

# **HOW TO MANAGE LIFE, LEARN FASTER, AND ENGINEER GREAT PRODUCTS**

*A personal knowledge selection by Konstantin Saifoulline.*

With this book I want to give insights into how I manage my daily life around engineering and building great products. Because I like simple explanations, this is not a 500 page book but rather a simple guide with helpful documents and videos that I would have wished for myself when I started out on my journey.

# Structure:

- 5 — Preface.
- 6 — Start.
- 8 — Rise up.
- 9 — Compound.
- 11 — The Podcast.
- 13 — Development.
- 17 — Silicon Valley.
- 19 — Problem.
- 20 — Problem(s).
- 21 — Content.

## Life.

- 23 — How to learn fast?
- 24 — How to find great people?
- 25 — Books.
- 29 — Ask why.
- 29 — Learning chess.
- 29 — Have a rhythm.
- 30 — Who am I?
- 30 — Travel around the world.
- 30 — Cursor.
- 31 — Being with people happier or better than me.
- 31 — Start writing.
- 32 — How to meet interesting people in 3 simple steps.



## Engineering great companies.

- 35 — Step 1: Find a problem.
- 36 — Step 2: Find a solution.
- 37 — The Monopoly Check.
- 38 — Step 3: Find great people.
- 39 — Step 4: How to keep great people.
- 41 — A living organism.
- 42 — Stories.
- 43 — Tip of the spear focus.
- 43 — Simplify.
- 44 — Disrupt the full supply chain.
- 45 — Anecdote: 2 Elon Musk secrets.



## Resources.

- 48 — Videos/Podcasts.
- 51 — Documents.
- 52 — Start.

# Preface.

To give you a better understanding of how I think and work, you should first understand my journey and how it led me to the point where I now travel every three months to another continent on Earth, learn new skills faster than ever before, and engineer solutions to the most important problems humans will face in this century.

Every day of my life feels highly rewarding, and if I wish you to take one thing away from this book, it's how you can achieve this kind of rewarding feeling for yourself with the work you do.

Other than that, I will lay out some of the most beneficial learnings I made and sources that helped me understand engineering, physics, and the history of how to build great companies and products.

# Start.

I was a 16 year old boy from a small town in Germany called Dresden with the goal of becoming the biggest DJ in the world with multiple internationally known songs. While I was in 10th grade, I usually played at friends' house parties and became known under my DJ name Pytro. In the summer of 2022, I decided to take my first step and write an email to the owner of a local event party group.

I got an answer after three days with a date when I could come play at an outdoor party. I prepared around 20 songs, which later turned out to be a big mistake, as I learned when I ran out of tracks after 40 minutes of playing.

I received around \$60 for playing, but more importantly, I successfully mixed for the first time on real CDJ 2000s, a real club DJ controller, and I felt real momentum in something I did for the first time.

Before playing this first set, I had already released two songs on Spotify that barely made more than 1,000 streams. And even when my set time at the club was so early that only five people stood in front of the decks to dance, this moment turned out to be the beginning of my journey in the music industry.

The second time I got the chance to play, around four weeks after my first set, I played a warm-up set before the German DJ Soundbystyle who was booked as the main act of the evening. Later that evening he asked me if I would like to come on his tour to play in more than 30 different clubs all around Germany in the next five months and learn real DJing.

From that moment I was almost every Friday after school on tour playing in clubs like Bootshaus Cologne, the #5 best club in the world in 2022, while also focusing on building a social media profile and producing music.

# Rise up.

School was at that time my lowest focus point, and so my grades got worse and worse until my teachers actively approached me, asking if I really wanted to do my Abitur, the highest degree you can get in German high school.

But I resisted. Even when it was less my will than the will of my parents, I stayed in school and gave the minimal amount of work needed to make it work.

Often I sat in the back of the class and used the time in lessons to produce music in FL Studio or intros for the next DJ set.

It was a stressful time. I went from spending time with friends outside before the summer of 2022 and playing at house parties to being a professional DJ playing sets all around Germany.

I also felt that in some of my relationships, I lost connection to a lot of my friends and became more separated, spending my evenings mainly behind my laptop or on the way to clubs.

When I turned 17 on December 22, 2022, the mental weight of DJing from 11 pm to 5 am on most of my recent weekends got to a point where I had to push back.

