



think *small*






*small* team

*small* idea

*small* budget



you can fail more  
*cheaply* than ever



so fail *often*



it's a  
*non-zero-sum*  
game



*win win win* through  
collaboration



*decline* of the  
blockbuster



redefine *success*



*nichification*



no market? you *sure*?



build it & they will come



build something *worth*  
building



build something *you* need



build it *with* a community







do it for *love* ♡

*fin*

