

Founders Advice

TIPS FOR SOLO FOUNDERS?

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Start something in an **area that you really like**. Not because it's a hot trend!

It's going to be a long journey and there are opportunities everywhere.

Start young - when you have
no responsibilities.

Don't try to be a **master of everything.**

Collaborate with people with
diverse perspectives to **cover
the blind spots.**

Trust your instincts and take chances.

Think from **customers lens** to
build your product.

Be dynamic and be willing to
pivot based on the ground
reality.

Be willing to give up short term
comfort to achieve **long term**
gains.

Seek out a **peer group** (join networking groups) as solo entrepreneurship can get very lonely.

Persevere – don't give up
easily.