Doing three things at once, DJing, producing, and managing school, was too much. I decided to put the focus on the thing that mattered most to me: making music to reach a lot of people.



# Compound.

In the first half of 2023, I played four sets, and I now spent almost every weekend driving two hours from Dresden to Berlin to connect with people from the music industry.

I remember the first time that I went there, I didn't book any hotel and just took a sleeping bag with me. I said to myself: either I'm social enough and find someone where I can stay overnight, or I will sleep outside in a park.

The evening when I arrived, I spoke with a lot of students and ended up drinking a beer with them, but in the end I took a hostel nearby in a 6 bed dorm room for \$45 a night.

It took me three months until I was connected enough to Universal and Sony Music that I got into my first sessions.

In these three months I also started posting videos on TikTok, and for the first time it clicked.

I had never had more than 10,000 views on Instagram or TikTok before, but in early 2023 I got into the techno remix trend early.

Especially one remix stood out on TikTok: Blonde Chaya by Amaru and Gringo Bamba, a half German, half Peruvian rap song, was blowing up on TikTok, and I made a techno remix of it that constantly got 50-100k views in videos.

Some of my connections into the music industry now also came from DMs I received on Instagram, and at the end of 2023 I released my remix together with Niklas Dee, who was one of the biggest upcoming DJs in Germany at that time.

The remix quickly went to over 1 million streams on Spotify, and I now found myself in production sessions with Ely Oaks, Lavinia Hope, and many other talented artists.

Before the remix blew up, I remember playing it in a club with 500 people who all didn't seem to be interested in the song. Just two or three months later, after the remix took off, I played in the same club in front of 3,000 people, and some started screaming when they heard the first seconds of the song.

The feeling of going on stage and having thousands of people dance and sing to something you produced was truly magical, and it made all the pain I had to go through in the years before worth it.

# The Podcast.

When I turned 18, I received a message on WhatsApp from a guy in my class. His name was Tade Mehl.

Tade and I barely had contact in class in the years before, but in recent times he seemed to be someone interesting who had also chosen his path early by joining an insurance company and developing investment skills at 16 years old.

From time to time we met, and in January 2024 I received a WhatsApp message asking if I would like to start a podcast with him where we would speak about our learnings from what we were doing.

At that time I spent a lot of my free time after school producing or traveling for sessions, so I was not sure if that was something I wanted to do. Indeed, I had never considered doing a podcast about business or the music industry before.

But this was exactly what happened, and we started the Rich&Rave Podcast where we invited people we knew from the German music and startup industry.

In 2024, my TikTok account reached 4k followers with some millions of views, and a new remix I produced gave me the opportunity to work with a nationally well known influencer.

After releasing a remix I did of one of his songs, he invited me on his tour, and I played for the first time at beach clubs in Croatia and big clubs outside of Germany.

I also made DJ events at that time at local late night shops and rented clubs for shows. But the effort I put into building out my DJ profile also had some costs. The highest cost was money. Most of the shows I had until this point were not highly paid, and with more and more money going into traveling with the podcast, I was again standing in front of the decision of where to put my focus.

# Development.

It was in December of 2024 that I decided together with Tade to go all in on the podcast, which also meant that we would rebrand it to the name HUGE Conversations.

With HUGE Conversations we also started a YouTube channel to film the podcasts we did.

It was an investment of time and money from both of us that we made no money from. But it had a different kind of incredible value. We learned from people who successfully created value in the world, either by building billion dollar companies like the founder of Trivago or the CEO of Freenet, or by being experts in their field, such as a sex expert, body language expert, or long term relationship expert.

The show never really took off, with the most viewed video having 40k views on YouTube and 100k views on Instagram, but it allowed me to learn on a level I had never experienced before in school or by working in the music industry.

With the start of 2025, we traveled to Dubai, London, and Austria to visit our guests.

We always tried to make the experience for our guests as special as possible. One time we bought a 2 meter bamboo and cut it down into small 20cm pieces with a custom sign on it that we printed at a nearby printer store for Leander Kirschner, who was the founder and CEO of the record label Bamboo Artist.

Another time we bought a globe for \$15 and put on it a sign saying "spark around the...", a gift for Dan Ram, a worldwide speaker who was an advisor to Jake Paul in his early years and got to know Barack and Michelle Obama.

