

# GROW UP FAST

Lessons from an AI Startup  
Audiobook Supplement

## CHAPTER 2 Putting in The Work

A. E. GODEFROY.

HAIR DRESSING DEVICE.

No. 389,803.

Patented Sept. 18, 1888.

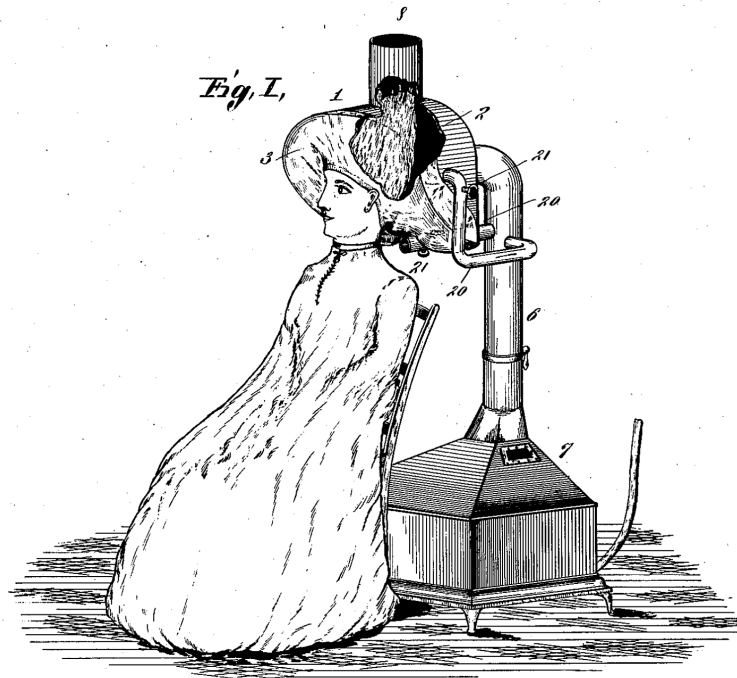


Figure 1 from US Patent No. 389,803

## CHAPTER 3 Speak The Language

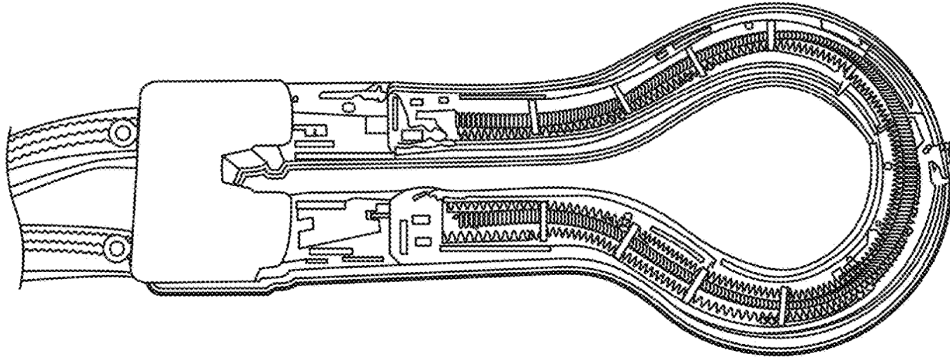
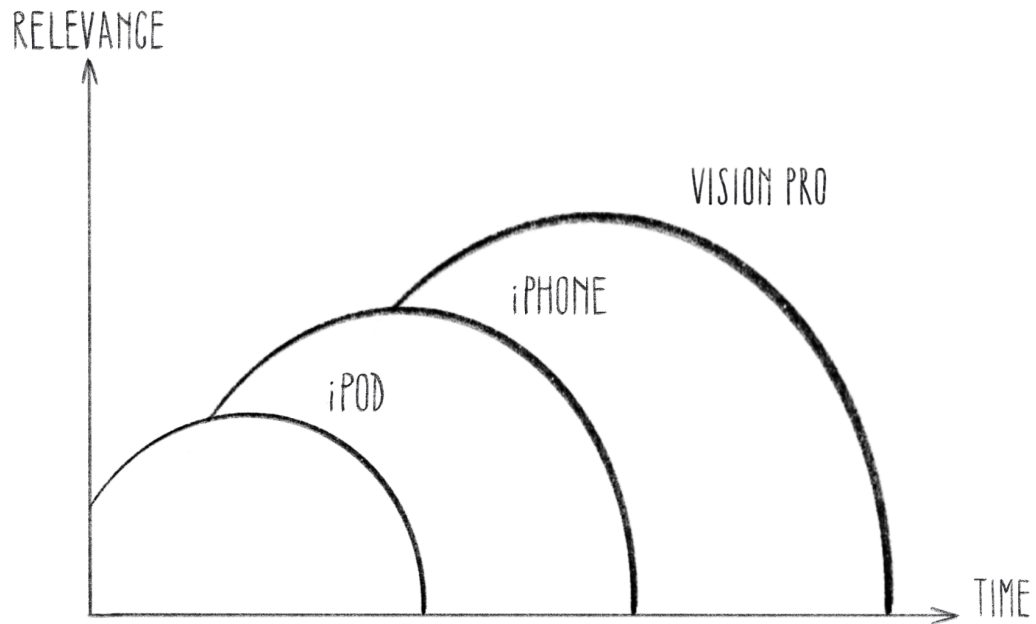


