

THE STARTUP MANIFESTO

Risk is your friend. Great people make all the difference. Make sure you can always answer “WHY”. **Get up early.** Change the scenery, you can work anywhere. Hire people that challenge you, not just those that listen to you. Ask yourself tough questions. **Don’t waste time.** Spend time on ideas that matter and people who energize you. The 80/20 rule applies to startups as well. **Focus.** Work harder than your peers, but go to your kids’ play at 2pm on a Wednesday. **Be honest and transparent.** Don’t hire employees (employees punch clocks), instead find co-pilots who share in the risk and reward. **Never stop learning.** Cruise control is the worst place to be. Take more pictures. Choose the path less traveled. Track everything. Be scrappy. Remind yourself daily why you are/became an entrepreneur. **Make the call.** All investors aren’t created equally – so be very selective. **Experiment, Experiment, Experiment....** If you get comfortable, change something!

Mac Lackey