



1. Not launching
2. Opening up board meetings

How do people find out about our product if we haven't launched?

Acquiring customers on \$5 a day

Running experiments under a
different brand name

Running pricing experiments in
public

Opening board meetings to the
entire company

Employees have critical things to
say in board meetings

Everybody in the company has the
ability to understand what
everybody else in the company has
to understand

Should we share bad news with
employees?



venturehacks.com
twitter.com/venturehacks