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(BEER...)

BANKRUPT YOUR \$TARTUP (IN 5 EASY STEPS)

JOSHUA STREBEL
OBUWEB.COM

SEAN TIERNEY
JUMPBOX.COM

ANDREW HYDE
STARTUPWEEKEND.COM

WEB 18.7
EDITION

SEAN TIERNEY

Code Name: **SQUANDERER**



Primary Specialty: Bleeding money
Secondary Specialty: Startup assassin
Birthplace: Phoenix, AZ

Squanderer received his startup training at Phoenix-based startups iTOOL, Goodnet and ProScout. He is well-versed in the art of detonating startups and poses a serious threat to viability with his impulsiveness and extravagant lifestyle.

Squanderer has spent much time in the red and leads the perpetual charge against profitability with his current startup JumpBox, Inc.

22 10:33 AM

JOSHUA STREBEL

Code Name: **PEACOCK**



Primary Specialty: Collar Poppn'
Secondary Specialty: Ego Bruzn'
Birthplace: Idaho, Yeah.. Idaho.

The PEACOCK is the maverick, the go it alone, I can do everything myself, self absorbed entrepreneur that wipes his ass with \$100 bills. Be wary as the PEACOCK is more concerned with image than substance, but damn does he look good, all the time.

PEACOCK is the founder of 5 companies, all of them in some state of disrepair. Learn more at <http://saint-rebel.com>

22 10:33 AM

ANDREW HYDE

Code Name: **\$ALEMAN 1B**



Primary Specialty: Making One Sale
Secondary Specialty: Cheating Scrabulous
Birthplace: Sisters, OR

\$aleman 1B is too busy telling you about that one big sale he made to begin his stay at this fine company. Wait for it, they say the check is in the mail. Major skills include making you think that there is money in the bank, and drinking whisky.

Need hype? Just outsource it, when you need a sales guy that can deliver on making promises, count \$SALEMAN 1B in until you get a nice office.

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**“how do i bankrupt my
startup?”**





**“hey, I want to fail
before I begin!”**



CAN I HAZ FAIL?

pre failing tips

A grayscale image of a dragon and Godzilla in a misty landscape. The dragon is on the right, with its wings spread, and Godzilla is on the left, looking towards the dragon. The background is a misty, hilly landscape.

- Startups are Hard
- Startups Fail
- Startups Destroy Relationships
- Startup Make You Rich and Famous

pre failing tips

- Looking For The Right Company
 - Find a Company with a ~~Great Name~~^{no vowels}
 - Hired on ~~Spec~~^{equity}
 - Large Team was ~~Just Fired~~^{didn't vest}
 - CEO Demands Everything Yesterday

