Twitter Thread by Sahil Lavingia



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Things you don't need to launch your product: a great name, a one-word domain, a beautiful logo, an ever better website, brilliant copy, perfect code, custom illustrations, shiny buttons, optimized CSS…

Things you do need: a product that solves a problem for someone. That's it.

If you solve a problem for someone, you will be surprised by how much you don't need.

If you don't solve a problem for someone, you'll be surprised by how much won't help.