

# How to Start **a Startup**

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WELCOME, AND IDEAS, PRODUCTS, TEAMS AND EXECUTION **PART I**

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1. **Idea**



2. **Product**



3. **Team**



4. **Execution**

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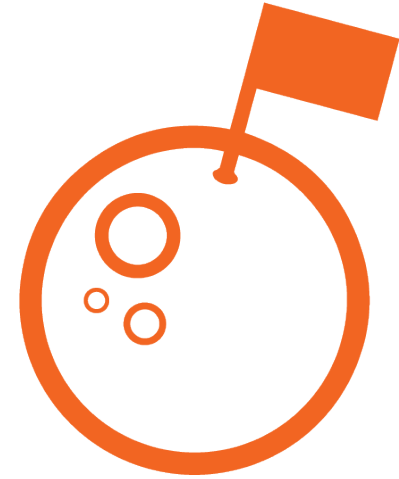
# 1. Idea





The **Idea** comes  
first

The **company**  
should feel like  
an important  
**mission.**



Seems like a bad idea

**STARTUP**

This is a good idea

# Why **now**

# While you are a student:

- Think about **new ideas**
- Meet potential **cofounders**





Most people think first of **what they want to express or make**, then **find the audience for their idea**.

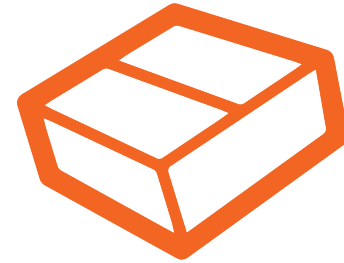
You must work the **opposite angle, thinking first of the public**.

You need to keep **your focus** on their **changing needs**, the **trends** that are washing through them. Beginning with their **demand**, you create the **appropriate supply**.



**50 Cent**

# 2. Product



Great **Idea**



Great **Product**

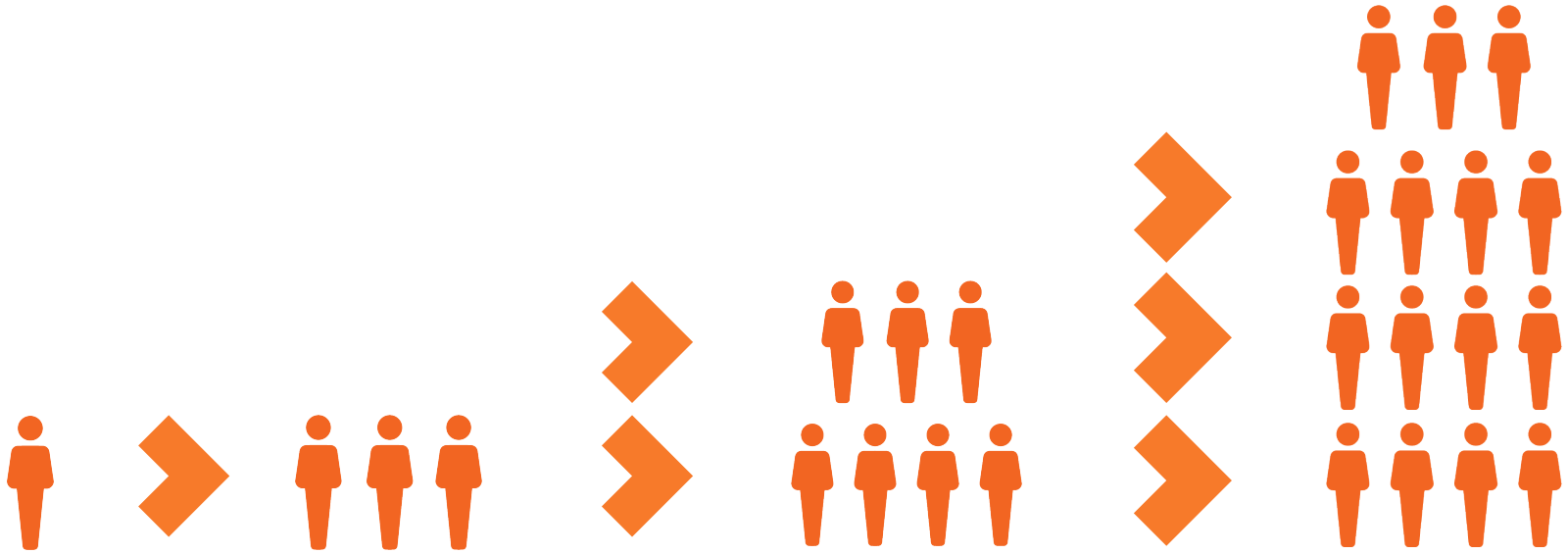


Great **Company**



- Build something users love
- Talk to users





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# Great products win.

Make something users love.

# Fanatical

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# Get users **manually.**

 1. **Idea**

 2. **Product**

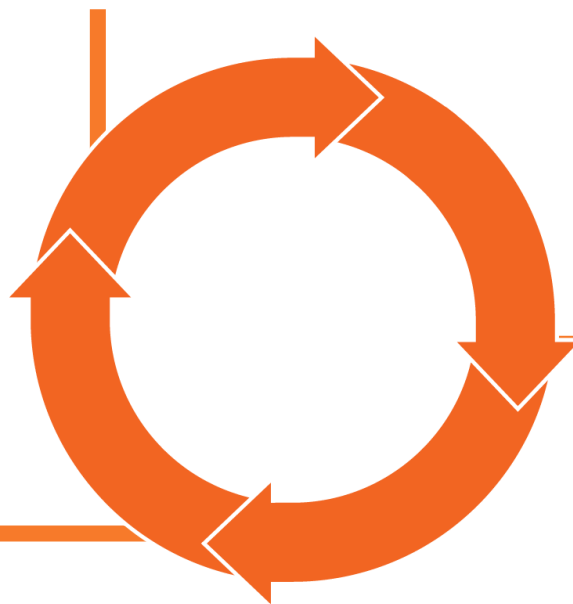
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## User feedback

- What do they like?
- What would they pay for?
- What would make them recommend it?

**Show it**  
to users



**Product**  
Decisions

# Metrics: **Focus on growth**

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- Total registrations
- Active users
- Activity Levels
- Cohort Retention
- Revenue
- Net Promoter Score

