# Twitter Thread by Hiten Shah



**Hiten Shah**
@hnshah

**Startup life can be summed up in three steps:**

**1. Find problem**
**2. Fix problem**
**3. Go back to step 1**

**Works for every thing you need to do in a startup.**

**Growth is determined by a combination of how fast you can go through the steps successfully and how long you can keep at it.**

Finding the right problem to solve starts with understanding your customers.

Nobody says I wish I talked to less customers.

There aren't any hacks or shortcuts to this.

Go talk to your customers.

Fixing problems in a startup isn't usually straightforward.

You don't have time, money or people to throw at the problem.

You have to go deep, dig for the details and think very creatively about solutions.

Then experiment like there is no tomorrow.

You can't grow a startup without a fundamental understanding of how to problem solve really fast.

This skill comes from practicing jumping into the unknown.

You don't usually get time to prepare for what's coming next.

You'll have to learn how to figure it out along the way.

Startup people have to become comfortable with the discomfort of uncertainty and the unknown.

This is why I say, nobody knows what they are doing.

We're all just jumping from problem to problem expecting to figure things out.

Hopefully our past helps us not crash and burn.

There is no startup training.

No school will make you great at starting up.

You will gain knowledge and you will feel smarter.

Until you get your hands dirty and realize the feeling of being humbled on a daily basis because of how little you really know.

Before you start your first company you don't realize that the only way to truly learn is by doing the work.

You believe that listening, reading, watching and getting advice are invaluable.

At best, these things inform your direction and at worst distract you from doing work.