Figure 5 from US Patent No. 10,405,630

## CHAPTER 8 Arcs of Relevance



## CHAPTER 12 Naming is Hard

```
function generateName(pattern) {
  // Split the alphabet into vowels and consonants
  const v = 'aeiou';

  // Yes, "y" is a consonant. Get over it.
  const c = 'bcdfghjklmnpqrstvwxyz';

  // Start off with a blank name
  let name = '';

  // Continue through the pattern until all letters are used
  for (let i = 0; i < pattern.length; i++) {
    let char = '';
    switch (pattern[i]) {
      // Pick a random vowel
      case 'v':
        char = v[Math.floor(Math.random() * v.length)];
        break;

      // Pick a random consonant
      case 'c':
        char = c[Math.floor(Math.random() * c.length)];
        break;

      // Ignore anything else
      default:
        break;
    }

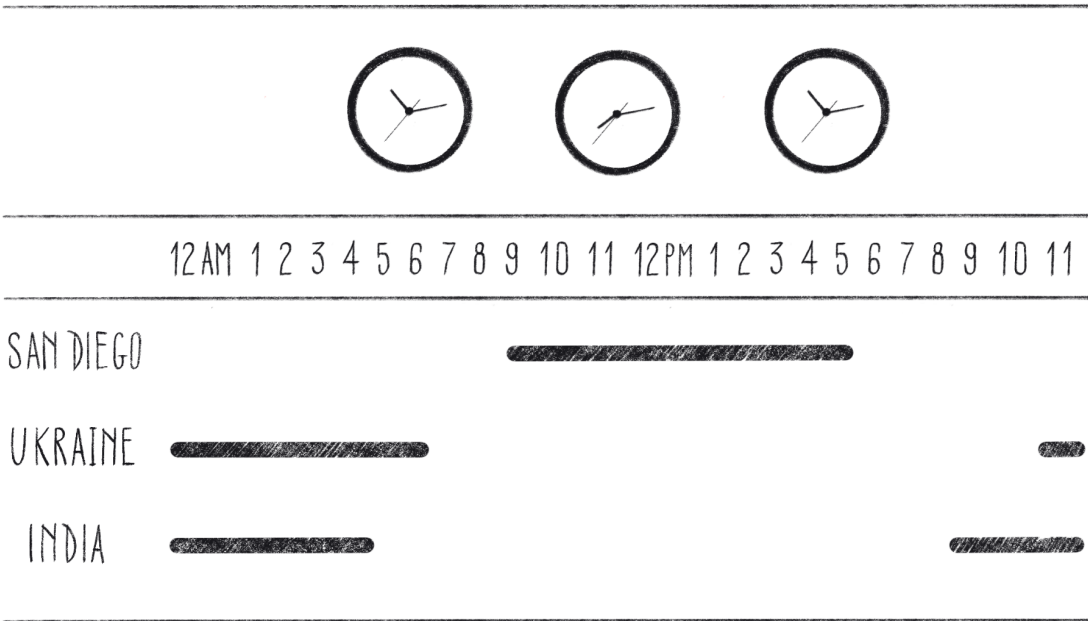
    // Capitalize the first letter
    if (i === 0) {
      char = char.toUpperCase();
    }

    name += char;
  }

  return name;
}

// Give it a whirl
generateName('cvccv')
```

