The Art of the Start
1. Make meaning
A woman is often measured by the things she cannot control. She is measured by the way her body curves or doesn’t curve. By where she is flat or straight or round. She is measured by 36-24-36 and inches and ages and numbers. By all the outside things that don’t ever add up to who she is on the inside.

And so if a woman is to be measured, let her be measured by the things she can control, by who she is and who she is trying to become because as every woman knows, measurements are only statistics, and statistics lie.
Curve 1: Ice Harvesting
Curve 2: Ice Factory
Curve 3: Refrigerator

Herrick Dry Air System Refrigerators for the Home.
Highest Quality—Economical and Convenient.

HERRICK REFRIGERATOR CO.
Factory between Eighth and Ninth on West River Bank.
WATERLOO, IOWA.
2. Make mantra
“The mission of Wendy’s is to deliver superior quality products and services for our customers and communities through leadership, innovation, and partnerships.”
• Wendy’s  “Healthy fast food”
• Wendy’s  “Healthy fast food”
• FedEx  “Peace of mind”
• Wendy’s  “Healthy fast food”
• FedEx   “Peace of mind”
• Nike     “Authentic athletic performance”
• Wendy’s   “Healthy fast food”
• FedEx     “Peace of mind”
• Nike      “Authentic athletic performance”
• Target    “Democratize design”
“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
3. Get going
• Think different
• Think different
• Polarize people
• Think different
• Polarize people
• Find a few soul mates
4. Define a business model
• Be specific
• Be specific
• Keep it simple
• Be specific
• Keep it simple
• Ask women
5. Weave a MAT (milestones, assumptions, tasks)
• Milestone

“Finish design”
• Milestone
  “Finish design”
• Assumption
  “Sales calls/day”
• **Milestone**: “Finish design”
• **Assumption**: “Sales calls/day”
• **Task**: “Rent an office”
6. Niche thyself
Value to customer

Ability to provide unique product or service
The art of the start

Ability to provide unique product or service

Value to customer

Price

Garage Technology Ventures
Ability to provide unique product or service

Value to customer

Price

Stupid
Ability to provide unique product or service

Stupid

Dotcom

Value to customer

Price
It’s either Fandango or Clubbin.

Ability to provide unique product or service

Stupid $X$

Dotcom

Price

Value to customer
Ability to provide unique product or service

Smart Car

Stupid X

Dotcom Price

Value to customer
Ability to provide unique product or service

Breitling Emergency

Stupid X

Dotcom Price

Value to customer
Ability to provide unique product or service

LG Kimchi refrigerator

Stupid X

Dotcom Price

Value to customer
Ability to provide unique product or service

Royal Caribbean

Stupid

X

Dotcom

Price

Value to customer
7. Follow the 10/20/30 rule
<table>
<thead>
<tr>
<th>Title</th>
<th>Marketing and sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem</td>
<td>Competition</td>
</tr>
<tr>
<td>Solution</td>
<td>Team</td>
</tr>
<tr>
<td>Business model</td>
<td>Projections</td>
</tr>
<tr>
<td>Underlying magic</td>
<td>Status and timeline</td>
</tr>
</tbody>
</table>
20 minutes
30 point font

This is 20 points
This is 14 points
This is 12 points and what you’re using now
8. Hire infected people
• Ignore the irrelevant
• Ignore the irrelevant
• Hire better than yourself
• Ignore the irrelevant
• Hire better than yourself
• Apply the shopping center test
9. Lower the barriers to adoption
• Flatten the learning curve
• Flatten the learning curve
• Don’t ask people to do something that you wouldn’t
• Flatten the learning curve
• Don’t ask people to do something that you wouldn’t
• Embrace your evangelists
10. Seed the clouds
• Let a hundred flowers blossom
• Let a hundred flowers blossom
• Enable test drives
• Let a hundred flowers blossom
• Enable test drives
• Find the influencers
11. Don’t let the bozos grind you down
“I think there is a world market for maybe five computers.”

Thomas Watson
Chairman, IBM
1943
“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
“There is no reason why anyone would want a computer in their home.”

Ken Olsen
Founder, Digital Equipment Corp.
1977
“It’s too far to drive, and I don’t see how it can be a business.”

Guy Kawasaki
Bozo
For copies, send an email to: Holly@garage.com

Startups.alltop.com
Venturecapital.alltop.com
Egos.alltop.com

Photos from iStockPhoto.com
THE ART OF THE START
The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki
Author of Rules for Revolutionaries

“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, co-founder of Omidyar Network