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Google Search

I'm Feeling Lucky

Google.pl offered in: [polski](#)

3 talks in one – with no practice

- Dealing with failure
- Raising money for your startup
- Mobile explosion

Most books can be explained in a few pages



Short and Sweet



30 tons of rocks = 1 ounce of gold



Only the golden nuggets – no crap



Don't fear failure - Learn from it

WD40



Angry Birds – 52nd game



Windows 8? Keep trying



*There is a fine line between a
Brilliant visionary and a
Delusional fool*

Sometimes they are the same person



*Failure is not an option...
It is a requirement to
breakthrough success*



Failure is not an option

- Startup = Try everything until it works
- Big Company = Fail and you are fired!
- Must risk failure to achieve huge success

Do you have a great startup idea?

- Can you think about nothing else?
- Are you willing to quit your job and work for nothing?
- Have you experienced the pain point?
- Will a co-founder and engineer join you?
- Will customers pay you?

*Investors will invest in
People they know
Businesses they understand*

Startup Funding Sequence

- Your own money – build prototype, refine idea
- Friends & Family – co-founders, MVP product
- Angel Investors – launch product, get traction
- VCs – rocket fuel for growth
- Don't waste time trying to convince people who aren't interested

Most startups fail

- But, no one thinks they will fail
- They all look good when you write the check
- The reality?
- 50% will fail and lose all your money
- 20% will break even
- 20% will return 2X to 3X
- 10% will return 10X

*When facing failure
The toughest decision?
Push forward or Pivot*

Keys to success?

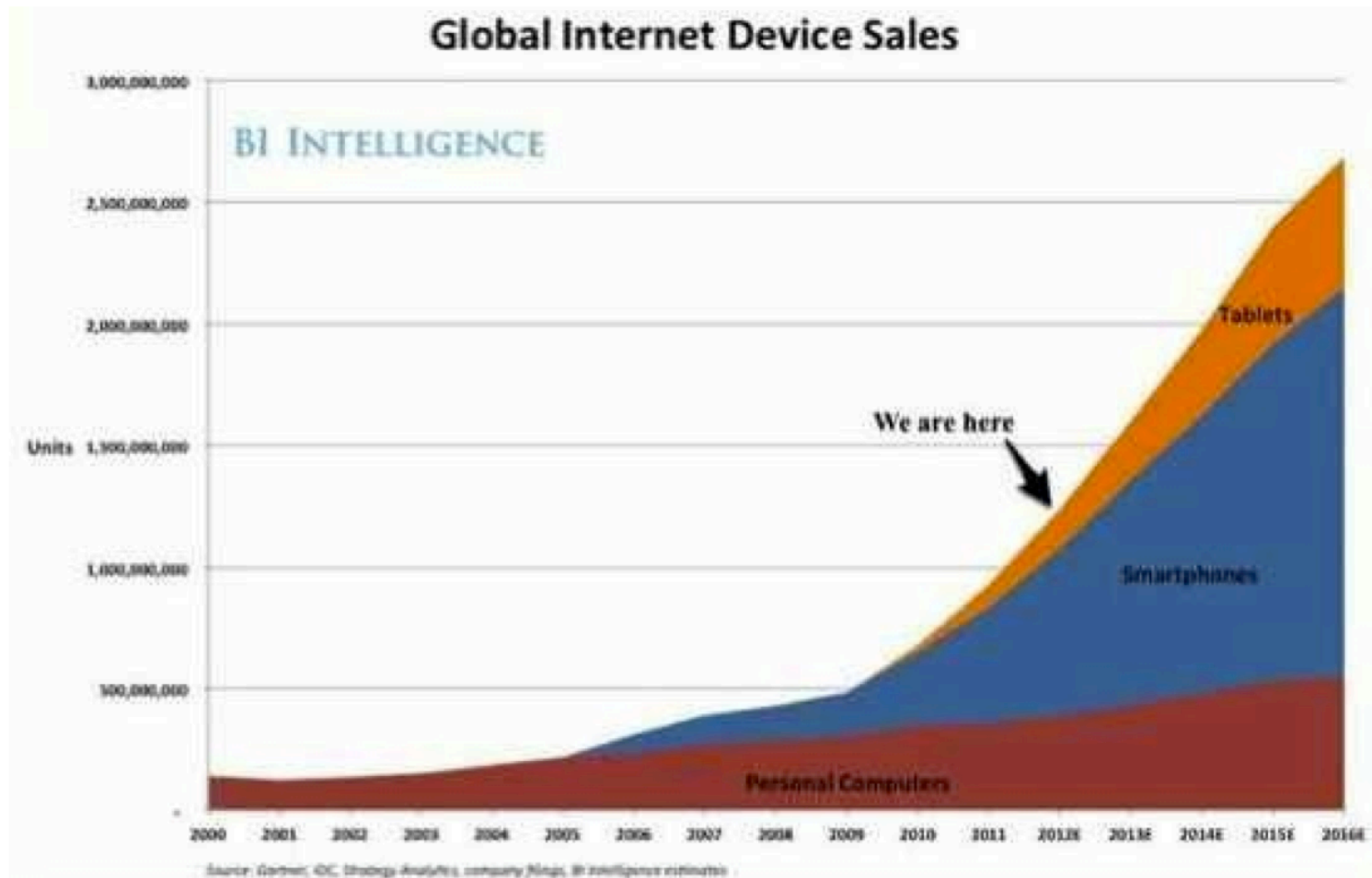
- Ideas are easy
- Attracting a team is hard
- Building an MVP product is easy
- Achieving product/market fit is hard
- Raising investor money is easy
- Generating customer revenue is hard

