Rules to live by for startups, entrepreneurs, and venture capitalists.

1. Is your business a feature, product or company?
2. If your business doesn’t make a dollar, it’s a hobby.
3. It rains dollar bills when their hair is on fire.
4. Don’t sell to them, make them buy.
5. One good salesman is transformative.
6. Revenue changes everything!
7. A leaky bucket will ruin your business.
8. Always go back to the well.