

Dedication:

This book is dedicated to Holly Russo for disbelieving the study of self-made billionaire is a stupid project. Most of my family and friends think I am nuts.

This book is also dedicated to Anthony Ho and John Ho, who taught me in high school all the math I needed to self-teach myself programming later in life.

This book is also dedicated to Phu Phong, who taught me how to be a computer consultant.



AUTHOR: started 6 business, failed 3 times, picture Snowboarding Lake Tahoe

My name is Paul Huen Chan. This is my fourth book on self-made billionaires. They are all on Amazon Kindle. My first book is “36 Self-Made Women Billionaires: How they made their Billions”. The second book is “Zero to Billions: Beginning, Belief, Behavior, Billions or Bankrupt”. My third book is “Zero to Billions: Anyone Can, 50 High School Self-made Billionaires and the 4 Paradoxes.”

A little bit of background on me. I was born in China, grew up in Hong Kong, and completed all my college education in US. I have a PhD from School of Advanced International Studies, Johns Hopkins U

and I wrote my thesis on Japan-South Korea Post-War Relations. In my youth, I studied in Germany twice and I also studied in Japan twice. I started 6 businesses, 3 failed and 3 had some success. During the dot com era, I worked for 3 startups and I was going crazy working 80+ hours a week. But I came to adore the startup culture, and dreamed of doing my own startup one day. Besides researching and writing on self-made billionaires, my other interests are snowboarding and learning Arabic. My slogan in 2015 is "do the unthinkable".

You can reach me at paulchan98@hotmail.com

Or <http://self-made-billionaires.blogspot.com/>

If you write me, I'll send you anything I know free.

Contents

Dedication	1
AUTHOR: started 6 business, failed 3 times, picture Snowboarding Lake Tahoe.....	1
Chapter 1 Why study under 40 self-made billionaires?.....	5
Chapter 2: Methodology, Is Age everything? Homogeneity.....	7
Chapter 3: Who are they?.....	8
Chapter 4: Startups (100%), 5 Models of Funding.....	11
Chapter 5. Sector: Technology (98%) Software (92%)	13
Chapter 6: Founders (97%), Part-time Startup (90%)	14
Chapter 7: Multiple failures, Multiple Startups (87%).....	15
Chapter 8.0 Silicon Valley Effect (18.5 out of 31 or 61%)	16
Chapter 9 Importance of Courage (as measured by College Dropout, 27%).....	17
Chapter 10.01 Zuckerberg, Mark (Facebook)	18
Chapter 10.02 Moskovitz, Dustin (Facebook).....	20
Chapter 10.03 Koum, Jan (Whatsapp)	21
Chapter 10.04 Kalanick, Travis (Uber).....	22
Chapter 10.05 Camp, Garrett (Uber)	24
Chapter 10.06 Saverin, Eduardo (Facebook)	25
Chapter 10.07 Holmes, Elizabeth (Theranos)	26
Chapter 10.08 Pudur, Arun (Celframe)	27
Chapter 10.09 Zhou, Yahui (Kunlun Tech)	28
Chapter 10.10 Sean Parker (Napster)	29
Chapter 10.11 Dorsey, Jack (Twitter, Square)	31
Chapter 10.13 Pera, Robert (Ubiquiti)	33
Chapter 10.14 Blecharczyk, Nathan (Airbnb).....	34
Chapter 10.15 Chesky, Brian (Airbnb).....	35
Chapter 10.16 Gebbia, Joe (Airbnb).....	36
Chapter 10.17 Kasahara, Kenji (Monster Strike).....	37
Chapter 10.18 He , Zhitao (Hangzhou New Century Tech)	38
Chapter 10.19 Maezawa, Yusoku (Start Today)	39
Chapter 10.20 Graves, Ryan (Uber)	40
Chapter 10.21 Baba, Naruatsu (Colopi)	41

Chapter 10.22 Spiegel, Evan (Snapchat)	42
Chapter 10.23 Murphy, Bobby (Snapchat)	43
Chapter 10.24 Pang, Sheng Dong (Shanghai Hyron).....	44
Chapter 10.25 Houston, Drew (Dropbox)	45
Chapter 10.26 Chen, Leo (Jumei.com)	47
Chapter 10.27 Cannon-Brookes Mike (Atlassian)	48
Chapter 10.28 Farquhar, Scott (Atlassian).....	50
Chapter 10.29 Persson, Marcus Notch (Minecraft)	51
Chapter 10.29 Tanaka, Yoshikazu (GREE)	52
Chapter 10.30 Yao, Jinbo (58.com)	53
Chapter 10.31 Zhang, Bangxin (TAL Education)	54
Chapter 11 5 Reasons for Explosion of Young Entrepreneurs	55
Chapter 12 The Negative Factors:.....	56
Chapter 13: Personal Traits of Young Entrepreneurs	57
Chapter 14 A Peek into the future: 6 Trends in Next 10 years	58

Chapter 1 Why study under 40 self-made billionaires?

I have 4 goals when I start writing this eBook.

1. To solve the problem “the rich get richer, the poor get poorer”. I want to make a frontal attack on this statement, because it is not true. About two third of billionaires in this world are self-made, so we should make a sharp distinction between inheritance billionaires and self-made billionaires. Self-made billionaires who started from zero are the good billionaires, because it shows the poor do not always get poorer. Also, I found there is an annual turnover rate of about 16%, suggesting that self-made billionaires are like athletes and movie stars, hard to get there and hard to stay up there too. Those who went from zero to billions earn and deserve every penny of it. Not only did they create new companies and new industries, they also created hundreds to thousands of millionaires along the way through (1) employees (2) investors (3) business partners and (4) suppliers. To the government, they also pay millions of dollars of tax every year. It is not a win-loss situation, as “the rich get richer, the poor get poorer” implies. Most of business is actually win-win.

2. To solve the problem “the higher education bubble”. Among the self-made billionaire, about 15% have high school or less education. About 30% do not have a college degree. In this book, I found 4 under 40 self-made billionaire with high school or less education, and 9 college dropouts and even 1 high school dropout. No PhD, no MD, no JD. Only three of them hold a master degree, but those with advanced university degrees are outnumbered by the 4 with high school or less education.

Why are the statistics so skewed in favor of those with lesser higher education? I think the time spent on struggling to start a business is more valuable than sitting in a classroom and solving business problems by writing papers. I am not advocating people dropping out of school in drones, but we should re-evaluate our system of higher education. I think it is an obsolete institution, too costly and too time-consuming for most students. Perhaps most dangerous of all, what is taught and what is learned is often irrelevant to the business world. I hope this book offers a better alternative: cheaper (99cents, soon to be free), faster (a few hours) and 100% relevant to the business world.

3. As an alternative reading material. I like to call this genre WISDOM READING. Wisdom reading will entertain as well as improve one's life. It is like, I read this and I become wiser.

Why we should read about self-made women billionaires, black self-made billionaires, high school self-made billionaires, and in the case of this book: 31 under 40 self-made billionaires. Instead of the hunger game, you can read here startup games. The startup games are more exciting and will make you smarter, wiser and more aware of your maximum human potential. Instead of space galaxy, you can read about Silicon Valley in this book. My goal here is to write a book that is both fast-paced as well as entertaining. . This book is 80% facts and 20% analysis. At a deeper level, this book can be read as a blueprint on to how to turn ideas into reality. The chief difference between a loser and a winner is the winner turns ideas into reality. The 31 billionaires covered in this book are master of turning ideas into reality.

4. As a peek into the future. The future is more useful than the past. As Warren Buffet says, the front seat in the car is more interesting than the rear mirror. The future is going to be a lot more abundant if only we can identify the changes to come and map an action-plan accordingly. When the cost of a startup dropped from five million dollars to five thousand dollars in 15 years, anyone can do a startup. This is just one of many profound changes coming in startups, in funding, in the role of technology, in Silicon Valley. We also can peek into the future who are the successful nations, and what kind of entrepreneurs are likely to succeed.

Here is a simple poem to their praise! Researching, reading and on under 40 self-made billionaire is a most rewarding activity.

They have changed the world and also managed to make themselves a lot of money. How cool!

They have created hundreds to thousands of millionaires out of their employees, their investors, their business partners and their suppliers. How awesome!

They did it without polluting the environment and without bribing anyone. How clean!

Their charity will one day save millions of lives and educate millions of people. How noble!

Chapter 2: Methodology, Is Age everything? Homogeneity

2.1 Methodology:

The methodology of this book is very simple. I use 2 criteria to screen out the 31 billionaires: (1) the person must be self-made billionaire, no inheritance billionaire here. (2) The person must be under 40. 40 year and one day old won't make the cut. This age limitation has caused me great pain, as one of my favorite young self-made billionaire, Nicholas Woodman is now excluded. Nicholas Woodman is an inventor and also the founder of GoPro. Unfortunately for Nicholas Woodman, he turned 40 on June 26, 2015 so he is no longer part of this special club. Unfortunately for me too, not only I miss out on his great story, but I also ended up with the strange odd number of 31 for this book.

2.2. Is age everything? Less than 3%

No, age is not everything. In fact, age is not even an important statistics among self-made billionaires. In March, 2015, Forbes magazine calculated that there are 1,191 self-made billionaires in the world. The average age of the self-made billionaire is 68. That means the average age of self-made billionaire is 29 years older than 39. In percentage terms, under 40 self-made billionaires represent about 2.6% of all self-made billionaires (30 out of 1191, Arun Pudur is the only non-Forbes list I added). This is not even statistically significant, which usually means 5%.

2.3 Homogeneity

My first shock after I assembled all the data is: this group of under 40 self-made billionaires is highly homogenous, with 100% coming from startups, 98% from technology, and 97% of them are founders of their own companies. More than 90% of them made it in software and more than 80% are programmers. Every one of them is a geek (Mark Zuckerberg might dispute that because he loves the classics, he is not a geek. But the address of Facebook is 1 Hacker Way, Menlo Park, CA and that is geek thinking to me. Yes, one can love Greek and be a geek). Despite coming from India, China, Sweden, Australia, US etc, the 31 billionaires in this study share far more in common than in differences.

Chapter 3: Who are they?

Sorted In descending order of wealth, the following table shows every one of the self-made billionaires and the company they founded. In Chapter 10, I'll give a full story of each of the 31, from beginning to success.

Rank	Name	Net Worth	Country	Age	Company founded
1	Zuckerberg, Mark Dropout Harvard U	42.1B	US	31	Facebook
2	Moskovitz, Dustin Dropout Harvard U	\$9B	US	31	Facebook
3	Koum, Jan (Immigrant) Dropout San Jose State U	\$7.4B	US, Immigrant born in Ukraine	39	Whatsapp
4	Saverin, Eduardo Harvard U	\$5.4B	Brazil, US Citizen reneged in 2012, just prior to Facebook IPO, some to save on taxes	33	Facebook
5	Kalanick, Travis Dropout UCLA	\$5.3B	US	38	Uber
6	Camp, Garrett MS U of Albert	\$5.3B	Canada	38	Uber
7	Holmes, Elizabeth Dropout Stanford U	\$4.6B	US	31	Theranos
8	Pudur, Arun Bangalore U	\$4B	India , now residing in Malaysia	38	Celframe
9	Zhou, Yahui Zhengzhou University	\$3.8B	China	38	Kunlun Tech
10	Parker, Sean High School	\$3.1B	US	35	Napster
11	Dorsey, Jack, Dropout NYU	\$2.4B	US	38	Twitter, Square
12	Kasahara, Kenji Tokyo U	\$2.0B	Japan	39	Mixi Monster Strike
13	Pera, Robert UC San Diego	\$2.0B	US	37	Ubiquiti

14	Blecharczyk, Nathan Harvard U	\$1.9B	US	32	Airbnb
15	Chesky, Brian Rhode Island School of Design	\$1.9B	US	33	Airbnb
16	Gebbia,Joe Rhode Island School of Design	\$1.9B	US	33	Airbnb
17	Maezawa, Yusaku, High School	\$1.6B	Japan	39	Start Today
18	Baba, Naruatsu High School	\$1.5B	Japan	37	Colopl
19	Spiegel, Evan Dropout Stanford U	\$1.5B	US	25	Snapchat
20	Murphy, Bobby Stanford U	\$1.5B	US	26	Snapchat
21	Graves, Ryan Miami U at Ohio	\$1.4B	US	31	Uber (not one of the founders)
22	Pang, Sheng Dong Ningbo University	\$1.3B	China	38	Shanghai Hyron 51.com
23	Houston, Drew MIT	\$1.2B	US	34	Dropbox
24	Chen, Leo MBA Stanford	\$1.2B	China	32	jumei.com
25	Cannons- Brookes, Mike U of New South Wales	\$1.1B	Australia	35	Atlassian
26	Farquhar, Scott U of New South Wales	\$1.1B	Australia	35	Atlassian
27	Persson, Markus Notch High School Dropout	1.33B	Sweden	36	Minecraft
28	He, Zhitao	\$1.1B	China	33	Hangzhou New Century Technology

29	Tanaka, Yoshikazu Nihon U	1.1B	Japan	38	GREE Social Network
30	Yao, Jinbo Ocean U of China	\$1.0B	China	39	Xueda Education in 2001 and 58.com in 2005
31	Zhang, Bangxin	\$1B	China	35	TAL Education Group in 2003

Chapter 4: Startups (100%), 5 Models of Funding

The most important statistics is they are all startups. 100% of the 31 under 40 self-made billionaires did it through startups. There are basically 3 kinds of funding, self-funding, angel investor and venture capitalist. An example of self-funding is borrowing \$10K and maxing out of one's credit card to start a company. An example of angel investor is one professor or acquaintance writes a \$300K. But to really create large and global company with new technology, VC came in at a later stage, and they provide anything from a few million dollars to billions of dollars.

