Twitter Thread by Romeen Sheth



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I love Twitter.

It’s truly the Town Square of the Internet.

But finding the diamond in the rough voices can be tough.

Here are 20 of my favorite people to follow:

1. Alex Lieberman - @businessbarista

Alex writes extensively about the Founder journey.

The cool part is he’s lived everything he talks about - starting from $0 and selling for $75M with hardly any outside capital raised.

My favorite piece:

https://t.co/EB2THxSEKZ

> A life well-lived is a life-well planned.
>
> 5 steps to build your own "Life Map" \U0001f9f5
>
> — Alex Lieberman \u2615\ufe0f (@businessbarista) July 14, 2021

2. Ryan Breslow - @ryantakesoff

Ryan is a Top 1% founder.

This guy is a machine - he’s built 2 unicorns before the age of 27.

Ryan spells out lessons on fundraising, operating and scaling.

My favorite piece:

https://t.co/zT2BnVALal

> The biggest lesson I\u2019ve learned in building a $4B company:
>
> It\u2019s all about the people.
>
> I\u2019m thrilled to announce today that Bolt is the first tech unicorn to officially shift to a 4 day work week.
>
> Here\u2019s why we did it and how we came to the decision \U0001f447\U0001f447\U0001f447
>
> — Ryan Breslow \U0001f57a (@ryantakesoff) September 23, 2021

3. Jesse Pujji - @jspujji

Jesse is who I think of when I think “bootstrapping.”

He bootstrapped his company to an 8-figure exit and now shares stories about other awesome bootstrappers.

He’s also got great insight into all things growth marketing:

https://t.co/DrbVxLD28a

> Welcome new followers!!
>
> Thanks for joining my entrepreneurial community.
>
> To learn more about my journey, listen 2 my convo with @patrick_oshag.
>
> I tell my story about bootstrapping, marketing, DTC and building a culture with conscious leadership.
> https://t.co/BSg6hCEE0L pic.twitter.com/gH4tAjfFBx
>
> — Jesse Pujji (@jspujji) September 16, 2021

4. Post Market - @Post_Market

Post puts out some of the most thoughtful investment insights on this platform.

It’s refreshing because Post cuts through the hype and goes deep into the business model.

Idk who he/she/it is, but the insights are ■.

https://t.co/lHzZfzGecV

> Sweetgreen, ~$400M run-rate in sales (RLM% of 16% in 2019) and 140 units (+20-25 per year).

> Lets say 400 units by 2030 @ $3.5M AUV ($2.5M today) and 21.5% RLM. $300M RL EBITDA less $200M in G&A less $25M in maint. capex. is $75M in 'owners' EBIT
>
> Last round at $1.6B. Yikes.
>
> — Post M. (@Post_Market) October 25, 2021

5. Packy McCormick - @packyM

This guy is literally the definition of not boring.

His long form pieces are hit after hit.

If you want to stretch your brain on where the world is going, you gotta subscribe to his newsletter

My favorite piece:

https://t.co/TX37HCJqiL

> It feels crazy out there.
>
> Punks, Tiger, Time Crystals, Space Billionaires, Mirror Image DNA Polymerase, Record VC Funding.
>
> But craziness compounds. What if this is just the beginning?
>
> Let's borrow some ideas from @waitbutwhy to find out.https://t.co/onoYoeEy35
>
> — Packy McCormick (@packyM) August 2, 2021

6. Mario Gabriele - @mariogabriele

Mario is another of my favorite long form internet writers.

He deconstructs public markets, business models and emerging trends.

Must read and follow.

My favorite piece:

https://t.co/44p3mZIcRW

> DAOs are absorbing the internet. This is true across dimensions:
>
> \u2022 Talent. Home for the internet's most gifted
> \u2022 Capital. Controlling billions in digital assets
> \u2022 Social capital. Where bright minds meet & collab
> \u2022 Culture. Defining cyber culture

> Gm, and let's begin \U0001f9f5 pic.twitter.com/5etEk4S5Y9
>
> — Mario Gabriele \U0001f98a (mariog.eth) (@mariogabriele) October 31, 2021

7. Chris Dixon - @cdixon

Chris leads the Crypto Fund at @a16z and has been on the frontier edge of crypto for the past decade.

If you're trying to get up to speed on what's going in crypto, he's a great source.

My favorite thread from him lately:

https://t.co/KrpUmGS6O2

> What\u2019s next in web3? \U0001f9f5
>
> — Chris Dixon (@cdixon) October 23, 2021

8. Kat Cole - @KatColeATL

Kat is a human ■

She went from no college to leading a $5B conglomerate of some of America's most recognizable consumer brands.

She's also one of the best communicators I know.

Follow her for all things brand, community, culture and NFTs.

9. Joe Pompliano - @JoePompliano

Joe's got the best threads breaking down the intersection of tech, business and sports.

I'm a huge sports junkie so his writing is must read for me.

