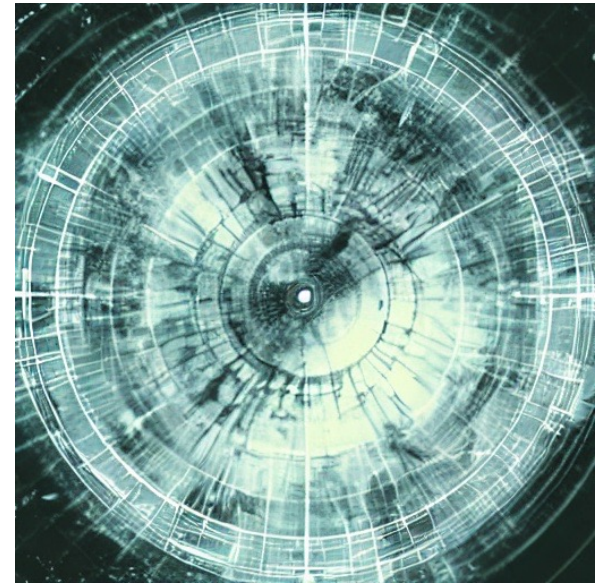


10 “laws” of startup

Jon Crowcroft



These are not really laws TM

1. Founders are an odd bunch at best – literally/numerically
2. First idea does not survive encounter with first customer
3. Universities should be avoided at almost all costs
4. Disruption costs 3 orders of magnitude more than making something useful
5. There is far more honour in failed startups than failed research.
6. There's not just money to be had – social value is good too
7. Open source is not a threat, it is an offer
8. Patents are a threat
9. Company/product names are not really any more important than bands'
10. Needham's rules for running a successful lab all apply

c.f. <https://www.cl.cam.ac.uk/~jac22/zen-lab.txt>

