

Startups & Execution for CS Students

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Why this series of lectures?

It's about your life plan (and 💰)

What's Your Dream Job?



Engineer/Scientist



Lawyer



Doctor

Googler

Professor

Manager

Financialist

Accountant

Why?

Ok, Let's Talk about \$

- Capitalism vs. socialism?
 - Free competition
 - Private property
- Capitalists vs. labors?

Salary = labor value - surplus value

Salary is (Relatively) Fixed

- Creates sense of security
 - Study/work hard
 - Save \$
 - Buy a house
 - Get married and raise kids
 - Work harder...
- Where does the surplus value go?

Capitalists

- Lay off labors when time is bad
- But never raise salary when time is good

“In 2010-2020, a newborn in top 1/6 inherits more wealth than one in bottom 1/2 can earn in her life.”

- Capital in the 21 Century by Thomas Piketty

- Fixes?

Government

- Tax!
- Income tax: up to 45% in Taiwan
 - *Wrong target!*
- Capital levy:
 - Land value tax: up to 5.5% (<1% in reality)
 - Death duties: 10%-20%
- The law is (indirectly) made by the capitalists
- Education?

把地主拉下來不代表你能富起來。
--馬雲

Ways of Joining...

- Be of professions serving the capitalists
 - Lawyers, accountants, doctors, managers, etc. (not you)
- Be government officials that accept bribes
 - You have to be born in the right family
- Marry a capitalist's daughter or son
 - You have to look good
- To earn your own \$ without huge capital
 - Investors (your landlord, not you)
 - To earn commissions (not you)
 - ***Be an entrepreneur***
- Or just be a happy labor
 - Have nice job at Google, Facebook, IBM, Microsoft, etc.
 - But don't complain when you get lay offed at 40s!

Why Entrepreneurship?

- You don't need
 - A rich daddy
 - A pretty face
- The web/app/SaaS markets are *flat* today
 - You have “super power” as a software developer

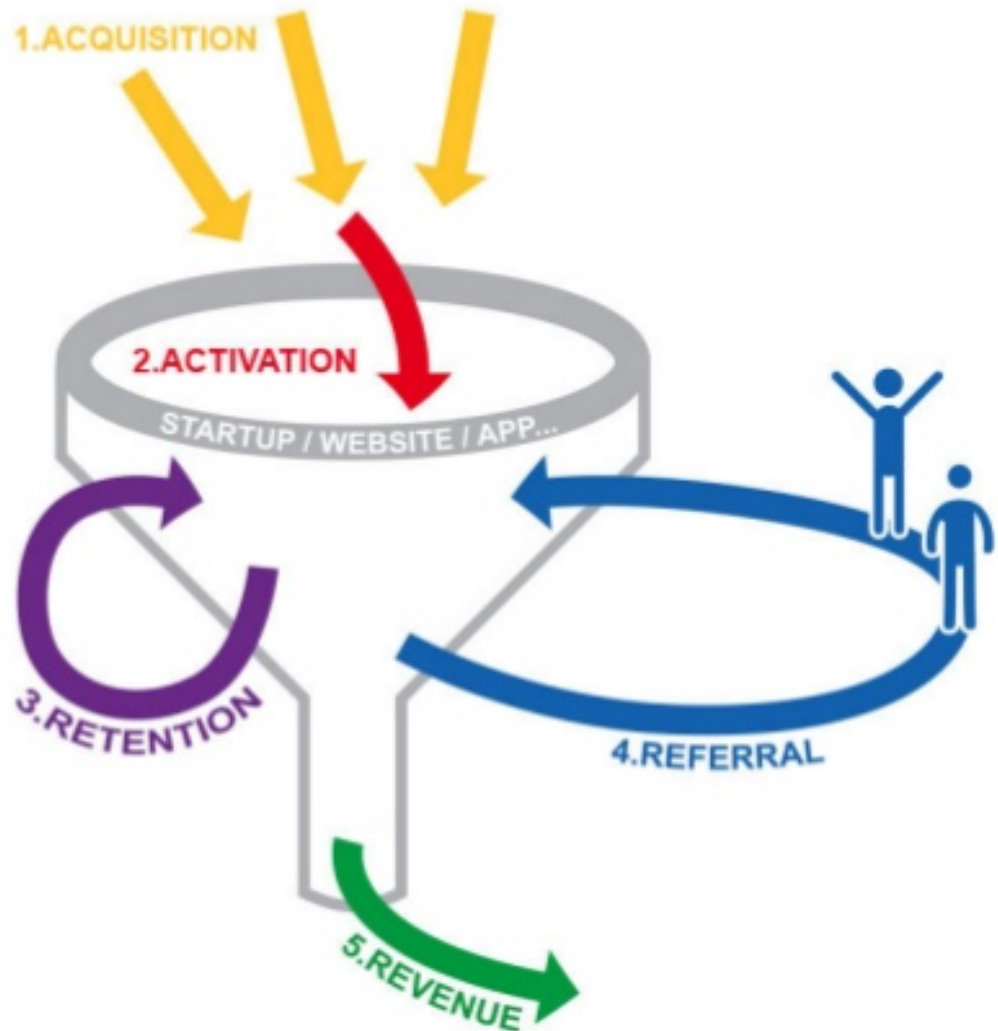
What is a startup?

“A startup is an organization formed to search for a *repeatable* and *scalable business model*.”

You make \$, or get out!