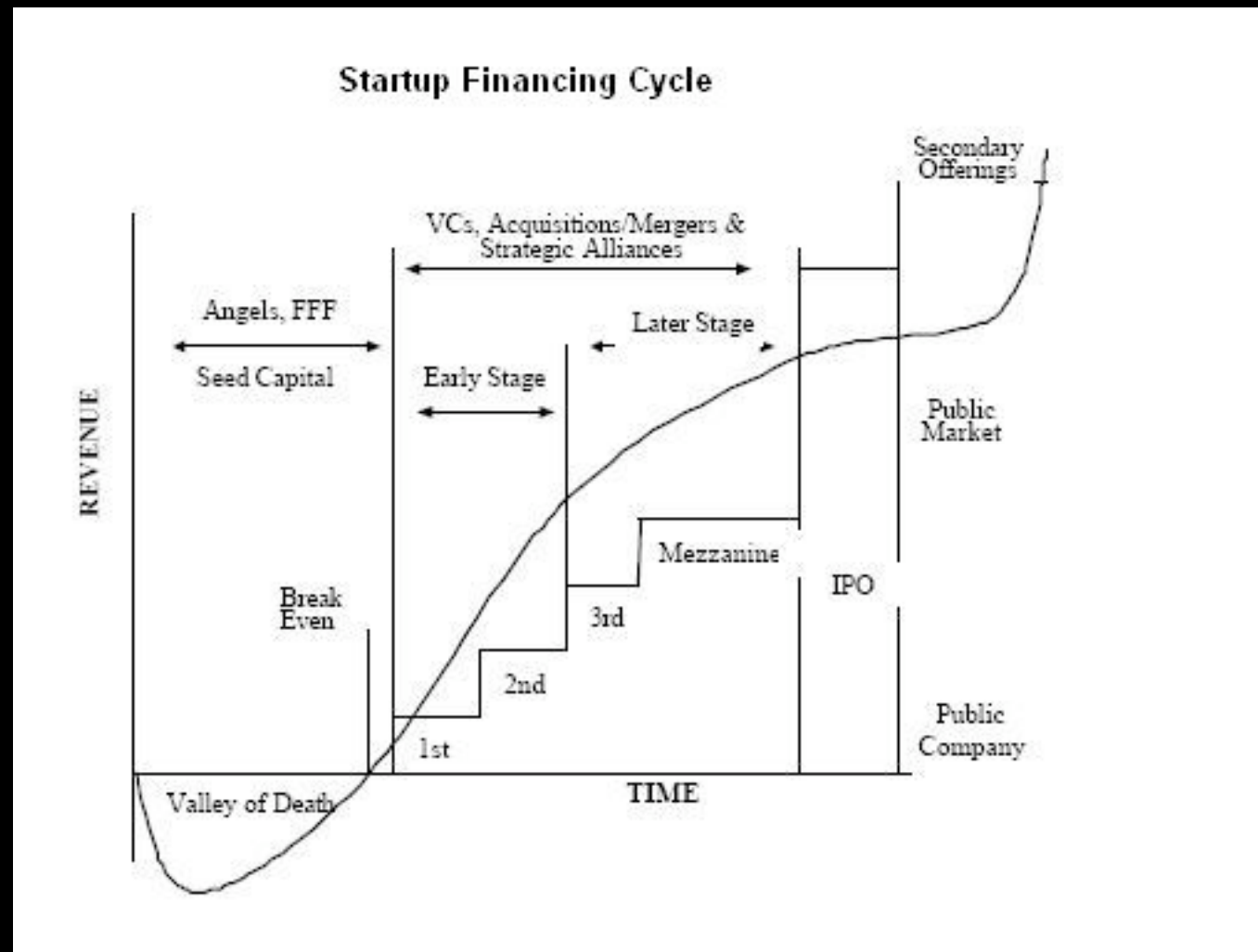
TALK TO PPL IN CHAIRS



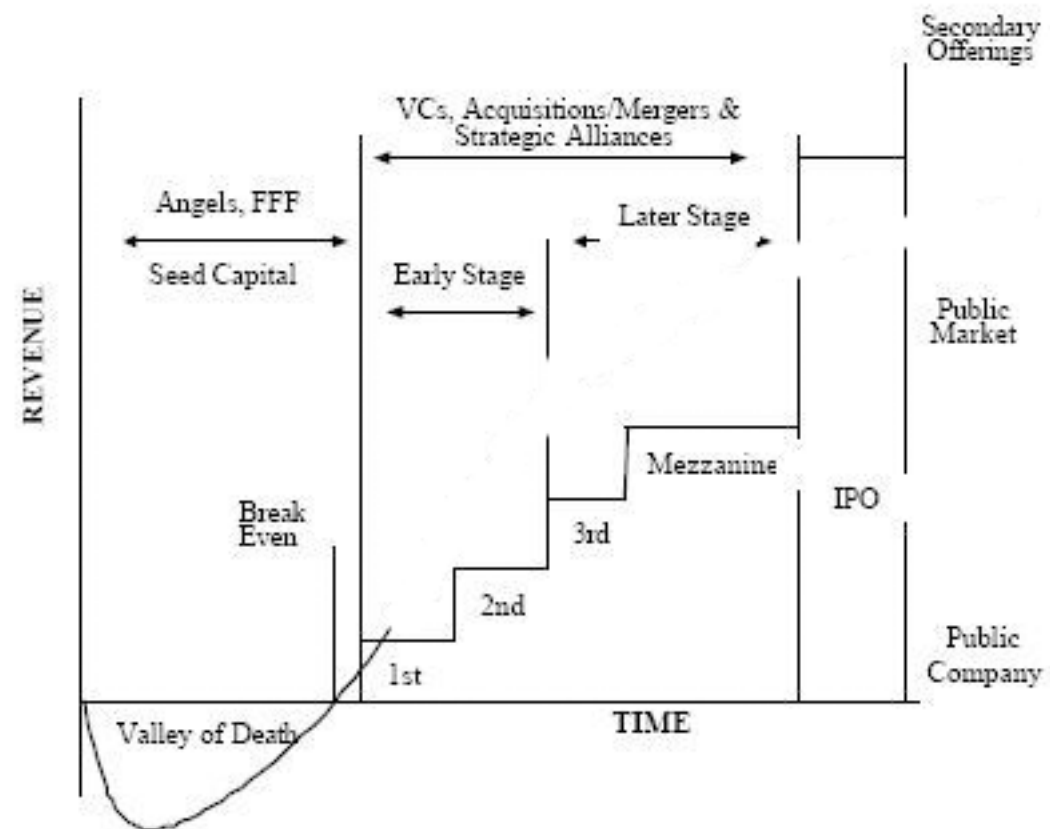
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Startup Financing Cycle

