

26 CommandMoments

Things to know before or after you create your startup

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**Be a nice person. You are the first
feature that your company will
show**

1

**Nobody cares about ideas,
it's all about execution.**

2

**Search for the right people and build
a great team, without them you are
nothing**

3

**Love the problem that
you propose to solve**

4

**Get to know everything about
your market: numbers, players,
failures and benchmarks**

5

**Read everything that
you can about startups**

6

**Always have something to give
back, entrepreneurship is a two-
way street**

7

Pay attention to what

all the others are doing

but do it your own way

8

**Do not be ashamed to have a
faulty and unfinished product, put
it on the street as soon as you can**

9

**Create a culture of clear values for
your startup, for it is this that will
make it admirable from the start**

10

**Learning the purpose of your
company will bring people to work
for it, even more than money will**

**Focus on mobile experience,
even if your product is physical**

12

**Make sure that your users have
an amazing experience from the
very first second**

13

**Raise money when you
can, not when you need**

**Decide what your business will be
and make sure that everybody
takes notice**

15

**Keep your eyes focused on your
user and their problems, the rest
will follow**

Learning is as

important as teaching

17

**Be resilient, companies only really
go forward after many attempted
murders**

18

**Be positive, nobody wants
to join a vulture's group**

Create affinity groups

within your team

20

**Be quick with failures
and successes**

21

Engage people

22

**Look around and observe all the
time; all the sides, everything**

**Find sustainable
business advantages**

24

**Network and make
relationships all the time**

25

Nothing comes easy

and nothing comes fast

26



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