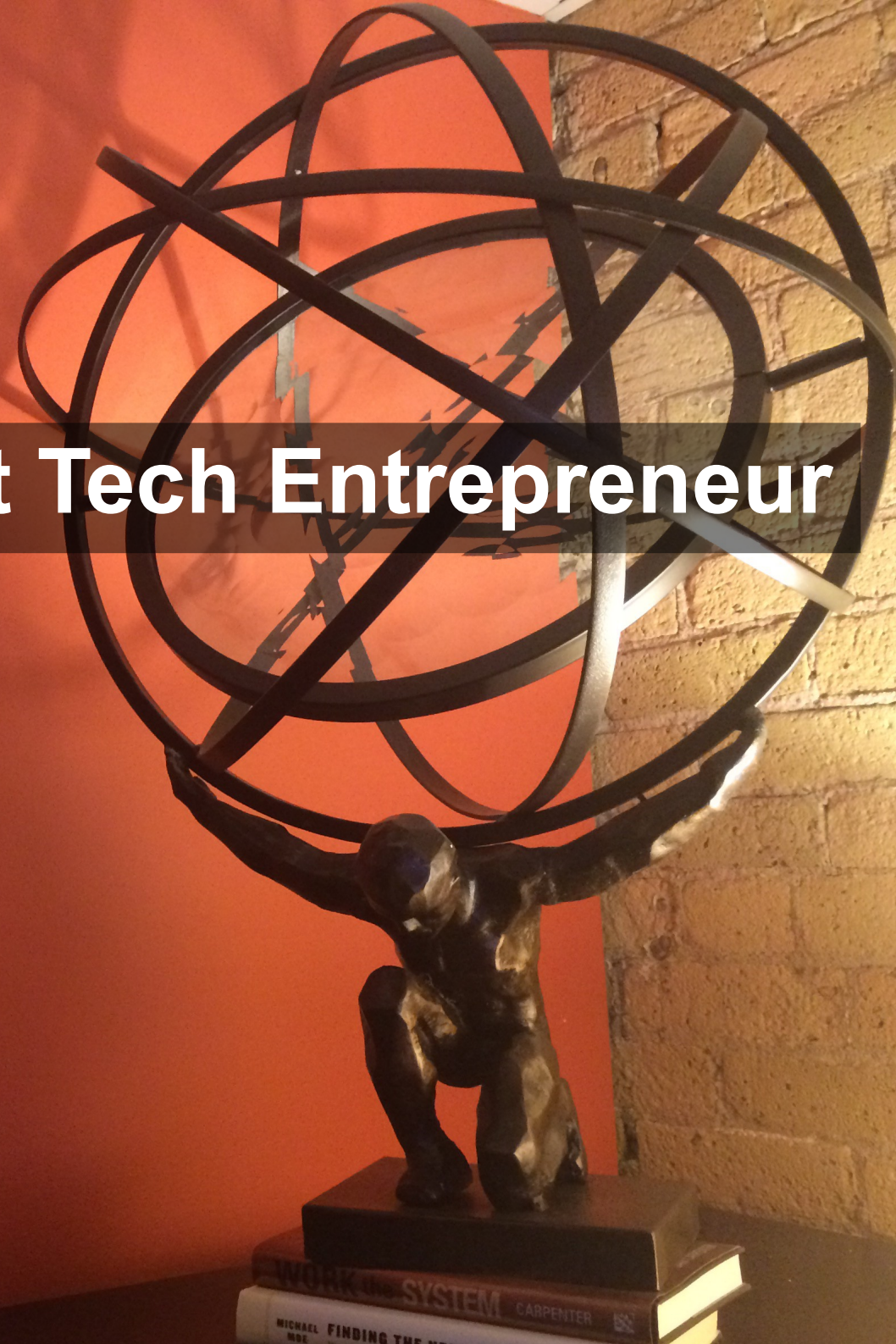


Becoming The Next Tech Entrepreneur

Ethan Galstad
Ohio Linux Fest 2016



My Story

Starting Out

- CSci degree, variety of tech jobs
- First company in 1995
- First monitoring app in 1996
- Nagios first released in 1999
- Second company, self-employed in 2003
- Founded Nagios Enterprises in 2007

Nagios Enterprises

- Advertising, consulting in 2007
- First product launch in Q4 2009
- First office space in 2010
- 30+ employees in 2016

The Entrepreneur Mindset

The Basics

- Risk taker
- Willing to fail
- Self-starter
- Idea → Vision → Planning → Execution
- Jack of many trades

**The
Entrepreneur
In You**

Techs As Founders

- You're a specialist
- Understanding of industry, market
- Learn the rest along the way

Getting Started

Get Inspired !

- Successful companies
- The failures too
- Founders' stories

His whole life was a million-to-one shot.

