

Rules for Entrepreneurs

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Founder and CTO, Sputnik Inc.

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Who is this guy?

- JHU 1986-1991
- Engineer - Japan 1991-1994
- Consultant 1994-1998
- Founder, Linuxcare 1998-2001
- Founder, Sputnik 2001-

Q:

Why be an
entrepreneur?

15 Rules

(more like
hard-earned
experiences)

15

Never fear
mistakes.

14

There are no
dumb questions.

13

Serendipity is
your friend.

12

Know yourself.

11

Know your
customer -
LISTEN.

10

Know your
competition.

9

Vision is easy.

Execution is hard.

8

Focus, focus,
focus!

7

Get a great
team.

6

Don't forget
your friends.

5

Understand your
business model.

4

Never ask
someone to do
something you
wouldn't do
yourself.

3

Do Good.

2

Do it because
you love it.

1

Dream.

You can change
the world.

Wait!

Don't rush it.

Spend parents' money.

Explore, experiment!

Thanks!

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5 Tips

- Incorporate in Delaware.
- Everybody vests.
- Do your own due diligence.
- Beware of nepotism.
- Get an employment contract!