From him I learned that Jake Paul always had a notebook to take notes from important conversations, and I started doing it from then on too.

2025 was my final year of high school at the Waldorfschule Dresden, where preparation for the Abitur takes 13 years. One month before my final exams, I founded my first company, a German GmbH, for our podcast production together with Tade.

We wanted to bring the quality of our podcast production up from what we had filmed up to that moment with an iPhone 15 Pro, and we had a Web3 model in mind to give out digital shares of a podcast.

To achieve that, we got a small angel check that made it possible to buy the setup needed to make our production ideas possible.

At that time, we came up with the idea of ECHO, a digital video biography that we wanted to do of living people. The video biography was planned as an extended podcast, and so we started preparing what should be our first 12 hour one session video interview. Our first guest for that show was Leon Richter, a German influencer from my hometown in Dresden.

We put more energy, time, and money into this one recording than ever before, doing interviews with his family and building a set that would sustain 12 hours of continuous filming.

Funny enough, we planned it at the same time my final exams started, and so I had to prepare for two major projects at once.

To help us film, I asked Martin, who was a good friend of mine and had already taken photos and filmed a lot when I was DJing. He and another friend called Jonas, who I produced music with in my early music career, made it possible for our setup to work for the whole 12 hour 4K recording with three cameras.

I invested a lot into the promotion and spent nearly 40 hours cutting clips out of the video material for short form platforms.

The clips made a few hundred thousand views, but when the day came that we uploaded it to YouTube, it was a massive flop, receiving around one thousand views.

At the same time, my interest in tech and building an actually valuable company grew. I first read biographies like Steve Jobs and Elon Musk by Walter Isaacson and found a deeper interest in building hardware.

The first thing I started to work on was a non invasive BCI (short for Brain Computer Interface). From my research, it seemed like the natural next point after we brought machines with the iPhone so near to the human, to think about what the next step will look like.

I designed caps where the device had a camera in addition to electrodes to directly give the user a better experience in how they can interact with the surroundings.

I was also really interested in going to the USA and seeing how people there are building companies, so I took the next flight to San Francisco, two weeks after my final exams.



# Silicon Valley.

It was a warm summer day when I went up the stairs into the plane that should take me first to Amsterdam and from there to San Francisco, California.

I arrived with one of the best feelings I ever had. I knew I was in the right place to achieve whatever I wanted. In the first weeks I explored the city and joined hacker houses in and around SF.

San Francisco is very much a hotspot where almost every incredible person has been at least once. Even then, when people speak of San Francisco, they often mean the regions around it.

Palo Alto and Berkeley were the two places where I actually met incredible people. San Francisco itself was at that time flooded by AI noise and SaaS startups.

One place I especially loved being at was Strada Coffee in Berkeley. I would describe it as a mid size coffee shop with an outdoor area and enough space for at least 50 people. Between the sitting benches grew trees that kept a shadow over your head on sunny days.

During the day the coffee shop was occupied by students from the UC Berkeley campus, which is directly on the other side of the street. In the evening you hear loud music from frats in the hills. A truly magical place.

I spoke with an old couple who had studied there over 50 years ago and still decided to live there and drink their coffee at Strada because it made them feel young.

# Problem.

In my time in the US, I learned more than in most of my high school years. Mainly this was because of incredible people that I approached, became friends with, and learned from. Some of these people can be found in the network of the Residency.

Tade joined me after one month in Berkeley. He showed me valuable lessons when he came.

I made a BCI device but had no clear problem for it. I knew that there would be applications for it, but would a highly expensive BCI cap actually be the cheapest and fastest way to fix those problems? Probably not.

This was the lesson I learned at that moment: that it is smarter to work from the problem and then search for the right ideas to solve it instead of starting with an idea and finding a problem for it.

Indeed, I believe that this is the most important point someone can get wrong when they want to build an incredibly valuable company.

I also still see some development needed in the BCI space to make it truly valuable for the consumer market. Nevertheless, I'm quite sure that it will be the next step after augmented reality to combine humans and machines, improve human capabilities, and connect with AI.

# Problem(s).

The first problem Tade and I approached together was health insurance in the US. From my perspective, it is one of the hardest problems to fix, and there are many people in the US suffering under it.