Here's my favorite piece of his:

https://t.co/RyUbgKbPq3

> A professional sports gambler used analytics to turn a $700,000 loan into more than $300 million.
>
> This is the wild story \U0001f447\U0001f447\U0001f447
>
> — Joe Pompliano (@JoePompliano) June 3, 2021

10. Nik Sharma - @mrsharma

Nik shares really practical, hard hitting advice on all things DTC and Growth.

If you’re interested in e-commerce and brand building, he is “the” guy to follow.

Here’s my favorite thread of his:

https://t.co/jiExQERs02

> This is how I would make an extra $5,000/month with just 8-10 hours of work.
>
> Most people have no clue how to set up ad accounts and pixel their websites to get started.
>
> Time for a thread: \U0001f9f5
>
> — Nik Sharma (@mrsharma) June 19, 2021

11. Codie Sanchez - @Codie_Sanchez

Codie talks about "real business."

Car washes, laundromats...cash flowing machines.

Some see that and think: "boring."

I think that's exactly why it’s so cool to follow her.

Especially if you're in the tech echo chamber.

12. Ndamukong Suh - @NdamukongSuh

ND is going to go down as one of the most thoughtful entrepreneurs of our generation.

He writes about being a world class athlete, financial literacy and life lessons.

My favorite piece from him:

https://t.co/HlwjV60gVX

> There's never been more money in the system.
>
> But creating wealth has never been harder.
>
> People work to the bone and still come out negative.
>
> I'm devoting the next decades of my life to this problem and here's why \U0001f9f5
>
> — Ndamukong Suh (@NdamukongSuh) September 24, 2021

13. Shaan Puri - @ShaanVP

I've known him since college and he still never ceases to impress me.

He’s one of the most original thinkers I know and consistently has contrarian, insightful takes.

I love this thread he wrote on the Metaverse:

https://t.co/zEmnZdMJH4

> Hot take: Everyone is wrong about the Metaverse.
>
> here's my 3 part theory..
>
> — Shaan Puri (@ShaanVP) October 29, 2021

14: Dickie Bush (@dickiebush) and Nicolas Cole (@Nicolascole77)

The Writing Guys.

They created Ship30for30 and have taught over 2,000 people (!) how to be better writers on the internet in the last year.

They share awesome tips / tricks on how to be a better communicator.

15. Sahil Bloom - @SahilBloom

Sahil has a special way of articulating really complex, nuanced topics in simple & elegant terms.

Over the past year, he's built up a fanbase of 300k+ folks.

Once you start reading his work, it's pretty clear why.

16. Apolo Ohno - @ApoloOhno

My friend Apolo is one of the most decorated Winter Olympians in history.

He's now taking all of that intensity and channeling it back into sharing lessons on life, leadership and mindset.

He's also doing a bunch of cool things in crypto.

17. Trung Phan - @TrungTPhan

I don't think there is a funnier + more insightful guy on the internet right now than Trung.

Trung picks topics that we run across in our everyday lives and breaks them down.

This is my favorite piece of his:

https://t.co/2auq25Fiua

> A Netflix user will browse the app for 90 seconds and leave if they find nothing.
>
> Thumbnail artwork is actually NFLX's most effective lever to influence a viewer's choice. A user will look at one for only 1.8 seconds, so NFLX spends huge to optimize them.
>
> Here's a breakdown\U0001f9f5 pic.twitter.com/xVcESYjHGj
>
> — Trung Phan \U0001f1e8\U0001f1e6 (@TrungTPhan) October 6, 2021

18. David Sacks - @DavidSacks

I'm biased...he may be my favorite bestie.

David shares great lessons and insights on building generational software businesses.

He's got an awesome piece on his blog on the parallels between Michael Jordan and Founders.

Highly recommended.

19. Marc Lore - @MarcLore

Each project Marc takes on gets bigger and bigger.

E-comm legend (founded Jet) --> sports team owner with @AROD --> building a new city (Telosa).

The coolest part is he's super approachable and is bringing others along for the ride.

20. Wes Kao - @wes_kao

I love reading interesting takes on the future of education.

Traditional school is really regressive - saddles folks with debt and gives less upward mobility by the day.

Wes shares nuanced takes on how to break that model.

https://t.co/yjnurEiPdN

> We have a problem.
>
> The world of online learning is stale.
>
> Lack of community, low engagement, and no incentive for completion.
>
> THREAD: Here's what\u2019s next for the future of online education

— Wes Kao \U0001f3db (@wes_kao) October 9, 2021

That’s it!

It was hard to pick *just* 20 folks.

There’s tons more on this platform. I’ll write Part 2 soon.

Go follow all of these people - my perspectives have expanded big time from all of their insights.

Give me a follow as well if you haven’t - @RomeenSheth.

I write about running a $50M+ bootstrapped business and observations from investing a few million a year into rockstar founders that are way better than me.