



Twelve Cuban Rules for Startups

About Mark Cuban (born July 31, 1958): He is an American businessman and investor. He is the owner of the National Basketball Association's Dallas Mavericks, Landmark Theatres, and Magnolia Pictures, and the chairman of the HDTVcable network AXS TV. [More ...](#)

1. Don't start a company unless it's an obsession and something you love.
2. If you have an exit strategy, it's not an obsession.
3. Hire people who think will love working there.
4. Sales cure all. Know how your company will make money and how you will actually make sales
5. Know your core competencies and focus on being great at them. Pay up for people in your core competencies. Get the best. Outside your core competencies, hire people that fit you culture but are cheap.
6. An espresso machine? Are you kidding me? Shoot yourself before you spend money on an espresso machine. Coffee is only for closers (of deals). Sodas are free. Lunch is a chance to get out of the office and talk. There are 24 hours in a day, and if people like their jobs, they will find ways to use as much of it as possible to do their jobs.
7. No close offices. Open offices keep everyone in tune with what is going on and keep the energy up. There is nothing private in a startup.
8. As far as technology, go with what you know. That is always the cheapest way.
9. Keep the organization flat. If you have managers to report to managers, you will fail.
10. NEVER EVER EVER buy swag. A sure sign of failure for a startup is when someone sends me logo-embroidered polo shirts.
11. NEVER EVER EVER hire a PR firm.
12. Make the job fun for employees. Keep a pulse on the stress levels and accomplishments of your people and reward them.