The U.S. insurance system is highly complex and inefficient, creating huge administrative overhead that wastes time and money across the entire healthcare system.

I believe that there are parts that can be solved right now, but solving the whole system at once is nearly impossible.

It was also not something I got really excited about working on, and as someone who shapes where to go, it is important to me to fully connect to the problem.

So we didn't continue with it and instead developed a page together where we collected the most important problems for humanity that we could imagine working on and wrote a short summary of each. This helped me in the process of finding the most valuable thing to work on.

# Content.

One of the first actions I took when I came to the US was to buy an iPhone 13. Even if I already had a great phone, I wanted to start posting again. This time not to promote music, but to inspire people and find great talent more easily. In the first 2 months, nothing happened. I sometimes posted 5-10 videos per day, each gaining around a thousand views.

Then I stopped posting on TikTok. There was also no benefit for my problem where TikTok would help, and so I focused completely on Instagram. I wrote DMs and asked people who had over 100k followers for advice, and in month 3 the first videos took off and got over 100k views.

After reaching a 10k audience, it became increasingly easier to actually build momentum. The more data is available on posts that work and don't work, the more you can rely on winning concepts and create variations of them.

When you have no idea of the market you're working in you can either aim, aim, aim and then shoot, or you just start shooting and eventually aim a bit. ~ Jeff Bezos

# Life.

*Knowledge I collected in the last 2 years of my life.*



# How to learn fast?

From the beginning as an embryo, we are influenced by everything we and the people around us consume and observe.

It influences your actions and thoughts and leads to your personality. An ongoing process until your death.

In the last year I got really selective about which sources I wanted to be influenced by.

I increased:

Reading in fields of my interest.

Reading recommendations of people I find interesting.

Learning skills by asking questions directly to the smartest person in the field that I was able to reach through social media or contacts.

Learning skills by executing myself or with a small group of people.

Living in places with a lot of people that are interesting to me.

I decreased:

Time spent watching entertainment short or long form videos.

Being around people that limit me in executing or thinking.

# How to find great people?

Finding great people is usually hard. They are often hired into top positions in the worlds best companies or have started their own company.

Some of them are invisible to the public eye and are only found in books or articles that tell about them. However, this does not mean that you can't reach them. Great people usually want to be surrounded by other great people. Around the world there are many hotspots for these people to meet. Some of these hotspots are public, some are not.

While I searched for great people who could teach me about how to build hardware, I started by scrolling through my contact list.

I called and wrote some people a message. I got two answers back. One person recommended that I visit the Frontier Tower in San Francisco.

I booked a flight and a hotel for a week, and a few days later I met there a person who became my teacher for the next months.

Universities like Stanford or UC Berkeley are also still a good contact point to find other young talented people.

Often it's enough if you just go there and connect with a bunch of people on campus or in nearby coffee spots like Strada Coffee in Berkeley. This is what I did.



# Books.

Books are awesome. They hold the greatest knowledge of history in them. Over the last year I built an audiobook library. These are some of the best books I read. If you don't know what to listen to or read, David Senra has on his YouTube channel "Founders Podcast" around 100 good books that are worth reading. This here is my personal selection of books that taught me something or inspired my work:

## **The Almanack of Naval Ravikant**

A lot of good and simple life lessons and thoughts in this one. Made me invest and trust more in my way.

## **Excellent Advice for Living by Kevin Kelly**

"To have a great trip, head toward an interest rather than to a place. Travel to passions rather than destinations."

## **Foundation Series by Isaac Asimov**

Robot Series by Isaac Asimov

Stories out of an exciting future. We need to get there.

## **House of Huawei by Eva Dou**

First time that I had good insights into a Chinese business.

## **Project Hail Mary by Andy Weir**

Awesome storyline with a good touch of science.

**Screw It, Let's Do It! by Sir Richard Branson**

Really inspiring story. Always have fun with what you work on.  
If not, it is probably not the right thing.

**The Nvidia Way by Tae Kim**

Made a lot of notes on culture and management principles.

**Titan: The Life of John D. Rockefeller by Ron Chernow**

He played chess in real life and won. Insane self belief.

**Make Something Wonderful by Steve Jobs**

Jobs in his own words.