*Starting a company is easy
Building a business is hard*

Mobile explosion

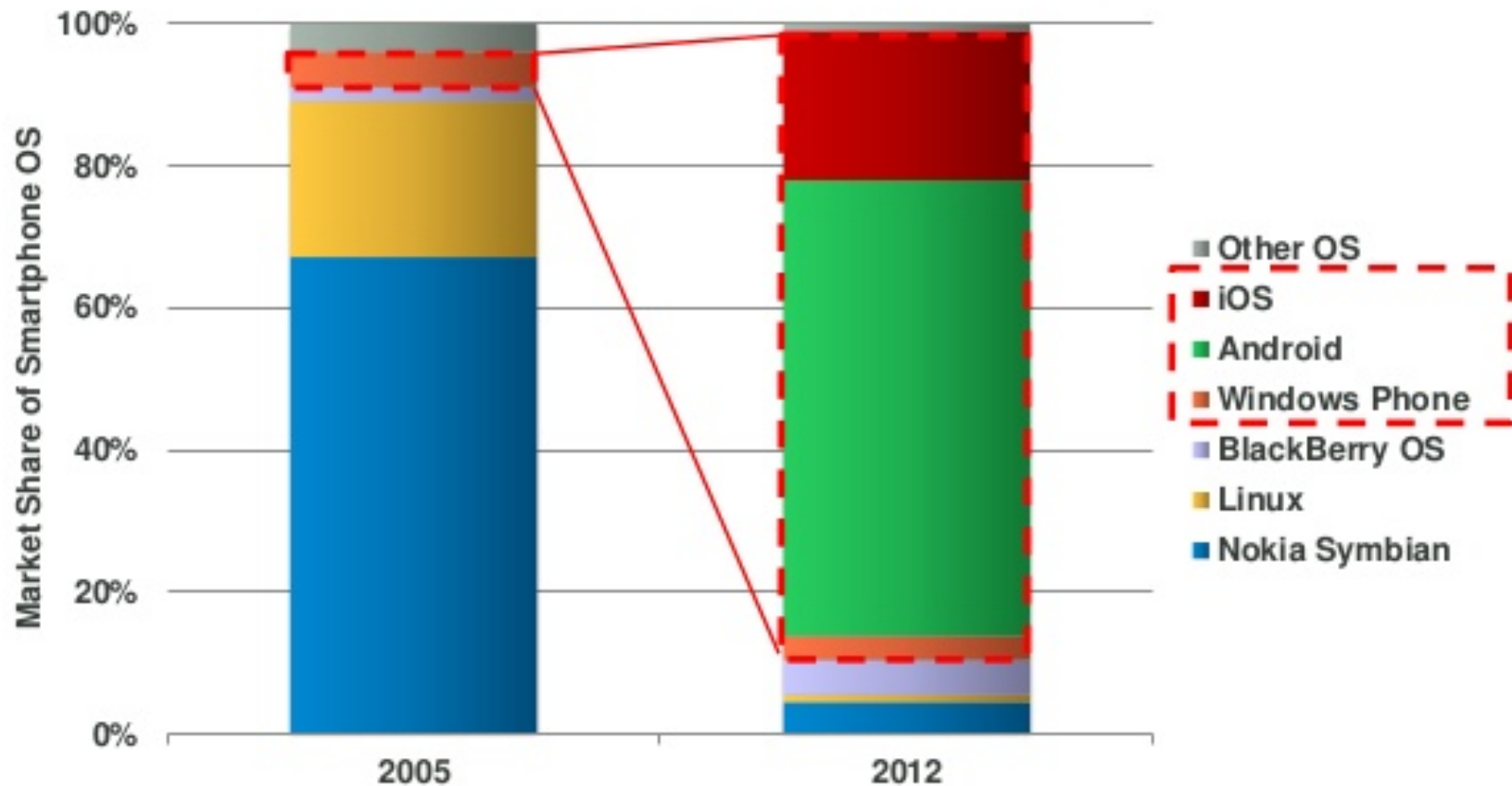
- Bigger and faster than you think
- 500M smartphones sold in 2012 vs. 350M PCs
- 900M Android phones in use
- 1.4M Androids activated every day