Self-funding is the most difficult. This is because the company thus founded must almost be profitable immediately. We heard of stories of founders living in parents' basement and eating ramen for months and years to conserve cash. This is all true. The angel investor often comes after they see a product or some proof of concept. Finally, venture capitalists are needed to propel the company to IPO or from \$100 M valuation to over \$1B valuation. These are the 5 models or source of funding

(1) Self-funded first year to 5 years.

These are the ultra-lean startup, no angels, no VC for the first or a couple of long lean years.

The honor of the leanest startup goes to 2 Aussies and a Chinese. Now, first the Aussies, cause they are truly masters of bootstrap. Mike Cannon-Brookes and Scott Farquhar founded Atlassian in Sydney in 2002, in the depth of the tech recession, with \$10,000 of credit card debt, and in an office on the second floor of a sex shop for cheap rent. For the first five years, they did not rely on any external funding.

The other honor goes to Chinese education entrepreneur Zhang Bangxin. In 2002, he gained admission to graduate program in Beijing U, the Harvard of China. To make ends meet in the new and expensive city of Beijing, he took 7 part-time jobs, most of them tutoring. In 2003, he founded Xueersi, using his own fund and began hiring other tutors to take care of his expanding business. Working 7 part-time jobs to fund a startup. WOW!

Cannon-Brookes, Scott Farquhar and Zhang are all brilliant entrepreneurs and the companies they founded were profitable companies right from the beginning. Even without angel or venture capitalist, their companies would be extremely successful. But without VC, they probably won't be able to do IPO.

(2) Be your own angel investor

This is self-funding by established and rich serial entrepreneurs. E.g. Uber was funded by Travis Kalanick and Garrett Camp. Both Kalanick and Camp were multi-millionaires when they embarked on the idea of UberCab in 2008. Kalanick sold his second startup Swoosh to Akamai in 2007 for \$19M. Garrett Camp sold his first startup Stumbleupon.com to eBay in 2007 for \$75M. In their 30s already, both Kalanick and Camp were already rich serial entrepreneurs. Kalanick and Camp became their own angel investor.

In 2005, Uber is still not profitable. Because of billions of dollars of VC funding, Uber have expanded into more than 300 cities all over the world, from Paris to Shanghai and is concentrating on market share. In July 2015, Uber is valued at \$40B cap.

(3) Y Combinator (small angel funding and boot camp)

This model of funding was used by 4 of our 31 under 40 self-made billionaires. S Y Combinator is a serious and important source of initial funding. Y-Combinator shows that speed, agility and boot camp coaching can be as effective as boatloads of cash in the early life of a startup. I salute Paul Graham and the founders of Y Combinator. In less than 10 years, Paul Graham has revolutionized funding in Silicon Valley.

The 4 founders and the 2 companies Y Combinator helped to kick start are presented in the following table.

Name	Company funded by Y Combinator	Year
Drew Houston	Dropbox	2008
Joe Gebbia	Airbnb	2008
Brian Chesky	Airbnb	2008
Nathan Blecharczyk	Airbnb	2008

(4) Early external funding, angel investor or VCs

Elizabeth Holmes used her college tuition money to start her company Theranos in the garage. Jack Dorsey also used this model to start Twitter. Unlike the Y Combinator startups above, these two founders took almost 10 years to grow big. Dropbox and Airbnb took less than 5 years to go from zero to billions. In 2015, Theranos and Twitter are still not profitable. No insult to Holmes and Dorsey, Dropbox and Airbnb are still not profitable.

(5) Hybrid complicated funding (private capital, hedge funds, VC, self-funding and everything)

This is the most complicated model of funding for startup and is used by Mark Zuckerberg and Facebook. It is extremely complicated. Facebook had 5 founders and numerous internal fallouts. Basically, every other founder (Moskovitz, Saverin etc.) either quit or was forced out, or was bought out. Now Mark Zuckerberg is running Facebook as CEO since 2005 Sheryl Sandberg as CFO since 2007.

The funding part of Facebook could not have been more complicated. All along, Zuckerberg kept the source of his funding in secret. Maybe because he considered answering financial accountability question in public an unnecessary business distraction. Mark Zuckerberg used private equity firms, hedge funds, VCs and rich investors from Russia and China for various stages of funding. In 2007, Microsoft made an investment of \$240M. This immediately pushed the valuation of Facebook into \$15B and turned Mark Zuckerberg to the world's youngest billionaires. Dustin Moskovitz was a few days younger, but he had less equity in Facebook than Mark Zuckerberg.

No other startups in this book use this model. But I do not doubt its efficacy, because Facebook is responsible for 4 of the 31 under 40 self-made billionaires in this book. The 4 Facebook billionaires in this book are Mark Zuckerberg, Dustin Moskovitz, Eduardo Saverin and Sean Parker. Also, the combined net worth of these 4, close to \$60B, also made them the richest.

Chapter 5. Sector: Technology (98%) Software (92%)

30 of the 31 Under 40 self-made billionaires did it in the technology. So, the one and only exception is most interesting. Zhang Bangxin is the only exception, and he made it in education. But upon closer scrutiny, I found that even Zhang owns much of his success to his software. He was the first to put on-line education in 2007. He could not have attained billionaire status without software. Looking from another angle, Zhang would not have been able to scale his business without the internet technology or software. I rate the company he founded, TAL, as a 50% technology, 50% education .

Chapter 3: Which Sector

Sector	Description	Number	Last Names of founders
Technology (Software)	eCommerce	9	Chen, Chesky, Blecharcryn, Gebbia, Kalanick, Camp, Graves, Maezawa, Yao
	Social media	5	Zuckerberg, Moskovitz, Saverin, Parker, Tanaka
	Computer Games	5	Persson, Baba, Zhou, He, Tanaka
	AppChat	3	Koum, Murphy, Spiegel
	Collaboration Software	2	Cannon-Brookes, Farquhar
	Other	4	Houston (CLOUD software), He (Outsourcing Service) Dorsey (Twitter, instant messaging) Pudur (Business software)
Hardware	Network Gear	1	Pera
Medical	Medical Machine	1	Holmes
Education	Online Tutoring	1	Bang

Software (92%)

The word software is used here in a broad sense. Software here means anything not hardware.

Here again, the exceptions are the more interesting cases. We should delve into those 7% who did not make it in software. The two are Robert Pera of Ubiquiti (network gear) and Elizabeth Holmes of Theranos, maker of blood testing medical equipment. Zhang Bangxin, who made it in the education sector, is actually partially in the software business, as his company TAL teaches millions of student over the internet. I consider his business 50% education, 50% software. The calculation of 8% non-software is based on adding Robert Pera, Elizabeth Holmes and Zhang Bangxin together.

Chapter 6: Founders (97%), Part-time Startup (90%)

(1) Founders, exception and experience:

To be rich and successful, the shortest route is to found your own company. This is especially true here, where 30 of the 31 under 40 self-made billionaires in this study founded their own company. 30 out of 31 is 97%. Here, the exception is the most interesting. Who is this lucky dude/gal who did it through other people's company?

That person turns out to be Ryan Graves. He is not the founder of Uber. Kalanick and Camp are founders. Graves was the first employee of Uber and he became the first CEO of Uber because both Kalanick and Camp were not interested in running Uber (then called UberCab) full-time. Even then, Ryan Graves had founded his own company SocialDreamium a few months ago in 2009. So, every one of the 31 in this study are founders. In the case of Ryan Graves, he founded SocialDreamium, which was not successful. He was hired by Uber and Uber became a success beyond dreams. I don't consider him an exception.

Not only did the group of 31 found company, majority of them were veterans when they founded the company that would make them billionaires. Age is deceptive here. Mark Zuckerberg at the relatively young age of 19 when he co-founded Facebook, had already started 2 companies before that, Zucknet at his father's dental office and MP3 player monitoring Synapse. Evan Spiegel and Bobby Murphy, the founder of Snapchat in their early 20s, they were not novice in founding companies. Scapchat was the second companies they founded together.

(2) Part-time Startup (90%)

Another unusual discovery I made is many of the founders started their companies part-time. By part-time, I mean a full-time student (such as the 5 founders of Facebook, or Holmes who founded Theranos), have a full-time jobs (such as 3 founders of Airbnb), or other full-time engagement (such as Kalanick and Camp of Uber). All 5 of the Chinese entrepreneurs and all 4 of the Japanese entrepreneurs started their business part-time.

Chapter 7: Multiple failures, Multiple Startups (87%)

Of the 31 Under 40 self-made billionaires, only 4 have never suffered previous startup failures. These four exceptions are Elizabeth Holmes of Theranos and Mark Zuckerberg, Dustin Moskovitz and Eduardo Saverin of Facebook. Eventually, after Facebook, Dustin Moskovitz and Eduardo Saverin both started companies that were not successful, leaving Mark Zuckerberg and Elizabeth Holmes as the only ones who had never failed.

The youngest of this group: Evan Spiegel and Bobby Murphy of Snapchat, had worked together on a startup in 2010 called FutureFreshmen.com at Stanford U. FutureFreshmen.com could only attract 5 customers and was quickly closed. Well, these two youngsters, still in their 20s, they had had only one failure before Snapchat.

The honor of the King of Startup Failures goes to Drew Houston. By the age of 24, he had already failed 5 times as a startup founder. At age 25, Drew Houston founded Dropbox, the company that would make him billionaire. Do I hear luck here? Do I hear the world is unfair, because the young get richer, the old get poorer?

Chapter 8.0 Silicon Valley Effect (18.5 out of 31 or 61%)

Let's take a look at the following tables. 100% of the billionaires in US made their fortunes in Silicon Valley. Outside US, there are only a handful, Eduardo Saverin the Brazilian, Garrett Camp the Canadian and Markus Notch Persson of Sweden. Here I count Leo Chen, with an MBA from Stanford who went back to China to found jumei.com as 50% Silicon Valley

Let's look at the overall numbers, 18.5 out of 31 self-made billionaire made it (the 0.5 is Leo Chan from China, who got his MBA from Stanford). In terms of size and importance of the global companies created, the importance of Silicon Valley is more like 90%). Facebook itself is bigger than all the other non-US companies combined.

country		Last Name
15	US	Holmes, Murphy, Spiegel, Zuckerberg, Moskovitz, Parker, Gebbia, Chesky, Blecharczyk, Kalanick, Graves, Houston, Koum, Pera, Dorsey (all Silicon Valley)
6	China	Peng, He, Zhou, Yao and Zhang and Chen (0.5 Silicon Valley)
4	Japan	Tanaka, Baba, Maezawa, Kasahara
2	Australia	Cannon-Brookes, Farquhar
1	Brazil	Sauverin (Silicon Valley)
1	Canada	Garrett Camp (Silicon Valley)
1	India	Arun Pudur
1	Sweden	Markus Notch Persson (Silicon Valley)

What is the purpose of Silicon Valley. I have read and found many definitions. Here is the most appropriate one from Elizabeth Holmes, who defines **"the purpose of Silicon Valley is for great men/women with great idea to come to create great companies."** The following are the 4 secrets of why Silicon Valley builds great companies, and other places can't.

The first and most important secret of Silicon Valley is building great companies. Driving around Silicon Valley in 2012, I saw Apple, HP, Google and many more. In 2015, we can add Facebook, Uber, Airbnb, Theranos, Snapchat, Twitter, Square etc. to the list of great companies in Silicon Valley. However, the majority of its founders/billionaires in this book are not from Silicon Valley or the West Coast. I count Easterners like Zuckerberg, Holmes, Moskovitz & Houston, I can't help but think that had Facebook, Theranos and Dropbox been founded outside Silicon Valley, they would not be great companies.

The second secret for the success of Silicon Valley is competition. Each year there are thousands of startups from people coming in from all over the world. Of the thousands of startups, only a few will make it. This competition is very similar to Hollywood and the Olympics.

The third secret for the success of Silicon Valley is collaboration. Working with VCs with half a century of experience with startups is collaboration. This means you are only a phone call away from the best mentors and greatest VCs in the world, and the open free spirit of UC Berkeley and Stanford. In short, in Silicon Valley you can either consult with experienced founders or consult with experienced VCs. Often, the founders can hire engineers with startup experience. They don't have to be lone-wolf to succeed. They are always surrounded by talent and experience.

