

Entrepreneurship is Personal Development: Lessons in Self Sovereignty

Who Am I



- CIO/Investor, Sukna Holdings
- Ex Partner, Diaspora Ventures
- Ex-Partner, GameGroove Capital
- Former VC Partner, 500 Startups
- 10.5 Year Ex-Yahoo! Executive

Age of Noise & Narrative



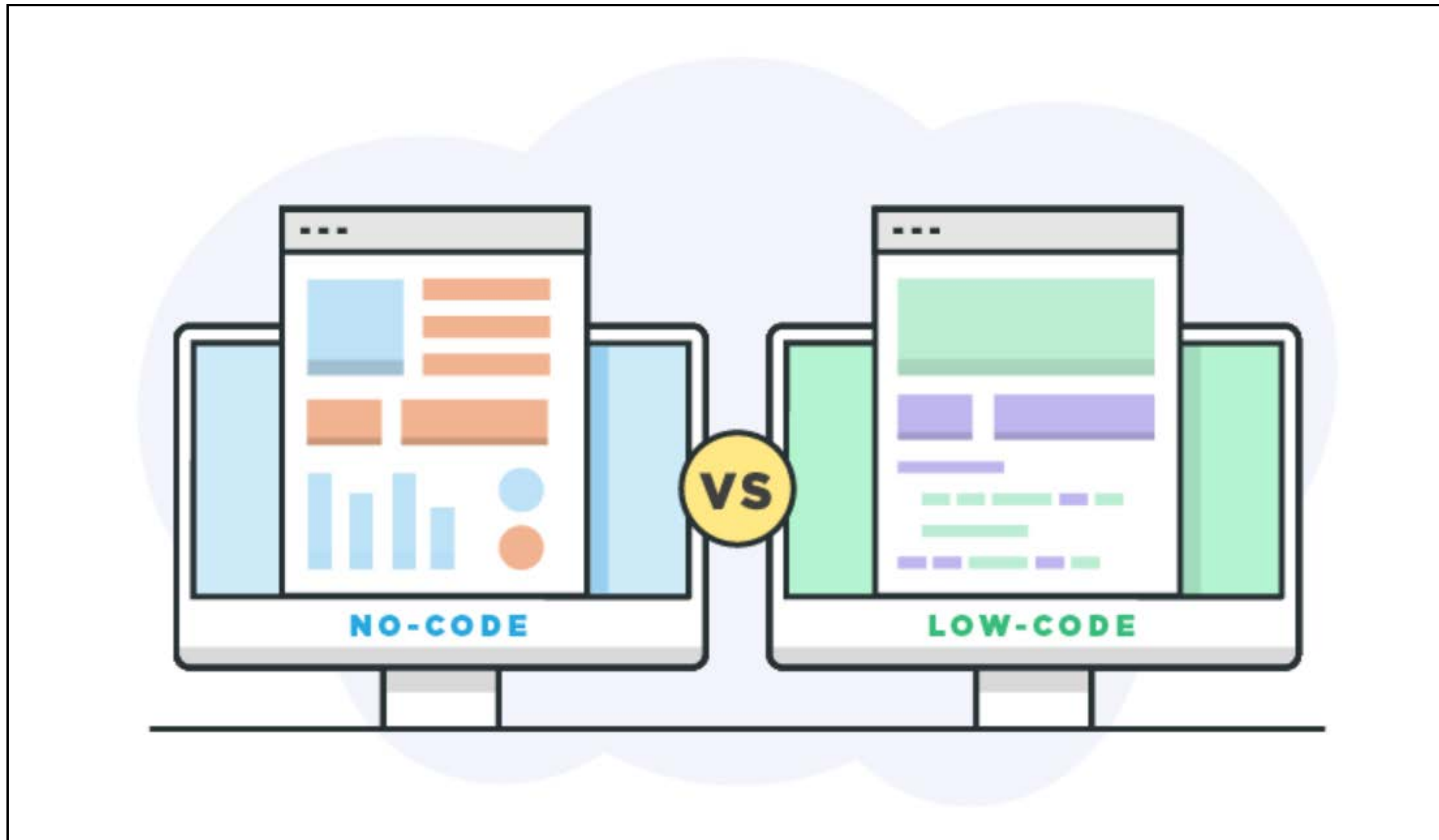
Deglobalization & Geopolitics



Accelerated Trends



Democratization of Technology



AI & Vibe Coding



Vibe Coding

**Finn Mallery** 
@fin465

everyone's sleeping on how absurdly good 2026 is to start a company (even compared to 2024)

one person can now:

- ship full apps without engineers (cursor, replit)
- design without being a designer (v0, Claude Design)
- turn one video into 10 clips (opus, descript)
- push those clips to millions (X, LinkedIn, TikTok)
- replace a support team (chatbase, intercom)
- literally watch exactly what their users do (Posthog)
- find + target perfect leads on autopilot (origami)

This is such a rare window. I just can't imagine it being this easy ever again

SpaceX Starlink



3 Key Trends of Internet

The Knowledge Economy (Where we've been for 20 years)

