

The Startup CEO

Husniddin Mirzajonov

Intorduction



What is a startup?

A startup is an organized form to search for a repeatable and scalable business model

- Steve Blank



Differences between startup vs. small business

- Innovations
- Scopes
- Rate of growth
- Profit
- Finance
- Technologies
- Lifecycle
- Team and management
- Way of life
- Exit strategy

Innovations

Small business does not make any claims as to uniqueness

Startups are meant to create something new and to improve what already exists



Scopes

Small business makes progress within limits established by a businessperson oneself

A startup, as a rule, does not put any limitations on its growth and focused on winning over as much market share as possible



Rate of growth

Small business, of course, should grow fast but a high-priority task is to make a profit.

Startup should always grow and within the shortest possible time creating a reproducible business model



Profit

Small business is focused on getting earnings and, if possible, a profit from the very first day.

It might take months or even years for a startup to gain first cents.



Finance

Small business

- In order to start one's own business, as a rule, private savings, investments on the part of one's family, friends, banking credits and/or investor funds will do.

Startup

- Many projects are run by private means or with the help of family members and close ones



Technologies

Small business

- There are no special technologies required

Startup

- Technologies are oftentimes the main product of startup



Lifecycle

Small business

- 32% of enterprises are shut down in the first three years, which is not bad comparing to startups

Startup

- 92% of enterprises are shut down during the first three years



Team and management

For a small business as many workers are usually hired, as needed so a company operate within the established limitations of growth.

Startup manager should develop a leader and managing qualities from the very beginning as long as startup should grow as fast as possible



Way of life

Small business, compared to startups, takes less of a risk and duties

Startup. If there are investors' funds, the company will start making a profit earlier



