



8 ENTREPRENEURIAL LESSONS I HAVE LEARNED



**1. “Want to be
successful? Don't be
too passionate about
your business Model.”**

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“Getting rich quick isn't a good incentive.”

KEY TAKEAWAY #2

“Being rational helps to minimize risks.”

KEY TAKEAWAY #3

“Being too passionate could impede your success “



2. “Kill your darlings: The art of pulling the plug.”

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“Outsource decision making to the user.”

KEY TAKEAWAY #2

“Always challenge the status quo”

KEY TAKEAWAY #3

“It is really hard, but inevitable.”



**3. “Be Strong. Don't be
your investors b****.”**

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“Don't undervalue your position.”

KEY TAKEAWAY #2

“A good bluff is ok, but never lie.”

KEY TAKEAWAY #3

“Select your investor really
carefully”



4. “Do the basic things right.”

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“80/20 Rule is a great Guideline.”

KEY TAKEAWAY #2

“Do the right projects at the right time.”



5. “Start small! Think big! Scale Fast!”

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“If you aren’t ashamed of your first product you are too late in the market.”

KEY TAKEAWAY #2

“Be more visionary.”

KEY TAKEAWAY #3

“Thee 3 belong together.”



**6. “Team? It is indeed
really important.”**

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“Build an organization that works without you.”

KEY TAKEAWAY #2

“Work at the company not in the company.”

KEY TAKEAWAY #3

“Only hire AAA candidates for key positions”



**7. “You are not the
smartest guy in the
room.”**

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“Your employees should tell you what to do.”

KEY TAKEAWAY #2

“But set goals and track them.”

KEY TAKEAWAY #3

“Convey the impression that everything is under control - especially when its not.”



**8. “Treat your Partners
well.”**

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KEY TAKEAWAYS

KEY TAKEAWAY #1

“Show interest for their business.”

KEY TAKEAWAY #2

“Pamper them.”