## Essential reading for those focusing on startups

If you're someone that's primarily interested in startups and in particular trying to go big with their idea, here is a suggestion for better understanding.

In this workshop, I used a thought experiment that's propounded by an investor, entrepreneur named Peter Thiel. He is a very outspoken thought leader on the topic of internet innovation and how to imagine big ideas.

This is the book I was referencing, and I strongly suggest you pick it up:
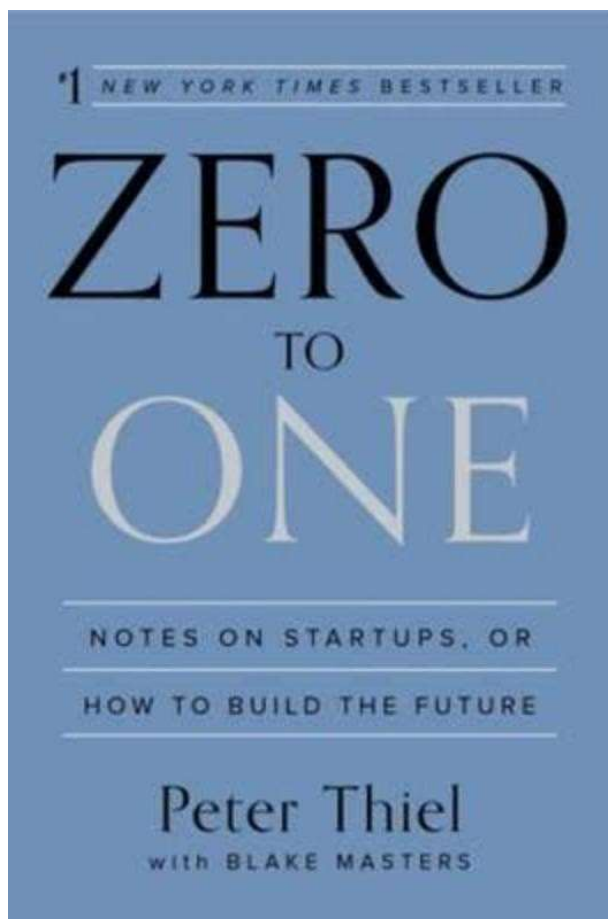
If you want to try before you buy (or borrow) you can read popular highlights here:

https://blog.12min.com/zero-to-one-popular-highlights/

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Some of his more provocative ideas:

- Every startup should be designed to reach monopoly status, and that is true success

- Great startups are based around secrets. Here are some examples:

    – **Twitch**: millions of people will tune in to watch other people play video games online

    – **SpaceX**: it is possible for a founding team without significant space or rocket experience to build a company that makes manned space flights better than NASA

    – **Airbnb**: hundreds of thousands of people would be willing to host strangers in their homes, and millions of travelers would prefer those homes over a hotel

- Never enter crowded markets with lots of competition

- Your product quality doesn't matter if you can't sell & promote it *(sounds common sense but you would be surprised)*

- Start in small, ugly, unglamorous markets and expand outward

- DON'T try to disrupt large companies, try to add value to them. Ex: Napster tried to disrupt the US music industry.