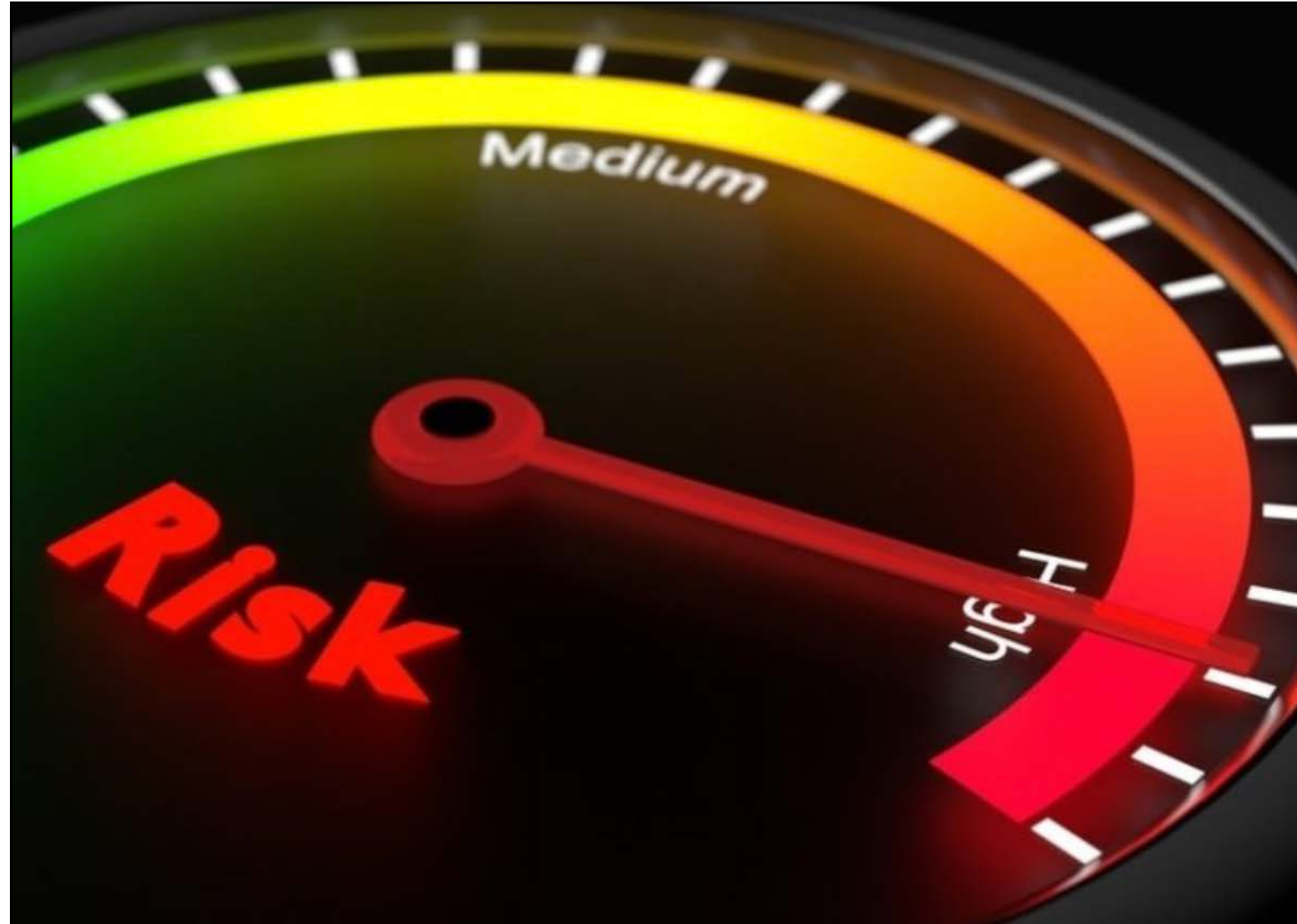
The Access Economy (What everyone is skipping over)

The Commerce Economy (Where everyone wants to go)

2020-2025: The New Reformation



Employment=Bad Risk Management



The Goal



Navalism
@NavalismHQ



"The reason to win the game is so that you can be free of it."

[@naval](#)

5:30 PM · Oct 28, 2021 · Twitter Web App

The Perfect Day Exercise

My Perfect Day

12 am	Sleep	12 pm	Lunch
1 am	Sleep	1 pm	Nap
2 am	Sleep	2 pm	Surf / Workout
3 am	Sleep	3 pm	Fun Productivity
4 am	Sleep	4 pm	Meditate, Yoga
5 am	Sleep	5 pm	Play with Kittens
6 am	Sleep	6 pm	Dinner (Preferably made for me)
7 am	Sleep	7 pm	Hot Tub
8 am	Sleep	8 pm	Movie / Read / Board Game
9 am	Breakfast	9 pm	Movie / Read / Board Game
10 am	Coffee, Read WSJ	10 pm	Movie / Read / Board Game
11 am	Fun Productivity	11 pm	Sleep

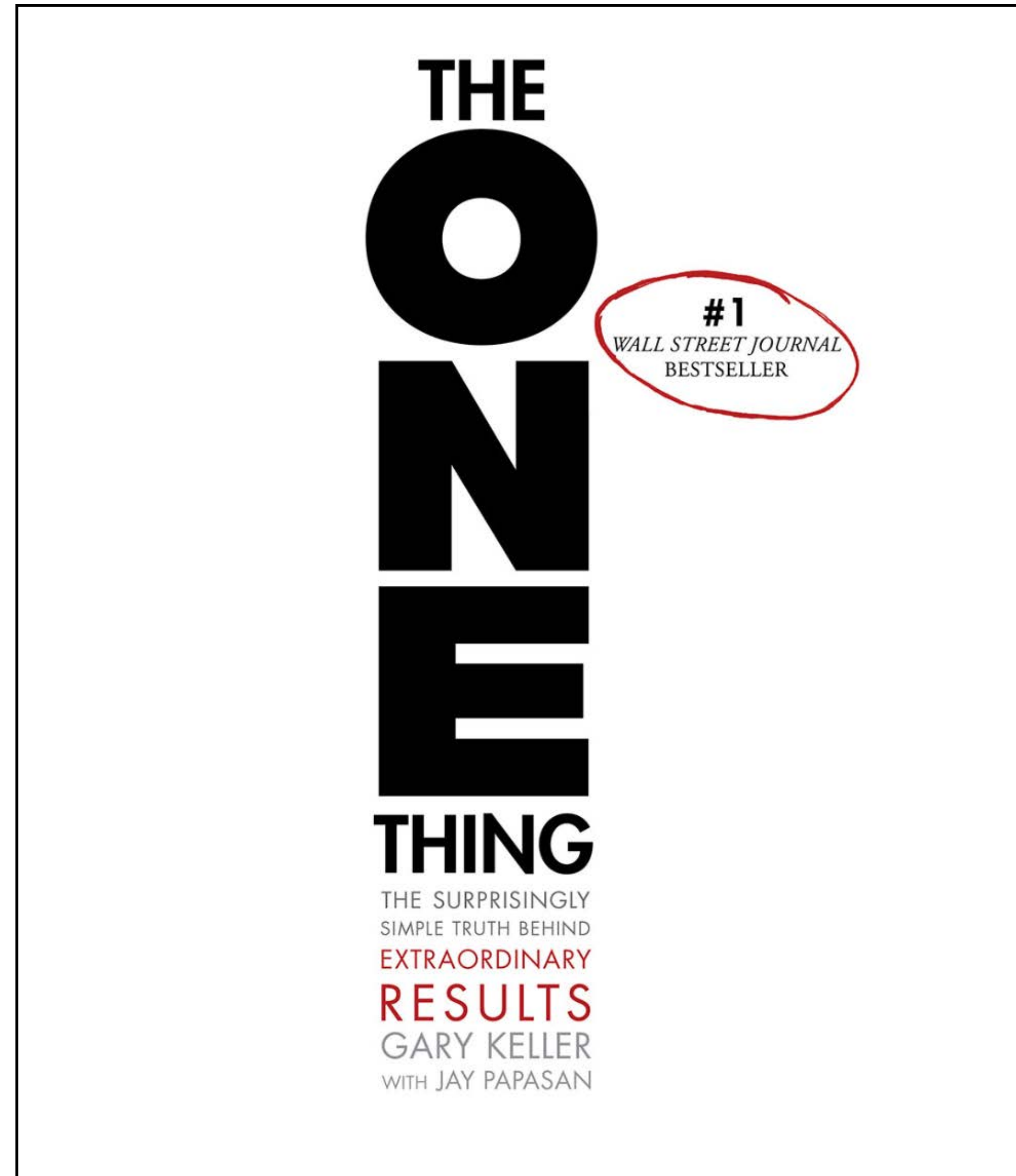
Notes:

