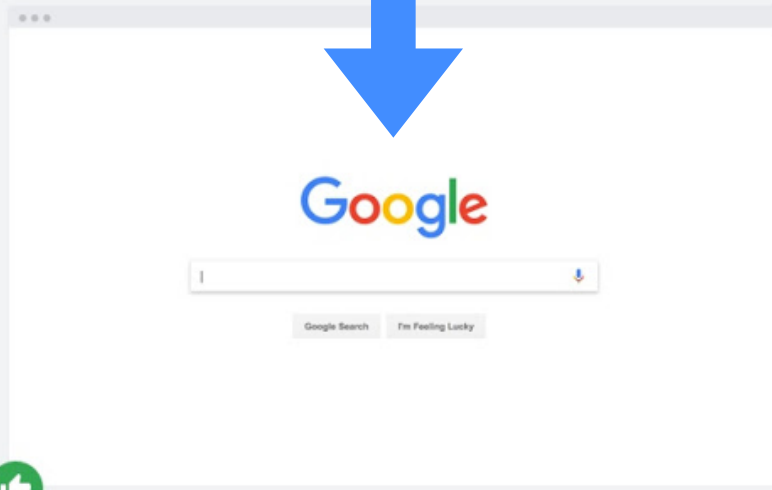
 **SUCCESS**



[Get Local](#)  **prodigy internet™**  **CLICK For Details** **You could win \$10.000!** [Weekly Picks](#)

[Options](#)

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PROBLEM. SOLUTION. INSIGHT.

**HISTORY DOES NOT REPEAT
ITSELF, BUT IT RHYMES.**

NETFLIX IS LIKE TV BUT WHEN YOU WANT TO WATCH IT.

TWITTER IS LIKE BLOGGING BUT ONLY 140 CHARACTERS.

INSTAGRAM IS LIKE YOUR CAMERA BUT WITH FILTERS.

WHATSAPP IS LIKE SMS BUT FREE.

UBER IS LIKE OTHER TAXI COMPANIES BUT WITH AN APP.

AIRBNB IS LIKE A HOTEL BUT FROM OTHER PEOPLE.

**THE MOST VALUABLE THINGS ARE
OFTEN THE SIMPLEST.**

**THEY ADDRESS THE FRUSTRATIONS
OF EVERYDAY LIFE.**

I WANT TO WATCH X BUT IT'S NOT ON TV.

I WANT TO BLOG BUT IT'S TOO MUCH EFFORT.

I WANT TO SHARE PICTURES BUT THEY'RE NOT BEAUTIFUL.

I WANT TO CONTACT MY FAMILY BUT IT COSTS TOO MUCH.

I WANT A TAXI BUT I CAN'T WAIT FOR IT.

I WANT A HOTEL BUT THERE ARE NO FREE ROOMS.



WHAT CUSTOMERS WANT A GREAT PRODUCT.

Most startups fail because they “ran out of funding” but real problem was that **customers didn't want the product.**

OBSERVE

Talk To Users / Watch Them
Use Your Product

FIND WEAKNESS

Figure out which parts are
bad.

IMPROVE

Make them better.

**IF YOU IMPROVE YOUR
PRODUCT 5% EVERY WEEK,
IT WILL REALLY COMPOUND.**

SAM ALTMAN

PRESIDENT OF Y-COMBINATOR

DO THINGS THAT DON'T SCALE.

QUESTIONS TO ASK ABOUT PRODUCT

- Are users using your product more than once?
- Are your users fanatical about your product?
- Would your users be truly bummed if your company went away?
- Are your users recommending you to other people without you asking them to do it?
- If you're a B2B company, do you have at least 10 paying customers?

HAVE THE ~~CHEAPEST~~ EASIEST PRODUCT

FINDING THE RIGHT TEAM

ANIMAL TEST

**IDEALLY 2-4
FOUNDERS**



1 TECHNICAL

(build the company's product/services)

1 SALES

(acquire users)

