

The Pocket Guide of Essential YC Advice

1. Launch now
2. Build something people want
3. Do things that don't scale pre PMF (remain small/nimble)
4. Find the 90 / 10 solution
5. Find 10-100 customers who love your product
6. All startups are badly broken at some point
7. Write code, talk to users
8. It's not your money
9. Growth is the result of a great product, not the precursor
10. Don't scale your team/product until you have built something people want
11. Valuation is not equal to success, or even probability of success
12. Avoid long, negotiated deals with big customers, if you can
13. Avoid big company corp dev queries – they will only waste time
14. Avoid conferences, unless they are the best way to get customers
15. Startups can only solve one problem well at any given time
16. Founder relationships matter more than you think
17. Sometimes you need to fire your customers (they might be killing you)
18. Ignore your competitors, you will more likely die of suicide than murder
19. Most companies don't die because they run out of money
20. Be kind!
21. Get sleep and exercise – take care of yourself