

**T H E**  
**ART**  
**O F T H E**  
**START**

# THE ART OF THE START



## 1. Make meaning

# **THE ART OF THE START**

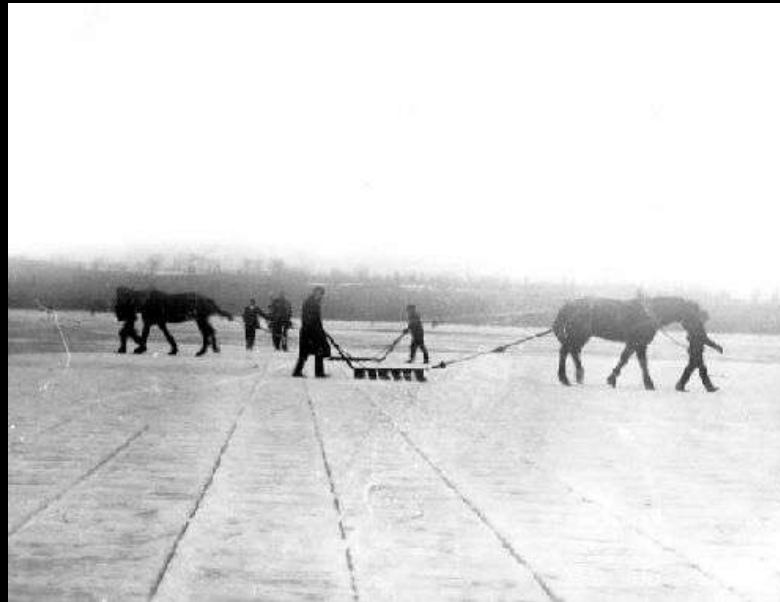


**A woman is often measured by the things she cannot control. She is measured by the way her body curves or doesn't curve.**

**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.**

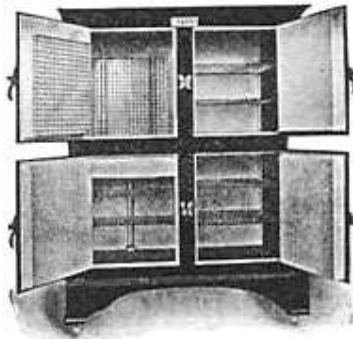
# Curve 1: Ice Harvesting



# 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.**



**THE ART  
OF THE  
START**



## 2. Make mantra

# THE ART OF THE START



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

# THE ART OF THE START



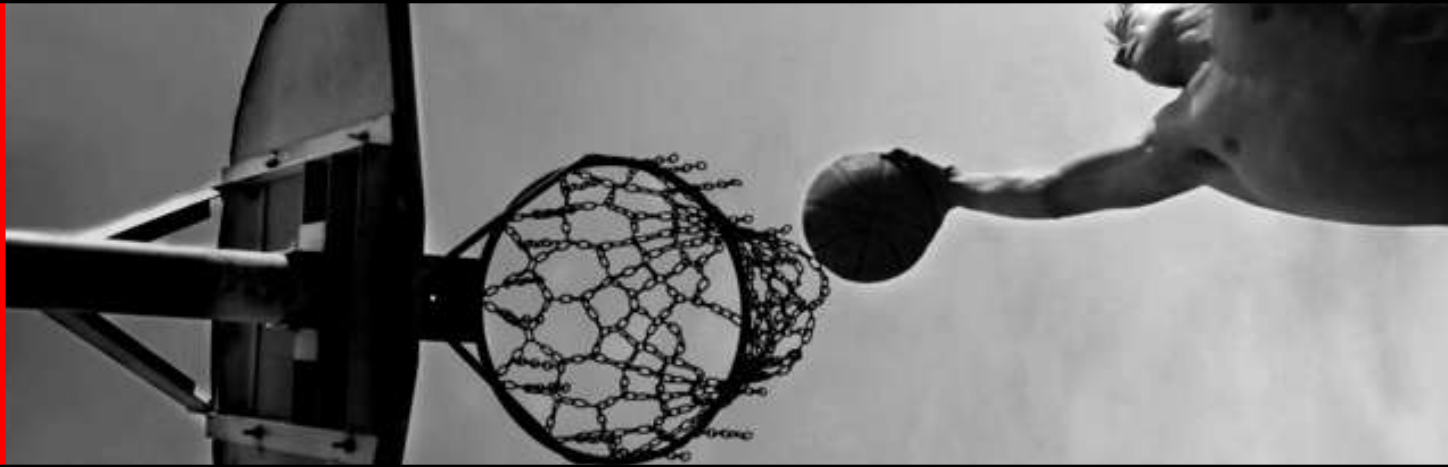
- Wendy's “Healthy fast food”