*Ask everyone about their previous IP history

**IF THINGS ARE NOT WORKING OUT,
PART WAYS QUICKLY 🇺🇸**

RAISING MONEY



BOOTSTRAPPING

SEQUOIA 

VENTURE CAPITAL



ACCELERATORS



ANGELS & GROUPS

 Republic


KICKSTARTER

CROWDFUNDING



GOVERNMENT GRANTS

Sprint



techstars

#TSDMODAY

SPRINT
ACCELERATOR



TYPES OF INVESTOR DOCS

✓ **CONVERTIBLE NOTES**

✓ **SAFE NOTES**

✓ **TERM SHEETS**

GROWTH



FOR CONSUMER STARTUP

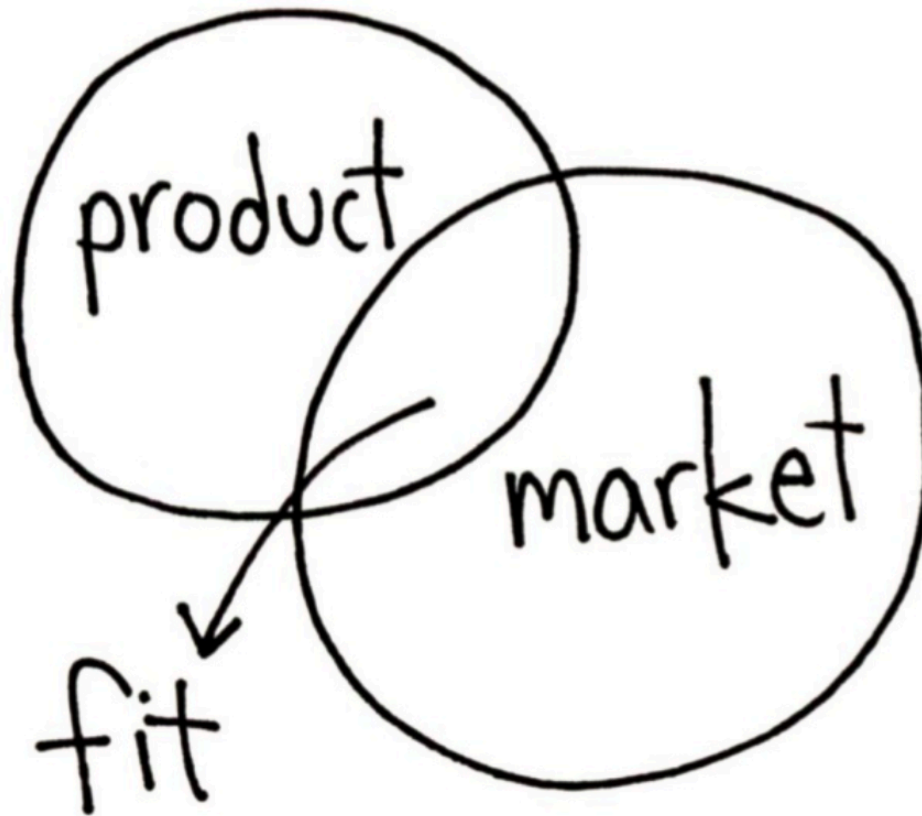
Retention + New User Acquisition



FOR B2B

Revenue Growth Per Month

**FOR CONSUMER APPS, YOU ARE
AIMING FOR 30% MOM GROWTH** 🚀



"Product/market fit means being in a good market with a product that can satisfy that market."

