Idea are easy, implementation is hard
Lessons from the Trenches

2

More OB, less Finance
Lessons from the Trenches

3 Use American Math
Lessons from the Trenches

• Costs $1
• Sell for $5
• Margin = 20%
4 Everyone is a “product manager”
Lessons from the Trenches

Power

Incoming students

Curriculum

Kona

Responsibility

X
Be brief

- One-page emails
- Twelve slides
- One hour meetings
6 Make your boss look good
Life’s a niche
Lessons from the Trenches

Unique ability to provide

Dotcom  Price

Stupid

Value to customer
Lessons from the Trenches

A players hire A players
B players hire C players
Lessons from the Trenches

9. Don’t ask anyone to do something you wouldn’t do.
Right and wrong are absolute
Lessons from the Trenches

11 Karma counts