Fourth, Silicon Valley is the land of the geeks. Hippies, homosexuals, hackers and men/women of all kinds of background are all accepted here. Every one of the 31 billionaires in this book is a geek. Of the 31 founders, only 3 Zhang Bangxin, Brian Chesky and Joe Gebbia are not programmers. In fact, a few are elite world class hackers. Mark Zuckerberg, Drew Houston, Sean Parker and Jack Dorsey are all world-class and world-famous hackers. Even Elizabeth Holmes, who started a medical equipment company was a C++ programmer at Stanford. To the geeks, it is important to think differently, act differently or perhaps to create companies differently.

Chapter 9 Importance of Courage (as measured by College Dropout, 27%)

How important is courage? Perhaps more intriguing, how do you measure courage?

I come up with a measurement of courage, college dropout. It takes an adult (25 or older) huge courage to quit a full-time job to start a business. Well, it takes a teenager (Zuckerberg, Holmes) even more courage to drop out of university to start a company. The following table shows the huge payoff if one succeeds.

Count	Name	Net Worth	Country	Age	Rank in Wealth
1	Zuckerberg, Mark Dropout Harvard U	42.1B	US	31	1
2	Moskovitz, Dustin Dropout Harvard U	\$9B	US	31	2
3	Koum, Jan (Immigrant) Dropout San Jose State U	\$7.4B	US, Immigrant born in Ukraine	39	3
4	Kalanick, Travis Dropout UCLA	\$5.3B	US Uber	38	5
5	Holmes, Elizabeth Dropout Stanford U	\$4.6B	US	31	7
6	Zhou, Yahui Dropout Master Degree Tsinghua U	\$3.8B	China (Online Game)	38	9
7	Dorsey, Jack, Dropout NYU	\$2.4B	US	38	11
8	Spiegel, Evan Dropout Stanford U	\$1.5B	US (Snapchat)	25	20
9	Zhang, Bangxin Dropout Beijing U	1.0B	China	35	27

These 9 have a lower than average age (34 instead of 34.8) and much higher net worth (average \$8.2B instead of \$3.7B)

So, it pays to have courage.

Chapter 10.01 Zuckerberg, Mark (Facebook)



Age 31 \$42.1B Forbes 07/2015

Citizen US Born US

Self-made in Social Media, Co-founder Facebook in 2004 with Dustin Moskovitz, Eduardo Saverin, Chris Hughes and Andrew McCollum

EDUCATION Dropout of Harvard U

BEGINNING

1. He was born in White Plain, NY in 1984. His father was a dentist and his mother a psychiatrist
2. In middle school he was a prodigy programmer. His father bought him a computer and hired special tutors. He wrote a program "Zucknet" to connect his father's office and his home. He was outstanding programmer and made money on the side
4. While at Philip Exeter High School, he created a synapse with friend Adam D'Angelo to track popularity of MP3 Players. The two were offered \$950,000.00 to work for 3 years but they declined and opted to go to college.
5. In 1999, he entered Harvard U and majored in psychology
6. He was one of 5 co-founders, which started in the dormitory of a Harvard U.
7. His vision is not to make money but to connect the world
8. In 2004, he dropped out of Harvard and went to Silicon Valley with Dustin Moskovitz.
9. 2004, he was discovered by early Sean Parker. Parker, though 20 year old, is already a veteran in Silicon Valley. Parker soon became founding President of the 5 month company. Sean Parker had previous experience in Friendster and social media.
10. Soon Sean Parker introduced Peter Thiel, who became the first investor in Facebook. As first angel investor, Thiel invested \$500,000 in summer of 2004 for 10% of the company.
11. In 2006, Facebook is officially opened to anyone who is over 13 year old with a valid email account to join.
12. In 2007, he recruited Sheryl Sandberg to be COO of Facebook.
13. In October 2007, Microsoft purchased 1.6% of for \$240 million, thus giving his stock a valuation of \$15 billion.
14. Instead of getting VC finance, he preferred to go to private equity and wealthy individual for funding. Most of his funding came from private equity, and wealthy foreigners from Russia and China etc.

SUCCESS

- 1 By 2012, Facebook had reached over 1 billion user worldwide
2. In April, 2012, he made acquisition of Instagram for \$1B
3. In May 2012, Facebook went IPO with a capitalization of over \$100B. But disaster soon struck as the stock dropped 50% of its value in just a few months.
4. He persisted and correctly identified the problem and next opportunity as "mobile".
5. Within 1 year, he had changed his strategy to "mobile", turned Facebook around
6. His next strategy is acquisition.
7. In Jan, 2013, his offer of \$2B to acquire Snapchat was rejected by Evan Spiegel.
8. In Feb 2014, he succeeded in buyout of mobile instant massaging company Whatsapp for \$19B.
9. In April, 2014, he succeeded in buyout of virtual reality Oculus VR for \$2B

QUOTES:

"if you are not breaking things, you are not moving fast enough"

"Our goal is never to make money, or to start a company.. but change the world"

(Facebook) “ is about branding yourself, what you like to tell rest of the world”

"I got my first computer in the 6th grade or so. As soon as I got it, I was interested in finding out how it worked and how the programs worked and then figuring out how to write programs at just deeper and deeper levels within the system."

"This is a perverse thing, personally, but I would rather be in the cycle where people are underestimating us. It gives us latitude to go out and make big bets that excite and amaze people."

"We have not once bought a company for the company. We buy companies to get excellent people... In order to have a really entrepreneurial culture one of the key things is to make sure we're recruiting the best people. One of the ways to do this is to focus on acquiring great companies with great founders."

"WhatsApp is on a path to connect 1 billion people. The services that reach that milestone are all incredibly valuable, I've known Jan for a long time and I'm excited to partner with him and his team to make the world more open and connected."

Chapter 10.02 Moskovitz, Dustin (Facebook)



Age 31 \$9B Forbes 07/2015

Citizen US Born US

Self-made in social media, co-founder of Facebook in 2004 with Mark Zuckerberg, Eduardo Saverin, Chris Hughes and Andrew McCollum

EDUCATION: Dropout Harvard U

BEGINNING

1. He was born and grew up in Florida
2. He was an economics major and a roommate of Mark Zuckerberg.
3. In Feb 2004, he was the co-founder of Facebook with Mark Zuckerberg and 3 other Harvard student, 4. In June 2004, he, Mark Zuckerberg and Chris Hughes took off to Palo Alto to start a company there. Together with 8 employees, they founded
5. He was the company's CTO and President of engineer.

SUCCESS

1. Despite the success of Facebook, he continued to live a simple lifestyle and was often seen biking to work in San Francisco.
3. In 2008, he quit Facebook and co-founded Asana with Justin Rosenstein. Rosenstein was an engineer at Facebook. Asana is a mobile and web application for teamwork without email.
4. He never went back to Harvard to get his degree
5. He owns approximately 5% of Facebook.

QUOTES

"There are a lot of people building small ideas now. There's an idealization of being an entrepreneur, but the most important thing is to have a really great idea."

"(Facebook) was a very big mission; it really knocked it out of the universe. It's pretty hard to focus on a small idea after that. You really have to be working on something that you believe will be of similar impact."

"The first time I looked at Yammer, I thought I was on Facebook. Work is not a social network, with serendipitous communications and photo collections. Work is about managing tasks and responding to things quickly."

"When we first left school for the summer, we thought we were coming back in the fall. And then it eventually became dropping out. But at each of those phases, it felt like it was the appropriate thing to do. on dropping out of Harvard

Chapter 10.03 Koum, Jan (Whatsapp)



Age 39 \$7.4B Forbes 07/2015

Citizen US Born Ukraine
Self-made in phone software, co-founded Whatsapp
with Brian Acton in 2012, sold to for \$19B in 2014

EDUCATION Dropout San Jose State U

RECORDS In 2015, Jan Koum is the richest self-made immigrant billionaire under age 40.

BEGINNING

1. He was born in Kiev, Ukraine in 1976. He grew up in a village on the outskirts of Kiev.
2. In 1992, he immigrated to the US. He was 16.
3. As a teenager, he taught himself computer programming
4. He was once a boxer, and he was on food stamp for a while.
5. In 1994, at the age 18, he entered San Jose State U and studied computer science.
6. He also worked simultaneously as a security tester for Ernst and Young. It was at Ernst and Young that he first met Brian Acton.
6. In 1997, he started work at Yahoo. Once during class, he was called by David Filo to come fix a server problem. He discovered he did not need the degree and dropped out of San Jose State U.
7. He worked almost 10 years at Yahoo, and reunited with Brian Acton at Yahoo. Acton is a Stanford U graduate, who had lost millions of dollars in the last tech bubble crunch in 2000.
9. In 2007, he and Brian Acton quit Yahoo
10. In 2009, he and Brian Acton started Whatsapp after both went to a Frisbee contest on a beach in Brazil I and needed an app for their iphone.

SUCCESS

- 1, In April, 2011, Whatsapp received \$7 million funding from VC Sequoia Capital, to be followed in Feb 2012 by another round of \$50 million financing. Whatsapp was then valued at \$1.5B
2. By 2013, the user base at Whatsapp had exploded to more than 500 million.
3. After rejecting many buyout offers, in Feb, 2014. he and the other founder Brian Acton accepted a proposal of \$19B from Mark Zuckerberg after knowing Mark for more than 2 years.

QUOTES

"No Ads! No Games! No Gimmicks!"

"Advertising isn't just the disruption of aesthetics, the insults to your intelligence and the interruption of your train of thought. At every company that sells ads, a significant portion of their engineering team spends their day tuning data mining, writing better code to collect all your personal data."

"I grew up in a society where everything you did was eavesdropped on, recorded, snitched on. I had friends when we were kids getting into trouble for telling anecdotes about Communist leaders."

"I want to do one thing, and do it well."

"We're the most atypical Silicon Valley company you'll come across. We were founded by thirty-something; we focused on business sustainability and revenue rather than getting big fast, we've been incognito almost all the time, we're mobile first, and we're global first."

Chapter 10.04 Kalanick, Travis (Uber)



Age 38 \$5.3B Forbes 07/2015

Citizen US Born US

Self-made in Self-Riding Service, co-founder of Uber Technology Inc in 2009 with Garrett Camp

EDUCATION UCLA Dropout

BEGINNING

1. He was born in 1976 in Los Angeles
2. His mother works for Los Angeles Daily and his father worked as civil engineer
3. It was reported he once wanted to be a spy as a kid.
4. At age 18, he created his first business New Way Academy, to tutor SAT scores about the same time he entered UCLA to study computer engineering.
5. In 1998, he dropped out of UCLA to start first multimedia search company called Scour with UCLA classmates Michael Todd and Vince Busam.
6. When he was sued by a collection of media company for \$250B for copyright infringement, he declared Scour bankrupt to avoid lawsuit, He was 22.
7. In 2001, with basically the same team, he started a new company called Red Swoosh,
8. Red Swoosh software took advantage of increased bandwidth efficiency on the Internet to allow users to transfer and trade large media files, including music files and videos. In 2007, he sold Swoosh to Akamai Technologies for \$19 million.

SUCCESS,

1. Uber was his third startup and this time he succeeded. The idea of Uber that connects passengers with drivers of vehicles for hire and ridesharing services was started when he attended a tech conference in Paris but was unable to hail a cab. He met Garrett Camp, who spent \$800 to hire a private driver for 1 day came up with the idea.
2. In 2009, he co-founded UberCab with Garrett Camp. Uber is a mobile application that connects passengers with drivers of vehicles for hire and ridesharing services
3. In 2010, he renamed UberCab to Uber.
4. The same year, Uber launched in San Francisco with just a few cars on the road and in late 2010 raised \$1.25M from Angel investor.
5. In 2011, Uber raised an additional \$49M
6. In 2012, Uber began to expand overseas
7. By 2015, Uber has expanded into hundreds of cities, as far away as Africa, France and China. Uber is estimated to be worth \$40B.

QUOTES

"After Scour, I started a company called Red Swoosh. The idea was to take those litigants who sued us for a huge amount of money and turn them into customers with the same technology. I wanted to get them to pay me. It was a revenge business."

"I've been an entrepreneur since I was 18. I started a company with a bunch of buddies that got funded in my senior year, and that's when I finished school. It was called Scour, a peer-to-peer service, file-sharing

"My politics are: I'm a trustbuster. Very focused. And yeah, I'm pro-efficiency. I want the most economic activity at the lowest price possible. It's good for everybody; it's not red or blue."

"There's been so much corruption and so much cronyism in the taxi industry and so much regulatory capture, that if you ask for permission upfront for something that's already legal, you'll never get it."

"If there is to be a low-cost Uber, Uber will be the low-cost Uber."

"What we maybe should've realized sooner was that we are running a political campaign and the candidate is Uber. And this political race is happening in every major city in the world. And because this isn't about a democracy, this is about a product, you can't win 51 to 49. You have to win 98 to 2."