- Layer in "passion" work as I figure out what that might be
- Tropical location (sun!), change every so often (travel!)
- Schedule set by me, not anyone else
- Fun Productivity = My business operations, self-improvement activities, education, investment management - interesting, intellectual, on my terms, web based
- Be around good people who like doing similar things (yoga, meditation, relaxing)
- Relaxed pace of life, tranquility...whatever happens, happens

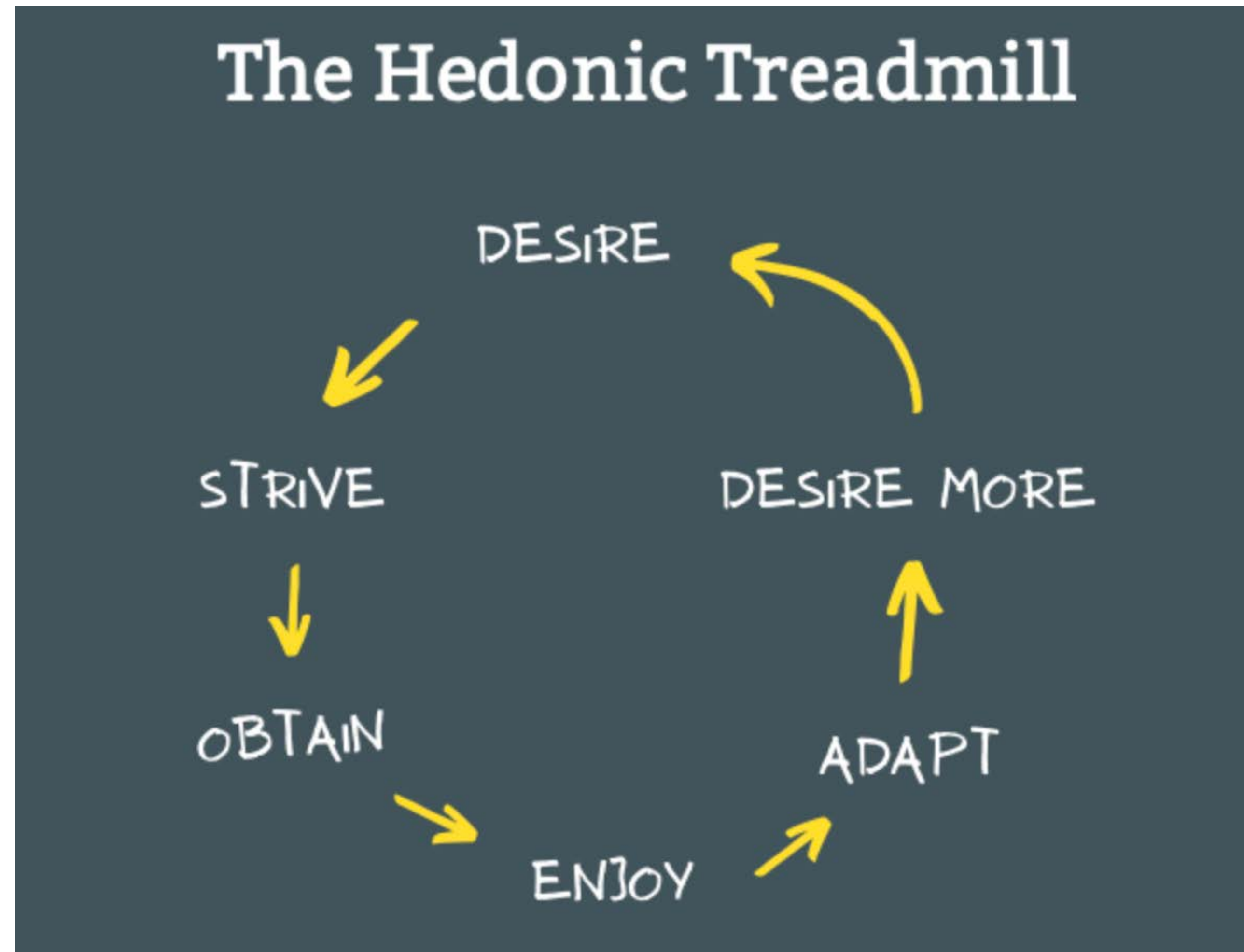
Variability: Manage Your Psychology



Whats Your Mission? The One Thing?