1. RETURNING USAGE

3 OUT OF EVERY 7 DAYS

2. NPS

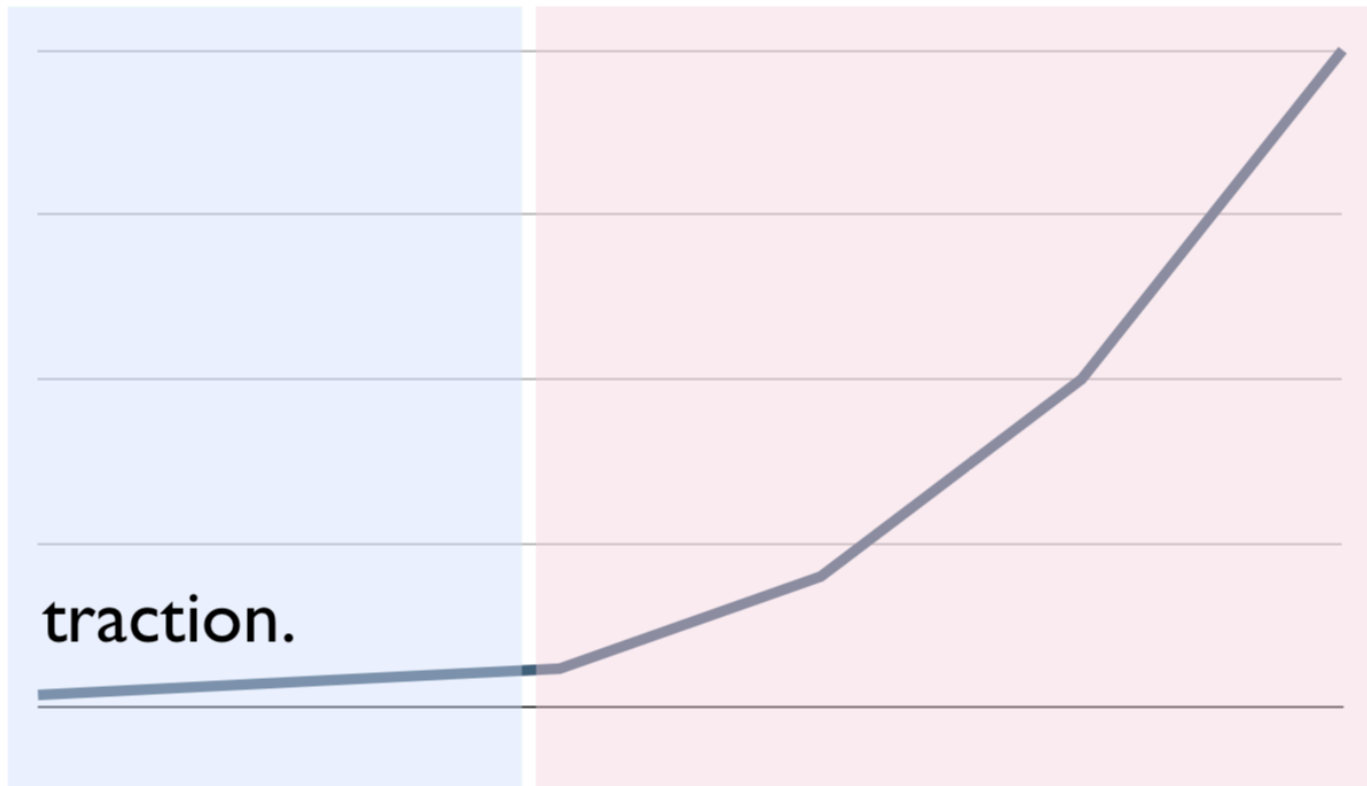
SHOULD BE > 50

3. PAYING CUSTOMER RENEWAL RATES

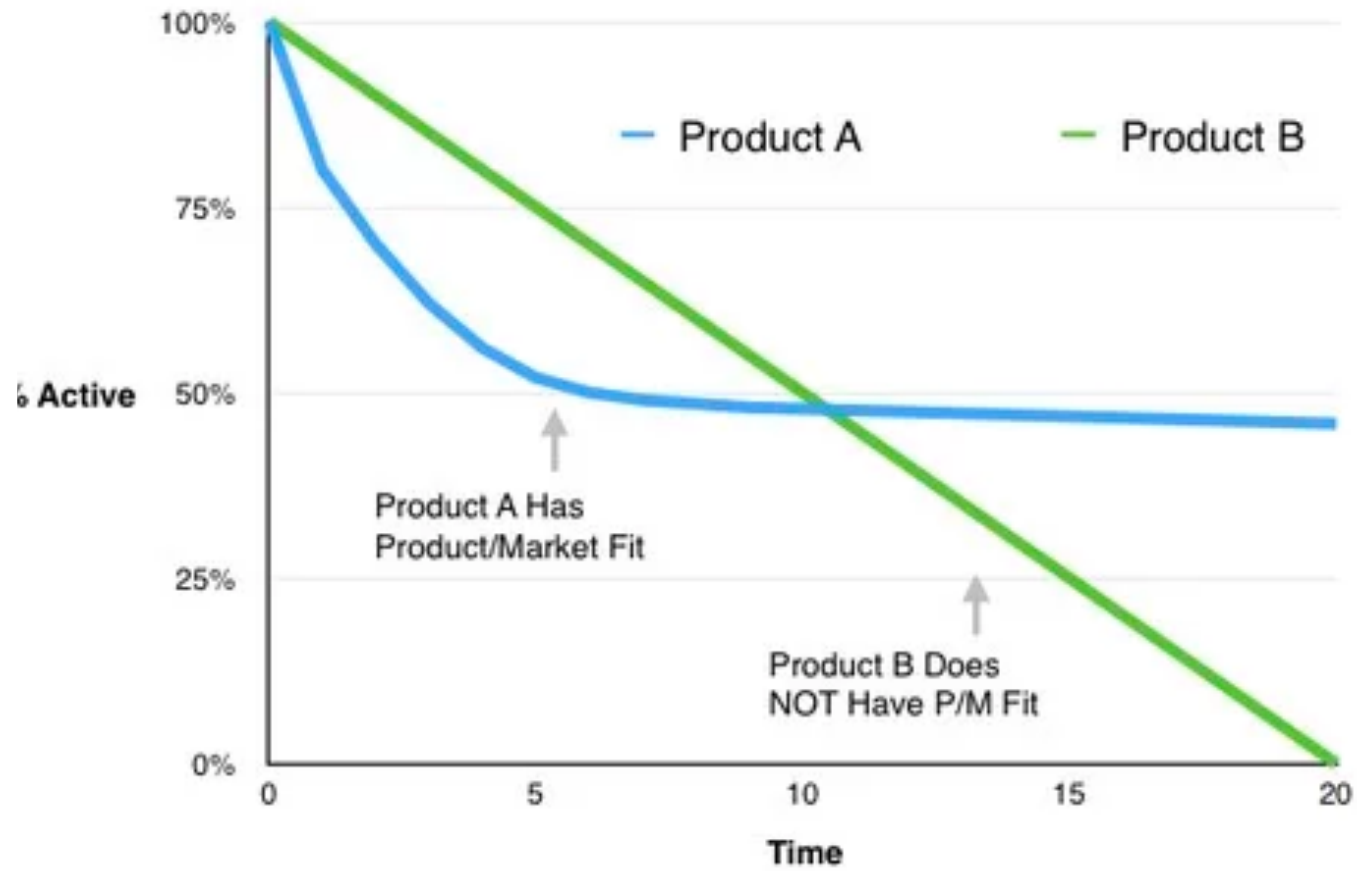
> 80%

pre P/M fit

post Product/Market fit



Retention Curve



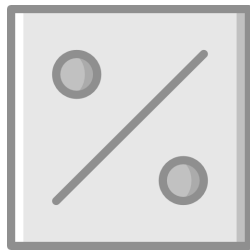


**WHEN PEOPLE WHO KNOW THEY WANT YOUR
PRODUCT ARE HAPPY WITH WHAT YOU'RE OFFERING
...THEN YOU'RE READY TO SHIFT YOUR FOCUS FROM
PRODUCT TO DISTRIBUTION AND "WIN THE MARKET."**

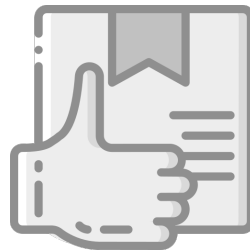
RICH COMPANY \neq
MILLIONS OF DOLLARS FROM INVESTORS

RICH COMPANY $=$
MILLIONS OF DOLLARS IN REVENUE

COMPETITORS



99% of the time, ignore
your competitors



Don't worry about a
competitor until they are
beating you with a real,
shipped product



There's always a
counter-move

KEYS TO SUCCESS

- 1 UNDERSTAND YOUR BUSINESS
- 2 UNDERSTAND YOUR USERS
- 3 BUILD SOMETHING THEY LOVE & SPEND LESS THAN YOU MAKE

HELPFUL TOOLS

1. CUSTOMER INTERVIEWS

(5-10 NEEDED)

2. UX TESTING SESSIONS

(3-5 NEEDED)

3. METRIC

YOU'LL NEVER HAVE AS LARGE A SAMPLE SIZE AS YOU'D LIKE -
BEWARE OF TELLING TOO MANY STORIES WITH TOO LITTLE DATA).