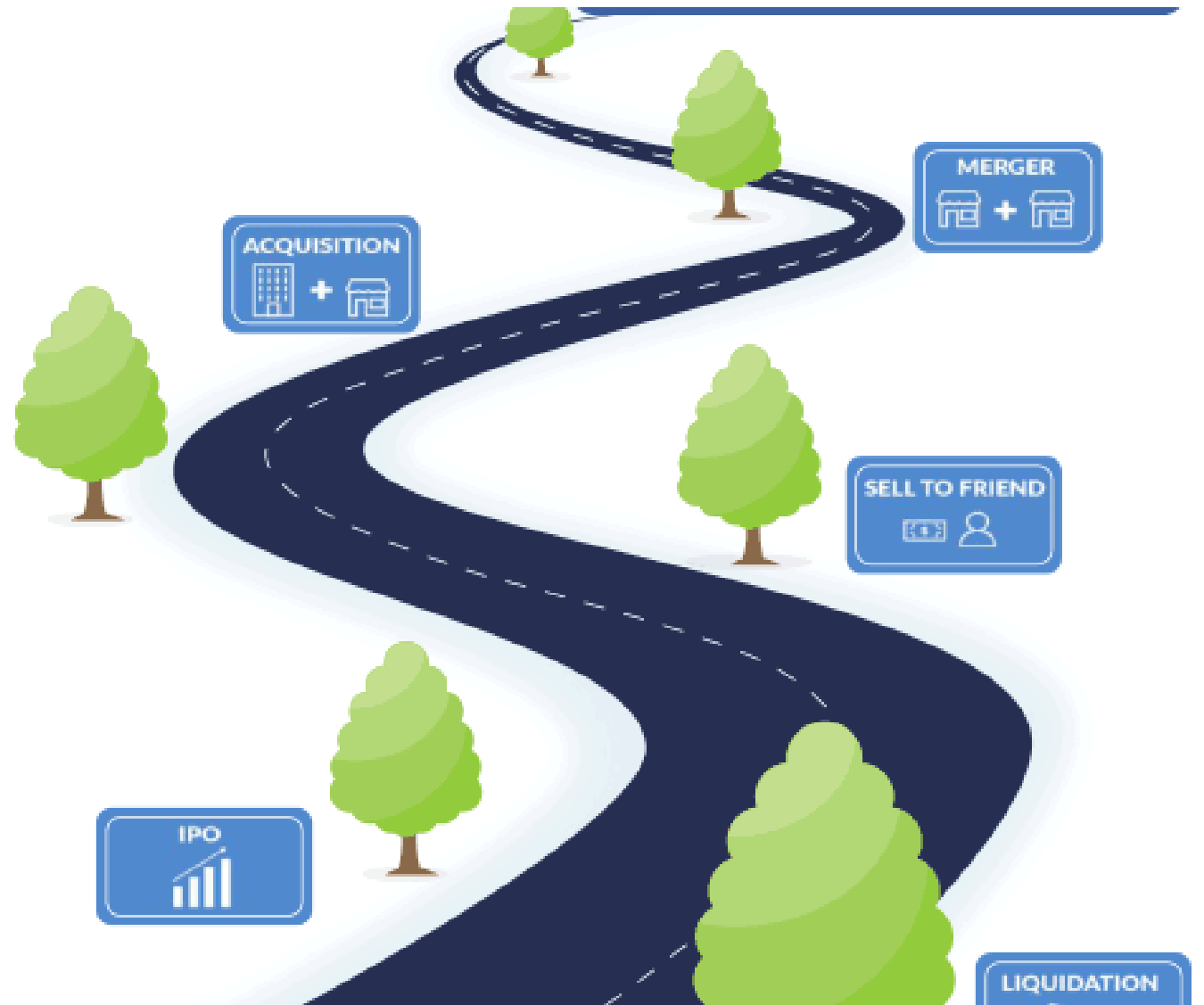
Exit strategy

Small business

Two versions here: make it a family business or to sell it.

Startup

Usually moves towards next stage via a large deal on sale or IPO – Initial public offering



What Is Chief Executive Officer (CEO)?

- A chief executive officer (CEO) is the highest-ranking executive in a company. Broadly speaking, a chief executive officer's primary responsibilities include making major corporate decisions, managing the overall operations and resources of a company, acting as the main point of communication between the board of directors and corporate operations.