**Poor Charlie's Almanack by Charles T. Munger**

Must read.

**Wizard: The Life and Times of Nikola Tesla by Marc J. Seifer**

A master of his work.

**Build by Tony Fadell**

By one of the best employees of Apple, telling the real story of the creation of the iPod and iPhone and how to build great products.

**Einstein by Walter Isaacson**

Reduce problems to first principles and pursue deep curiosity.

**Steve Jobs by Walter Isaacson**

The best biography I read so far.

**Elon Musk by Walter Isaacson**

Good insights into the early work of Elon.

**The Code Breaker by Walter Isaacson**

Sat at Strada in Berkeley while reading this one. Awesome.

**Leonardo da Vinci by Walter Isaacson**

The story of a polymath.

**That Will Never Work by Marc Randolph**

Great simple storytelling of how a “let’s just start” based on simple math led to Netflix.

**The Diary of a CEO by Steven Bartlett**

The five buckets and many other cool concepts.

**Zero to One by Peter Thiel**

How to get started.

**Blue Ocean Strategy by W. Chan Kim**

"Competition is only good up to a point.  
When supply exceeds demand."

**How to Win Friends and Influence People by Dale Carnegie**

"To be interesting, be interested." Also a must read.

**The Hitchhiker's Guide to the Galaxy by Douglas Adams**

My first science fiction book I read when I was 15.

## Ask why.

“Why?” is probably the word I used most often in the last 8 months. It allowed me to expose unthought ideas and know more about what was going on in other peoples minds.

## Learning chess.

Starting to learn chess gave me the simple ability to think 5 steps in advance, not only for myself but also for everyone around me.

## Have a rhythm.

I go running every two days to keep my body activated and to think fast. I play chess daily. I code daily. Find things that bring you into a rhythm so that you have an easier time working.

# Who am I?

A few months ago I started to write down who I am. What I like. What I don't like. What I'm good at. What I'm bad at. Things I need to get good at. It helps me make fast decisions. I kept it up to date since.

# Travel around the world.

I cannot describe how much my thinking and work changed in a positive way by leaving my home country and meeting people around the world. If you have enough money to go to the other side of earth, do it.

# Cursor.

Cursor has been the best friend of my mind in the past 8 months. The ability to transfer ideas into code and from code into something visually appealing helped me understand mathematical concepts, physics, and dimensions.

# Being with people happier or better than me.

Building a network of great people is never easy. However, I met people of this kind most often in situations where I don't know how it will go.

I take a 50\$ bus ticket to a new city without looking for a stay. I might ask someone on the bus who looks happy where he is going, or I sit in a coffee shop and start a conversation with someone who worked on his MacBook.

These kinds of conversations can lead to you finding someone great, or they can lead to you getting introduced to his or her friends and finding someone there.

## Start writing.

Writing this document fundamentally allowed me to understand my own thoughts better. I had to teach myself through my own lessons.

"Engineering great companies" was originally written down as "How to win the war" in a separate document that I started 5 months ago.

Publishing it here allows me to now go on to new depths of the game that I haven't written down yet.

# How to meet interesting people in 3 simple steps.

Step 1: Write the person you're interested in.

Keep the message as short as possible. Don't waste their time. Offer some value you can give without expecting anything in return.

Step 2: Call the person you're interested in.

If they respond, suggest a short call. Once you speak briefly, the barrier to meeting in person becomes much lower.

Step 3: Visit the person you're interested in.

Take a train or a flight and meet them in person. No call creates the same relationship as a real meeting.



# Engineering great companies.

*These learnings are based on what I observed by failing and seeing other people fail and succeed.*



One thing that I learned is that you have to study the game more than anyone else to win. Similar to a chess game, in Elons companies there are moves over months that make no sense to untrained people, and Elon wins just because he has played the game more often and knows a lot of strategies to apply at every stage of it.

So what does Elon know that most people don't know? We can break it down into 4 steps for the early game that will explain some of the strategies Elon and the other founders listed here used for their companies. In addition, you will find under these steps a series of helpful tips from elite players.

These are strategies that I learned while studying the game and its best players such as Elon Musk, Larry Ellison, Jensen Huang, Steve Jobs, Bill Gates, Peter Thiel, Jeff Bezos, Sam Altman, Paul Graham, Shaun Maguire, Steven Bartlett, and James Donaldson.

