

T H E
ART
O F T H E
START

THE ART OF THE START



1. Make meaning

THE ART OF THE START



- Increase the quality of life

THE ART OF THE START



- Increase the quality of life
- Right a wrong

THE ART OF THE START



- Increase the quality of life
- Right a wrong
- Prevent the end of something good

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START**



2. Make mantra

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“The mission of Wendy’s is to deliver superior quality products and services for our customers and communities through leadership, innovation, and partnerships.”

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- Wendy's “Healthy fast food”

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- **Wendy's** **“Healthy fast food”**
- **FedEx** **“Peace of mind”**

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- **Wendy's** **“Healthy fast food”**
- **FedEx** **“Peace of mind”**
- **Nike** **“Authentic athletic performance”**

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- **Wendy's** **“Healthy fast food”**
- **FedEx** **“Peace of mind”**
- **Nike** **“Authentic athletic performance”**
- **Target** **“Democratize design”**

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“We exist to professionally build long-term high-impact sources so that we may endeavor to synergistically leverage existing effective deliverables to stay competitive in tomorrow’s world.”

Dilbert Mission Statement Generator

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3. Get going

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- Think different

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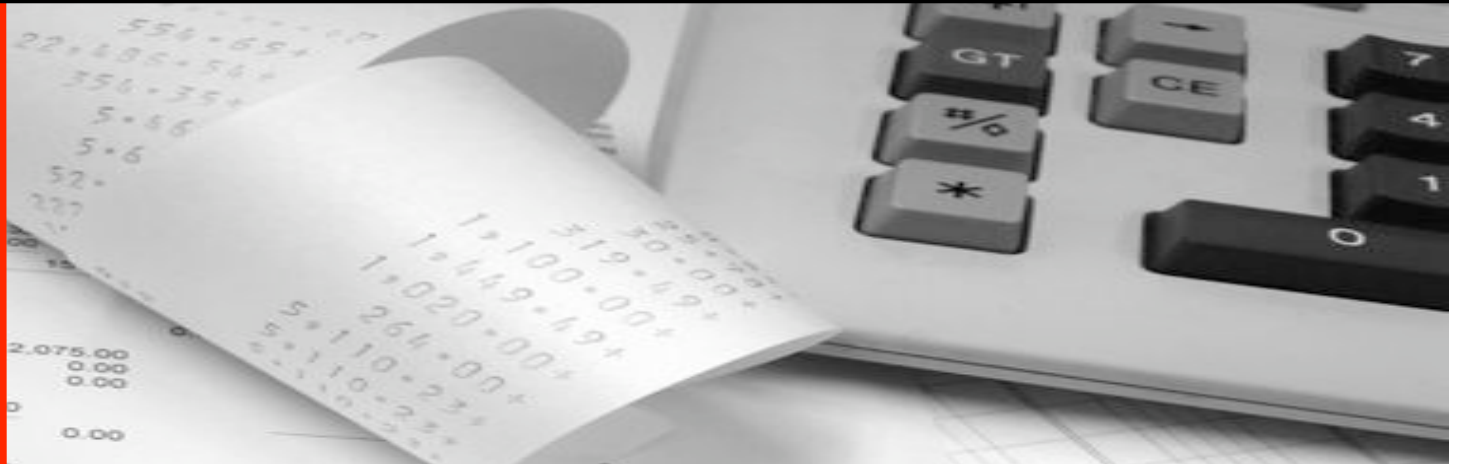
- Think different
- Polarize people

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- Think different
- Polarize people
- Find a few soul mates