# CHAPTER 17 The Time Warp



# CHAPTER 19 Exercise: The Responsibility Map

RESPONSIBILITY	OWNER
BUILD CORE AI TECH	SID
BUILD WEB PLATFORM	ZACH
MANAGE IP	ZACH
MANAGE SALES AND RENEWALS	SID (for now)
MOVING INDUSTRY EXPERTISE	TBD

## CHAPTER 20 Mind The Gap

RESPONSIBILITY	OWNER
GATHER CUSTOMER FEEDBACK	CUSTOMER SUCCESS
GENERATE PRODUCT REQUIREMENTS	CUSTOMER SUCCESS
BUILD PROTOTYPES	TBD
USABILITY STUDIES	TBD
IMPLEMENTATION	ENGINEERING
QA	ENGINEERING
RELEASE	ENGINEERING

## CHAPTER 22 Low Pass Filter

EXPERTISE →

		LOW	HIGH
CONVICTION ↓	LOW	SALES PROSPECT PASSES, NOT A GOOD FIT	A SAVVY INVESTOR WALKS FROM THE DEAL
	HIGH	AN ASPIRING ENGINEER APPLIES FOR THEIR FIRST SOFTWARE JOB	A PASSIONATE CUSTOMER WANTS TO BE THE FIRST TO MARKET

## CHAPTER 23 Exercise: The Only You Test

TASK	SKILLS	ONLY ME ?
PRODUCT ROADMAP PLANNING	PRODUCT UNDERSTANDING, TECH SKILLS, VISION	YES
FEATURE BUILDING	REACT, JS, PHP, MONGO DB, AWS, GSS	NO
TESTING	PRODUCT FUNCTIONALITY EXPECTATIONS	NO
MAINTAINING INFRA	AWS, IT SKILLS	NO
PEOPLE MANAGMENT	EMPATHY, VISION, MENTORING	YES
FUNDRAISING	COMMUNICATION, VISION, MARKET UNDERSTANDING	YES

## CHAPTER 27 Startup Folk: Rachel in Her Own Words

SEP 22, 2017



**Rachel Ruderman - Software Engineer** · 11:30 AM

Hi Zach! I saw that you're hiring and I was wondering if you have any junior web developer roles available?  
Thanks :)



**Zach Rattner** · 12:05 PM

Hi Rachel, thanks for reaching out. We don't have any web development roles open right now, but we'll have more web work coming up in the coming weeks/months and are thinking about taking in another dev then. If you're interested in an informational interview to learn more about us and show me what you're working on, I'd be happy to chat more. No pressure either way though!

## CHAPTER 30 Celebrating Wins



*Yembo's first patent coin, for US Patent No. 11,263,460*

Visit <https://growupfastbook.com>

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# CHAPTER 37 Or Should I Go?

## Availability



Thu, Jan 16, 2020, 9:27 AM

to me

Hey Zach,

Do you have some availability today to chat?

[yembo-careers] Full-Stack Web Product Developer (React)



**Noel Kennebeck**

Thu, Jan 16, 2020, 5:51 AM

to careers

Hi! I am applying for the Full-Stack Web Product Developer position at Yembo.

I've attached my resume, and my earliest start date would be February 17th.

Let me know if you need anything else from me, thank you!