# Step 1: Find a problem.

A real problem can stay the same for 10 or even 100 years. In order to build a successful company and win the game, you need to pick a problem that is enjoyable for you, because this is where you will spend 10 or more years of your life.

You are also the person who has to convince A Players to work on that problem with you, and if you are not able to deliver them the most emotional and world changing vision of it, they will not stick with you.

Btw, part of understanding the problem is also understanding the user, the person who has the problem.

Paul Graham gave a 50 min lecture at YC in 2016 about how important it is to know the customer as well as the problem itself.

So go to the person, and if the person pays for what you suggest as a solution to fix their problem, you not only made sure that there is a customer with a real problem, but also that they would pay for your solution.

## Step 2: Find a solution.

In most cases there are already solutions for the problem you picked. You can win in this step by making your solution simpler. Simple means more quality and beauty for a lower price and a positive Monopoly check.

There is a high chance that the first solution that you start with will not be the solution that fixes the problem completely, don't care about that. Most ideas are bad at the beginning.

But what is indeed important is that users love your solution even if it's not the best. They are the ones you have to convince with your product. Make sure that you speak with them and that they love it.

# The Monopoly Check.

This is an essential checklist for building a monopoly by Peter Thiel:

When the company starts, a small market with low competition is the best case.

The first goal for the company is to get a huge share of this market.

The company should get stronger with a growing network.

The company should have high fixed costs and low marginal costs, often seen at software companies for example.

## Step 3: Find great people.

For whatever problem you pick and whatever solution you find, you will need people. Not some random people, A Players.

Engineers who have the ability to think through highly complex tasks, can write code, and are usually extraordinary in chess or other strategy games like Polytopia.

You need at least one of these people in your team to start your company with. The better they are, the more likely you will win.

Usually these people are hard to find, but from my experience they like to be around other smart people, so when I search for them I look at universities like MIT, Stanford, UC Berkeley, or at hacker houses like the ones from [Livetheresidency.com](http://Livetheresidency.com) and smaller communities.

Usually they don't need much to do great work. They love good food. They need a place to sleep. They need a good internet connection. Great people will also help you think about your problem from different angles. Sometimes they think better from the technological side and sometimes they are better at thinking from the economics side based on their knowledge and network.

You want to have both sides, especially for hardware, to deploy in the right regions and to grow and work under the laws of physics.

# Step 4: How to keep great people.

Together with Step 3, Step 4 is the hardest and most overlooked point in startups. Finding someone who is truly exceptional can take 6 months or even years. Most of them are hired at top companies in the world, so there are not many left. But even harder is keeping them around.

So how can we solve that?

To see how we can keep an A Player in our company, we first have to look at why they leave a company.

The biggest reason is B Players. B Players are like viruses. They can work well and sometimes even have, on the surface, skills that make them look like an A Player. But they are not.

They love looking down on people, speaking badly about others, destroying creativity, and being seen as someone better. They are like a virus because they will always be around, waiting to get the opportunity to sneak in. The more of them get in, the more of your best people, your A Players, will leave.

Not because of the company. Not because of the mission. Just because you did your job wrong in keeping B Players out of the company.

The consequence of having your best people leave is the death of the company. You lose.

Another reason they leave is because you are not giving them enough room to come up with their own way. As a founder you need to communicate where you need to go.

Imagine you and your best 3 friends are out in the woods and you say: "Everyone needs to find something to eat, we will meet on top of the mountain in 3 hours".

There is no way that you will be able to track every one of your friends down and find an animal by yourself. Still, this is how I've observed some founders look at the work of their employees.

You must trust that they will find a way by themselves after you gave them the goal. If they are not capable of doing it, fire them. Great people always find a way.



# A living organism.

Jensen Huang described a company as a living organism that needs to be fed and kept safe from diseases, and that is your job as founder.

To win this game, you pick:

The dragon you want to fight.

The animal you want to fight it with.

Then you raise that animal, feed it while fighting against the dragon.

Also make sure that you communicate that there is a dragon to the world.

Otherwise you will not get support from people outside.

# Stories.

Products live most of the time in people's heads. Only some % of the time do they actually need to use them. So how do we get into the mind of a person? With good stories.

We break it down into 2 parts: Why and What.

