

How to build a tech business from scratch

Dr. Justin Beck

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Bootstrapping is not for the faint of heart. These brave entrepreneurs must make decisions every day that directly affect the success of their startup. In this lecture, Justin Beck will talk about the ups and downs he faced bootstrapping his mobile and social gaming startup, PerBlue. From the early days in college to a successful high growth company today, Justin will tell the important lessons he learned along the way.

During the lecture Justin will cover the major challenges he faced, like why he turned down a high paying job at Microsoft to work 100+ hours a week in his college apartment. He'll talk about recruiting friends to PerBlue, and how he compensated them with zero budget. This lecture will cover raising funds, and making the most out of very little capital. Finally, Justin will talk about Parallel Kingdom's revenue model, and how it allowed PerBlue to grow a team of five employees to over thirty five in just three years.