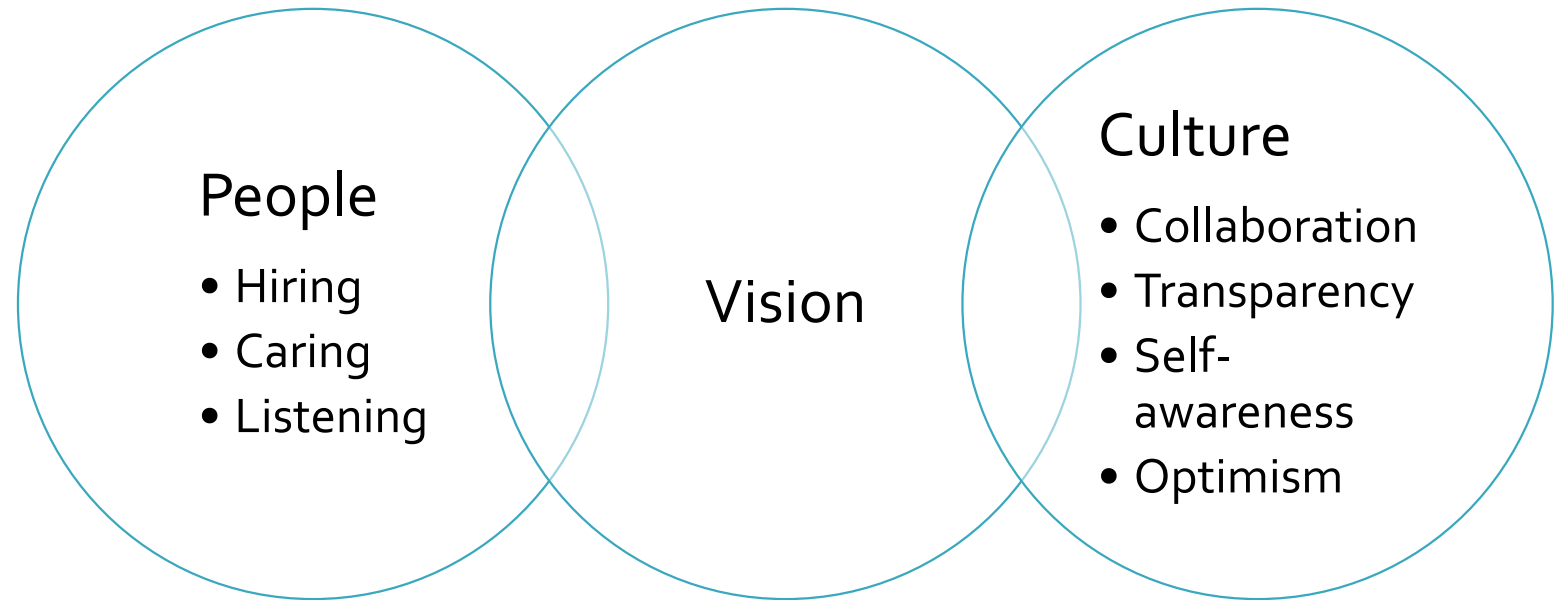


What Makes a Strong Startup CEO

The CEO as Manager

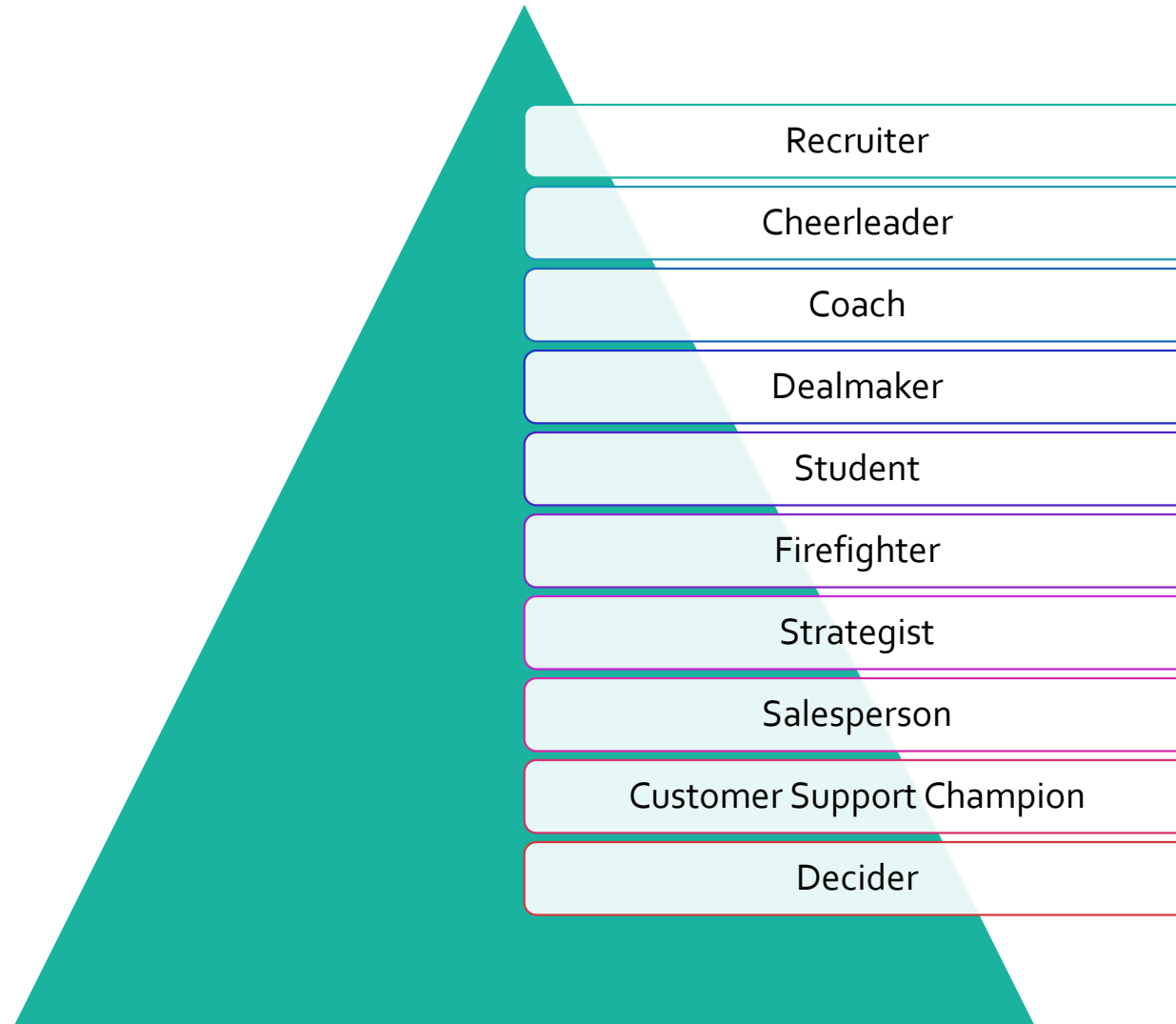


Being a great leader — a loop of soft skills



The roles and responsibilities of a startup CEO and its founding team

Roles of a Startup CEO



Recruiter



Alex Turnbull

to  ▾



Hey man,

Do you know any good local full-stack devs? I'm looking to make some hires at Groove, and coming up with a lot of dead ends.

Ideally, they'll have startup experience.


Thanks!
Alex




Cheerleader




Alex Turnbull 6:17 AM

Screenshot 2015-07-08 09.17.11.png  

Your customer support 

 [Stevie Lee stevie@stevielee.com](#) 3:54 AM (5 hours ago) ☆  



to alex 

Hi Alex,

We are are recent customer of yours and I wanted to let you know (you probably already know this) that you have a fantastic customer support team.

I admire their enthusiasm, which I can clearly tell from the way that they are writing their replies and I appreciate it. It makes it more fun! So congrats for setting up such a great experience!

I'm sure you never get tired of hearing compliments so just wanted to drop you this message!

Best regards,



 Shared PNG File from Dropbox • in [#lil-bit-of-awesome](#)



Alex Turnbull 6:17 AM

also got this today 😊

nice work [@lesley!](#)

Coach

One Goal



Alex Turnbull

to me



Hey guys...

A challenge for us: this time next year, we need to have 5,000 paying customers.

5,000 companies need to agree that Groove is valuable enough to them that they'll trust us with their business.

How are we going to accomplish that?