ROCKY



A ROBERT CHARTOFF-IRWIN WINKLER · JOHN G. AVILSEN · SYLVESTER STALLONE · "ROCKY"

ALSO STARRING TALIA SHIRE · BURT YOUNG · CARL WEATHERS · BURGESS MEREDITH · SYLVESTER STALLONE

PRODUCED BY IRWIN WINKLER · ROBERT CHARTOFF · JOHN G. AVILSEN · GENE KIRKWOOD · BILL CONTI

EMINEM · KIM BASINGER · BRITTANY MURPHY · MEKHI PHIFER

8 Mile

Every moment is another chance

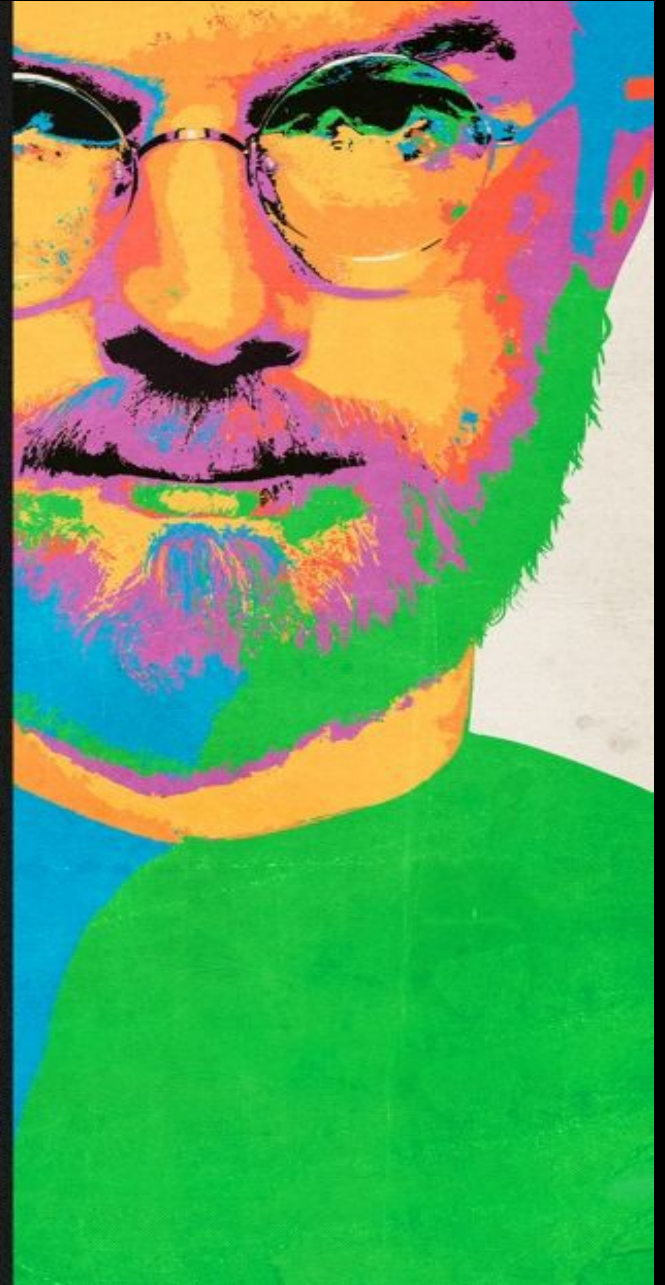
NOVEMBER 8

the social network



ASHTON
KUTCHER

J
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INTERVIEWS WITH THE FOUNDERS OF

37SIGNALS
ADOBE
ALLIANT COMPUTER
APPLE

HOTMAIL
HOT OR NOT
LOTUS
LYCOS

FOUNDERS AT WORK

STORIES OF STARTUPS' EARLY DAYS

ARSDIGITA
BLOGGER
BLOGLINES
CRAIGSLIST
DELICIOUS
EXCITE
FIREFOX
FLICKR
FOG CREEK SOFTWARE
GMAIL
GROOVE NETWORKS

MARIMBA
PAYPAL
RESEARCH IN MOTION
SIX APART
SOFTWARE ARTS
TICKLE
TIVO
TRIPADVISOR
VIAREE
WEBTV
YAHOO!

JESSICA LIVINGSTON

The Seeds Of Innovation

- Idea Incubation
- Pros and cons
- Vision
- Rough business plan

Prepare Yourself

- Fears
- Risk vs security
- Research and learning

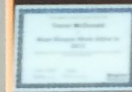
The Early Days

- It's all on you
- Workable 1.0 release, not perfection
- Focus on marketing, selling
- Document everything
- Fastest route to success



GET
SHIT
DONE

Aaron Levine, CEO
STARTUP FITNESS



"The best management book of the year. Follow Sam's path and your business will become orderly, disciplined, repeatable, and profitable."

—Thomas Cox, founder of Cox Business Consulting

WORK the SYSTEM



The Simple Mechanics of
Making More and Working Less

SAM CARPENTER

Growing Up

Growth

- Hiring the right people
- Scaling the company
- Implementing processes and systems
- Communication

Success!

The Founder's Identity Crisis

- You put things in motion
- You hired the right people
- You're not really needed anymore
- So what's your role?

You Are The Architect



Challenges

Those

WTF

Moments...

Open Source and Entrepreneurs

Leveraging OSS

- Use it as your stack
- Open core foundation

OSS Creators

- Project leads are entrepreneurs
- Provide additional services, addons, features
- Users are your initial market

Tips

Some Key Take-Aways

- Ask before you build
- Focus on selling
- Streamline what you can
- Emulate the best companies
- Start small, part-time

It's Possible