Noel



**Zach Rattner**

Thu, Jan 16, 2020, 7:24 AM

to Siddharth

Pretty good background.



# CHAPTER 47 Where AI is Heading



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<https://volobeauty.com/discount/GROWUPFAST>

# READING LIST

Throughout my time building Yembo, I have found several books to be illuminating. I've shared the list below, and it's worth mentioning I'm simply a satisfied reader. I have no financial interest in promoting any of the following books:

## Building Startups

- *Zero to One: Notes on Startups, or How to Build the Future* by Peter Thiel and Blake Masters
- *The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers* by Ben Horowitz
- *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries
- *Value Proposition Design: How to Create Products and Services Customers Want* by Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, and Alan Smith
- *Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers* by Geoffrey A. Moore
- *Nail It then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation* by Nathan R. Furr

## Making Great Presentations

- *slide:ology: The Art and Science of Creating Great Presentations* by Nancy Duarte

## Understanding Venture Capitalism

- *Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist* by Brad Feld and Jason Mendelson

## Product Management and Design

- *Lean Customer Development: Building Products Your Customers Will Buy* by Cindy Alvarez
- *Hooked: How to Build Habit-Forming Products* by Eyal Nir
- *The Design Of Everyday Things* by Don Norman
- *Build: An Unorthodox Guide to Making Things Worth Making* by Tony Fadell
- *Laying The Foundations: How to Design Websites and Products Systematically* by Andrew Couldwell
- *Escaping the Build Trap: How Effective Product Management Creates Real Value* by Melissa Perri

## Running the Company

- *The Great CEO Within: The Tactical Guide to Company Building* by Matt Mochary
- *The Challenger Sale: Taking Control of the Customer Conversation* by Matthew Dixon and Brent Adamson

## SONG CREDITS

1. Optimistic • Radiohead • Kid A  
Words and Music by THOMAS YORKE, JONATHAN GREENWOOD, COLIN GREENWOOD, EDWARD O'BRIEN and PHILIP SELWAY  
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2. Fitter Happier • Radiohead • OK Computer  
Words and Music by THOMAS YORKE, JONATHAN GREENWOOD, COLIN GREENWOOD, EDWARD O'BRIEN and PHILIP SELWAY  
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3. Fog (Again) • Radiohead • COM LAG (2plus2is5) EP  
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# ENDNOTES

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# GLOSSARY

- **Accelerometer:** A sensor that detects the movements and changes in motion of an object. Accelerometers are used in smartphones to detect motion.
- **Algorithm:** A set of instructions that a computer program follows to solve a problem or complete a task. Algorithms are used to automate processes to make them operate faster and more efficiently.
- **Alibaba:** A China-based e-commerce company founded by Jack Ma in 1999. Unlike most US-based e-commerce companies, Alibaba facilitates communication directly between purchasers and factories, affording a great degree of flexibility in the products being purchased.
- **Ambient:** In music theory, ambient refers to music that is used to set a specific mood or tone, or act as a quiet auditory environment.
- **Application Programming Interface (API):** A way for computer programs or source code to communicate with each other.
- **Asymmetric:** Not balanced or symmetrical. This can be in reference to the appearance of an object, or in describing power or influence, when one side has more sway than the other.
- **Asymptotically:** In mathematics, an asymptotic function approaches a limit but never reaches that limit. For example, the function  $y = 1/x$  asymptotically approaches zero, but there is no value for  $x$  that makes  $y = 0$ .
- **Asynchronous:** Not happening at the same time or in conjunction with something else. For example, communicating via email is asynchronous, since the recipient can read and reply on their own time as opposed to having to respond immediately.
- **Chief Financial Officer (CFO):** An executive role responsible for managing the company's finances.
- **Codebase:** The collection of source code files that make up a computer program. The codebase can be large and complex, especially for bigger software applications like operating systems.
- **Consumables:** Items that are used up during a process and need to be replaced regularly to ensure continued function of the process. An example of a consumable would be printer ink cartridges and paper, as a printer needs these to function properly and these items are used up during normal operation of the device.
- **Convolutional:** A mathematical operation that can be used to process images and extract useful features or patterns from an image.
- **Convolutional Neural Networks (CNNs / ConvNets):** A specific type of deep learning algorithm that enables differentiation between images using the convolutional mathematical operation. CNNs are commonly used in object recognition tasks.
- **CrashLoopBackOff:** An error message that can occur when running a software application with Kubernetes. When an application crashes, Kubernetes automatically tries to restart it. If the application keeps crashing despite Kubernetes's attempts to