Let's brainstorm tomorrow at 10am.

Thanks,
Alex

Dealmaker

We believe every small business deserves the tools it needs to grow.

That's why we've teamed up with the best to offer you the *Small Business Stack*.
Get over \$30,000 of free software to help grow your business in 2015.


 90 days free Zapier gives you internet superpowers to get work done. Easily connect and integrate over 250 of the most popular web services to save you time, money.	 90 days free Figure out what people are doing on your website! The confetti and heatmap features are simple and affordable heat mapping tools to	 50% off for 3 months after trial Build, publish & A/B test landing pages without I.T. The landing page builder for marketers.
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Student



Firefighter

An Update On Groove's Status

 **Alex at Groove**

to alex ▾



Hi Alex,

I just wanted to give you a quick in-progress update on our team's efforts to battle this morning's server issue and get Groove back to 100% functional for you.

As of 3:00PM EST, we've successfully rebuilt six of the seven servers impacted by the Amazon/Engine Yard error:

- All ticketing functions are 100% back to normal
- Sending and Receiving email is 100% back to normal
- The Live Chat server is still down. We're working hard to get it rebuilt and hope to have Live Chat working within the hour.
- Real-time updating within Groove, which is on the same server as Live Chat, is still down. Like Live Chat, we expect to have this fixed within the hour. In the meantime, hitting "Refresh" will update all emails and changes.