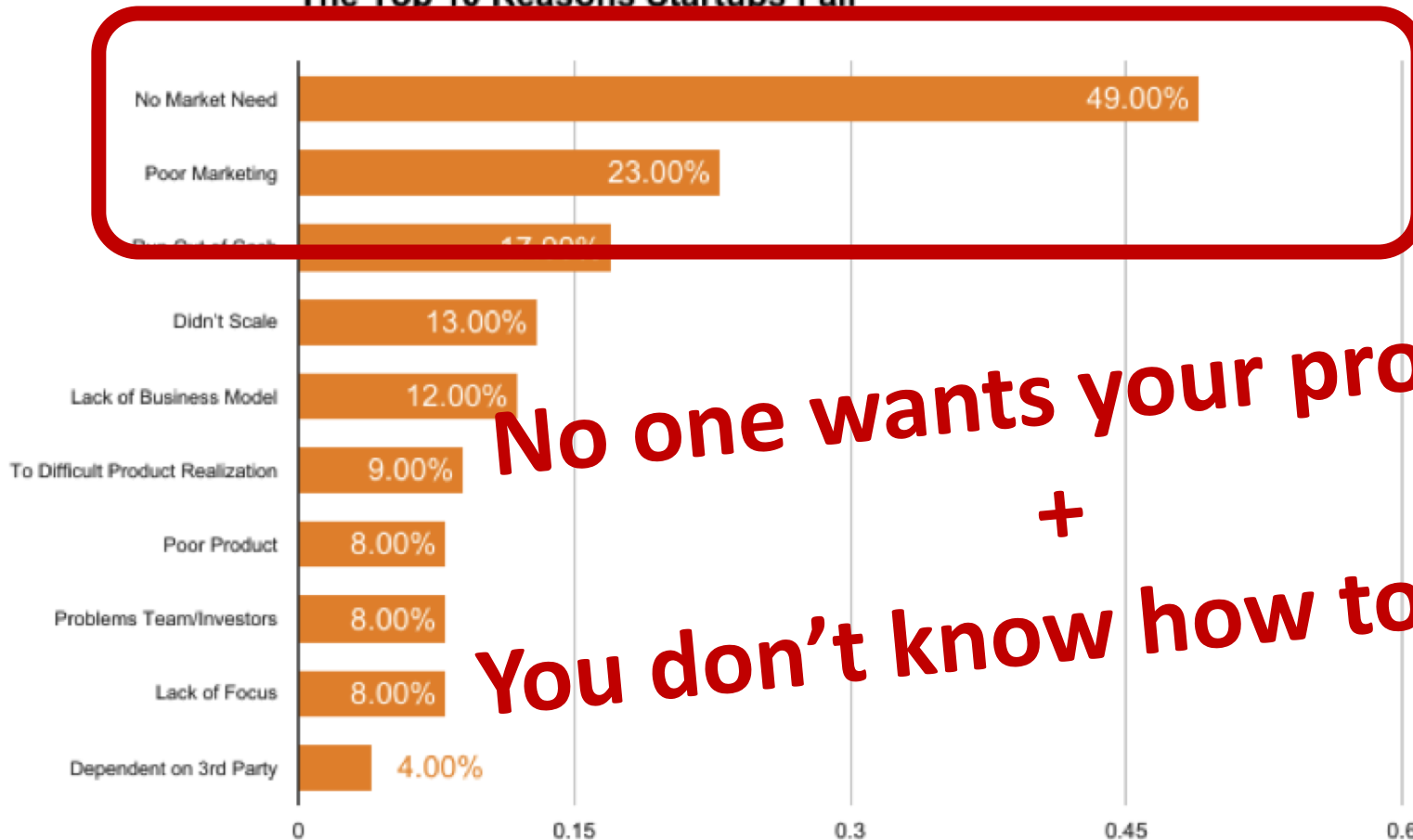
Product Launched! And Then?

- **A**cquisition
- **A**ctivation
- **R**etention
- **R**eferral
- **R**evenue



How 100+ Startup Failed

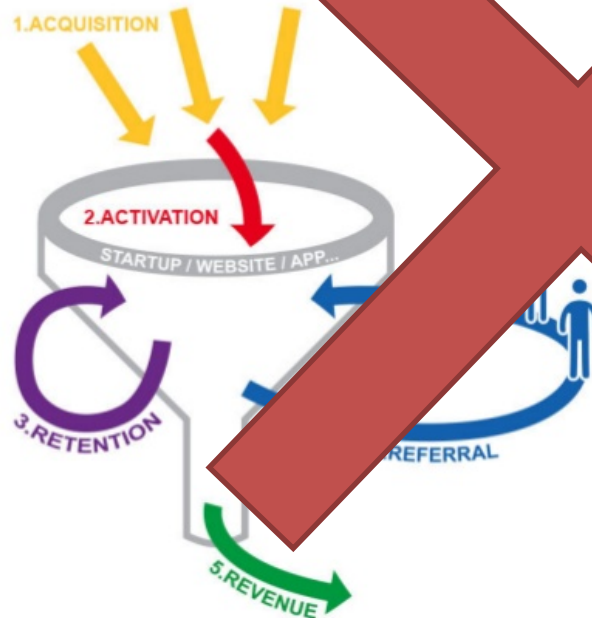
The Top 10 Reasons Startups Fail



**No one wants your product
+
You don't know how to sell it**

Solution 1

- To hire a guy with MBA degree *after* the product is re



Why Not?

- The topic of the next lecture
- Team up or be these two people *in day one!*



Your *Idea* Presentation

- 3 minutes for each idea
- 6 pages:
 1. Problem: **Pain point? Why?**
 2. Customer segments: **Early adapters?**
 3. Solution: **Value? 3 key steps to get the value?**
 4. Unique value proposition: **Competitors? Why you?**
 5. Channels: **Users reachable? Start from small?**
 6. Cost structure: **How much you are willing to pay?**
- At most 3 ideas per team