stolen from wikipedia



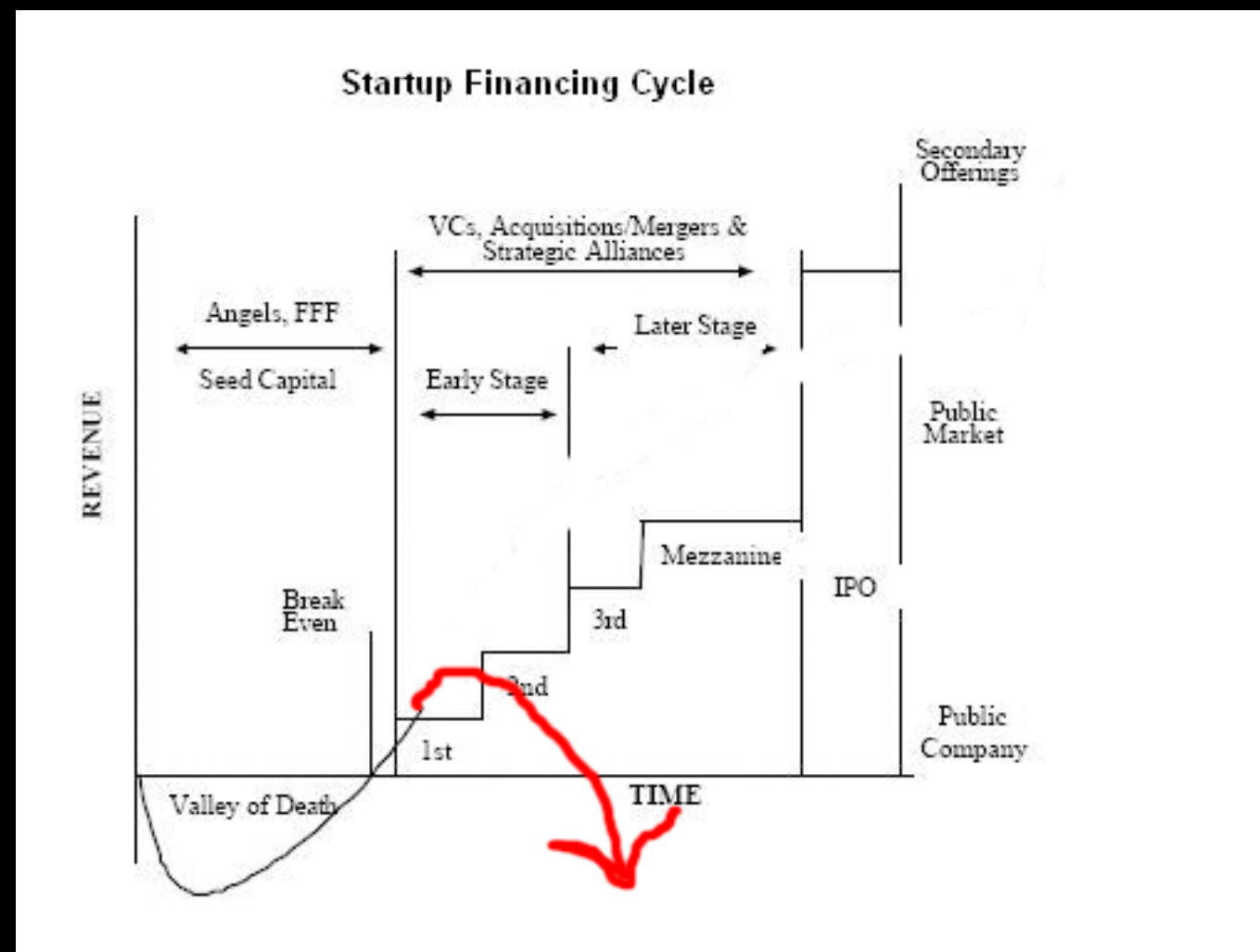
Startup Financing Cycle



ADPOT MANTRA:

DOWN, TO THE RIGHT





**NO REVENUE = FAIL
(SOMEBODY TWEET THAT)**

FAIL



WEAPONS GRADE FAIL



WEAPONS GRADE OPPORTUNITY TO FAIL



long pause to consider our fate and damage to our reputation

- This Panel -->



What is a Startup?

