1. The Art of Starting

- Make meaning
- Ask women
- Get going
2. The Art of Positioning

- Seize the high ground
- Make it personal
- Niche thyself
The Art of Positioning

Ability to provide unique product

Stupid X

Dotcom Price

Value to customer
3. The Art of Pitching

- Explain in the first minute
- Answer the little man
- Follow the 10/20/30 rule
The Art of Pitching

10 slides

Title
Problem
Solution
Business model
Underlying magic
Marketing and sales
Competition
Team
Projections
Status and timeline
The Art of Pitching

20 minutes
The Art of Pitching

30 point font

This is 30 points

This is 20 points

This is 14 points

This is 12 points and what you're using now
4. The Art of Writing a Business Plan

- Pitch then plan
- Focus on the executive summary
- Write deliberate, act emergent
5. The Art of Raising Capital

- Build a real business
- Get an intro
- Clean up your act
6. The Art of Bootstrapping

- Manage for cash flow, not profitability
- Build a bottom-up forecast
- Focus on function, not form
7. The Art of Recruiting

- Hire infected people
- Double check your gut
- Apply the shopping center test
8. The Art of Partnering

- Partner for “spreadsheet” reasons
- Ensure that middles and bottoms like the deal
- Cut win-win deals
9. The Art of Branding

- Create a contagion
- Lower the barriers to adoption
- Foster a community
10. The Art of Rainmaking

- Let a hundred flowers blossom
- Suck down
- Go after agnostics
11. The Art of Being a Mensch

- Help a lot of people
- Do what’s right
- Pay back society
“Guy has done it again—evangelized something useful and meaningful. This time, it’s a bottom-up business approach profound in its simplicity: Focus on what’s real and forget the fluff. And, please, read the last chapter first.”
— Pierre Omidyar, founder of eBay and co-founder of Omidyar Network

“A successful entrepreneur requires three things: a garage, an idea, and this book—Guy’s irrepressible guide to the raw essentials of life in a young company. I wish we could post all this information on Sequoia Capital’s web site because it would make our jobs much easier.”
— Michael Moritz, partner, Sequoia Capital

“When God made the universe, He took Guy’s advice and started small and put his whole heart into it. Okay, not everything turned out perfect, but as The Art of the Start makes clear, there are no guarantees, only great opportunities. Read this book and then go do something wonderful.”
— Geoffrey Moore, author of Crossing the Chasm