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4. Define a business model

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- **Be specific**

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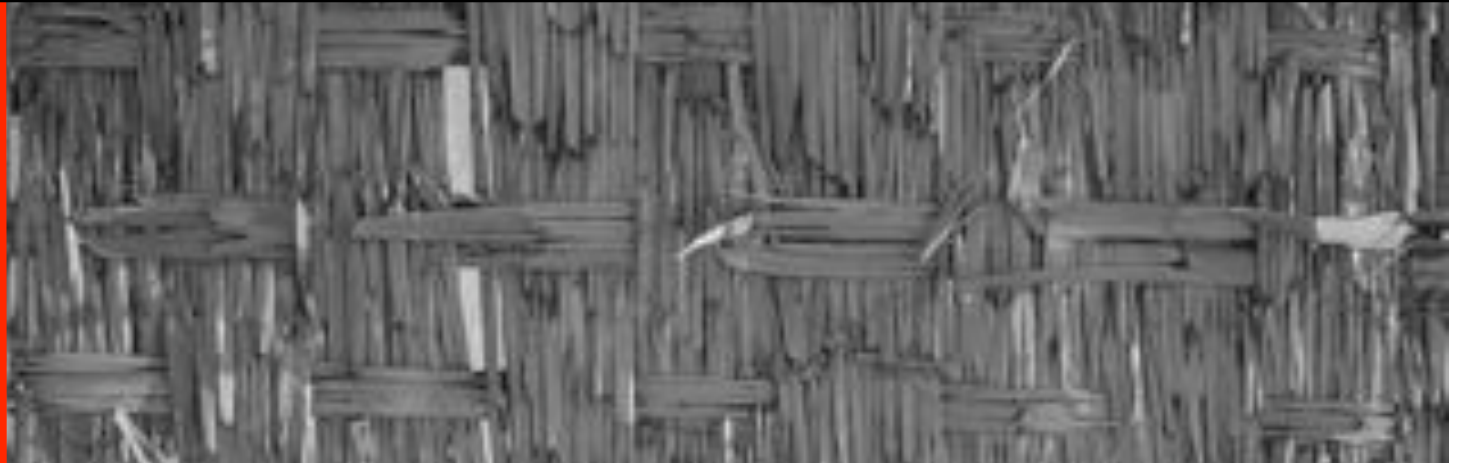
- Be specific
- Keep it simple

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- **Be specific**
- **Keep it simple**
- **Ask women**

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**5. Weave a MAT (milestones,
assumptions, tasks)**

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- Milestone “Finish design”

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- Milestone “Finish design”
- Assumption “Sales calls/day”

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- Milestone
- Assumption
- Task

“Finish design”

“Sales calls/day”

“Rent an office”

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6. Niche thyself

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Ability
to provide
unique
product or
service

Value to customer

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START**



**Ability
to provide
unique
product or
service**

Price

Value to customer

**THE ART
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START**



**Ability
to provide
unique
product or
service**

Stupid

Price

Value to customer

THE ART OF THE START



Ability
to provide
unique
product or
service

Stupid

Dotcom

Price

Value to customer

THE ART OF THE START

IT'S EITHER FANDANGO OR CLUBBIN.



Ability
to provide
unique
product or
service

Stupid

X

Dotcom

Price

Value to customer

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7. Follow the 10/20/30 rule

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10 slides

Title
Problem
Solution
Business model
Underlying magic

Marketing and sales
Competition
Team
Projections
Status and timeline

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20 minutes

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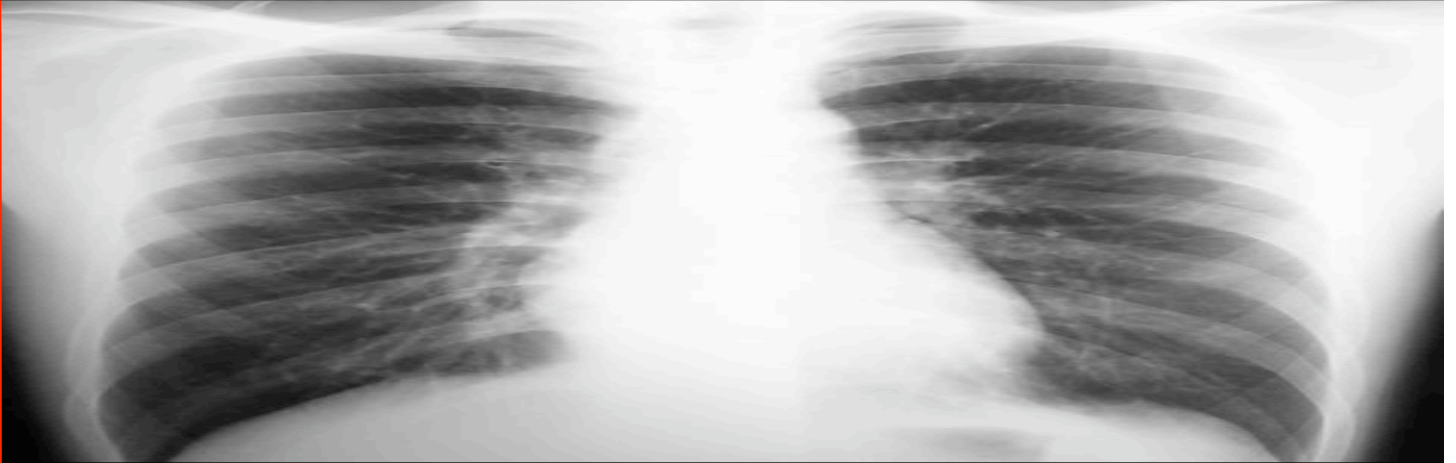
30 point font

