The first million is always the hardest.

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Quick Background

- From Puerto Rico to San Francisco via Carnegie Mellon
- 15 years in technology as a developer & entrepreneur
- Rescued a product from VC scrap heap
- Recently left "occupied entrepreneur' role @ VMware
- Now building something new

One sentence takeaway:

When all else fails you....

Believe in your product and its ability to help customers.

Stage 1: Get the machine turning

- Who's adopting/influencing/buying?
- What are they looking for?
- Where are they looking?
- You have 20 minutes to show value
- What's worth paying for vs. free?
- Ask for the order

Stage 2: Adding new gears (OEM)

- **■** Why?
 - Get your product into places you cant (yet)
 - Get paid for it
- Why Not?
 - Product not suitable for this
 - Cant enable others to sell what you yourself cant sell
- If you cant grok both sides of the deal, dont do it
- Success == 15%-30% of revenue from this source

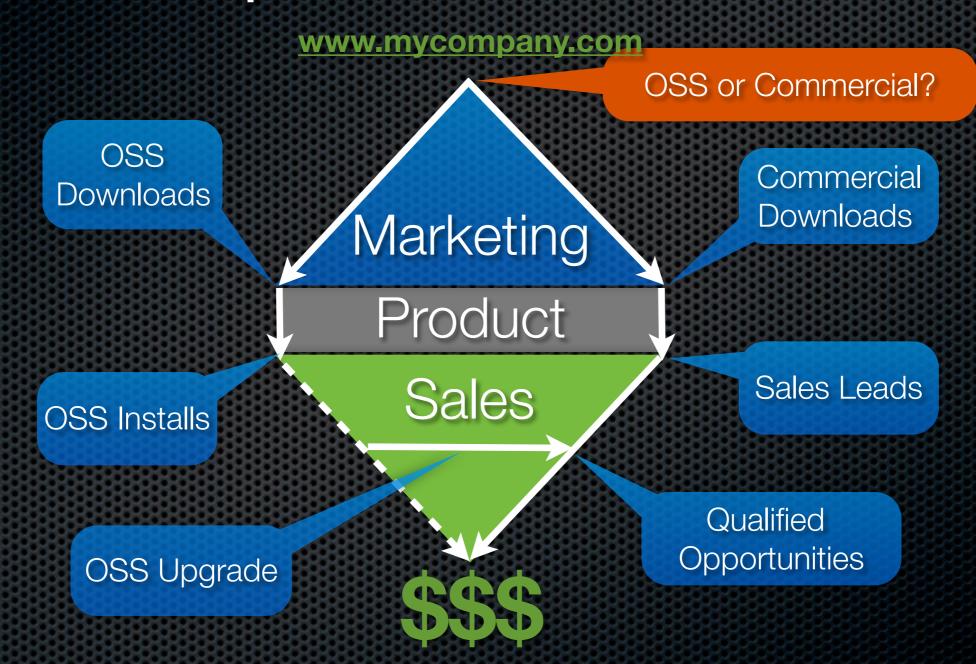
Stage 3: Guilt by association

- "Lighthouse customer" strategy
- Everyone wants to be Google, even small shops
- Money isnt the only way to get paid
- Land & expand

Stage 4: Tuning the machine

- 2 approaches to pricing
 - Scatterplot get as many deals, see where they land
 - Discipline 1 price, take it or leave it
- Understand the machine you've built
- Learn to affect change

An example: "The Diamond"



Step 5: Scale

- When do I hire a sales leader?
- How do I make the case to VC's about scale?
- What's next for me as the founder/CEO?

Thank you... Any questions?