



Senda Micro Technologies

Experiences of a Start-Up

Entrepreneurs Council

Business

- Hire yourself a good corporate lawyer and a good accountant
- Set-up a good mentoring network
 - You do not know everything
 - You will get contrary advice, but try to understand where they are coming from
- Everything is negotiable
 - Come up with proposals that are win-win
- Develop business ideas, products or services that solve real world problems
 - As opposed to solutions that are looking for a problem to solve
- Vision should be hairy

Your Team

- Put together a team that shares your vision and understands what a high tech start-up needs
 - Make sure that you have a critical mass minimum to meet business goals
- Reward Performance, not loyalty
- Communicate, communicate, communicate

Financing Your Start-up

- Investors are looking to bootstrap start-ups
- VC's are going back to basics
- Whatever you do, do not starve the business
 - Manage by cash flow