restart it, Kubernetes will stop trying to restart it. When this scenario occurs, the application's status becomes CrashLoopBackOff.

- **Customer Relationship Manager (CRM):** Software used for managing a company's relationships with prospects and clients.
- **Epidemiological:** The study of how diseases spread and affect populations for the purpose of preventing and controlling disease outbreaks. This can involve tracking the spread of disease and analyzing risk factors and other data to identify patterns.
- **GarageBand:** Music creation software developed by Apple allowing for recording, mixing, and editing music. It allows users to create and record music on Apple devices, and comes with a variety of built-in instruments and sound effects.
- **General Data Protection Regulation (GDPR):** A robust and sweeping data privacy law protecting personal data for residents of the European Union. The law gives protected individuals substantial control over who can access their data and what kinds of processing can be done to the data.
- **GitHub:** A web-based platform owned by Microsoft that developers use to share their code. The platform allows other developers to view code and make changes. Developers can suggest improvements to other developer's code, which is a valuable tool for collaboration among software developers.
- **Grade Point Average (GPA):** A numerical score that indicates academic performance.
- **Halogen:** A group of elements on the periodic table consisting of fluorine, chlorine, bromine, iodine, astatine, and tennessine. Quartz tungsten halogen lamps can be used to emit visible light, or heat if tuned to emit primarily in the infrared spectrum.
- **Human Resources (HR):** The division of a business responsible for recruiting, managing, and training personnel.
- **ImageNet:** A dataset that contains millions of images which have been labeled with the object it contains. The images are divided into different categories such as "animals" and "vehicles", and also includes a set of challenge categories which are more complex and require more advanced object recognition algorithms. ImageNet is used to train algorithms and is widely used in machine learning.
- **Interdependencies:** The relationship between two or more things that rely on each other for their functioning for success. This can be on a small scale, such as a business needing supplies and the supplier needing revenue from the business, or on a larger scale, such as two countries' economies being dependent on each other.
- **Internal Revenue Service (IRS):** The US government agency responsible for collecting US federal taxes.
- **Jira:** Project management and bug tracking software developed by Atlassian.
- **Kubernetes (k8s):** An open source project initially created by Google used to deploy and manage cloud infrastructure. It can automatically deploy, manage, and scale applications, which allows developers to focus on building applications rather than managing infrastructure.

