

# Startup Lessons

A Guide By **Rob McMurtry**

- 1** Know your value proposition.  
It's not what you do, it's why you do it!
- 2** Know your numbers.  
Be able to articulate the funding amount you need.
- 3** What is the return of investment (ROI)?  
Show your investors how and when returns will come.
- 4** Beware of raising funds from friends and family.  
It might be the easiest way but it may come with a lot of stress (and too much risk).
- 5** Business planning is not fun, but it is necessary.
- 6** Know where you are at; are you ready to scale?  
Can your success be repeated, have you tested the demand?
- 7** Know your competitors.  
Figure out what makes you unique.
- 8** Be aggressive but know when to park your ego!  
You need advice and mentorship to stay ahead of the curve.
- 9** Know your strengths and weaknesses.  
Some founders make a great salesperson, some do not.
- 10** Leverage the ecosystem and services available.  
Know where your gaps and where you need outside expertise.