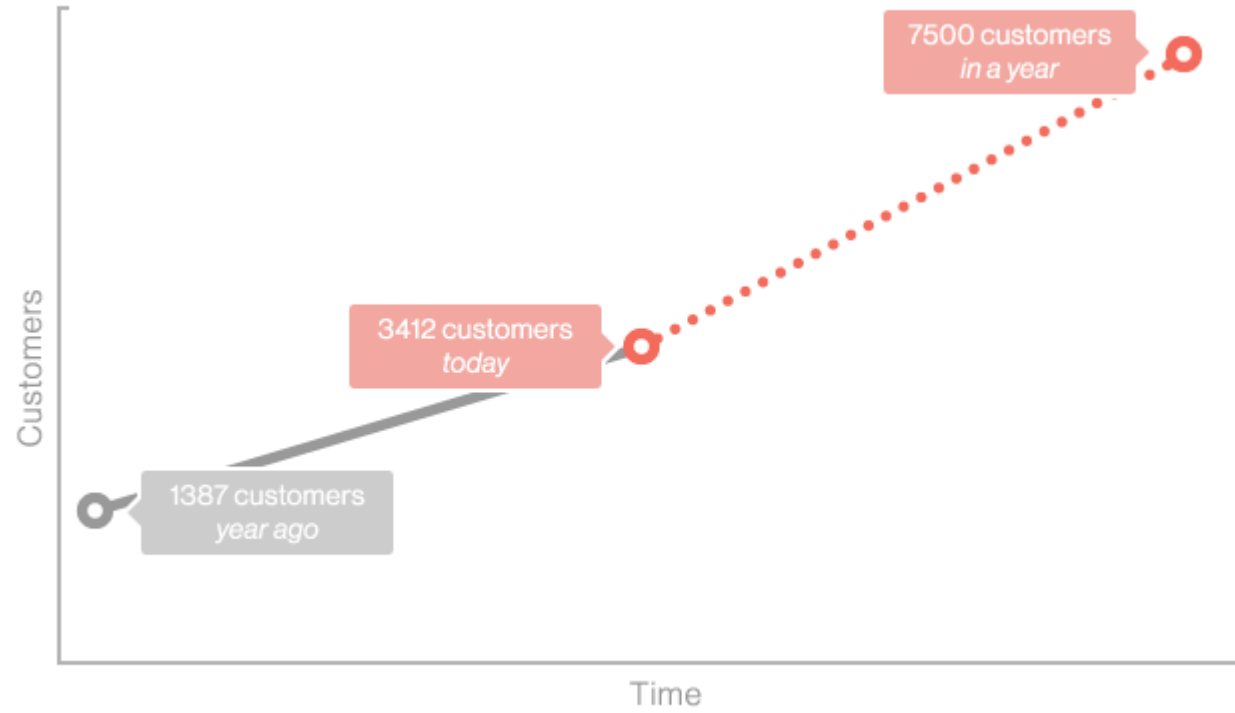
Thanks again for bearing with us as we get Groove back up and running, and again, please accept my apologies for today's issues.

I'll send you an update very shortly when Live Chat and in-app updates are working.

As always, feel free to email me directly at alex@groovehq.com with any questions or feedback.

Alex
CEO, Groove

Strategist



Salesperson

Time for a quick chat?




Alex

to  ▾

Hey .

Hope all's well!

As I mentioned, I'm working on getting my next venture going. I know you do a lot of support at , and I was hoping I could bug you for 10 minutes to ask you a few questions. I've got nothing to sell, just wanted to hear about how you guys do support :-)

Let me know — thanks!



Customer Support Champion



Alex Turnbull replied to **Kathleen Bronstein**

10/10/2014 at 11:36am

No worries, Kathleen! Just extended your trial another day so that you can get into your account to [archive those users](#).

Looking forward to working with you!

Cheers,
Alex

Rated awesome
SUPER quick reply!

Decider



Finding the Right Balance



Common Ways To Be A Great Startup CEO

- Be A keeper of the company vision
- Absorb the pain for the team
- Find the smartest people and defer on domain expertise
- Be A good link between the company + investors
- Be A good link between the company + product
- Be able to learn on the job
- No experience almost preferred
- Have an uncanny ability to say no
- Have some technical knowledge and skillset
- Be able to break things down into sizable chunks + milestones
- Have the ability to call an audible
- Can motivate the team through despair
- Be A great communicator
- Don't be A "fake CEO"

References:

1. 14 Ways To Be A Great Startup CEO - Jason Baptiste | onstartups.com
2. 10 Differences Between Startups And Small Business - Melisa Marzett | apiumhub.com
3. What Makes a Strong Startup CEO - Gigi Levy-Weiss | nfx.com
4. The roles and responsibilities of a startup CEO and its founding team - Nima Torabi | medium.com
5. The 10 Essential Roles of a Startup CEO - Alex Turnbull | groovehq.com

Thank for your
attention

Husniddin Mirzajonov