## **Why.**

Especially for new solutions to problems, there is always a need to first describe what is bad about the current situation and the current products. People should feel through our words the pain of how bad the situation is right now. Say their worries and their fears.

## **What.**

After we deeply showed why this situation is bad right now, we can go on and show what we do to fix this problem. The years of engineering work. The simplifications. The magic of our product. Find analogies - 1000 Songs in your pocket. The future that this product will create.

# Tip of the spear focus.

Always identify and attack the biggest limiter. Don't spread effort across secondary problems. Laser in on the single constraint that, if removed, would unlock everything downstream.

# Simplify.

When I read Steve Jobs by Walter Isaacson, simplification is the one point that stood out most to me. Employees spoke about the simple stick that he hit everything with until it was just one simple thing.

Elon also has a famous and fitting quote for this: "The best part is no part. The best process is no process".

# Disrupt the full supply chain.

In tech it is common that no matter how disruptive our product is, competition catches up in a few months to a few years.

So how do we keep being first in the race if, as soon as we release the product, competitors can copy it?

**There are 2 ways:**

1. We have to start adding elements of the supply chain from our product and also disrupt them.
2. The iPod to iPhone case - We have to disrupt our own product by integrating its features into our new product and taking the old product out of the production line.

# Anecdote: 2 Elon Musk secrets.

While people after playing one game often go the easy way of cashing out and living a nice life, there is something more interesting about Elon and how he does it.

He optimized for standing in the arena every day to learn. And while thousands of newspapers laughed at him for failing with every rocket, he did nothing else the next day but go back into the arena and fight the dragon again. He is still doing it right now, every day.

If you think about it, there should be something that stands out to you. He knows two secrets that many don't know or don't want to see.

If you go into the arena and not only watch your animal fight but fight with it in the ring, you will kill the dragon faster.

People will laugh at you for doing it, but when you kill the first dragon, they will have respect for it.

And the second secret Elon knows is that no matter how good your glasses are, you will never know from sitting on your chair on top of the arena how the dragon should best be fought and what strategies to apply to give him a hard painful hit.

By playing in the arena you not only fight the dragon faster, but you also train your own mind, because every move, every wrong step, could kill you. What others will not learn is how to kill the dragon by intuition, and intuition is 500x faster than going through strategies.

# Resources.

*Rare diamonds in an ocean of stones.*



These resources helped me build my ground knowledge and inspired my work and daily life. I revisit some of these videos and docs once a year or even more often. People achieved great things in the past and they all were not more than we are today.

I could add additional notes on every video, but this should be for you, and you should decide by yourself what you want to take out of it.

# Videos/Podcasts.

These resources helped me build my ground knowledge and inspired my work and daily life. I revisit some of these videos and docs once a year or even more often. People achieved great things in the past and they all were not more than we are today.

I could add additional notes on every video, but this should be for you, and you should decide by yourself what you want to take out of it.

**Elon Musk USC Commencement Speech | USC Marshall School of Business Undergraduate Commencement 2014**

<https://youtu.be/e7Qh-vwpYH8?si=Ykkl7TsJYFHvDwqA>

**Kevin Plank: How To INSTANTLY Launch a Successful Sports Apparel Line!**

<https://youtu.be/KUZ-NZ8blO8?si=RM96UfUf7QwHxSNy>

**"In Search of Excellence" at Apple Computer in 1984**

<https://youtu.be/l3agg64LM88?si=5xEB3UERfmIYINOY>

**Steve Jobs Stanford Commencement Speech 2005**

<https://youtu.be/D1R-jKKp3NA?si=HJZPujys9hHDm4HI>

**Larry Ellison's commencement address at the University of Southern California**

<https://youtu.be/rb58GonleRg?si=ev6uBCZnUb35ztXM>

**Steve Jobs: The Fresh Air Interview (1996) | Fresh Air**

<https://youtu.be/MqSfFcaluHc?si=9hBRT1JIG2v6mvCS>

**Steve Jobs on Marketing and Values**

[https://youtu.be/4mvHgLy\\_YV8?si=1Jz1R2yngojPI9Ji](https://youtu.be/4mvHgLy_YV8?si=1Jz1R2yngojPI9Ji)

