

9 start-up lessons from Silicon Valley

Silicon Valley is considered the birthplace of startups with the success of many names such as Facebook, Google, Apple or Intel. If you are planning to start a business, don't ignore these valuable lessons.

Imagine an experienced executive who is mentored by a weak "skilled" amateur or a talented athlete trained by a "hard-working" guy in the profession . , surely this never happens. If you want to learn how to be the best person about something, learn from real experts.

Entrepreneurship is now spreading around the globe, however, the center of this movement, there is no doubt, it is the Silicon Valley in America. This is where activated "*venture - venture - start - up*" activities contribute to creating powerful names like Cisco, Facebook, Google, Intel or Apple. In addition, companies such as PayPal, Netflix, Uber, Tesla and Airbnb are also making constant efforts to challenge the status quo, transform long-standing industries and change our lives in very deep ways. sharp.

Không có m?t th?i gian nào có ?? ?? bi?t t?t c? các chúng c?n b?t ??u t? Scratch. ?? ???c thành công, b?n có ??, có th? tìm các ng??i dùng có ng??i dùng ?ã có giá r? ?? bi?t cách làm vi?c mà chúng c?n ?? bi?t ??n vi?c our goals - Brian Tracy

Nobody lives long enough to learn everything they need to learn from the first point. To be successful, we absolutely must actively seek out those who have paid to learn what we need to achieve our goals.



If you are thinking of starting, developing, or leading a startup, start learning about Silicon Valley right now. Because from here, you will learn a lot of useful lessons and "bones" from the success and failure of the world's leading companies.

1. Software is "eating meat" the world

The founder of Netscape and the top expert Marc Andreessen was right to make this statement. However, what he meant here is that the software is breaking and reformatting the competitive model of almost all industries in the world. The question for startups here is: whether to recruit a Geek right away (*understandably computer programmers - coder or programmer - there are quite eccentric looks, different hair clothes, only talk about computers and especially, can handle all the problems of computers, rather, it is people with solid knowledge, wide in a certain field and especially passionate for this field*) or start looking for a co-founder who can write code?

2. Passion

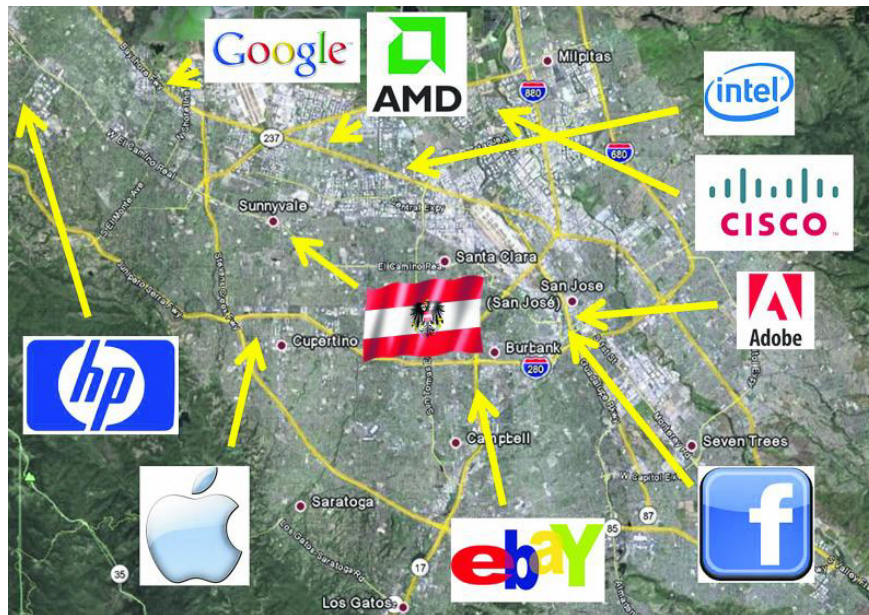
There is no concept of a 4-hour work week or a balance of work and life here, which is important.

If you want to be a successful entrepreneur, you need to be ready to work 24/7 and face a lot of tough challenges to make your dream come true. That's why you have to love the job. Otherwise, you will not be able to survive the "death" moments or overcome dangerous obstacles on the journey to build a career.

Passion for what is doing is what will inspire real entrepreneurs.

3. "No man is an island"

"No man is an island" - no one lives alone, nobody wants to be a lonely island.



The technology world is now full of stories of great working groups and strong partnerships, from Intel's Steve Jobs and Steve Woznia, Andy Grove and Gordon Moore to the legendary Teams that have created Apple's first Macintosh and SUN workstation at Stanford.

It's rare for any startup to succeed without the support of others.

4. You cannot grow without money

The failure model of most startups and small businesses is exhausted. Similar to many other companies, Facebook, WhatsApp and Alibaba when newly formed are based on the capital contributed by the founding members but they continue to call for capital when necessary to expand the scale of development.

Remember this formula: **founder + venture capital = start up** . If you rely solely on your own capital, your startup cannot survive and once you have no money, don't think about expanding.

5. If not, nothing will happen

"If you do, it will definitely succeed" - this statement may be wrong, but *"if you don't do it, you won't get anything"* is always right!



You will never have a chance to become a startup entrepreneur if you refuse to get out of bed, go to the office, spend the day studying the product, making it usable and placing it other people.

Mark Zuckerberg turned this into Facebook's philosophy: *"Move fast and break things"* - fast and breakthrough moves. Indeed, it is true.

6. User experience is very important

Customer experience for a product will be the driving force to create cohesion, satisfaction and pull them towards your company. That's what made successful names like Tivo, Uber or Iphone; At the same time, from here on, great business opportunities will also begin to appear.

7. Your first idea doesn't matter

Companies often don't create something big based on their first idea or product. Twitter was formed while the founders were working at Odeo - a digital media startup.

The search market is highly segmented, and Google has only gained 8% of the market share when it launched AdWords in October 2000. This is what makes the breakthrough success, not the search engine like the original idea of ??the founding group.

8. Difference or death

There is a common perception that Mobie Web has lowered barriers so it is easy to start a business without spending a lot of money. Yes, the web is everyone's playground, however, not just for you.



Therefore, keep in mind that your product must be different than all other things on the market if you want to win. And of course, you have to want to win.

9. Believe in your hunch

Each startup often focuses highly on one thing at a time: first proving the concept (the main idea), then launching the product, gaining an impressive adoption rate (adoption rate) and Finally, expand to increase market share. Certainly, you also have to call for investment but for the most part, you have to learn to concentrate and say "no" a lot. In addition, when the time comes, you have to realize what it is and ready to say "yes". You must know when to say so.

How can you tell the difference between all the times you have to say "no" and rare opportunities you must say "yes"? Believe in hunches. Behind the success of a startup is one (or two) founders who have the courage to face the fear of something invisible and jump over "steep cliffs". That's the core of entrepreneurship - a Silicon Valley-style style that every startup needs to remember.

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