“something that makes you buy my book.”

-Guy Kawasaki

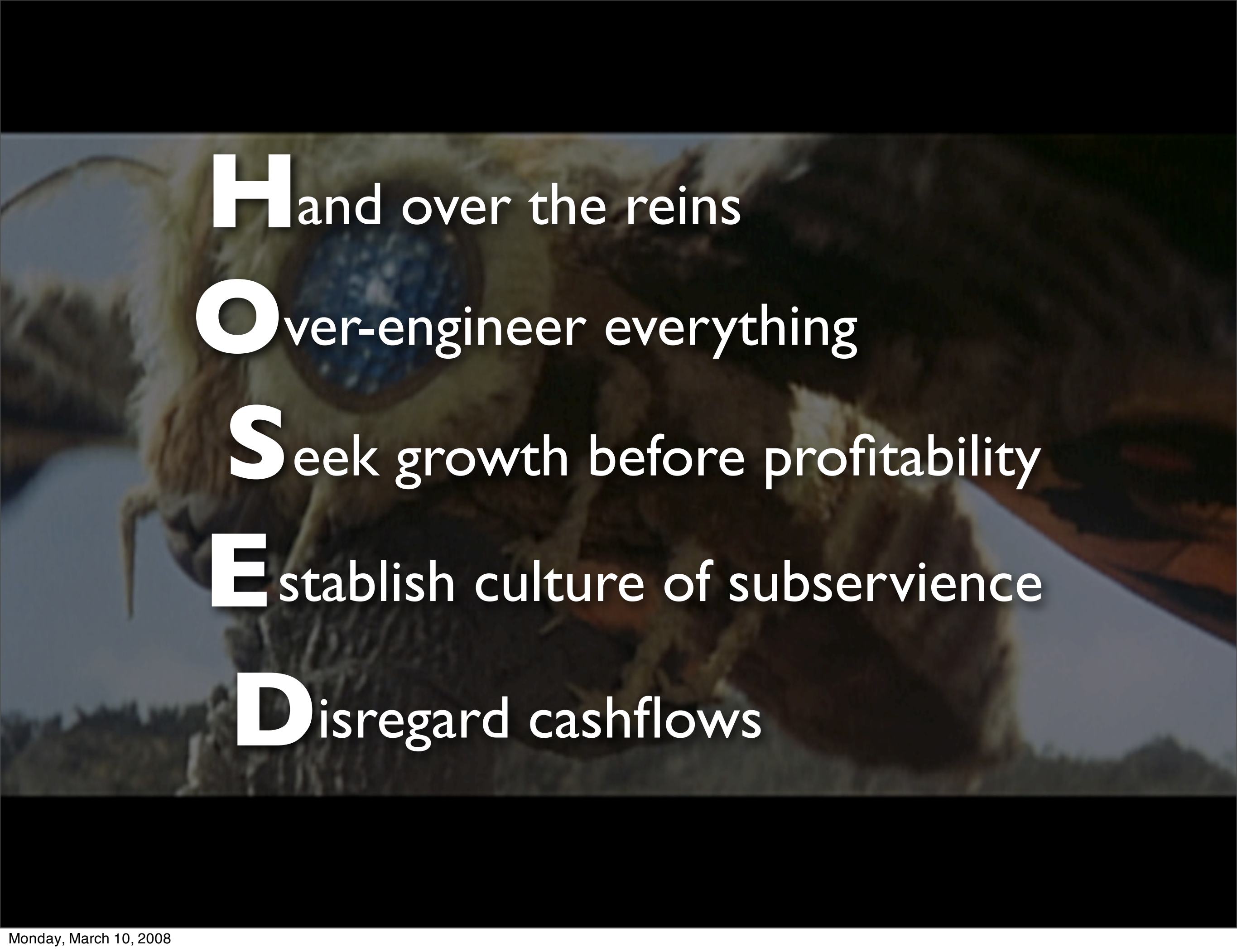
“a fairy tale, but instead of princesses and happily ever after you have smelly developers and 3 years off your life” - M Zuckerberg

“A way to wallpaper your house with stock options as you are being evicted.” - Steve Jobs

