Twitter Thread by Hassan W. Bhatti



Hassan W. Bhatti
@hwbhatti

There are 100s of threads on building and running startups.

Here are 10 that are pure gold:

Fund-raising is hard for all of us.

@justinkan shares some unique insights on how to do it well.

https://t.co/PNMG423rXW

> I've raised over $150,000,000 as a founder, simply by being a good storyteller.
>
> Here's how to get VC's to throw money at you:
>
> — Justin Kan (@justinkan) October 20, 2021

We rarely hear honest reflections from founders on what they messed up.

@apartovi shares his reflections on a deal that went wrong with Steve Jobs.

https://t.co/3pvF2fd0Vr

> As the world celebrated Steve Jobs\u2019s life last week, I recalled a lesson he taught me. My one meeting with Steve didn\u2019t end well. It\u2019s one of my most painful memories, and a warning to startup CEOs about the danger of taking hype too far. Here\u2019s the story. (1/n)
>
> — Ali Partovi (@apartovi) October 10, 2021

Some gems in this thread by @agazdecki on a wide variety of founder topics.

https://t.co/NZL9Vzzxum

> Here's 20 of my top startup tweets... \U0001f9f5

— Andrew Gazdecki (@agazdecki) October 16, 2021

@ryantakesoff shares some solid principles learned from building a multi-billion dollar business.

https://t.co/5S1sb8JejH

> Over the last 5 years, I built a $4B company.
>
> Sounds awesome right?
>
> Not until recently.
>
> I made every mistake imaginable.
>
> The toughest part was getting my head right.
>
> Here are the 12 mindset rules that I\u2019ve developed.
>
> — Ryan Breslow \U0001f57a (@ryantakesoff) September 20, 2021

If you are getting started with your product/start-up check out this thread by @gaganbiyani on how to validate it efficiently.

https://t.co/3WwPUmJw7R

> Many founders assume the best first step in exploring an idea is building an MVP.
>
> This is wrong--there is a better way that can save you time and money.
>
> THREAD: The Minimum Viable Testing framework (a follow-up to my article in the First Round Review)
>
> \U0001f447\U0001f3fe
>
> — Gagan Biyani \U0001f3db (@gaganbiyani) September 16, 2021

In today's funding climate it is very tempting to raise as much money as possible and scale.

But if you don't have real product-market fit, it is dangerous to scale the company.

Great thread by @andrewchen.

https://t.co/R3LkOUKAu7

> Here\u2019s why it\u2019s so dangerous to scale a product with questionable product/market fit:
> The Traction Treadmill
>
> It\u2019ll kill your company.

> Let me explain why it happens.
>
> — Andrew Chen \U0001f1fa\U0001f1f8 (@andrewchen) September 2, 2021

Marketing, when done right, is the gift that keeps on giving.

@heykahn shares some awesome tips on how to do stellar copywriting.

Good copywriting can be a massive growth lever for any start-up.

https://t.co/85ul2HxD9r

> Apple, Nike, Coca Cola.
>
> 3 legendary companies. 1 common marketing trait:
>
> Great copywriting.
>
> Here are 10 copywriting tips to help you master marketing:
>
> — Zain Kahn (@heykahn) September 7, 2021

Hiring is a superpower that founders need to develop.

https://t.co/aiuiQyuerw

> I\u2019ve interviewed hundreds of people for numerous companies over the past 20 years of building businesses.
>
> I\u2019ve experimented with many interview questions and most are only semi useful, but one, above all, has been the most useful.
>
> A thread...
>
> — Chamath Palihapitiya (@chamath) June 17, 2020

B2B sales are the bloodline of any enterprise business, but most founders struggle with it.

Here is an awesome thread by @lennysan on sales stories from companies like Figma, Airtable, and Dropbox.

https://t.co/bv0AQTVmtB

> Yesterday's post about early B2B sales was so long that I suspect many people missed some of the wonderful stories buried inside, so I'm sharing some of my favorites in the thread below.
>
> Read on for fun stories from Figma, Segment, Dropbox, Asana, Airtable, Box, and Amplitude \U0001f447
>
> — Lenny Rachitsky (@lennysan) July 29, 2020

I have been part of several early-stage companies.

Here are lessons to save you costly mistakes in the earliest days.

https://t.co/6WOkSegwq5

> I made $0 from my first start-up.
>
> I sold my second start-up to a $100 billion tech company.
>
> Here are 12 things I learned through failure and success:
>
> — Hassan W. Bhatti (@hwbhatti) September 28, 2021

If you found this thread helpful:

- Retweet the first tweet

- Follow me at @hwbhatti

I write about building start-ups, crypto, and personal growth.