Manage Your Cost Structure: Fight Your Instincts



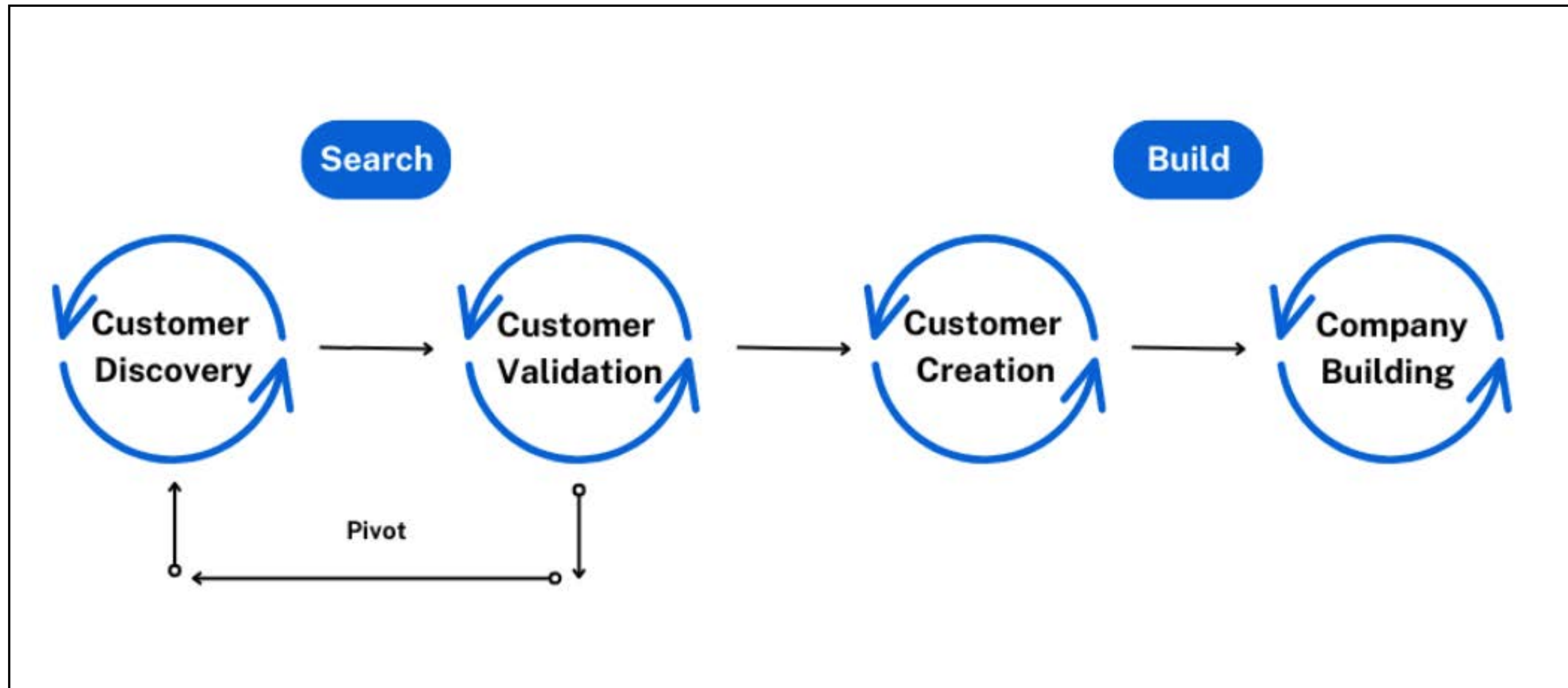
Endurance & Product-Market Fit



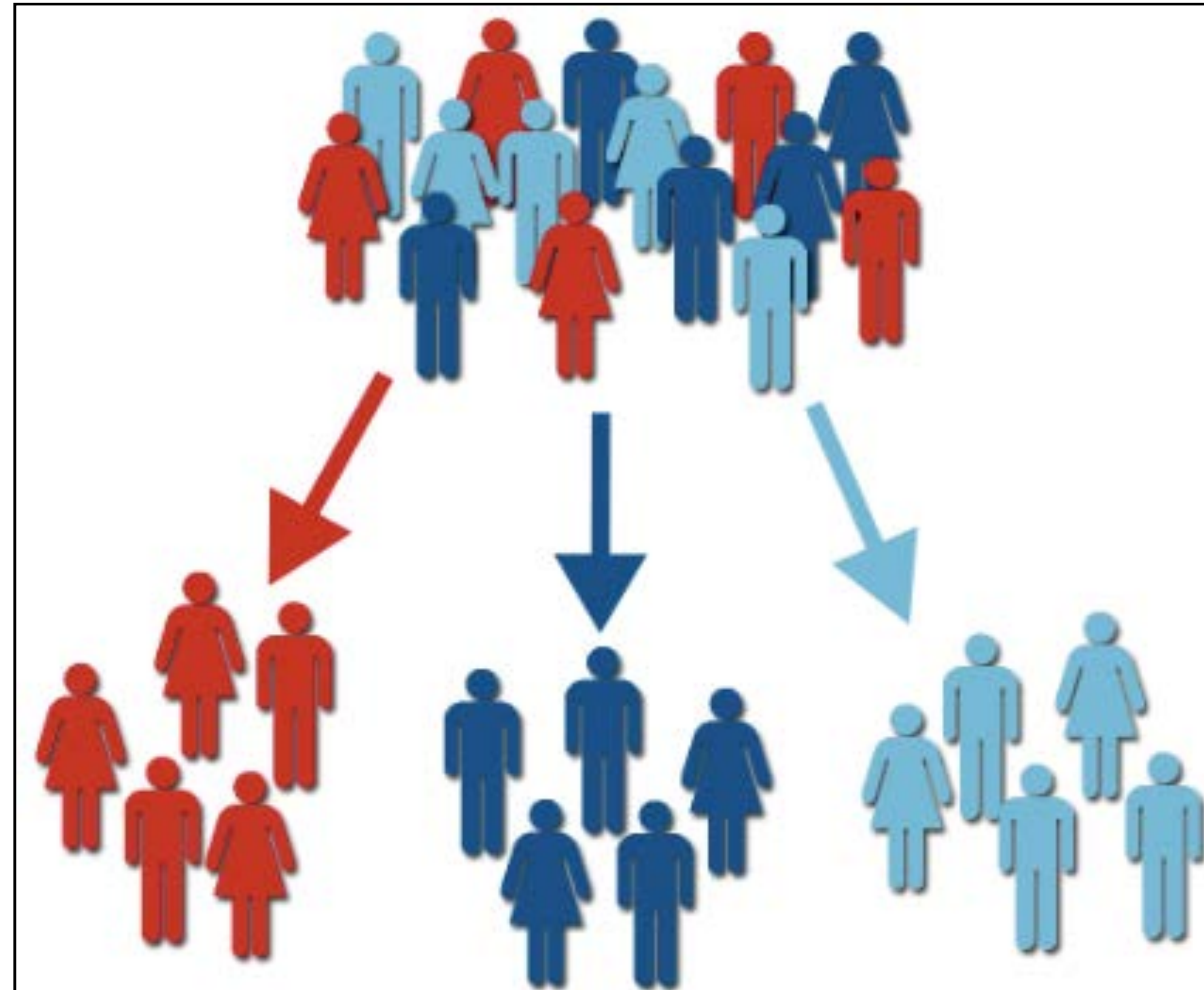
Focus: Riches in Niches