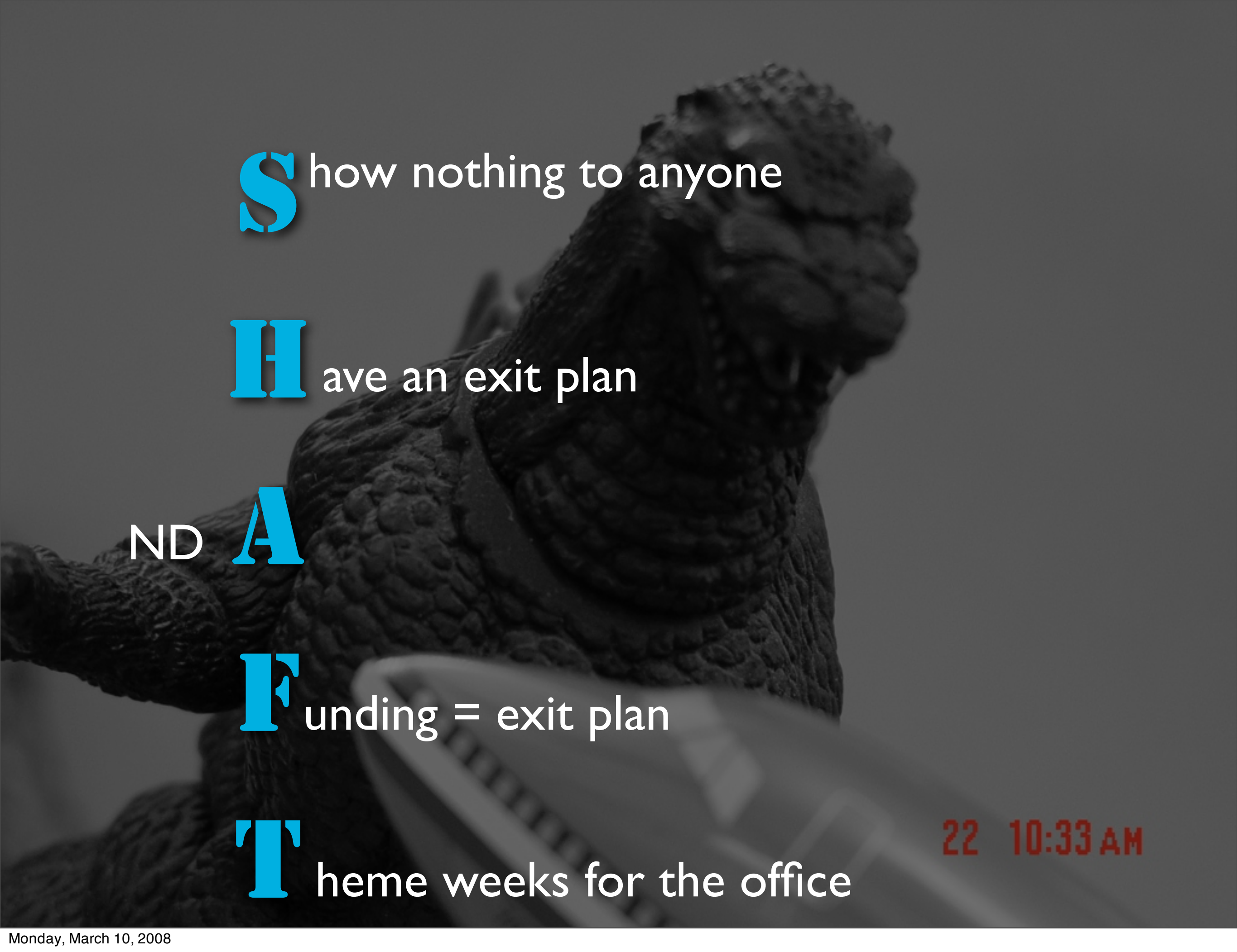
HABITS, CULTURE, AND FINANCE OF FAIL



talk to audience
(special guest)



Hand over the reins
Over-engineer everything
Seek growth before profitability
Establish culture of subservience
Disregard cashflows



Show nothing to anyone

Have an exit plan

ND **A**

Funding = exit plan

Theme weeks for the office

22 10:33 AM



Forget your purpose

launch **U**nder funded

mi**C**ro manage your team

be the **K**ing

believe the **D**reamkillers

BTYB
VCWEAR.COM
SXSWCARDS.COM
JUMPBOX.COM



Thank You,
Let's get r drnk on

Contacts

Joshua Strebel

saint-rebel.com : [twitter@strebel](https://twitter.com/strebel)

Sean Tierney

scrollinondubs.com : [twitter@scrollinondubs](https://twitter.com/scrollinondubs)

Andrew Hyde

andrewhyde.net : [twitter@andrewhyde](https://twitter.com/andrewhyde)

