



Do Things that Don't Scale

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01

One of the most common types of advice we give at Y Combinator is to do things that don't scale.

02

The other reason founders ignore this path is that the absolute numbers seem so small at first.

03

I have never once seen a startup lured down a blind alley by trying too hard to make their initial users happy.

04

**Sometimes the right
unscalable trick is to
focus on a deliberately
narrow market.**

05

Like paying excessive attention to early customers, fabricating things yourself turns out to be valuable for hardware startups.

06

When manual components look to the user like software, this technique starts to have aspects of a practical joke.



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