Customer Development



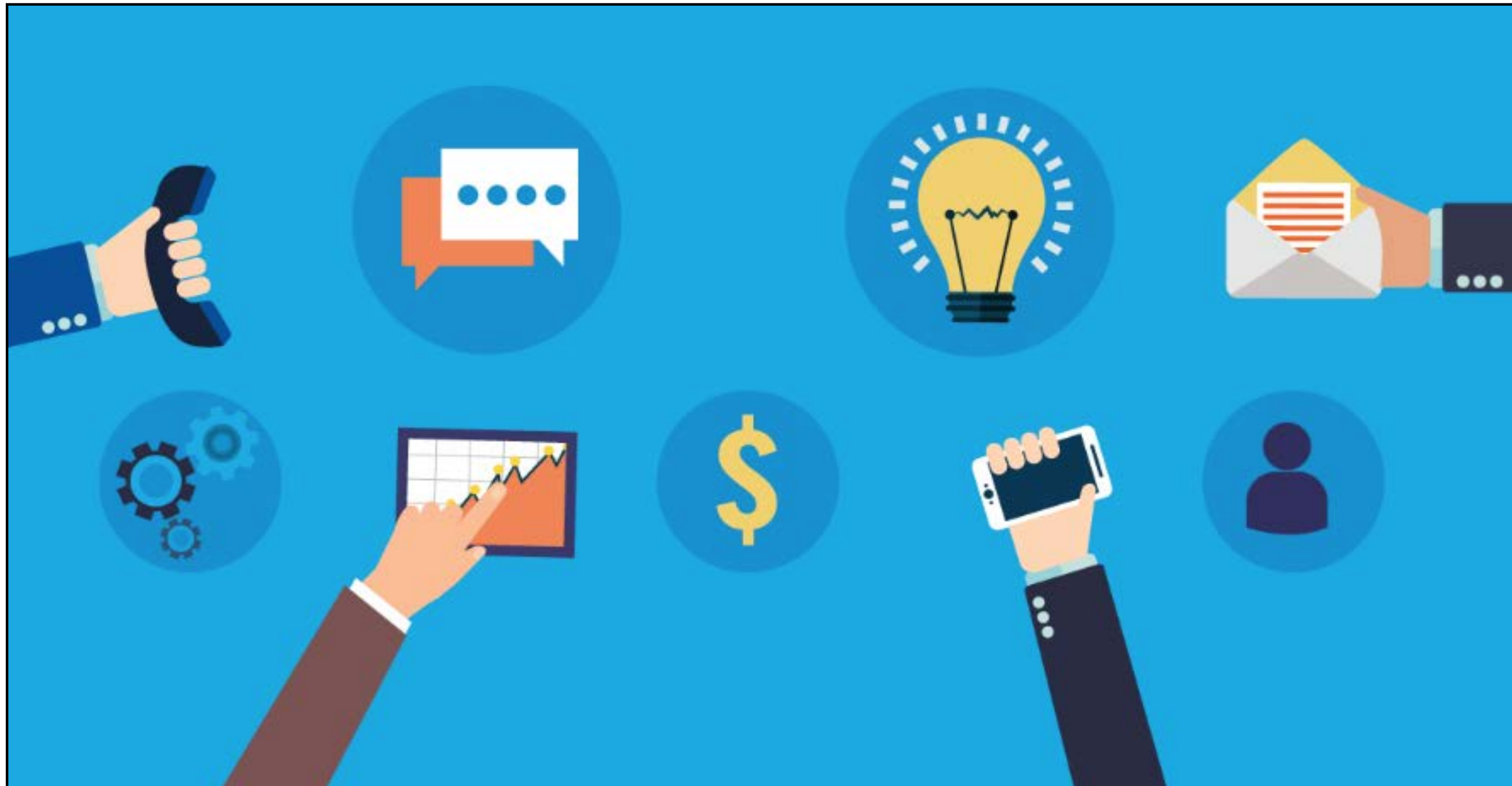
Customer Segmentation



Build Skills 1: Storytelling



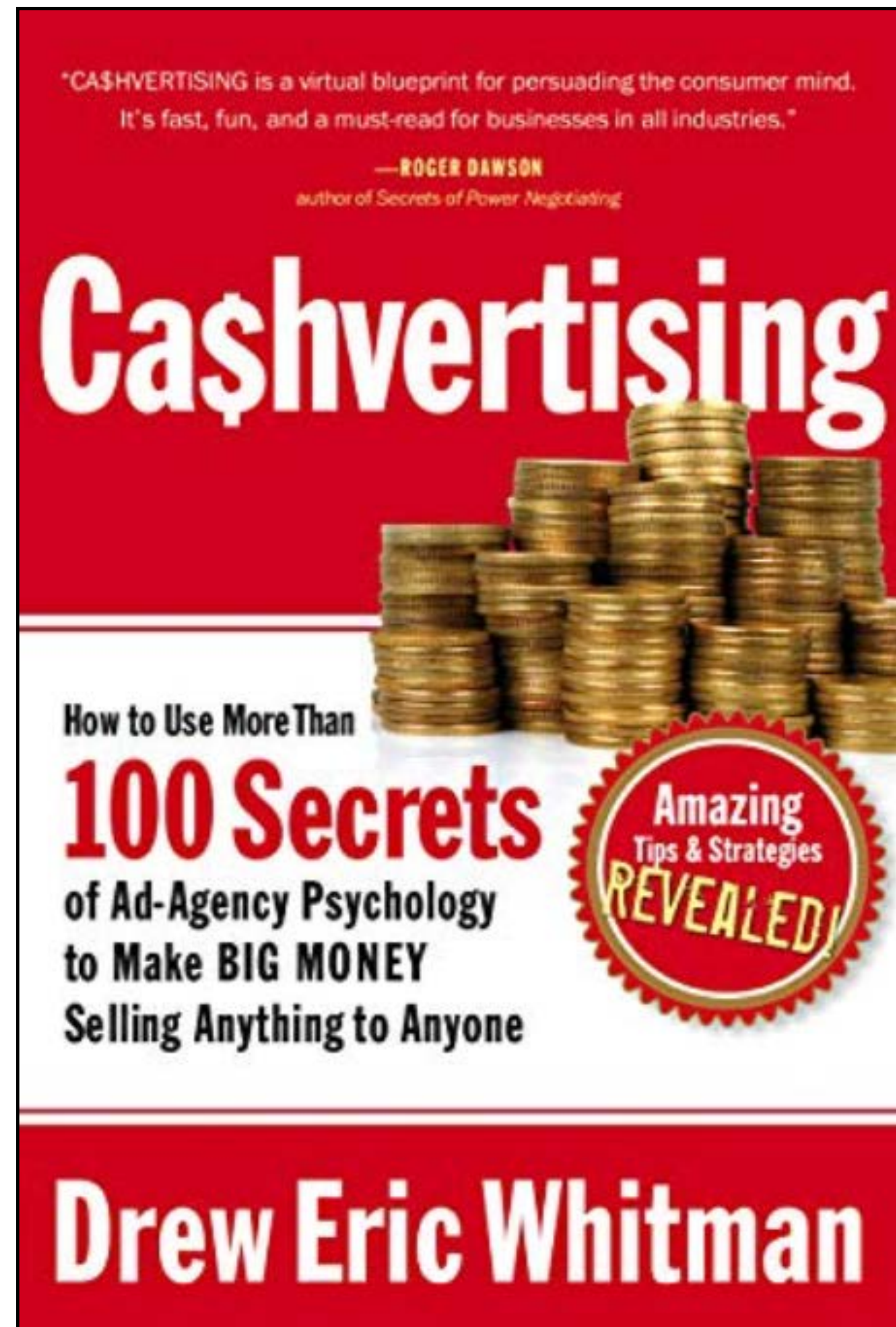