# THE ART OF THE START



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

# THE ART OF THE START



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

# THE ART OF THE START



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

# THE ART OF THE START

**“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**

**THE  
ART  
OF THE  
START**



### **3. Get going**

# THE ART OF THE START



- Think different

# THE ART OF THE START



- Think different
- Polarize people

# THE ART OF THE START



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



# THE ART OF THE START



- **Be specific**

# THE ART OF THE START



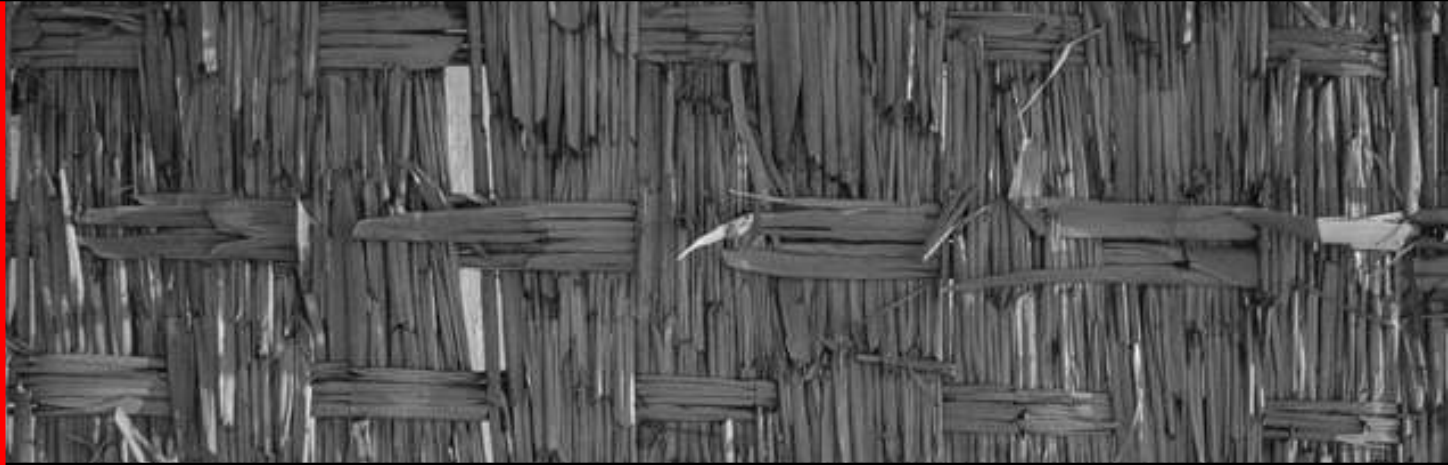
- Be specific
- Keep it simple

# THE ART OF THE START



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

# THE ART OF THE START



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

# THE ART OF THE START



- Milestone “Finish design”

# THE ART OF THE START



- Milestone
- Assumption

“Finish design”

“Sales calls/day”

# THE ART OF THE START

- Milestone
- Assumption
- Task

“Finish design”

“Sales calls/day”

“Rent an office”

# THE ART OF THE START



## 6. Niche thyself

# THE ART OF THE START



Ability  
to provide  
unique  
product or  
service

Value to customer

**THE ART  
OF THE  
START**



**Ability  
to provide  
unique  
product or  
service**

**Price**

**Value to customer**

**THE ART  
OF THE  
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

# THE ART OF THE START



Smart Car

Ability  
to provide  
unique  
product or  
service

Stupid

X

Dotcom

Price

Value to customer

# THE ART OF THE START



Breitling Emergency

Stupid

X

Ability  
to provide  
unique  
product or  
service

Dotcom

Price

Value to customer

# THE ART OF THE START



Trek Lime

Ability  
to provide  
unique  
product or  
service

Stupid

X

Dotcom

Price

Value to customer

# THE ART OF THE START



LG Kimchi refrigerator

Ability to provide unique product or service

Stupid

X

Dotcom

Price

Value to customer

# THE ART OF THE START



Royal Caribbean

Ability  
to provide  
unique  
product or  
service

Stupid

X

Dotcom

Price

Value to customer

# THE ART OF THE START



**7. Follow the 10/20/30 rule**

# **THE ART OF THE START**



## **10 slides**

**Title**  
**Problem**  
**Solution**  
**Business model**  
**Underlying magic**

**Marketing and sales**  
**Competition**  
**Team**  
**Projections**  
**Status and timeline**

**THE ART  
OF THE  
START**



**20 minutes**

# THE ART OF THE START



**30 point font**

**This is 20 points**

**This is 14 points**

**This is 12 points and what you're using now**

**THE  
ART  
OF THE  
START**



**8. Hire infected people**

# THE ART OF THE START



- Ignore the irrelevant

# THE ART OF THE START



- Ignore the irrelevant
- Hire better than yourself

# THE ART OF THE START



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

# THE ART OF THE START



**9. Lower the barriers to adoption**

# THE ART OF THE START



- Flatten the learning curve

# THE ART OF THE START



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

# **THE ART OF THE START**



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

**THE  
ART  
OF THE  
START**



**10. Seed the clouds**

**THE  
ART  
OF THE  
START**



- **Let a hundred flowers blossom**

# THE ART OF THE START



- Let a hundred flowers blossom
- Enable test drives

# THE ART OF THE START



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

**THE  
ART  
OF THE  
START**



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

**THE  
ART  
OF THE  
START**



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

**Thomas Watson  
Chairman, IBM  
1943**

# THE ART OF THE START



**“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**

**THE  
ART  
OF THE  
START**



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

**Ken Olsen  
Founder, Digital Equipment Corp.  
1977**

# THE ART OF THE START



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

**Guy Kawasaki  
Bozo**

**THE ART  
OF THE  
START**



**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 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*