HOW TO PITCH YOUR IDEA



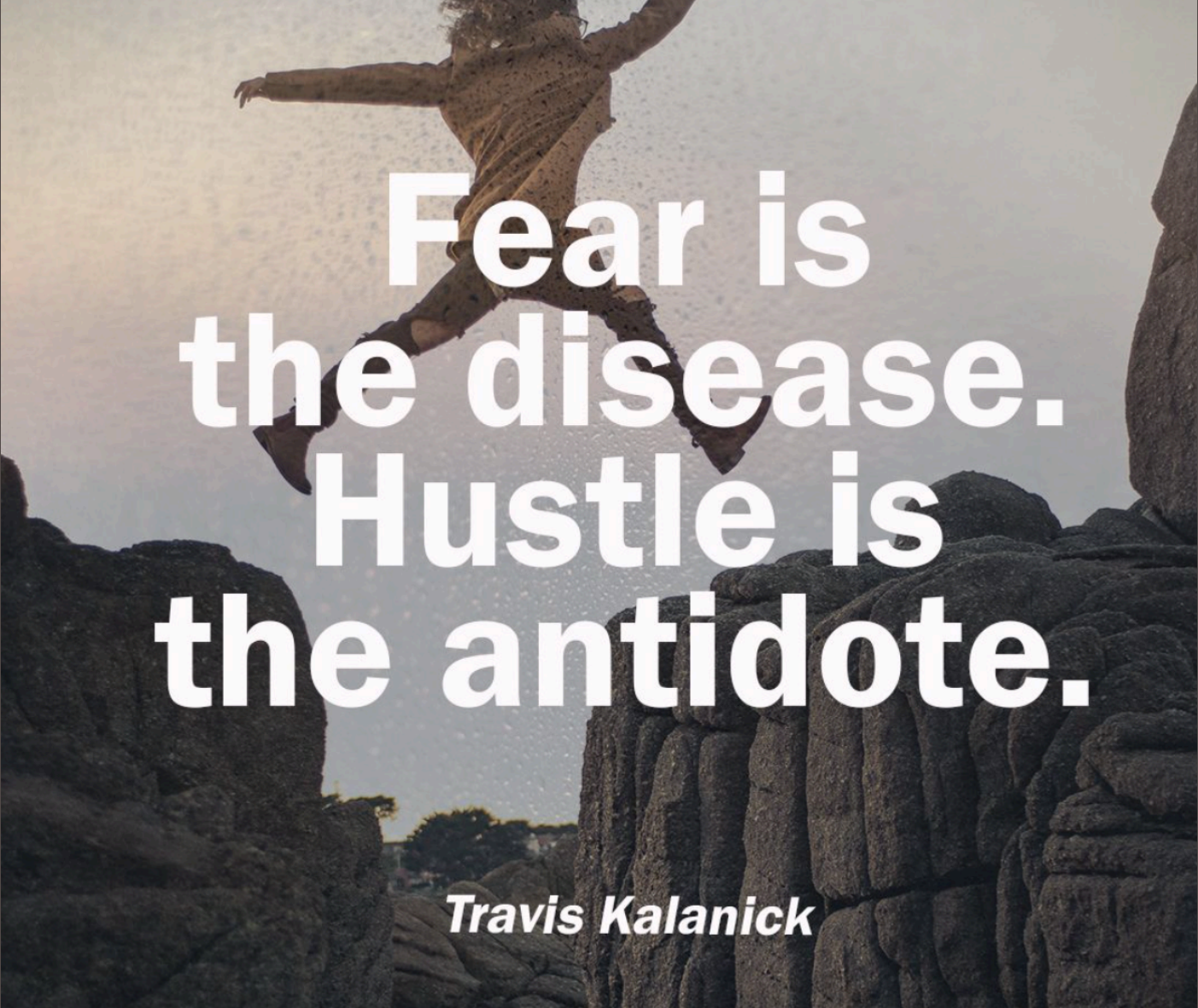
“Revolutionizing the world of food discovery via the social web.”



“A mobile application showing you nearby restaurants your friends recommend”

WRITE IN PLAIN SPEAK!

ELIMINATE JARGON, ACRONYMS,
MARKETING SPEAK, AND ANY
AMBIGUOUS TERMS SUCH AS
“PLATFORM”

A person is captured in mid-air, jumping over a dark, jagged rocky cliff. The person is wearing a light-colored, long-sleeved top and dark pants. The background is a soft, hazy sky with a warm, golden glow, suggesting a sunset or sunrise. The overall mood is one of adventure and overcoming challenges.

**Fear is
the disease.
Hustle is
the antidote.**

Travis Kalanick

START BUILDING



PROTOTYPE YOUR IDEA
WITH [MOQUPS](#)



GET A LOGO CHEAP
ON [FIVERR](#)



HIRE EARLY TEAM
ON [UPWORK](#)

HELPFUL LINKS

[STONYBROOK SBDC](#) (regional Small Business Development Center funded by the Small Business Administration)

[PRODUCT HUNT](#) (website that let's users share and discover the newest products in tech)

[ANDREW CHEN](#) (thought leader on startups, mobile growth and metrics)

[ANGELIST](#) (a platform for startups to raise money through angel investors and recruit talent)