- **Letter of Intent (LOI):** A legal document that outlines an agreement between two or more parties. While there are variations, LOIs are generally non-binding, meaning either party can terminate at any time. LOIs typically outline the terms of a proposed project between two parties, which could include items such as the responsibilities of each party, financial agreements, and legal considerations. Letters of Intent are often used as a preliminary step before drafting a more formal agreement.
- **Lexical:** The vocabulary or set of words used in a field of study. An example of this would be the lexical field of computer science containing words such as “algorithm”, “database”, and “code”. The understanding of the lexical field of a particular subject can help you to better understand the concepts and ideas used in the particular field of study.
- **Magnetic Resonance Imaging (MRI):** Non-invasive technology that provides detailed three-dimensional imaging inside a body.
- **Master of Business Administration (MBA):** A postgraduate degree focused on administering and operating businesses.
- **Minimum Viable Product:** A development strategy used in product creation where a new product is developed with just enough features to satisfy early adopters. The primary purpose of an MVP is to test the product hypothesis with minimal resources and gather user feedback for future development.
- **Moore’s Law:** An observation made by Gordon Moore, co-founder of Intel, that the number of transistors in a chip doubles approximately every two years. This trajectory has made progressive enhancements in the field of computing possible since the 1970s.
- **National Collegiate Athletic Association (NCAA):** A nonprofit organization that manages and governs student athletics.
- **Nichrome:** An alloy made from nickel, chromium, and other metals like iron or titanium. It is primarily used for its high resistance and its ability to avoid corrosion. Nichrome is able to get very hot without melting or losing its shape, which makes it useful for items such as heating elements and resistance wires.
- **Non-Disclosure Agreement (NDA):** A legal contract that prohibits one or more parties from sharing confidential information with others. This type of agreement is commonly used by businesses to prevent their competitors or the public from learning about their operations. The agreement specifies what information is considered confidential, who is bound by the agreement, and the consequences if the agreement were to be breached.
- **Patent Troll:** A pejorative term describing an individual or company that ships no products of their own, hoards patents, and attempts to generate revenue by accusing other entities of infringing their patents.
- **Quartz:** A mineral known for its hardness, durability, and unique crystal structure. Quartz is used in electronic devices as a timekeeper since it can create electrical signals that are highly precise. Quartz tungsten halogen lamps can be used to emit visible light, or heat if tuned to emit in the infrared spectrum.
- **Scope Creep:** Scope creep refers to the uncontrolled expansion of a project’s goals, objectives, or features beyond its original agreed-upon scope. This often happens due to

changes or additions made after the project has already started, without corresponding increases in resources, time, or budget. If not properly managed, scope creep can lead to project delays, cost overruns, and failure to meet the initial objectives.

- **Semantically:** The relationship between words or symbols and their meanings.
- **Service Level Agreement (SLA):** A set of expectations, often memorialized in a legal document, that describes the products and services to be delivered from a vendor to a client. For example, a software product may guarantee 99.99% uptime throughout the month in the SLA, with financial penalties if the terms are not met.
- **Solopreneurs:** A combination of the terms “solo” and “entrepreneur”. Individuals who start and operate a business on their own.
- **Synchronous:** Happening at the same time or in coordination with another event. For example, two people having a face-to-face conversation is an example of synchronous communication, since both parties must be involved at the same time.
- **Synset:** A combination of the terms “synonym” and “set”. A group of words that are closely related in meaning and can mostly be used interchangeably. Synsets are commonly used in computational linguistics and machine learning to help computers understand the meanings of words and their relationships to other words.
- **Tungsten:** A rare metal that is known for its strength and high melting point. It is commonly used in the filament of incandescent light bulbs. Quartz tungsten halogen lamps can be used to emit visible light, or heat if tuned to emit in the infrared spectrum.
- **Underwriters Laboratories (UL):** A company founded in 1894 that tests and certifies products for safety and sustainability. Their certifications are commonly required in various industries, such as healthcare, construction, and energy. When products are tested by Underwriters Laboratories, they are checked to make sure they meet certain safety standards, such as fire or shock resistance.
- **Value Proposition:** The benefits a company provides to its customers. For example, a grocery store’s value proposition may be quality produce at affordable prices.
- **Venture Capital:** A form of private equity investing typically geared toward early-stage startups, often in the technology industry.
- **Wattage:** A unit of measurement used to express the rate of energy consumption or transfer over time. Understanding the wattage of a device can help one determine how much it will cost to run, or how long the device will run when powered off of a battery.
- **WordNet:** A database for English words that organizes words and concepts into synsets. WordNet is widely used in machine learning and computational linguistics. This helps computers learn the relationships between words and concepts, which helps improve tasks like text analysis and language translation.
- **World Wide Web Consortium (W3C):** An international community that defines the standards for the web. It was founded in 1994 by Tim Berners-Lee, one of the creators of the first web browser.

- **Wunderkind:** A German term that describes a young person who is exceptionally talented in a particular field, a “prodigy”. This can relate to various fields such as sports, music, or academics.
- **Yembuddy:** Yembo’s internal knowledge base containing documentation and how-to guides for various product features.