Chapter 10.05 Camp, Garrett (Uber)



Age 35 Net worth \$5.3B
Citizen Canada Born Canada
Self-made in Uber, co-founded Uber with Travis Kalanick and Ryan Graves

EDUCATION MS U of Calgary

BEGINNING

1. He was born in 1978 in Canada
2. In 2002 while a graduate student at U of Calgary he co-founded a company called Stumbleupon.com, with Geoff Smith. It is a web search engine that finds and recommends web contents. Stumbleupon's membership grew quickly to 25 million while in graduate school.
2. With a first round funding of \$1.2M from VC, Garrett Camp moved to San Francisco
3. briefly state the mission of Stumbleupon
4. In 2007, he sold Stumbleupon to eBay for \$75million
5. In 2008, he met Travis Kalanick in a conference in Paris while trying to call a cab. They were unable to hail a cab. And the idea of an on demand cab services was born after he shelled out \$800 dollars to hire a private driver.

SUCCESS

1. In 2009, he and Oscar Salazar and Conrad Whelan, two other graduate school friends, coded the prototype of UberCab with Travis Kalanick as the "mega adviser".
2. Travis Kalanick launched Uber beta in San Francisco in mid 2010 with just a few cars on the road and in late 2010 raised \$1.25M in angel funding.
3. its low cost and more vehicle choice.
4. UberX, UberSUV, UberTaxi
4. He bought back Stumbleupon from eBay in 2009
5. In 2012, after taking over Stumbleupon, he stepped down to start Expa
6. In 2012, he founded BlackJet. In April 2013, Garrett created Expa as a new platform for his future companies, applying his lessons learned toward a couple new projects at a time.
7. In April 2013, Garrett created Expa, which is a "startup studio", received \$50 million in funding from Richard Branson and HP CEO Meg Whitman

QUOTES

"Everyone's Private Drive"

(Rules for Startup)

"#1 Stay self-funded as long as possible"

"#2 It all starts with a great idea and teamwork."

"#3 You have to be ready for hard work & frugal spending to get the idea off the ground."

"I think the companies that use technology to be physically more efficient are a lot more entertaining. They have a slightly higher barrier to entry, but if you can do that, I think you can fit into this space where you're not just a tech company, you're a company, you're a service."

Chapter 10.06 Saverin, Eduardo (Facebook)



Age 33 \$5.4B Forbes 07/2015
Citizen Singapore, Brazil Born Brazil
Self-made in Social Media co-founder of

EDUCATION Harvard U BS Economics 2006

BEGINNING

1. He was born in Brazil of wealthy Jewish family
2. In 1992 because of kidnapping threat, went to Gulliver Preparatory School prep school in Miami instead
3. While at Harvard, made \$300K in lax insider trading in
4. He started , he was junior with sophomore Mark Zuckerberg, He held the title Chief Financial Officer and business manager
5. In late 2004 there was a dispute with Mark Zuckerberg, and Saverin signed a non-disclosure agreement and departed

SUCCESS

1. He did not accompany Zuckerberg to leave Harvard for California
2. Instead Moskowitz went to California
3. Since 2012, he has been living in Singapore.
4. The same year, right before Facebook went IPO, he reneged his US citizenship. His critics say he gave up US citizen to avoid tax liability of up to \$1B. He denied.
5. In 2013, he co-founded private equity firm Velos Partners and continued to invest in startups with emphasis on health & wellness and luxury & entertainment

QUOTES

"I am investing like a crazy person, mostly in internet start-ups. And I want to invest in Brazil as well, because I am Brazilian and that's in my heart."

"I don't like showing my privacy online."

Chapter 10.07 Holmes, Elizabeth (Theranos)



Age 31 \$4.5B Forbes 07/2015

Citizen US Born US

Self-made in Blood Testing, founded Theranos in 2003

EDUCATION Stanford U Dropout at age 19

RECORD Shattered stereotyped of woman cannot make it in STEM. She is both the richest and youngest of female US billionaires in 2014. She is also an inventor and a business woman.

BEGINNING

1. She was born in February 1984 in Washington, D.C..
2. Her father Christian Holmes IV worked in the US, Africa and China as part of government agencies such as USAID.
3. Her role model has been her grandfather, who was an immigrant from Denmark. Christian R. Holmes was a surgeon, engineer, inventor and a decorated World War I veteran. He was the dean of the University of Cincinnati College of Medicine. He was also an inventor of a yeast at Fleishman There is a hospital named after him "Holmes Hospital".
4. Her fear of needle made her doubt she wanted to pursue medicine.
5. In 2002, Holmes enrolled at Stanford University to study chemistry
6. At Stanford, aside from Chemistry, she would learn C++ and Mandarin. As a freshman, she was named one of the "President's Scholars" and given a stipend of \$3,000 to pursue a research project. She persuaded her chemical engineering professor, Channing Robertson to use the money for a project in his lab.
7. She worked with Professor Robertson to put a cell phone chip on this patch for telemedicine. She filed the patent application in September 2003, as "Medical device for analyze monitoring and drug delivery"
8. In 2003, at age 19, she used the money she saved for college to start blood testing company Theranos in Calif.-based. During this time, Theranos operated in "stealth mode", remaining highly secretive to avoid potential competitors and investors who could fund a competitor. In 2007, she took three former employees to court for misappropriating trade secrets.

SUCCESS

1. At 30, Elizabeth Holmes makes her debut on the Forbes 400 as the youngest self-made woman billionaire. She had invented a new procedure. With a painless prick, her labs can quickly test a drop of blood at a fraction of the price of commercial labs which need more than one vial.
2. Theranos has raised \$400 million from venture capitalists, valuing the company at \$9 billion,
3. In 2003, Walgreens, America's largest retail pharmacy chain, with more than 8,100 stores, announced plans to roll out Theranos Wellness Centers inside its pharmacies.
4. Her 50% stake at Theranos is valued \$4.5 billion. She has assembled a board of directors that includes elder statesmen George Shultz and Henry Kissinger.

MODE Highly secretive, 66 patents, took former employee to court in 2007

Chapter 10.08 Pudur, Arun (Celframe)



Age 38 Net worth \$4B Wealth-X List date 2015
Citizen India Born India
Self-made in productivity software, founded Celframe in 1998

EDUCATION BA in Business Management University of Bangalore

BEGINNING

1. He was born in Madras native of Chennai but grew up in Bangalore
2. his father was cinematographer
3. at age 12 he tinkered with fixing Honda in his garage
3. His first business was very successful, fixing cars without looking at manuals
4. His second business was breeding dogs, more specifically boxer in the 1990s
5. His third venture was opening a tech firm, but that failed
6. In 1998, after graduating from the university, he founded his fourth business called Celframe. This time he finally succeeded
7. Celframe came when it first product Celframe Office, a direct competition with Microsoft Office
8. Pudur, a 37-year-old native of Chennai, founded Celframe in 1998 after graduating from university, and the software firm now produces the world's second most popular word processor after Microsoft.

SUCCESS

1. In the beginning, he remembers Microsoft tried to bring his company down by patents, money and media
2. His breakthrough came when he learned to become generous with business partners. Instead of giving them the customary 2 to 3% commission, he gave them by giving 40% to partners, and respect the customers, for first 6 - 9 months, did not make any sales, turnaround
3. In 2002 to 2003, moved from Bangalore to Malaysia because he got a tax break from the government and did not have to pay corporate tax or income tax for 8 to 9 years.
Celframe is still a privately owned company now with 10 million customers
4. Now his business has evolved from productivity software to a conglomerate, and he resides in Kuala Lumpur Malaysia

QUOTES

"I think curiosity, the zeal to solve problems and take on challenges. If you ask any of my school or college mates, they will tell you that I used to look forward to examinations, which may sound very funny, but that's true."

"I never wanted to work for anybody. In my entire life I have spent just one year working for a company in Jayanagar. It was a training company"

"We began the company in Bangalore with an aim to not become like those big 'IT labour' companies, which were just back-end operations for big Western multi-nationals. We wanted to build a radical product... focus on true innovation."

"Competition within the IT sector is ugly, not many know about it. We faced intimidation, deals were cancelled the very next day and Microsoft tried every tool in its arsenal to bring us down... even stopping PC makers from buying products."

Chapter 10.09 Zhou, Yahui (Kunlun Tech)



Age 38 Net worth \$3.8B Forbes 07/2015

Citizen China Born China

Self-made in On-line Game, founded web game distributor Kunlun Tech in 2008

EDUCATION . Master Degree Dropout Tsinghua U

BEGINNING

1. He was born in Lijiang City, Yunan Province in 1977
2. In 1999, while a first year graduate student at Tsinghua University in Beijing, he joined an experimental group to quit university to become entrepreneurs. , or quit at Tsinghua University to become an entrepreneur in 2000
3. In 2000 with 500,000 RMB seed money from angel investor, he started Yahui founded China's largest animation site Huoshen.com;
4. He recalled the failure of his first business venture, bootstrapping by eating 3 meals of egg fried rice each day because it costs 3 RMB for each meal.
5. In 2008, he founded Kalends , pioneer in social media, mobile game and web game developers in China. Kalends is a provider of comprehensive Internet products and services for the global market.
6. In the same year he also founded Kunlun Ltd. Kunlun is the name of one of highest mountain in China. His first online games was based on the Chinese Classic "Romance of the 3 Kingdom"

SUCCESS

1. In 2009, Kunlun quickly expanded overseas with Kunlun Malay, Kunlun Japan, Kunlun Korea, Kunlun US etc. It operates on 2 platforms, online games and software application store
2. In March 2011, Zhou changed the company's name from Kunlun Ltd. to Beijing Kunlun Tech. Co., Ltd.
3. Jan 21st, 2015, Kunlun Beijing Tech went IPO in Shenzhen Stock Exchange, on its first day, the stock surged by 44 percent and more than double in next month. Zhou became multi-billionaires

QUOTES

"I remember feeling quite ashamed that my first business venture failed. I quit university to be entrepreneur. It was very difficult and bitter period. It took me 15 years to succeed

"I was very fortunate when I started second business when Tencents (Chinese company) changed its business model. Tencents would not compete with small business, but instead helped small business such as mine to succeed."

"To do a startup while at the university is like going to a battle with a wooden gun."

Chapter 10.10 Sean Parker (Napster)



Age 35 \$3.1B Forbes 7/2015

Citizen US Born US

Self-made in Napster and , co-founded peer-to-peer music sharing Napster in 1999 when he was 19

EDUCATION High School

RECORD At age 35, he holds the world-record as youngest High School Self-made Billionaires

BEGINNING

1. Sean Parker was born in Herndon, Virginia in 1979.
2. His mother was a TV advertising broker and his father is an oceanographer and a scientist who worked for the US government.
3. When he was 7 years old, his father bought him an Atari 800
4. As teenager, he taught him how to program and his hobbies were hacking and music
5. When he was 16, he was caught hacking into a Fortune 500 company by the FBI and sentenced to community service because he was underage
6. He listened to his father's advice "if you are going to take risk, take them early in life". His father encouraged him to (a) skip school and (b) do not get married too early to focus on entrepreneurship
7. In 1999, at the age of 19, he co-founded peer-to-peer music sharing site Napster
10. At age 22, he founded Plaxo, an online address book

SUCCESS

1. At its peak of popularity, Napster had 80 million registered users, but it soon ran into legal issues and was sold
2. In 2004, he met Mark Zuckerberg of , and he served as the first president of the social networking
3. Mark Zuckerberg, five years his junior, would later credited him the older partner with "transforming from a college project into a real company."
4. In 2005, he was bumped out of allegedly because of drug use even though he was never charged
5. Since 2006, he joined Founder Fund as managing partner. Founder Fund was founded by his friend and fellow billionaire Peter Thiel.
6. In 2011, he was portrayed by actor Justin Timberlake in the movie Social Media
7. In 2013, he was married to Alexandra Lenas in a wedding reported to costing \$10 million in Big Sur, California and created controversy of environmental damage.

QUOTES

"I was a member of an elite underground crew of cyber-criminals," (Interview with James Fallon on his early days at Napster in 2011)

"Gray hats are the ones who think they're doing good, but they're not. You learn that when the FBI shows up on your doorstep."

"I lived on couches for something like six months. I had no home. I was totally broke. I would stay at a friend's house for two weeks, then moved because I didn't want to become this permanent mooch."

"Running a start-up is like eating glass. You just start to like the taste of your own blood."

"I definitely wanted to earn my freedom. But the primary motivation wasn't making money, but making an impact."

"I suffer from the delusion that every product of my imagination is not only possible, but always on the cusp of becoming real."

"I've been doing a hybrid of investing and entrepreneurship, which I think initially I wasn't set out to do. But I realized it fit my personality."

"If there's some triumphant end of the story, I guess in a roundabout way I've gotten what I wanted, which is the ability to do interesting things and the wealth to be free."

"Your biggest challenge as an entrepreneur is not concealing your idea from others or keeping your idea a secret, it is actually convincing people that you're not crazy and that you can pull it off."

"I kind of refer to it as Napster University. It was a crash course in intellectual property law, corporate finance, entrepreneurship, and law school."