Build Skills 2: Sales



Build Skills 3: Online Marketing



Build Skills 4: Copywriting



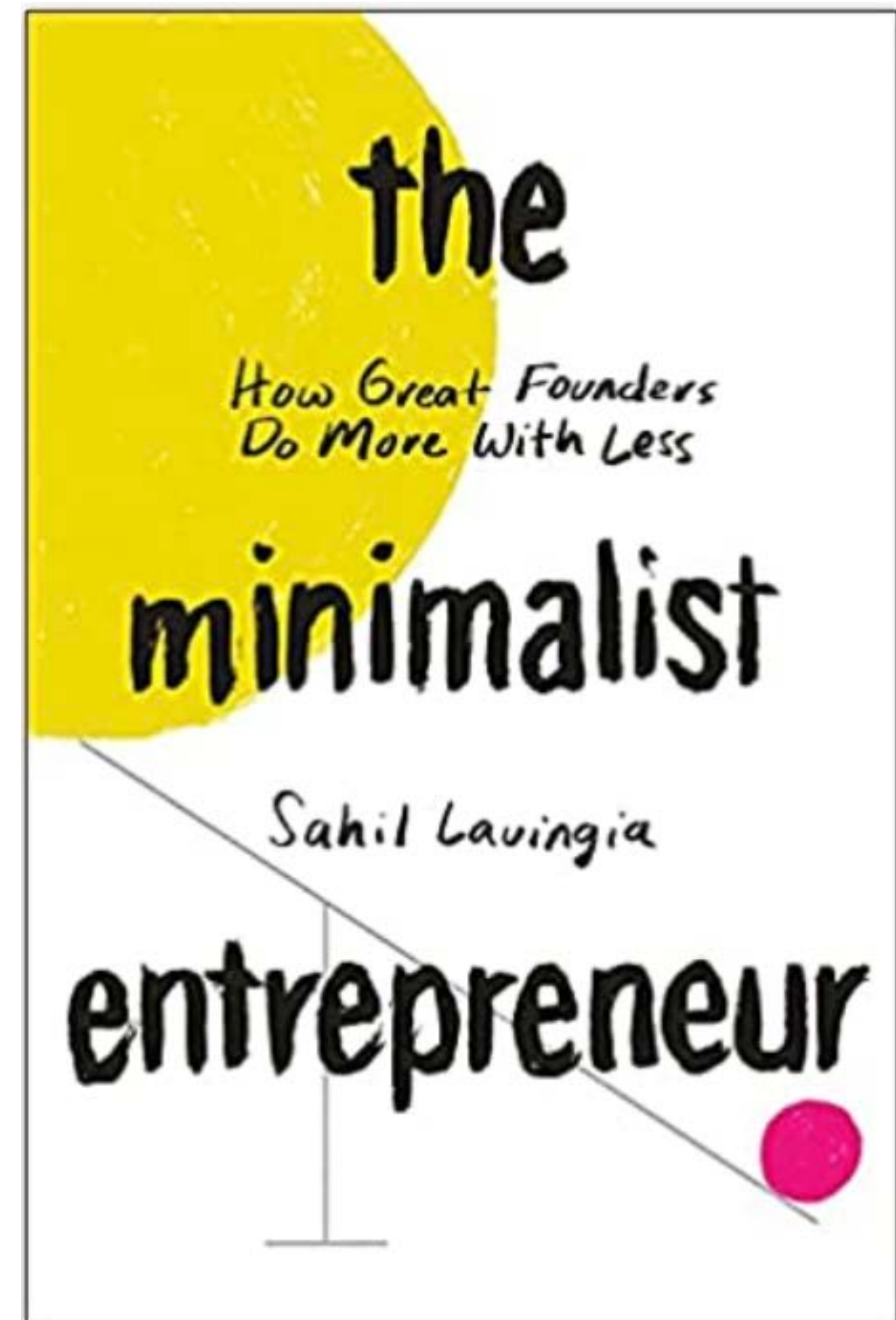
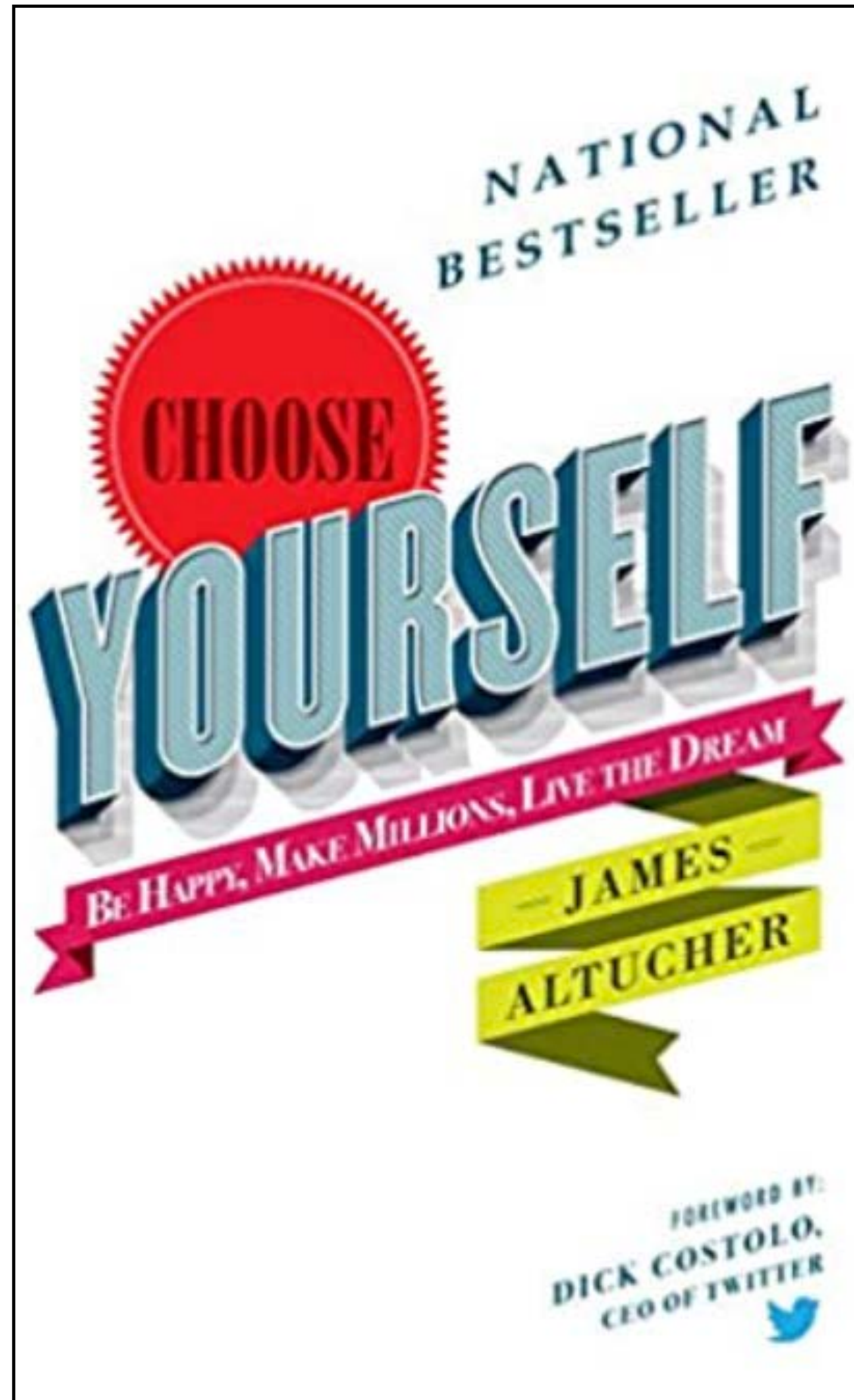
Build an Audience