This is 20 points

This is 14 points

This is 12 points and what you're using now

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8. Hire infected people

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- **Ignore the irrelevant**

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- Ignore the irrelevant
- Hire better than yourself

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- **Ignore the irrelevant**
- **Hire better than yourself**
- **Apply the shopping center test**

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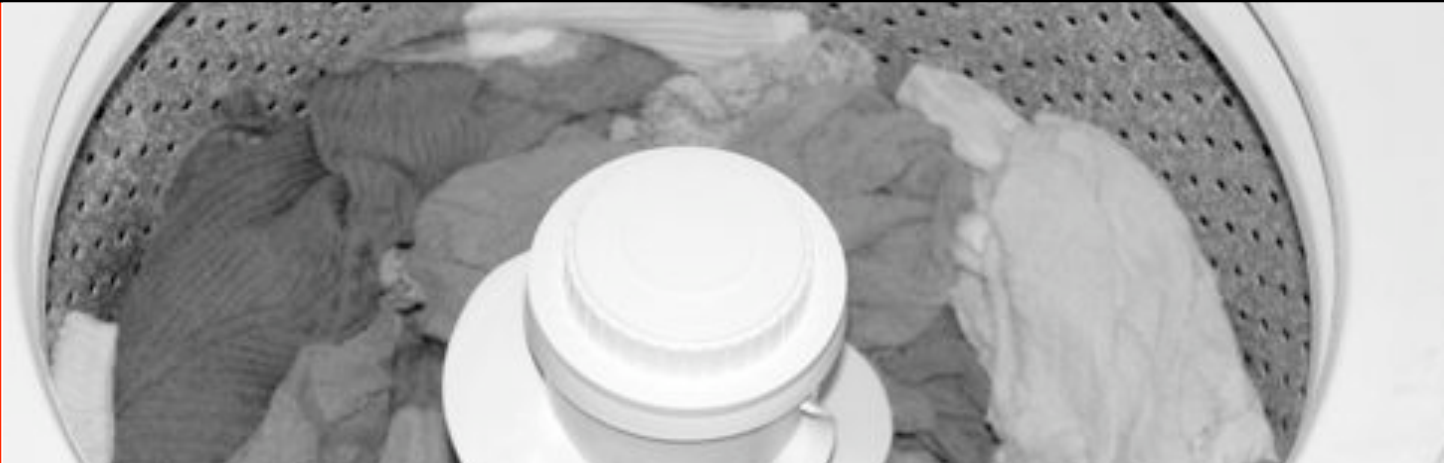
9. Lower the barriers to adoption

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- Flatten the learning curve

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- Flatten the learning curve
- Don't ask people to do something that you wouldn't

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- Flatten the learning curve
- Don't ask people to do something that you wouldn't
- Embrace your evangelists

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10. Seed the clouds

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- **Let a hundred flowers blossom**

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- **Let a hundred flowers blossom**
- **Enable test drives**

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- **Let a hundred flowers blossom**
- **Enable test drives**
- **Find the influencers**

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**11. Don't let the bozos grind
you down**

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“I think there is a world market for maybe five computers.”

**Thomas Watson
Chairman, IBM
1943**

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“This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”

**Western Union internal memo
(1876)**

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“There is no reason why anyone would want a computer in their home.”

Ken Olsen
Founder, Digital Equipment Corp.
1977

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“It’s too far to drive, and I don’t see how it can be a business.”

Guy Kawasaki
Bozo

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Blog.guykawasaki.com

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THE ART OF THE START

The Time-Tested, Battle-Hardened Guide
for Anyone Starting Anything

"Guy has done it again—
evangelized something
useful and meaningful.
This time, it's a bottom-
up business approach
profound in its simplic-
ity: Focus on what's real
and forget the fluff.
And, please, read the
last chapter first."

—Pierre Omidyar,
founder of eBay,
co-founder of
Omidyar Network



Guy Kawasaki
Author of *Rules for Revolutionaries*