Chapter 10.11 Dorsey, Jack (Twitter, Square)



Age 37 \$2.1B Forbes 07/2015

Citizen US Born US

Self-made in Twitter co- founded Twitter 2006 with Evan Williams , Biz Stones and Noah Glass

and co-founded Square in 2009

EDUCATION NYU Dropout

RECORD He holds the world record as founder of 2 different billion dollar

BEGINNING

1. He was born in St Louis, Missouri in 1976.
2. By age 13, he became interested in dispatch routing and programming
3. He started undergraduate at Missouri U of Science and Technology in 1995, in 1998, soon transferred to NYU, some said he dropped out
4. While in NYC, he came out with the idea of dispatch programming and the idea of Twitter.
5. 1999: Moves to San Francisco, starts dNet dispatch service (it does not survive the dot-com crash)

SUCCESS

1. In November 2013, Twitter went IPO to great success. Now He was running 2 companies
2. His other company Square, a mobile debit card and credit card payment system
3. Square went into production in 2000, and soon reached a valuation of also reached valuation of \$3.2B per Business Week. He owns 29% of Square and about 5% of Twitter.
4. In July, 2012, Twitter became famous worldwide by its use during the Arab Spring in Egypt by activist, who were able to share an immense amount of uncensored and accurate information throughout his social networking sites.
5. In June, 2015, he was recall back as CEO of Twitter after Dick Costolo resigned

QUOTES

"The idea of Twitter started with me working in dispatch since I was 15 years old, where taxi cabs or fire trucks would broadcast where they were and what they were doing."

"My goal is to simplify complexity. I just want to build stuff that really simplifies our base human interaction."

"Twitter has been my life's work in many senses. It started with a fascination with cities and how they work, and what's going on in them right now."

"I loved couriers. You had this transfer of physical information happening throughout the city and the world. Someone picking up the package, putting it in a bag, going somewhere, taking it out of the bag, giving it to someone else. I thought that was so cool. I wanted to map it, to see that flow on a big screen."

"The strongest thing you can cultivate as an entrepreneur is to not rely on luck but cultivating an ability to recognize fortunate situations when they are occurring."

"Everyone has an idea. But it's really about executing the idea and attracting other people to help you work on the idea

"Twitter was not started because we started a company. Twitter was started because we had a good idea, and it started out of a failed company. That can happen out of any company today."

"The first tweet that was actually written by a human was by me and it was inviting co-workers."

"I think companies have to have multiple founding moments, not just one. There's way too much emphasis placed on the initial one. I don't think it's fair or realistic,"

"No matter how big you are, no matter what you do, your No. 1 concern – whether you're or Twitter or Square, or the coffee shop around the corner – is 'How do I get new customers?' And then, once I get those customers, how do I retain them?"

Chapter 10.13 Pera, Robert (Ubiquiti)



Age 37 \$2.1B Forbes 07/2015
Citizen US Born US
Self-made in Network, founded Ubiquiti Network in 2005

EDUCATION .BA. Japanese Language.
B.S. and M.S. in Electrical Engineering UC San Diego

RECORD At 6 feet 3 inches, he is the only self-made billionaire in the world who can dunk a basketball

BEGINNING

1. He was born in 1978 in California
2. He grew up in Silicon Valley, and as a teenager in high school, he started a software service firm that supplied service to local companies.
3. He also played in the school's high school basketball team
4. In 2003, he graduated from UC San Diego with BS in electrical engineering and BA in Japanese Language
5. The same year, he began as a hardware engineer with Apple in 2003, but
6. In June, 2005, he left the company to start Ubiquiti in March, 2005
6. He cited the reason for leaving as he had a passion for hardware design
7. His vision was he could build hardware to provide internet access to as few as 10 people or more than 10,000 customers within a 36-mile radius.

SUCCESS

1. He started peddling it at a trade show and started signing up customers
2. To secure manufacturing, he went to Taiwan and started lining up contract manufacturers.
3. Until 2010, the company took no external capital. In the early days, he would convince customers to pay him upfront and then ordered the equipment built and shipped from Taiwan.
4. In October 2011, he took his company Ubiquiti Networks public and he became a billionaire. He only needed to raise \$30M dollars from the stock offering.
5. In October 2012, he bought the Memphis Grizzlies NBA team

QUOTES

"I look at Ubiquiti as a combination of Apple's philosophies and the democratization of advanced network technology, Ubiquiti tries to empower our customer base; not exploit them for profitability, which is the current status quo."

"With most of the world's population not connected, Ubiquiti is just scratching the surface. We have connected roughly 10 million individuals and businesses with our AirMax platform. In addition, we have diversified to other technologies like scalable Wi-Fi infrastructure, microwave backhaul, machine to machine networking, video surveillance, and advanced routing and switching."

"In high school, I had a small business where I set up computers, networks, and some databases that ran software. At that time, I was doing pretty well for myself. But I have always had a mind that questioned the status quo. I never listened to what others said about how you should form your career. Questioning everything led to my success."

"Ubiquiti offers great technology at very disruptive economics and we evangelize – we sell not with salespeople but through evangelism. This means that the users are operators of our technology – they form profitable businesses, they rave about it, and it spreads viral."

"Traditional business was based on information asymmetries; in an environment where information asymmetries exist, relationships are very powerful. Now the world is moving towards an environment of information transparency."

Chapter 10.14 Blecharczyk, Nathan (Airbnb)



Age 32 Net worth \$1.9B Forbes 07/2015

Citizen US Born US

Self-made in internet hospital, co-founder of Airbnb with Brian Chesky and Joe Gebbia in 2008

EDUCATION BS Computer Science Harvard U

BEGINNING

1. He first started coding as a hobby when he was 12
2. By age 14, he had first paid \$1,000 for coding
3. He graduated from Boston Latin Academy in 2001
4. In 2003, he graduated from Harvard U with a degree in computer science
5. After graduating from Harvard, he worked as program manager at Microsoft, then as engineer at OPNET and then as lead developer at BATIQ.
6. In 2008, he was recruited by Joe Gebbia to join the new company as a web developer. Joe Gebbia was his former roommate. By then he already had worked more than 10 years as web developer.

SUCCESS

1. He became chief technology officer at Airbnb.
2. Now the internet hospitality business of Airbnb has a listing of more than 1 million homes and cater to more than 20 million customers a year
3. Airbnb has not completed IPO yet, but stock evaluation has already propelled him to billionaire status.

QUOTES

"There are always going to be events that you can't predict, and your successes might come in surprising ways

"Our business is all about building critical mass of accommodations in various cities."

"We leverage social to build trust"

"It was extremely empowering as a teenager to create products that people wanted, and that sense of purpose still drives me today.

"I think the first time, you have to try two times, three times at least before things start to click.

"We (the 3 founders) see things very differently because of our backgrounds and we've discovered that's an asset. Sometimes it takes a little longer to reconcile our perspectives, but we find that if we take the time to do that we can come up with a superior solution. One that takes into account both points of view."

Chapter 10.15 Chesky, Brian (Airbnb)



Chesky, Brian

Age 33 Net worth \$1.9B Forbes 07/2015

Self-made in internet hospitality, co-founded Airbnb with Joe Gebbia and Nathan Blecharczyk in 2008

EDUCATION BA Rhode Island School of Design

BEGINNING

1. Brian Chesky was born in Niskayuna, NY, in 1981
2. He attended the Rhode Island School of Design
3. In 2008, he and buddy Joe Gebbia were both struggling, unemployed and unable to pay the high rent of San Francisco.
4. He took idea of Industrial Design conference in San Francisco, and tried to make some money
5. Inspired by Walt Disney's story of taking risk, he tries to create the perfect travel experience for both the guest and the host.
6. He and roommate Joe Gebbia bought three airbeds and marketed this idea by creating a website called "Air Bed and Breakfast". This was their startup cost
7. Their mission statement: direct from Airbnb web site "Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions."
8. To help build the web site, Joe recruited his old roommate, Nathan Blecharczyk, a very talented and experienced web developer from Harvard.

SUCCESS

1. After lots of initial press coverage, the web site soon faded away and failed to create critical mass as planned. On the next 12 months, they were not growing much and decided to enroll in Y Combinator and give it their 100%. That's when it started taking off.
2. Chesky believes the best way to improve his service is to use a "eating your own dog food" method, which means using Airbnb himself. Since 2010, Chesky has not owned a home. [
3. Now Airbnb is in over 600 cities worldwide in more than 190 countries, and in 2015 even expanded into Cuba

QUOTES

"Airbnb is about belonging anywhere. The brand shouldn't say we're about community, or our international (reach) , or renting homes—it's about belonging."

"In June 2010, I moved out of my apartment and I have been mostly homeless ever since, off and on. I just live in Airbnb apartments and I check in every week in different homes in San Francisco."

"What I've been surprised by is not how different people are, but how similar they are. There are certain types of Airbnb people, and they are in every city in the world - it's just that in some cultures, there is more of a generational divide."

"Build something 100 people love, not something 1 million people kind of like."

"When you start a company, it's more an art than a science because it's totally unknown. Instead of solving high-profile problems, try to solve something that's deeply personal to you. Ideally, if you're an ordinary person and you've just solved your problem, you might have solved the problem for millions of people."

Chapter 10.16 Gebbia, Joe (Airbnb)



Age 32 \$1.9B Forbes 07/2015

Citizen US Born US

Self-made in Internet hospitality, co-founder of BNB with Brian Chesky and Nathan Blecharczyk,

EDUCATION BA Rhode Island School of Design

BEGINNING

1. He was born and grew up in Atlanta
2. In 2002, he went to study at Rhode Island School of Design, where he met future business partner Brian Chesky
3. In 2008, he came up with the idea of Airbnb, when he was roommate with Brian Chesky and the two had trouble paying their rent. They needed something to supplement their earning.
4. Bnb stands for Bed and Breakfast

SUCCESS

1. He recruited old roommate Nathan Blecharczyk,
2. The trio was able to receive lots of press coverage, but it soon faded away and they still hadn't reached critical mass. After 12 months they were not growing much and decided to enroll in Y Combinator and give it their 100%. That's when it started taking off
- 3 Joe Gebbia and Brian Chesky still own the apartment in San Francisco's South of Market where they started Airbnb with cofounder Nathan Blecharczyk.
4. Airbnb keeps on expanding, now into Cuba

QUOTES

"If we have an idea for something ... You go be a pirate, venture into the world and get a little test nugget, and come back and tell us the story that you found."

"Entrepreneurs should stick to 2 things in any situation: living life based on courage and curiosity."

.

"Have ideas, and go do them. Start creating things and put them out into the world."

"We've spent the last 100 years making this stuff. Now we've got to spend the next 100 years sharing the stuff we've made because we're running out of resources."

Chapter 10.17 Kasahara, Kenji (Monster Strike)



Age 39 Net worth \$1.9B Forbes 07/2015

Citizen Japan Born Japan

Self-made in Social Media and mobile games, founded Mixi in 2004 and Monster Strike in 2013

EDUCATION BS U of Tokyo

BEGINNING

1. He was born in Osaka, Japan in 1975

In 1997, at age 21, he created the job information website Find Job! while he was still a student at Tokyo University.

2. In 1999, at age 23, he founded eMercury

3. In 2001, he graduated from Tokyo U with a degree in economics

4. In 2004, at 28, he founded social network service Mixi

5. In 2006, he changed name of eMercury to Mixi

6. In September, 2008 he became billionaire briefly and for first time when he was 30 when his social media website Maxi went IPO in Sept 2008, He owns 85% of Maxi, which had a user base of 5 million. Then the stock Mixi crashed and he lost his billionaire status in 2009

SUCCESS

1. Five years later, he made his comeback by branching into new area -- mobile game for the smart phone

2. In 2013, he stepped down as CEO of Mixi to focus on mobile game,

3. In October 2013, made debut mobile game Monster Strike. The mobile game has since been downloaded more than 30 million times,

4. In May 2015, Monster Strike reportedly made a profit of \$2.8M per day. Critics say the growth is limited as still are Japanese-based

5. He continues to launch his mobile games into Hong Kong, China, and Southeast Asia to keep the growth momentum.

Chapter 10.18 He , Zhitao (Hangzhou New Century Tech)



He Zhitao,
Age 33 Net worth \$1.6B Forbes 07/2015
Citizen China Born China
Self-made in eCommerce, founded Hangzhou Liaison Interactive Information Technology in 2002

EDUCATION Electrical Engineering at Sun Yat-Sen University

BEGINNING

1. He was born in Hunan in 1982 to poor parents
2. After graduation, he worked 5 years for 2 companies ITNET and INKWEL as a software developer
3. In 2002, he founded 2 businesses in Hangzhou, eventually one of them would succeed.
4. He bought an existing company, information management systems, as well as tobacco information management systems. The company offers its products and services primarily for power and tobacco industries

SUCCESS

1. In March 2015, he changed to mobile internet service
2. May 2014 IPO, propelled him to billionaires, listed in Shenzheng stock exchange
3. He changed name twice, with acquisition in March 2015. The last change was from Hangzhou Liaison Interactive Information Technology Co. to Hangzhou New Century Information Technology after some acquisition of 29%-Li-owned Beijing Digital Grid Technology,.
4. A huge run-up of Hangzhou New Century IT propelled him to billionaires. He is currently CEO

Chapter 10.19 Maezawa, Yusoku (Start Today)



Age 39 Net Worth \$1.5B Forbes 07/2015
Citizen Japan Born Japan
Self-made in Online Retail, founded Start Today in 2000, founded Zozotown in 2004

EDUCATION High School

BEGINNING

1. He was born in Chiba prefecture in 1975
2. He studied at Waseda High School.
3. He was a musician in high school, he found passion in rock 'n' roll, especially punk rock
4. As soon as he graduated from high school, he left Japan to play drums in California
5. After his musician stint in California was over, he returned to Japan and started a business importing CD
6. In 2000, he started his company Start Today.
6. In 2004, he founded online retail website Zozotown . Zozotown catered to Japan's small boutique retailers who find it hard to penetrate Japan's big department store. He would specialize in retail clothing for young Japanese consumers.