Mobile vs PC growth

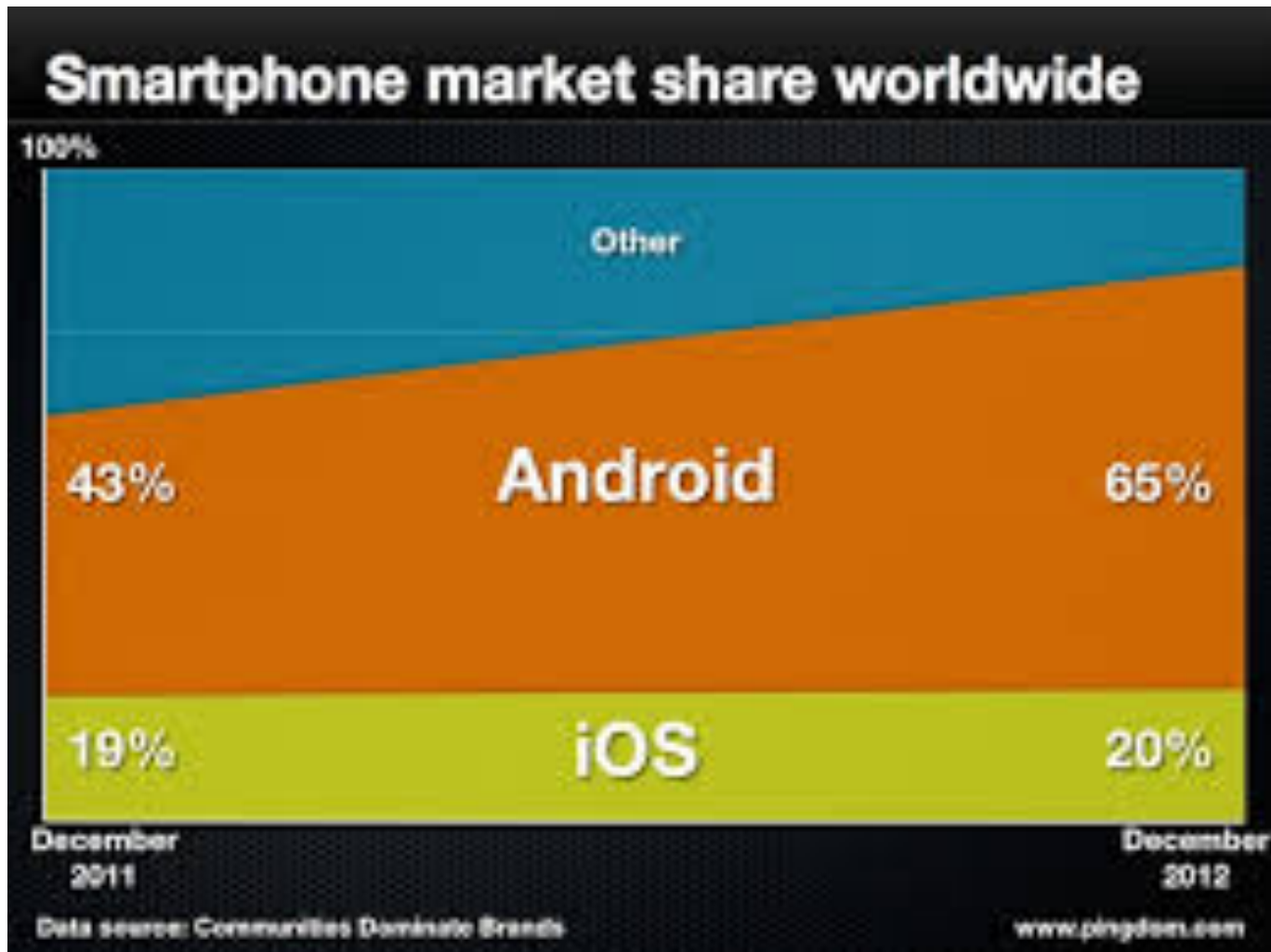


Global Smartphone Operating Systems 'Made in USA'... 88% Share from 5% Six Years Ago

