Living in the Real Economy

New Rules for Entrepreneurs and Investors

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Top Ten Rules

for building a great company in the Real Economy
1. Focus on creating value, not wealth
2 Assume the worst

... It’s the most likely scenario
Learn the difference between hype and reality

... The Internet does not change everything
Technology Adoption Rates
4 Catch the next wave; you can’t catch the last one
A trend does not constitute a business model
6 If you build it, they probably won’t come
Not every small business is a big business
Not every great company should get venture funding
People always trump technology
Follow your passion
Rules for the Real Economy

1. Focus on value
2. Prepare for the worst
3. Stay grounded in reality
4. Position for the next wave
5. Build on real models
6. Address a real problem
7. Address a big opportunity
8. Seek the right funding
9. Design for people
10. Follow your passion