

**T H E** **ART**  
**O F T H E**  
**START**

**THE ART  
OF THE  
START**



# The Art of the Start

**Guy Kawasaki**  
**Managing Director**  
**Garage Technology Ventures**

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## 1. Make meaning

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## 2. Make mantra



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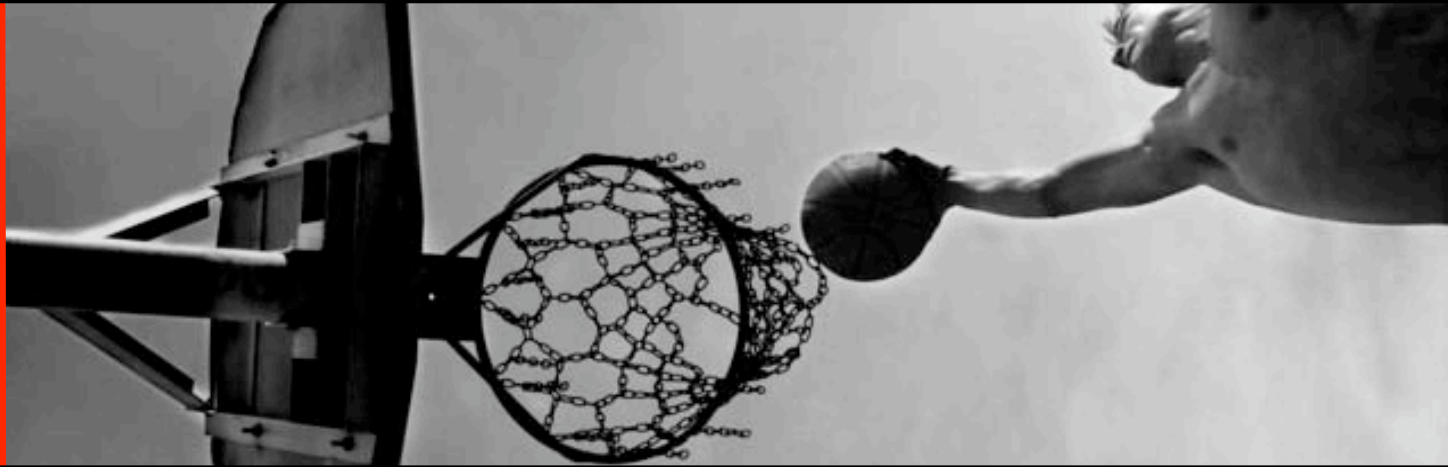
- Wendy's “Healthy fast food”

# THE ART OF THE START



- Wendy's      “Healthy fast food”
- FedEx        “Peace of mind”

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- **Wendy's**      **“Healthy fast food”**
- **FedEx**      **“Peace of mind”**
- **Nike**      **“Authentic athletic performance”**



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- Wendy's      “Healthy fast food”
- FedEx        “Peace of mind”
- Nike           “Authentic athletic performance”
- Target        “Democratize design”

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**“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**

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## 3. Roll the DICEE

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## Deep: Fanning (Reef)

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**Intelligent: BF-104 Flashlight  
(Panasonic)**

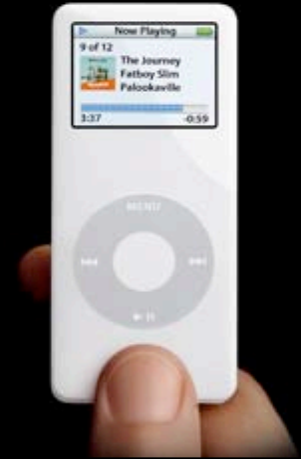
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**Complete: GS Hybrid  
(Lexus)**

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1,000 songs. Impossibly small. iPod nano



## Elegant: Nano (Apple)



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## Emotive: Harley Davidson





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- **Be specific**

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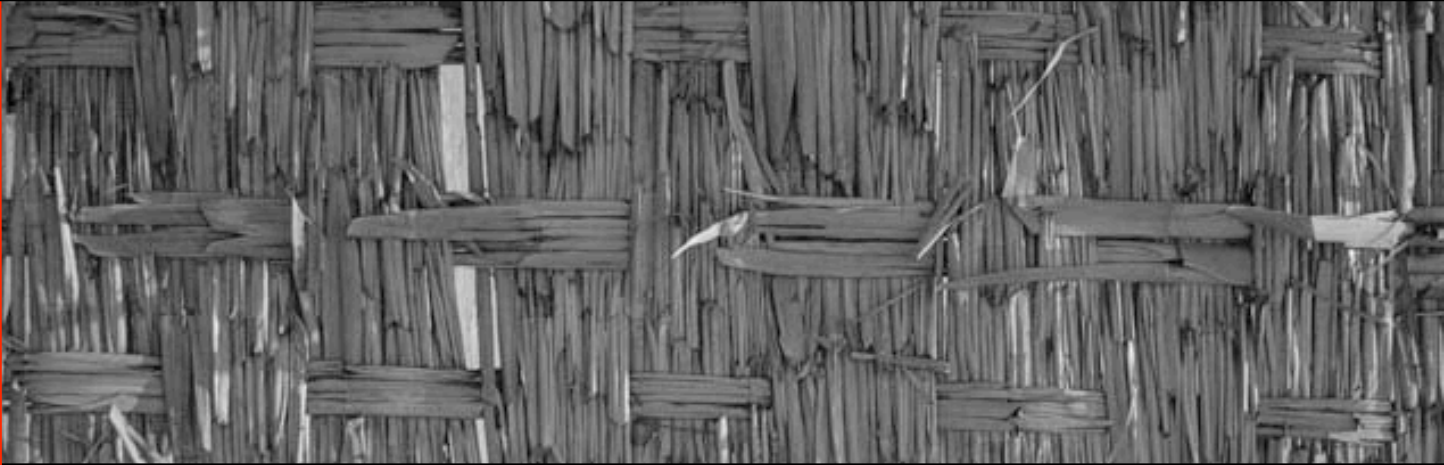
- Be specific
- Keep it simple