SUCCESS

1. Zozotown turned out to be most popular retail web site in Japan, with more than 3 million buying customers.
- 2 He created a new fashion coordination mobile app. His app surpassed 1 million download and includes 1,500 brands from 220 shops
3. During the Tsunami in 2011, he raised through all proceeds of sales of T-Shirt to Tsunami Victim in the amount of \$3.7M US
4. His company Start Today owns Zozotown and he owns 53.7% of Start Today

QUOTES

"All of that was okay because I didn't really think I was in the retail trade," he says. "I was in the music business, and I was happy with it."

Chapter 10.20 Graves, Ryan (Uber)



Age 31 Network 1.6B Forbes 07/2015
Citizen US Born US
Self-made in Taxi, was first employee at UBER

EDUCATION Miami University at Ohio B.A. Economics

BEGINNING

1. He was born and grew up in San Diego
2. From 2002 to 2006, he studied Economics at Miami University of Ohio.
3. Upon graduation, he worked for GE database administrator for GE Healthcare, CNA Insurance doing ERP (Enterprise Resource Planning) planning and implementation
4. From 2008 to 2009, he self-funded his first startup SocialDrearium, which was a peer-to-peer analytics product that worked to assist community managers with inbound marketing efforts.
5. He applied for employment at Foursquare but was turned down. Then he hustled the position as an intern at Foursquare.
6. But, no matter how hard he worked, Foursquare refused to hire him as a permanent employee.
7. In 2010, he became the first employee of Uber when he was recruited by Travis Kalanick. He responded to a tweet from Travis Kalanick, he wrote back "hire me".

SUCCESS

1. Uber is his third experience with a startup, his previous two experiences were with Foursquare and SocialDrearium
2. In 2010 he had a brief stint as CEO of Uber after a successful launch in San Francisco,
3. In December 2010, he transitioned the role of CEO to Kalanick. He became head of global operation.
3. Under him, Uber grew from 1 city to 300+ cities.
4. In 2012, Uber expanded overseas to France, later China
5. In 2015, Uber is valued at \$40B and he became billionaire.

QUOTES

"I'll be working with some of the most bad ass entrepreneurs & investors in the industry... I'll be at the ground floor of a startup that has the opportunity to change the world. I found the opportunity with a little bit of luck, a little bit of right time & right place, and a lot of hard work and preparing for an unidentified opportunity. (On becoming first employee at UberCab)

"Your culture should be the sum of everything you do, not some slogan you put on a banner and hang in your office."

"Recruiting is the most challenging thing we face in our effort to scale Uber. Because the process of growth is such a time-sensitive process, you can't afford to recruit the wrong types of people. If you do, they'll ultimately drag you and your business down with them. First, be patient when you're recruiting team members. If you hold out an extra week or month for the right person — rather than hiring the first candidate you interview just to fill a seat — that patience will pay off. Don't lower your quality bar. Second, act swiftly with team members who aren't working out. I know that goes against my previous point about patience, but I think the adage "hire slow, fire fast" absolutely applies.

Chapter 10.21 Baba, Naruatsu (Colopi)



Age 37 \$1.5B Forbes 07/2015
Citizen Japan Born Japan
Self-made in smart phone gaming, founded Colopl in 2008

EDUCATION High School

BEGINNING

1. He was born in Japan in 1978
2. He joined Klab Inc. in March 2003 and GREE, Inc. in April 2007. At that time, GREE is the largest and most established social network company in Japan
3. In October 2008, he founded Colopl, a smart phone-game maker.

SUCCESS

1. With the IPO of Colopl in 2013, it is now Japan's leader in smart phone gaming
2. By the end of August 2013, that number of users ballooned to 40 million – and it took Colopl just 2 years to reach it.
3. Colopl made use of a concentrated portfolio of products, with a few flagship titles (see below), and – most importantly in this context – over 50 smart phone games I would call “average” to “below average” in quality.
4. Colopl won by pumping out one title after the other on Android and iOS to rope in users and cross-promote other Colopl games (preferably those flagship titles that monetize well) inside these titles.
5. Colopl stock jumped sevenfold since its December initial share sale.
6. He owns 59% of the company. Colopl has five of the largest-grossing apps for Android smart phones, including
7. His goal is to continue to produce 30 games per year

QUOTES

“When COLOPL was founded in 2008, there were mostly only feature phones on the Japanese market. We used our COLOPL platform and its use of location data to target feature phones, offering a range of services, which included games. But at some point – and I think most people in the midst of this change noticed it – smart phones started to gain serious momentum, and it was soon very clear that smart phones would be the main player in the global market.”

Chapter 10.22 Spiegel, Evan (Snapchat)



Age 25 Net worth \$1.5B

Citizen US Born US

Self-made in Photo sharing, co-founded Snapchat with Bobby Murphy in 2012

EDUCATION Dropout Stanford University

RECORD Evan Spiegel is the youngest self-made billionaire in the world in

2015

BEGINNING

1. He was born in 1990 in Los Angeles, California of wealthy lawyer parents. His mother went to Harvard Law School and his father Yale School.
2. In high school, he was busy at paid intern and was a career instructor at Cape Town.
3. He met Bobby Murphy in Kappa Sigma frat house. He was the social chair and had a knack for writing controversial and offensive emails and violating Stanford alcoholic rule.
4. He and Bobby started first business venture together in summer 2010. Evan was sophomore and Bobby was senior. The website is called FutureFreshmen.com. It's purpose is to help high school student get into college. The web site only had 5 customers and quickly folded
5. The idea of a shared message with a fast disappearing photo was started as a project in a design class with Reggie Brown at Stanford, they were soon joined by Bobby Murphy as a coder
6. In 2011, they started Picaboo. an app that could send photo messages to contacts with a timer that disappears in 10 seconds. Picaboo had limited success.
7. In the fall of 2011, he rebranded Picaboo with Snapchat and changed a few features

SUCCESS

1. The popularity of new Snapchat quickly soared as an app on smart phones
2. In 2012, he dropped out of Stanford U with just 3 classes remaining to work full-time on Snapchat
3. In Dec 2013, Evan rejected offer of \$3B cash offer from in Dec 2013
4. By 2013, Snapchat has more than 100 million users
5. In September, 2014 he settled lawsuit with former class mate Reggie Brown, acknowledging his contribution as creator for an undisclosed fund.
6. In Nov 2014, Evan Spiegel, the world's youngest self-made billionaire, moved out of his Dad's house and bought himself a brand new house
7. In 2015, Snapchat continues to expand and secured \$1.2B funding from 15 VCs in 8 rounds

QUOTES

"There are very few people in the world who get to build a business like this. I think trading that for some short-term gain isn't very interesting."

"Snapchat changed that perception of deleting something as bad. Online, typically you delete something if it's bad or if it's really embarrassing."

"The social marketing teams of big companies will always figure out a way to advertise on Snapchat. I'd like to create a space for people who have a lot of talent but not a lot of reach."

"Social media is about friending someone so they'll invite you to a party or get you a job. If that's the work, Snapchat is the playground."

"I don't want to disrupt anything. We never conceive of our products as disruptive - we don't look at something and say, 'Let's disrupt that.' It's always about how we can evolve this and make this better."

Chapter 10.23 Murphy, Bobby (Snapchat)



Murphy, Bobby

Age 26 Net Worth \$1.6B Forbes 07/2015

Citizen US Born Philippines

Self-made in mobile app, co-founder of Snapchat with Evan Spiegel in 2012

EDUCATION BS Stanford U

RECORD Bobby Murphy is the youngest immigrant self-made billionaire in the world in 2015

BEGINNING

1. Bobby Murphy was born in the Philippines in 1989 and emigrated with his mother to Berkeley California. Both his parents worked for state of California.
2. In 2010, he met buddy Evan Spiegel in Kappa Sigma Fraternity at Stanford U. Evan was sophomore and Bobby was senior.
3. In summer 2010, the two founded their first business venture, FutureFreshman.com, which attracted 5 users and was folded in March 2011.
4. In summer of 2011, he was asked to join Picaboo, an message application with photos that disappears within 1 to 10 seconds. Picaboo had limited success until Evan Spiegel rebranded it to Snapchat and changed a few features..

SUCCESS

1. Snapchat's popularity soared to millions of users in 2012. Evan dropped out of Stanford U to concentrate full-time.
2. Evan Spiegel became CEO and Bobby Murphy became CTO of the new company.
3. In Dec 2013 Spiegel turned down a \$3 billion buyout offer from
4. Google was reported to have offer \$4 billion and was also rejected.
5. Now Snapchat is valued over \$10 and had secured VC funding of \$1.2B

Chapter 10.24 Pang, Sheng Dong (Shanghai Hyron)



Age 38 Net worth \$1.3B Forbes 07/2015
Citizen China Born China
Self-made in outsourcing service, founded Shanghai 2345

EDUCATION Ningbo University in 1998

BEGINNING

1. He was born in 1977 in Zhejiang Province, Tiantai to an ordinary rural family. His father was a carpenter, his mother a farmer
2. In 1997, while at the university, he was exposed to internet . He passed an exam, obtained a license and became a Netscape operator. At that time, China has less than 1 million internet users and the internet was a novelty.
- 3 In 1998, he graduated from Ningbo University with a BA in economics
4. The same year, he started his first job, which was working for China's first yellow page internet company founded by Jack Ma.
5. In December 1998, he found a job work for the City of Ningbo Economic Commission, His main responsibility is to lookup financial information over the internet.
6. In 1999 he founded a personal website, called Secret of Woman, with sex and other information as starting point, his major means of marketing -- junk mail.
7. He made more than \$10K Us in commission, which became his starting capital.

SUCCESS

1. In 2001, he quit his job in Ningbo city, and became a fulltime entrepreneur
2. He founded www.51.com a social network application services
3. In 1989, he founded Shanghai Hyron Software in 1989, later changed name to 2345 Network in March 2015
4. Shanghai Hyron Software changed to Shanghai 2345 after it acquired 100% of www.2345.com

Chapter 10.25 Houston, Drew (Dropbox)



Houston, Drew
Age 32 Net Worth 1.2B Forbes 06/10`5
Citizen US Born US
Self-made in file sharing,co- founded Dropbox in 2007 with Arash Ferdowsi

EDUCATION BS MIT

RECORD He failed in his first 5 startup, and succeeded in his six attempt. He is also one of first generation of Y Combinator.

BEGINNING

1. He was born in Acton, Massachusetts in 1983
2. he has been writing code since he was 5 year old
3. He was tinkering with startup since he was in high school
4. on a trip from Boston to New York he tried to meet Paul Graham of Y Combinator by flying to San Francisco and drop in unannounced hoping to get a co-founder but was instantly rejected. .
5. he returned to MIT, and co-founded founded Dropbox in 2007 with Arash Ferdowsi. Arash is 2 year his junior. Arash would drop out of MIT to pursue Dropbox fulltime

SUCCESS

1. Dropbox was his sixth startup, and this time he is successful.
2. He would describe his previous start-up as ramen profitable
3. By 2014, his user base has grown to more than 200 million users

QUOTES

"They say that you're the average of the 5 people you spend the most time with. Think about that for a minute: who would be in your circle of 5? I have some good news: MIT is one of the best places in the world to start building that circle. If I hadn't come here, I wouldn't have met Adam, I wouldn't have met my amazing cofounder, Arash, and there would be no Dropbox."

"Getting into Y Combinator (to meet Paul Graham) is like getting into a great school. So imagine having your two minutes with the dean of admissions and them coming away thinking you're an asshole. That plane ride back was the worst. No co-founder. Lower chance of getting into YC. I was panicked." (good news followed, he went back to MIT and found Arash Fedwoski)

"Don't worry about failure; you only have to be right once."

"Instead of trying to make your life perfect, give yourself the freedom to make it an adventure, and go ever upward."

"The hardest-working people don't work hard because they're disciplined. They work hard because working on an exciting problem is fun."

"The most dangerous thought you can have as a creative person is that you know what you're doing."