“There is a big difference
between "working with" and
"working for.”

Ed Latimore

Build a Business



Concept 1: Launchpad



ericosiu.eth

@ericosiu



...

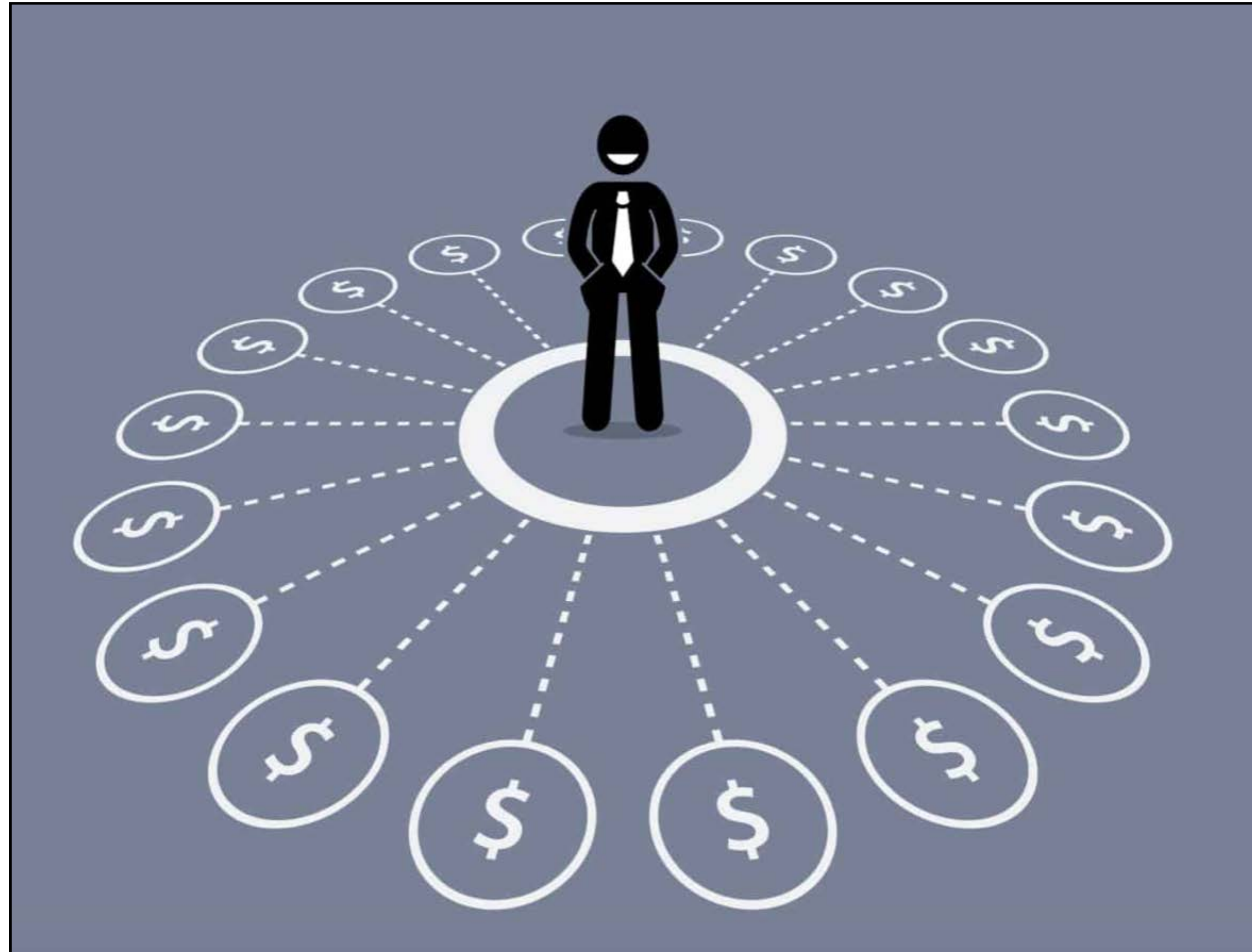
What a launchpad business is (from [@awilkinson](#)):

- A biz that gives you freedom
- Makes \$100-200k a year in personal income to build your bedrock
- Allows you to try new things
- Examples: Consulting, services business, digital business, courses, etc.

