Guy Kawasaki
Managing Director
Garage Technology Ventures
1. Make meaning
• Increase the quality of life
• Increase the quality of life
• Right a wrong
• Increase the quality of life
• Right a wrong
• Prevent the end of something good
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”
• Mary Kay  “Enriching women’s lives”
“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
Ability to provide unique product or service

Value to customer
Ability to provide unique product or service

Price

Value to customer
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
Ability to provide unique product or service

Stupid

Value to customer

Dotcom

Price

X

IT'S EITHER FANDANGO OR CLUBBIN.
7. Follow the 10/20/30 rule
10 slides

Title  Marketing and sales
Problem  Competition
Solution  Team
Business model  Projections
Underlying magic  Status and timeline
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
• Recruit 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
• Suck down
11. Be a mensch
• Help people who cannot help you
• Help people who cannot help you
• Do the right thing, the right way
• Help people who cannot help you
• Do the right thing, the right way
• Pay back society
The Art of Emailing

For copies of this presentation, send an email to:

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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