"You need that hunger no matter what, because eventually the honeymoon period wears off. Somewhere between printing your business cards that say 'founder' on them and everything else you have to do, you realize, 'Oh, actually this is a ton of work.'"

“You have to adopt a mindset that says, ‘Okay, in three months, I’ll need to know all this stuff, and then in six months there’s going to be a whole other set of things to know — again in a year, in five years.’ The tools will change, the knowledge will change, the worries will change.”

“No one is born a CEO, but no one tells you that. The magazine stories make it sound like Mark Zuckerberg woke up one day and wanted to redefine how the world communicates (by creating) a billion-dollar company. He didn’t.”

Chapter 10.26 Chen, Leo (Jumei.com)



Age 32 \$1.3B Forbes 07/2015

Citizen China Born China

Self-made in eCommerce, founded internet cosmetic website jumei.com in 2008

EDUCATION BS Nanyang Technological U 2005

MBA Stanford U 2009

BEGINNING

1. He was born in Sichuan Province, China
2. At age 16, he won a computer contest in China, won a scholarship to study at Nanyang Technological University in Singapore
3. In 2005, he graduated from Nanyang Technological University in Singapore in 2005 with a bachelor's degree in computer science.
4. At age 22, he went to study at Stanford U and in 2009 graduated MBA
5. Then he came back to China and founded eCommerce site Dr Drink.
6. He founded Jumei.com in a poor-lit office in Beijing
7. In March 2011, Jumei raised a \$6.5 million series A round from prominent VCs including Sequoia Capital, K2 Capital and Success Origin.

SUCCESS

1. His online cosmetic shopping platform focused on make-up and skin-care brands. As a first vertical business-to-consumer website of cosmetics
2. In May 2014, Jumei went IPO in New York Stock Exchange and propelled him billionaire
3. In 2015, Jumei has more than 4 million registered users
4. Chen is also the founder and CEO of iTaste, a Chinese-style provider of single-serve beverage machines for coffee and tea drinks, but most of his fortune is with Jumei.

QUOTES

"The younger generation is always better than (the) last generation. If you want to keep this company innovative, if you want the company to catch the future, keep the vision, rely on the young people."

Chapter 10.27 Cannon-Brookes Mike (Atlassian)



Age 35 Net worth \$1.1B Forbes 07/2015
Citizen Australia Born US
Self-made in enterprise business Software, co-founded software company
Atlassian in 2002 with Scott Farquhar

EDUCATION BS Business Information System U of New South Wales in 2001

BEGINNING

1. He was born in US to well-to-do English parents. His family moved to Taiwan when he was 6 months old. When he was 3 year old, his family moved to Hong Kong. He was the youngest of 3 children and went to boarding school in England
2. In 1998, at age 18, he entered University of New South Wales and met Scott Farquhar. Both majored in computer science.
3. While at University of New South Wales, he started a dot com company to build internet bookmark management tool. The company is called The Bookmark Box
4. While an undergraduate at U New South Wales, he went part time to co-found a company with Niki Scevak. They raised a small amount of money from family and friends, rented space at the Australian Technology Park and. They sold it to another 2000 before the dotcom crash a year later.
6. Atlassian is enterprise software company, with focus for collaboration by programmer and project manager. It is now used by 85 of Fortune 100 company.
7. He started the company and recruited Scott Farquhar via an email, He sent the same email to a couple of former classmate at U of New South Wales, Scott Farquhar was the only one responded
10. In 2002, with 10,000 credit card, the two founded Atlassian. This was Mike Cannon-Brookes' second startup
11. The starting value of Atlassian was "Don't f..k the customer."

SUCCESS

- 1 His timing in 2002 could not have been worse. It was just after the dot com. The location was an apartment in Sydney above a sex shop.
2. The two friends turned founders would name the new company Atlassian, after the Greek God Atlas, Just like Atlas, Atlassian would provide excellent service to humanity.
3. They became expert in bootstrap
4. They created cheap licensing model, engineers can afford to buy directly from the web without approval, and also trial versions as cheap as \$10. The company has no sales team, and there is one price model straight from the web.
5. Atlassian was profitable from day one, but still the two just paid themselves \$15K a year
6. Cannon-Brookes is now back at U of New South Wales as an adjunct professor, advising students on building start-ups
7. Since 2012, he has become an angel investor and venture capitalist. Shoes of Prey

QUOTES

"My parents were Apple fans and had Macintoshes but I got my own computer, not the one in the lounge room, when I was eight or nine. It was an Amstrad PC20 and a real hunk of junk to be honest but ... it sparked my interest in computers. It was a big, big deal."

"If there is one thing the government can change its primary school and high school education in computer science, We're miles behind there. We don't feel it now but in ten years time we will really, really regret it."

"Don't f..k the customer." (value of company)

"The world, they say, is becoming software, and Atlassian's tools are helping companies adapt."

(On real reason for creating Atlassian) “so we don’t have to get a real job”

Chapter 10.28 Farquhar, Scott (Atlassian)



Age 35 Net Worth \$1.1B Forbes 07/2015
Citizen Australian Born Australia
Self-made in business software, co-founded Atlassian with Mike Cannon-Brookes

EDUCATION BS Business Information Technology U of New South Wales in 2001

BEGINNING

1. He was born one of 4 children in poor working class parents
2. He started programming with computer at age 11.
3. While at University of New South Wales, he met fellow computer science major Mike Cannon-Brookes
4. He was president of the university -- a very popular guy
5. Mike Cannon-Brookes started the idea of Atlassian and convinced Scott Farquhar to join the new company. He was the first and only one of classmate who responded.
6. They bootstrapped and paid each other \$15,000 the first 2 years. Later Scott described those years as survival mode.
7. They did not raise any capital -- no VC, this is unheard of
8. The company also had no sales team and did all their sales through the web

SUCCESS

1. In July 2010, after it was founded, Atlassian raised \$60 million in venture capital from Accel Partners
2. Soon, Atlassian opened offices in London, SF, China, Amsterdam, Austin, Gdansk, Porto Alegre and Kuala Lumpur
3. Atlassian received investment of \$150 million investment from T. Rowe Price and Dragoneer Investment Capital. Atlassian is now valued at \$3.3 billion. Forbes Magazine estimates that Farquhar and Cannon-Brookes each own about one-third of Atlassian.
4. Together with Brookes, he became mentors and investors for Australian startups such as Prey of Shoes and Ninja Blocks

QUOTES

"It's changed drastically. Back in 2001, there was no venture capital industry, no meet-ups, no start-up groups, no one to look to for mentoring or advice. The start-up scene now is huge. There's a start-up event almost every night of the week

"It's very difficult just the legal and the tax structures that you have to set up in Australia took us hundreds of thousands of dollars in legal fees and tax advice and so forth ... whereas if you go to the states it's a relatively simple document that's pretty standard that everyone signs and it might cost you two or three grand in legal fees," said Farquhar.

"The original goal was \$48,500, which was the PwC graduate salary at the time, Mike and I thought that if we could earn that and not have to wear a suit and not have to put up with big company bullshit then we'd be ahead. It was basically survival mode,"

"two reasons to create Atlassian, the first is to create the best place in the world to work and the second is to create the best software in the world"

Chapter 10.29 Persson, Marcus Notch (Minecraft)



Age 36 Net worth \$1.6B Forbes 07/2015
Citizen US Born Sweden
Self-made in computer games, invented game
Minecraft in 2009 and founded company Mojang with
Jakob Porser and Carl Manneh in 2010

EDUCATION High School Dropout

BEGINNING

1. He was born in 1979 in Stockholm with Finnish mother and Swedish father
2. His mother is a nurse, and his father a railroad

worker

3. He began programming at the age of 7, and by 8 he had created his first computer game
4. It was once said he had won a 48 hour computer game creating contest
5. In 2003, he started Wurm. an on-line web site and game with friend Rolf Jansson
6. In 2005, he started work at Kings.com as a game developer. He started Minecraft as a hobby project
7. While working at Kings.com, he envision to develop this game
8. In 2009, he quit Kings.com to work for Jalbum There he created the game Minecraft while working full time.
9. In 2010, after Minecraft gained instant popularity, Persson left Kings.com to found his own company d Mojang with friend Jakob Porse

SUCCESS

1. By Jan 2011, Minecraft sold more than 1 million copies
2. Greater success followed. Minecraft has sold more than 100 million copies across all platforms (PC, iOS, Android, Xbox and Playstation) and is the most downloaded computer games of all time
3. In September 2014, Minecraft was sold to Microsoft for \$2.5B, Persson owns 71% of the company
4. He moved to Hollywood and bought a \$70M mansion
5. He is often known as the first superstar in computer game

QUOTES

"When I was young I made games in my spare time but I wanted to become a policeman or something. It wasn't until I was 14 or 15 that I decided that this was what I wanted to do. It took a while."

"I would consider myself 100% self-taught. I took a one year course on C++ via the internet. That was mainly just to get my grades up. I don't have any advanced education at all."

"From 15 to 18 I studied Print & Media – design and font setting and copywriting. My first job was for a small web studio. That lasted about six months. Then the IT crash came and I did nothing for a couple of years. I had a small job helping out at a really tiny printing store doing web page development."

"The most limiting factor was that we were making them so fast. It was kind of intense. We spent one or two months on each game. During my time at King.com I made around 20 to 30 games. I was the programmer and I had a games designer and an artist. That was basically it. The thing I learned there was how to actually finish projects, which was very, very valuable."

Chapter 10.29 Tanaka, Yoshikazu (GREE)



Age 37 \$1.7B Forbes 07/205
Citizen Japan Born Japan
Self-made in Social Networking, founded GREE in 2004

EDUCATION BS Nihon U

BEGINNING

1. He was born in Tokyo in 1977
2. While in junior high school, he read "Power Shift" by Alvin Toffler and he was highly inspired
3. In 1996, he had the first encounter with the internet during a visit to the US
4. He graduated with a degree in law from Nihon U in March 1999. He began work at Sony Internet or So-net.
5. After he witnessed the growth of eBay and Yahoo, he decided to look for work in a more start-up environment and culture. In Feb 2000, he joined internet Rakuten as employee 50.
6. In 2003, he heard about Friendstar and he wanted to create a social network. He coded his first version of SNS GREE as a hobby.
7. In February, 2004, he opened GREE to the public as a personal website. Within 1 month, he was overwhelmed by more 10,000 users.
8. In December 2004 incorporated GREE, Inc. to take care of the growing number of users.

SUCCESS

1. In 2008 GREE was listed in the market, and by Feb 2009, he had become young billionaires, ranked 24th among Japan's richest.
2. In 2010, Forbes named him the youngest self-made billionaire in Asia and second youngest in the world after Mark Zuckerberg.
3. Then the stock tanked and the valuation of GREE dropped from \$4B to \$1.4B. He lost his billionaire status but regained it again when the Japanese stock market rebounded.

QUOTES

"I think the number one advice I can give is — you just have to start it. Just get your feet in the water and do it. I learned a lot from just trying it out."

Chapter 10.30 Yao, Jinbo (58.com)



Age 39 Net Worth \$1B Forbes 07/2015

Citizen China Born China

Self-made in eCommerce, founded Xueda Education in 2001 and 58.com in 2005

EDUCATION BS computer science and Chemistry Ocean U of China in Qingdao

BEGINNING

1. He was born in Yiyang City, Hunan China in 1976
2. In 1999, he graduated with degree in computer science and chemistry from U of China in Qingdao
3. In 2000, Mr. Yao founded www.domain.cn, which was subsequently acquired by www.net.cn. In 2000, he started work at www.net.cn, which was China's largest internet application service provider
4. In 2001, he co-founded Xueda Education in 2001 with Rubin Li and Xin Jin
5. In 2005, July, he founded 58.com. Investor of 58.com is Soft Bank, and it was modeled after Craigslist, with classified ads that sought to connect local merchants with consumers in real-time bidding service

SUCCESS

1. In November 2010, Xueda went IPO in US. He owns about 10% of Xueda
2. In October 2013, 58.com went IPO in US and the stock has since doubled in value
3. On 28 June 2014, 58.com secured a strategic investment of US\$736 million from Tencent Holdings Limited. Now 58.com has more than 200 million users
3. Based on his ownership of Xueda Education and 58.com, he joined billionaire status

QUOTES

"We never lack money. Unless we are forced to the edge of existence, it is very difficult to find opportunity. This is what I worry most. We should avoid the tendency to use money to solve problem."

"The user experience is far better on mobile than PCs. Mobile will continue to be our number one focus."

"the nature of the mobile internet is human to human"

Chapter 10.31 Zhang, Bangxin (TAL Education)



Zhang, Bangxin
Age 35 Net Worth \$1B Forbes 07/2015
Citizen China Born China
Self-made in Education, founded TAL Education Group in 2003

EDUCATION BA Sichuan University in Life Science, Dropout Beijing U

BEGINNING

1. He was born in Jiangsu Province, China in 1980
2. In 2001, he received BA from Sichuan U in Life Science
3. In 2002, he gained admission to Beijing U as a graduate student
4. He found he had to hold 7 part-time jobs on tutoring to pay for his living expense. So, he started tutoring as a part-time income.
5. In 2003, he started Xueersi, a primary and secondary after-school tutoring

services provider in China from scratch. He soon changed the name to “TAL”, which stands for “Tomorrow Advancing Life.”.

