



How to Make Wealth

A restaurant can afford to serve the occasional burnt dinner.

01

Startups usually involve technology, so much so that the phrase "high-tech startup" is almost redundant.

02

Instead IBM ended up using all its power in the market to give Microsoft control of the PC standard.

03

**Steve Jobs once said
that the success or
failure of a startup
depends on the first ten
employees.**

04

The other catch is that the payoff is only on average proportionate to your productivity.

05

The closest you can get is by selling your startup in the early stages, giving up upside (and risk) for a smaller but guaranteed payoff.

06

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