Importance of Building Equity



Concept 2: Portfolio Entrepreneur



Multiple Revenue Streams: Rule of 7



Learn to be an Investor



GeoArbitrage, Digital Nomadism & Quality of Life



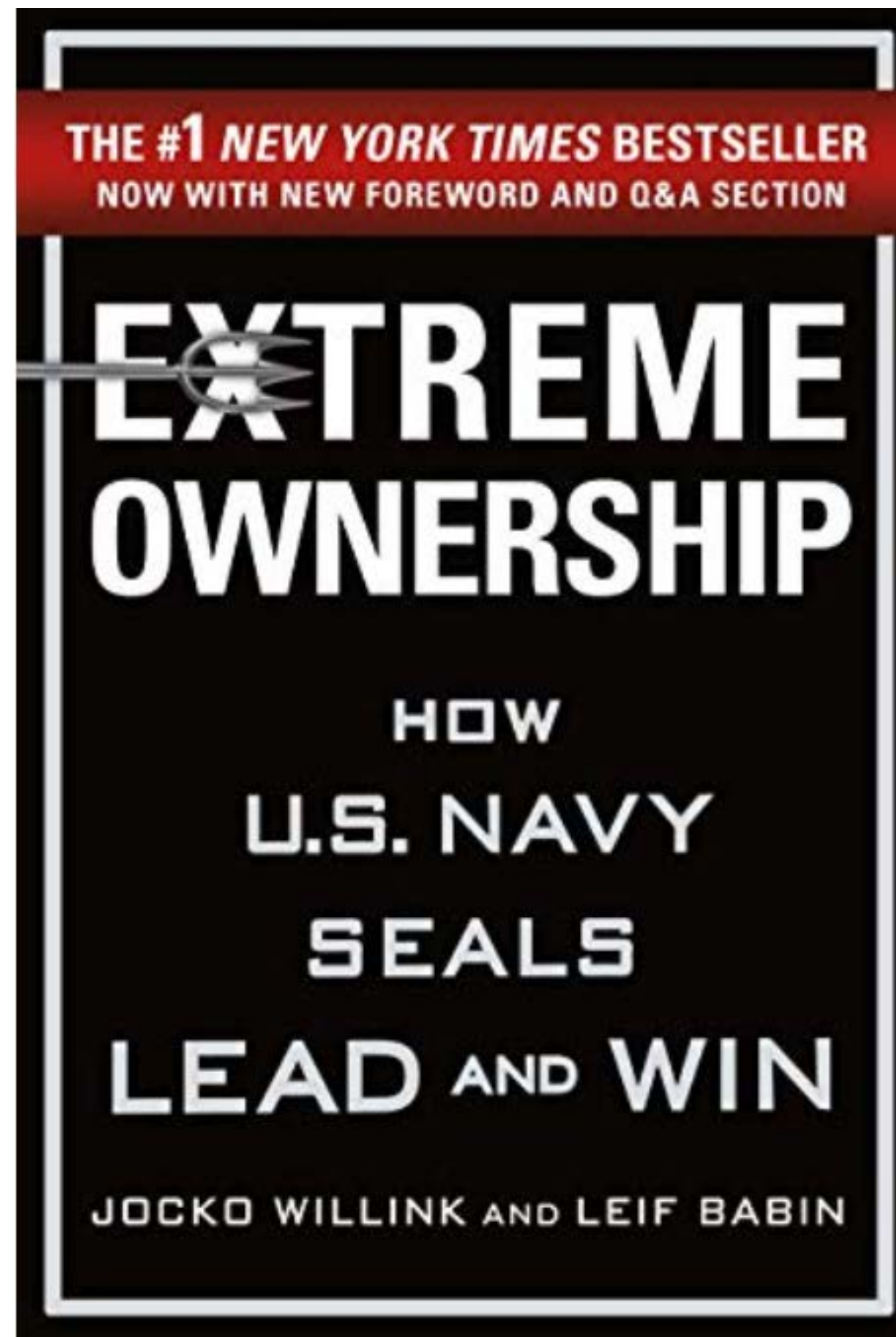
Be a Learning Machine



Tribe Up: Build Your Community



Mindset Matters



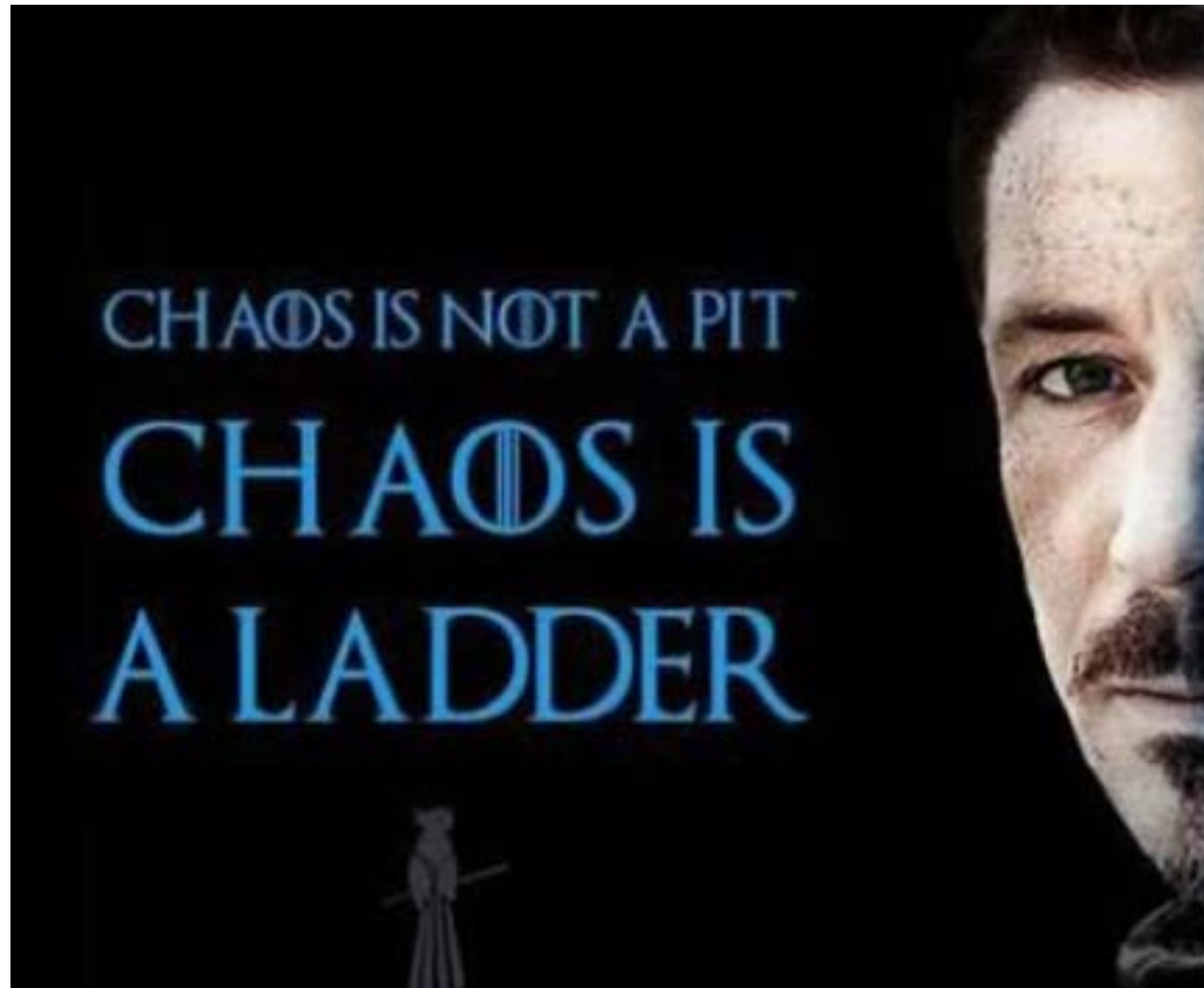
Be Kind, Be Generous



2025-2030: The New Renaissance



Chaos is A Ladder



“Everything You Want is on the
Other Side of Fear (& Hard
Work”)

George Addair

Twitter: @marvinliao

<https://hardfork.substack.com>