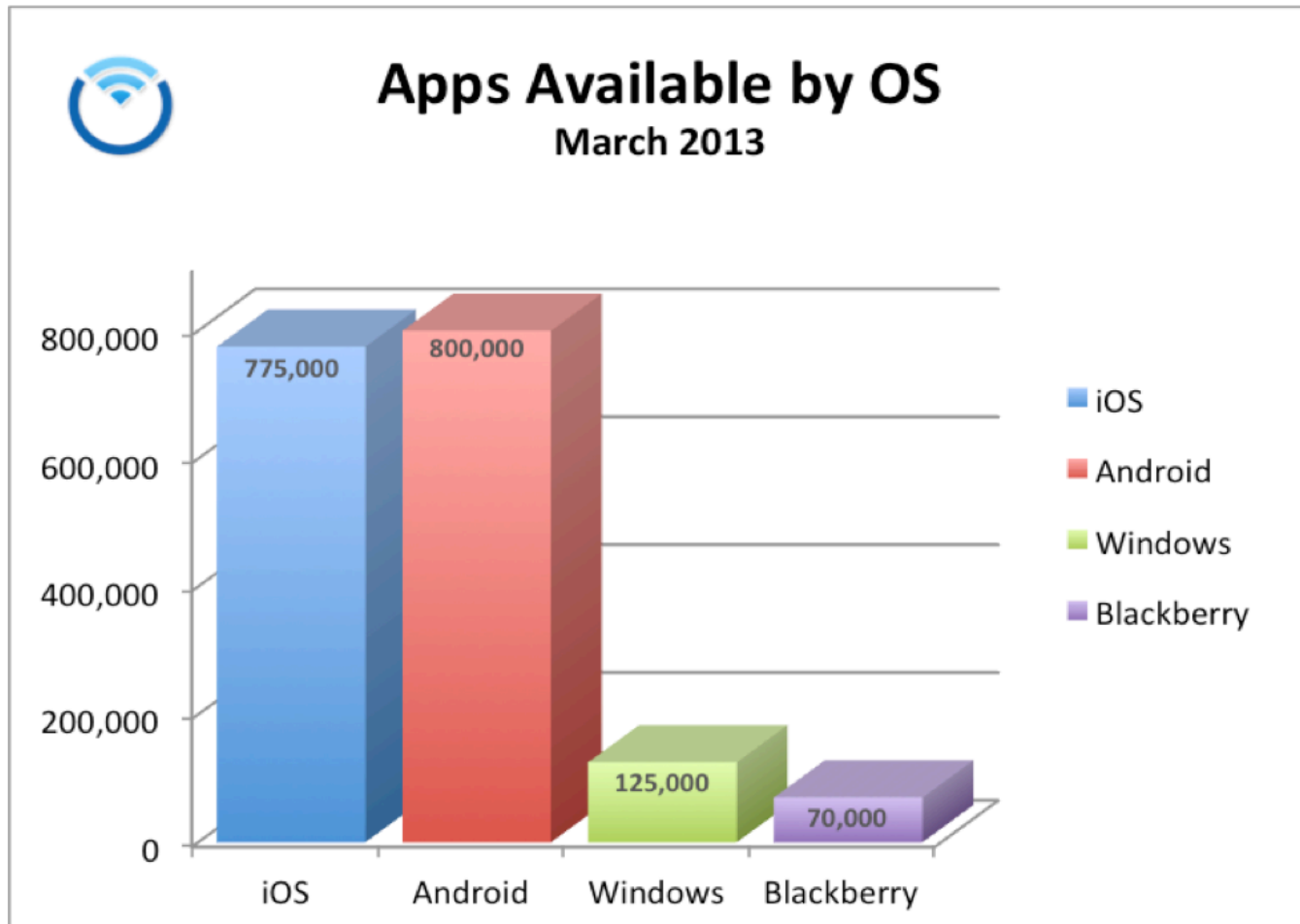
Global Smartphone Operating System Market Share
(by Units Shipped), 2005 vs. 2012



Global Mobile Market share



1.8M apps – 100B downloads



100B downloads - \$10B paid out

- Apple AppStore – 50B downloads
- Google Play – 48B downloads
- Apple has paid out \$10B
- \$5B in the last year
- Growing 100% per year

Billion dollar app club



Instagram

Path



snapchat

*Advice to young people? Become a
mobile developer or designer.*

*In business and in life
Filter out the crap
Focus on the golden nuggets*

Thank You!

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