**Peter Thiel: You Are Not a Lottery Ticket | Interactive 2013 | SXSW**

[https://youtu.be/iZM\\_JmZdqCw?si=QY7hKnkS\\_uf\\_WfN4](https://youtu.be/iZM_JmZdqCw?si=QY7hKnkS_uf_WfN4)



**The Truth About Working for Elon Musk (Part 1)**

<https://youtu.be/mvDt0lByxJA?si=oLxk65aIWbUpaolU>

**Steve Jobs and John Lasseter interview on Pixar (1996)**

<https://youtu.be/SgWdjvRgouk?si=nVRZPAWabUqNHvWI>

**Jensen Huang-The First Six Months of NVIDIA**

<https://youtu.be/yU3GUHDf0mk?si=4giRqAmlOu6lXPVC>

**Naval Ravikant & Balaji Srinivasan: Knowledge, Wealth, and AI's Future**

<https://youtu.be/cBuHrelhLFI?si=b9EFPnOXsAsU3FsR>

**Isaac Asimov's Vision Of The Future | Letterman**

[https://youtu.be/clB1b\\_8hqB0?si=v3j\\_qgQgeuUxBsFL](https://youtu.be/clB1b_8hqB0?si=v3j_qgQgeuUxBsFL)

**Charlie Munger Commencement Address - USC**

<https://youtu.be/5U0TE4oqj24?si=ofFZdT6xkKH5nxOi>

**WORK EVERY WAKING HOUR - Elon Musk**

<https://youtu.be/unU9vpLjHRk?si=aiTO9dBjuPnw8Alp>

**AGAINST ALL ODDS - Elon Musk**

<https://youtu.be/k9zTr2MAFRg?si=gl6fN5Z73A6fDbSY>

**Find the Simplest Thing That Works**

[https://youtu.be/q6VcstxFFCI?si=n5jjC2RXKWSA\\_T5r](https://youtu.be/q6VcstxFFCI?si=n5jjC2RXKWSA_T5r)

**melodysheep**

<https://www.youtube.com/@melodysheep>

(one of the most visual inspiring channels on YouTube for me)

**Walter Isaacson Compares Leonardo Da Vinci To Modern Geniuses**

<https://youtu.be/SqTHpgONMIM?si=6zNo9o08vGTNw1-M>

**#299 – Demis Hassabis: DeepMind**

<https://overcast.fm/+eZyCx96Qo>

**#18 Naval Ravikant: The Angel Philosopher**

[https://overcast.fm/+Oxea\\_8wuY](https://overcast.fm/+Oxea_8wuY)

**Gwynne Shotwell, President and COO of SpaceX**

<https://youtu.be/1b-vAeYTxRA?si=vDTljsD08gfylzCE>

**On Recruiting**

<https://youtu.be/S8x978NnZSI?si=llaSuEGChpKGLFLq>

# Documents.

## **Collection: Jeff Bezos Shareholder Letters**

<https://quartr.com/insights/business-philosophy/collection-jeff-bezos-shareholder-letters>

## **Files for IsaacAsimovAudioBookCollection**

<https://archive.org/download/IsaacAsimovAudioBookCollection/>

## **Atoms are Cheap, Process is Pricey**

[https://open.substack.com/pub/futureblind/p/atoms-are-cheap-process-is-pricey?  
r=66pz7f&utm\\_campaign=post&utm\\_medium=web](https://open.substack.com/pub/futureblind/p/atoms-are-cheap-process-is-pricey?r=66pz7f&utm_campaign=post&utm_medium=web)

## **The Frontiers of Humanity: Art, Science, and Entrepreneurship**

<https://www.ejorgenson.com/blog/frontiers-of-humanity>

## **The Lucky-and-Good Feedback Loop**

<https://www.ejorgenson.com/blog/the-lucky-and-good-feedback-loop>

## **How Investors Kill Companies**

<https://www.ejorgenson.com/blog/how-investors-kill-companies>

## **Stop Waiting for Permission to Do What You Love**

<https://marcrandolph.substack.com/p/stop-waiting-for-permission-to-do>

## **Elon Musk Book Recommendations**

<https://www.elonmuskbook.org/elons-recommended-reading>

All external resources belong to their respective creators.

Links are provided for educational and inspirational purposes.

# Start.

The world rewards people who stand in the arena.