Twitter Thread by Justin Kan



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With @ycombinator #demoday kicking off, @atrium gathered advice from past YC founders.

.@jaltma from @latticeHQ says “Don’t confuse investor interest with product-market fit. You’re about to be on the receiving end of a lot of hype and FOMO - use it to your advantage by taking the money and then keep your burn and ego low.”

.@typesfast from @flexport says “I like to remind myself that even Bruce Springsteen still gets nervous before his concerts. Remember that, and then try to focus on what investors want: First, not to be bored. Second, to get rich(er).”

.@collinmathilde from @frontapp says “Leverage your data to tell a story about what the business has achieved and where it is going. Metrics are necessary, but they are too often shared without a narrative arc.”

.@drusenko from @weebly says “Make it relevant. Investors can live in their own world, so try to find an angle that they can relate to.”

.@sashaorloff says “Try and identify all the questions you don’t want investors to ask—and get answers to them. Investors try to gauge how you handle problems, especially the hard problems.”

.@immad from @BankMercury says “With the rush of Demo Day, it’s easy to forget that the investor relationship is something that can last 10+ years and is a permanent contract with the company. Pick the right investors.”

.@eshear from @twitch says “Raising money at Demo Day isn't a success. Getting the highest valuation or the most money isn't winning. You will live or die by your execution - get the money you need at a reasonable price and get moving again.”

Steve Huffman from @reddit says “After YC, we met regularly with our investors which continued many of the benefits of YC—support, advice, friendship, accountability. Looking back at this time, it was one of the most formative times of my career, after YC itself.”

.@suhail from @mixpanel says “Don’t burn a lot of cash. More people and a better office doesn’t necessarily mean it becomes a better company.”

Check out the rest of their advice. I also recorded a throwback snap-style video of tips. This project was fun - hope you enjoy it. https://t.co/ClqAjaIN1Y