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- **Be specific**
- **Keep it simple**
- **Ask women**

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**5. Weave a MAT (milestones, assumptions, tasks)**

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- Milestone “Finish design”

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- Milestone
- Assumption

“Finish design”

“Sales calls/day”

# THE ART OF THE START

- Milestone
- Assumption
- Task

“Finish design”

“Sales calls/day”

“Rent an office”



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## 6. Niche thyself

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Ability  
to provide  
unique  
product or  
service

Value to customer

# THE ART OF THE START



**Ability  
to provide  
unique  
product or  
service**

**Price**

**Value to customer**

# THE ART OF THE START



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

# THE ART OF THE START

IT'S EITHER FANDANGO OR CLUBBIN.



Ability  
to provide  
unique  
product or  
service

Stupid

X

Dotcom

Price

Value to customer

# THE ART OF THE START



## Breitling Emergency

Stupid

X

Ability to provide unique product or service

Dotcom

Price

Value to customer

# THE ART OF THE START



Smart Car

Ability  
to provide  
unique  
product or  
service

Stupid

X

Dotcom

Price

Value to customer



# THE ART OF THE START



LG Kimchi refrigerator

Ability to provide unique product or service

Stupid

X

Dotcom

Price

Value to customer

# THE ART OF THE START



## 7. Follow the 10/20/30 rule

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## **10 slides**

**Title**  
**Problem**  
**Solution**  
**Business model**  
**Underlying magic**

**Marketing and sales**  
**Competition**  
**Team**  
**Projections**  
**Status and timeline**

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**20 minutes**

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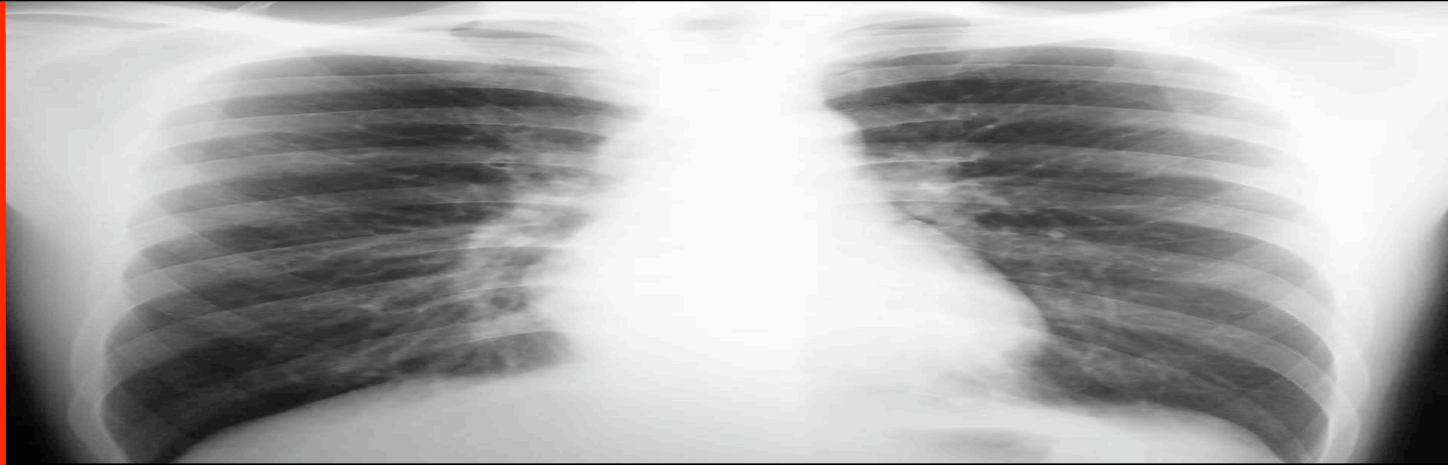
**30 point font**

**This is 20 points**

**This is 14 points**

**This is 12 points and what you're using now**

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## 8. Hire infected people

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- Ignore the irrelevant

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- Ignore the irrelevant
- Hire better than yourself



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- **Ignore the irrelevant**
- **Hire better than yourself**
- **Apply the shopping center test**

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## 9. Lower the barriers to adoption

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- Flatten the learning curve

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- Flatten the learning curve
- Don't ask people to do something that you wouldn't

# THE ART OF THE START



- Flatten the learning curve
- Don't ask people to do something that you wouldn't
- Embrace your evangelists

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## 10. Seed the clouds

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- **Let a hundred flowers blossom**

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- **Let a hundred flowers blossom**
- **Enable test drives**



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- **Let a hundred flowers blossom**
- **Enable test drives**
- **Find the influencers**

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**11. Don't let the bozos grind  
you down**

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**“I think there is a world market for maybe five computers.”**

**Thomas Watson**  
**Chairman, IBM**  
**1943**

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**“This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”**

**Western Union internal memo  
1876**

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**“There is no reason why anyone would want a computer in their home.”**

**Ken Olsen**  
**Founder, Digital Equipment Corp.**  
**1977**

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**“It’s too far to drive, and I don’t see how it can be a business.”**

**Guy Kawasaki  
Bozo**