

from \$50 billion to \$1
going from a giant corporation to a new startup

(what was I thinking?)

A brief introduction

A career in product and technology...

- Started out as a software nerd, then architecture nerd
- Became a product nerd and a UX nerd
- And then serious responsibility crept up and took me by surprise

Leadership roles in major brands



Advisory roles and board membership



Entrepreneurial experience



this is me



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...and now a first time CEO

- Uh oh – is there like, a book or something for this?

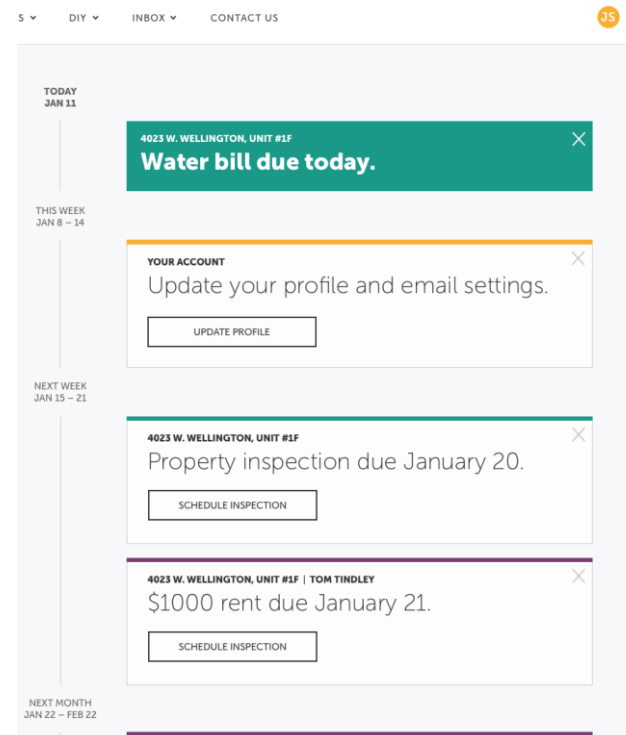
NestEgg

Being a landlord isn't easy

- No good technology solutions to support residential landlords
- Agents perceived to take a lot of value out for very little value added
- The “all or nothing” business model is not consumer-centric

Why NestEgg is cool

- Unbundling – the only customer centric solution to the key pain point
- Pre-negotiated deals from a huge contractor marketplace
- Timeline UX – if you can use Facebook, then you can manage your own property!



- Market and competitive research
- Functional prototype
- User testing

2017

- Recruiting co-founders
- MVP
- Incorporate and appoint advisors
- Launch in test market
- Worry about lots of things

2018

- Complete data from test market
- Strategy for 2018 and funding

Lazy bullet point build

You're a CEO, Harry

- **Your strengths from product management will carry the business**
- **If you've been in leadership, then you have an advantage**
- **There's new things to do and they're poorly documented!**

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The team dynamic

- **Pay attention to those other teams – especially their KPIs**
- **Being distributed vs being in an office**
- **Flat – you're doing 1:1s with everyone**

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- **Everyone SAYS they're entrepreneurial, but...**
- **The energy required to maintain a given morale level is exponential**
- **You're selling YOU coins**

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Your mindset changes

- **Ever heard of under-promise and over-deliver?**
- **Risk vs growth tradeoff changes**
- **You look at tech debt differently**

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You're finally doing what matters most!

- Desks and chairs and slack and snacks 😊
- But no one wants to be your friend anymore 😞
- Strategically select advisory board members



Now accepting easy, softball questions

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