[REPUBLIC](#) (an equity crowdfunding platform for startups)

[CRUNCHBASE](#) (platform for finding business information about private and public companies)

[MIXPANEL](#) (a top service that tracks data on user interactions with web and mobile apps)

[APPRADAR](#) (tool for App Store optimization)

[STARTUP WEEKEND](#) (think startup camp but a weekend event where you can form a team and build a working prototype and demo in 54 hours)

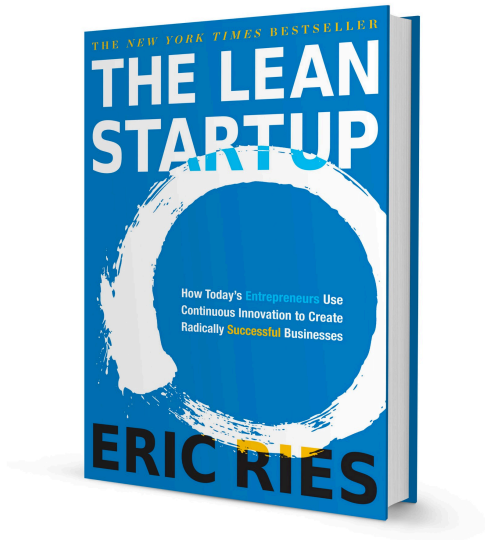
[Y-COMBINATOR](#) (the top US accelerator for tech startups, the guys behind Airbnb and Dropbox)

[PAUL GRAHAM'S ESSAYS](#) (founder of Y-Combinator and his deep thoughts on startups and tech)

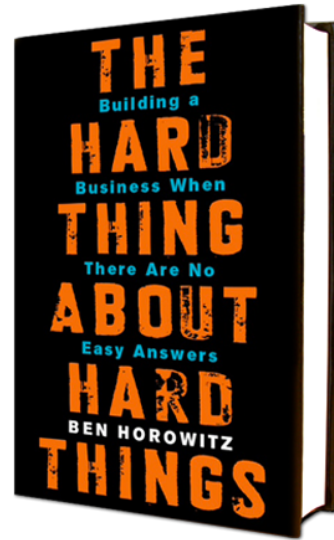
[TECHSTARS ENTREPRENEUR'S TOOLKIT](#) (online resource to help you learn entrepreneurship)

They also have more startup resources [HERE](#)

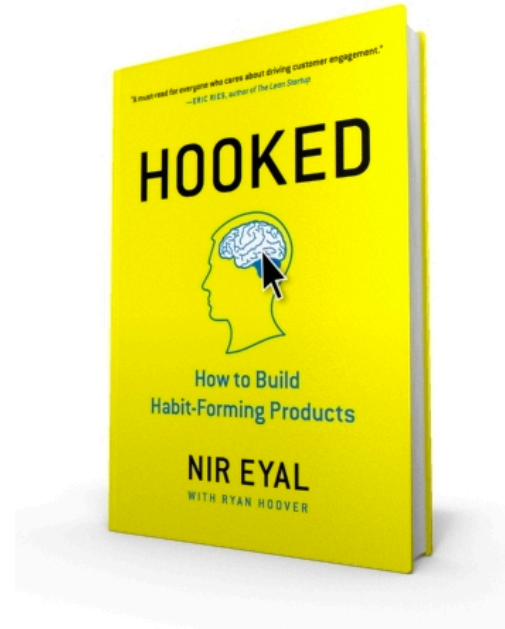
RECOMMENDED READS



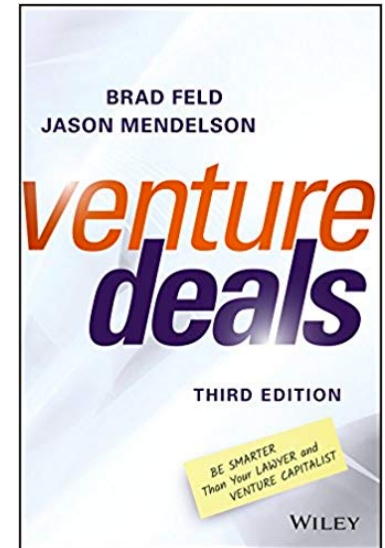
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[The Hard Thing About Hard Things](#)



[Hooked](#)



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MORE FROM ME



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[Ninja Steps To Building An App](#)



EPIISODE:

[Serial Entrepreneurship and Mobile Apps](#)

THANK YOU.
QUESTIONS?



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