6. TAL, the tutoring company, would tutor from pre-school to twelfth grade through 3 different level of services.

7. In 2007, he boldly dropped out of the PhD program to concentrate on the educational business tutoring services to students from pre-school to the twelfth grade through three flexible class formats: small classes, personalized premium services, and online course

8. He was a pioneer, TAL quickly added refund, and internet online education.

SUCCESS

1. By 2014, his students has expanded to more than half a million
2. In 2009, his company TAL Education Group went IPO in New York Stock Exchange
3. Since IPO, TAL has since tripled in value and propelled Bang into billionaire

Chapter 11 5 Reasons for Explosion of Young Entrepreneurs

For young entrepreneurs who want to create a business that change the world, these are your best friends. They are your tail wind if you know how to ride them. We are living in the exciting time for the super-fast learner and adapter.

1. Low startup cost.

As Peter Diamandis and others have pointed out, the startup cost have dropped from \$5M in 2000 to \$5,000 in 2015, which is a drop of more than 99%. This is scary for the big corporation but doors of opportunities for budding entrepreneurs. If you can live in your parent's basement like (Holmes, Evan Spiegel) or friend's basement like Sean Parker, you can bootstrap your company for a few years (Atlassian, Houston, Dorsey, Camp). In the future, it is likely the startup cost will be lowered to close to zero, and the real cost is opportunity cost. Also, there will be many part-time startups, people who holds a full-time position and who work an extra 40+ hours a week to startup a business.

2. Rate of change is accelerating:

The appearance of the smart phone and mobile computing is a continuation of the internet. The internet connected more than 1 billion mankind in the space of 15 years. Now mobile is going to connect another 3 billion in the next 5 years, i.e. between 2015 and 2020. Now, this is a fourfold acceleration. No wonder Silicon Valley is burning the midnight oil to ride this trend. Even though most of those added would be from emerging economies of India, Africa and Latin America, the business potential is still mindboggling,

3. Software is killing the middleman.

Software will eat the space between the creator and the consumers. The middleman is dead. Until now, the distribution channel between the creator and consumers is controlled by a small number of big companies. So, the entrepreneurs and the creators of the goods, services and content can have direct access to the end-users. This will be age of consumer choice, consumers will have choice to millions of products, as vs. hundreds of products. Software is inexpensive. There is almost no barrier of entry. It is so easy that even elite high school programmers to start their own business. 40 years ago Bill Gates and Paul Allen started Microsoft. In past 15 years, to Mark Zuckerberg to Sean Parker to Marcus Notch Persson and Drew Houston also demonstrated how to do it.

4. Knowledge and Information now free and ubiquitous.

The age of free knowledge and free information is here. Before the age of the internet, one had to be in Wall Street or at the Harvard U library to have access to information. Now it is just one click away. The savings of time and energy from all that walking, driving and parking will be extra bonanzas to the entrepreneurs. With the smart phone, a solution from some genius 10,000 miles away will be accessible to your phone.

5. It is easy to connect and collaborate: Don't be a Lone Wolf

In a connected world, anyone can with another person 25,000 miles on the other side of the globe, 7 days a week, 24 hours a day. So, don't be the lone wolf, you will need mentors, business partners and to build a team if you want to chase the big dream. And then there is Silicon Valley, where like-minded people father together to build great companies. Steve Jobs once famously said when he was 12, he picked up the phone and call asked William Hewlett for help. He never had anyone turn him down for asking a question, so he made sure he never rejects anyone who asks a question.

Chapter 12 The Negative Factors:

These are 2 negative factors that the young entrepreneur have to fight against.

1. The higher education bubble

They are designed and industrial revolution, for hierarchical organizations and assembly line.

They are plagued by 3 evils: (1) too expensive (2) too time consuming (3) what is taught or learn is often irrelevant or obsolete. As Peter Thiel says: delivering less and less for more and more. It is an unsustainable business model and sooner or later it is going to burst.

Looking at the stories of 31 self-made billionaires, more than 80% are programmers, more than half are elite programmers (top 1%). These young self-made billionaire programmers have one thing in common: they taught themselves how to program in high school or even earlier. Once they are in college, they often find sitting in a classroom learning computer too boring. Zuckerberg, he majored in psychology and skipped the classroom. The number of high-school or less under (Baba, Maezawa, Persson and Parker) all self-taught themselves to program. Why pay a lot of money, sit in a class for 3 months, for something that a smart and determined person can learn in a few days with a laptop and computer manuals?

Stanford U is the beacon of Silicon Valley and one of the few universities that encourage its graduate to drop out and found new companies. Stanford has a tradition of more than a half decade in creating some of the world's most successful tech startup by providing mentorship and encouraging its graduate to do startups, and support them with free research lab space. One can say HP and Stanford U started Silicon Valley, when the West Coast was still a waste land for engineers.

2. The political environment: strangling regulation

Similar to our aging and inflexible educational institutions are the. They are resistant to change, because the entrenched players often form lobby against the new disrupters. Three obvious examples are slow down the adoption of Uber, Airbnb and Theranos. Right now Google (with the invention of driverless cars) funded Uber heavily. Uber runs into the political brick walls in China, France, the US and spent much time in litigation.

Peter Thiel, himself a tech billionaire and early investor of Facebook, was right in pointing out that regulation freedom has a lot to do with innovations, and hence the creation self-made billionaire. Peter Thiel gives a good example of energy sector, which is heavily regulated. Very little innovation occurs. Software, which is largely unregulated, is the most dynamic sector, , which is heavily regulated, and software industry, which is almost not regulated.

I would think Theranos would have expanded 10 times faster if not for obsolete healthcare regulations that protected entrenched industry from disruption. Similar, Airbnb is running into same issue

Chapter 13: Personal Traits of Young Entrepreneurs

Let's start with the unimportant personal traits:

(1). It is not about money.

For the majority of the 31 under 40 self-made billionaires in this book have repeatedly say it is not about money, but more about a mission (Elizabeth Holmes) or to solve a problem (e.g. Zuckerberg, Houston, Camp) . Zuckerberg famously rejected billion dollar offers from Yahoo and Google in the early days of Facebook. Similar, Evan Spiegel, Bobby Murphy and Jan Koum all have rejected billion dollar offers. They rather continue to do what they like then take the money, sold the company and do something else.

(2). It is not about high IQ and elite universities.

About one third did attend elite universities such as Stanford U, Harvard U, Tsinghua U and Beijing U, but most of them dropped out rather than finished their education there. I can count Elizabeth Holmes and Evan Spiegel are dropouts of Stanford, Mark Zuckerberg and Dustin Moskovitz are dropouts of Harvard, Zhou Yahui is a dropout of Tsinghua U and Zhang Bangxin is a dropout of Beijing U. It really is difficult to explain why so many attended the elite university chose to drop out to start their own company. Let it be sufficient to say that neither IQ nor elite universities are necessary for young entrepreneurs.

(3). Business education is overrated:

Entrepreneurship, at the highest level, cannot be taught or learned from the university. Of the 31 billionaires in this book, only Leo Chen obtained an MBA from Stanford U. But he is really is first a computer geek. Leo won a computer contest in China while a teenager and obtained a scholarship to study computer science at Nanyang Tech U in Singapore. He is a prodigy programmer first, who happened to get his MBA too. Leo would make his fortune by founding multiple eCommerce companies in China.

The following personality traits are most important.

(1). Courage: It takes courage to start a company, to dropout of university and to pursue an unknown and unproven path, with little guarantee of success. Success in startups is less than 1%. I devote a whole chapter on courage. 10 of the 31 billionaires in this book are either college dropouts or high school dropouts. These are not cases of accidents or luck.

(2). Mission: To make a better world (Holmes), a different world (3 founders of Uber, 3 founders of Airbnb) , a connected world (the Facebook 4 of Zuckerberg, Moskovitz, Saverin and Parker)

(3). Curiosity: With most of the creative part and the world in the future an unknown, it pays to be curious and to experiment. The attitude of startup is: if I don't succeed, I will have learned a lot, and the journey will be a lot of fun

(4). Geek: All 31 of them are all geeks, While in high school, they did not listen to their parents, their teachers, their friends. Some showed sign of geekiness as young as 5 (Drew Houston) , most look like a geek by age 13 (Mark Zuckerberg) , but by 18 they are geeks. 100% Geeks, no exception. Maybe as Steve Jobs have said again and again: it pays to think differently, to act differently, to believe that the world in the future will be a lot different and a lot better than it is today

"Only those who are crazy enough to think they can change the world are the ones who did."
Steve Jobs

Chapter 14 A Peek into the future: 6 Trends in Next 10 years

Here I will try to examine 6 dominant trends today. I think this be a lot of fun try to forecast what the world be like in 2025, 10 years from today. We are living in an era of accelerating change, and everyone must forecast change one way or the other. The greatest error is not to anticipate change.

Trend #1. Will Silicon Valley continue to lead?

In 2015, Silicon Valley accounts for more than 60% of the billionaire entrepreneurs in this book, and accounts for 90% of their net worth. Now, if this is not dominance, I don't know what it is. Is this trend going to change in the next 10 years?

I doubt there will emerge new forces to challenge Silicon Valley. Silicon Valley got the culture of ideas and innovation, the great universities of Stanford and Berkeley, the world's greatest concentration of VCs and crowd-source funding. Lastly, Silicon Valley is itself the world's largest tech market where high tech firms buy from one another. I do not see anywhere in the world where there is such confluence of the 4 factors above. So, in 2025, Silicon Valley rules. So, go there if you can.

Trend #2. Which countries will produce the best young entrepreneurs?

Which countries are going to produce the next tech entrepreneurs? In 2015, US produces 15 entrepreneurs, China 6 and Japan 3. In other words, the top 3 countries produce 25 of the 31 under 40 self-made billionaires. That is slightly more than 80%. Who are the countries after the big three. Australia at fourth place produces 2. The whole Europe produces 1, or rather Sweden produces 1. Why are the numbers so skewed?

I do not think it is not an accident. The countries with the most dynamic and innovative economies also produce the largest number of young entrepreneurs. Or is it the other way round, countries like US, China and Japan benefited handsomely from their young entrepreneurs. US does not lead the world economy by income and size alone. US also leads the world by the number of most successful high-tech companies. Microsoft, Apple, HP and Google were all started by extremely young people. This trend will continue. My forecast in 2025, US still rank #1, China or Japan still rank #2, #4 is up for grab, and the rest is random. .

Trend #3. Will Software Rule?

Of course, software will continue to rule the world for the following reasons. First, as the cost of startup in software is reduced 99% in past 15 years. Nothing even remotely like this happens in the hardware world, where a startup still involves millions of dollars, if not tens of millions of dollars. Second, software occupies a unique space between the creator and the consumers. In the past, this space known as the distribution channel, and is traditionally controlled by large corporations. This space is occupied by software. Third, software offers speed and experimentation, with daily to hourly turnover of trials and errors. The cycle for experiment and change in software is minutes and hours, in other areas such as hardware, medicine or business, changes often take years to occur. My forecast, Software will continue to be the preferred venue for young entrepreneurs.

Trend #4. Will there be more founders?

Yes, of course, there will be more founders. Part of it is cultural change, younger generation have seen how ideas started in a college dorm (Google, Facebook) eventually changed the world. 30 years ago, this would be the parents' garage or basement. Communication and collaboration is so much easier, one can collaborate with another genius engineer on the other side of the globe. It only takes a few seconds lag-time to connect. Face-to-face collaboration over great distance is now free, thanks to Google hangout and other free application.

Trend #5. Future Educational Background?

The most successful entrepreneurs are likely to come from software rather than hardware, with few MBA, PhD, JD and MD. One of reason is the years of business experience. A 15 year old one cannot start a medical practice at home. One needs a license to practice medicine, but one does not need a license to write software. So, if but parents buy their 10 year old a powerful computer, they might be pleasantly

surprised they soon have a programmer prodigy son or daughter in high school. Engineer and medicine requires expensive lab space and equipment, and even more expenses keep the lab and equipment functioning. Degrees like JD and MBA often teaches inflexible processes rather than the anything goes free spirit mentality. We know from Google and many startup that many talented knowledge workers do not like to work 9 to 5. They want to work wherever they want, and software offers that flexibility. In software, all you need is a laptop.

Trend \$6. The future of Youth? To change the World?

In 2015, about 30% of top young entrepreneurs are college dropouts and about 12% are high school or less. This trend will be even more pronounced. At present less than 3 percent of all the world's self-made billionaires made it before age 40 (31 out of 1200). I expect this number to increase. I can see the trend: the younger getting richer, and getting richer even faster.

Most encouraging, more than just money or business, I see the future of Youth who simply want to change the world. Yes, you can be young, changed the world and made tons of money along the way. These are not wild dreams or wild claims. In this book, I have collected 31 wonderful stories to backup my claim "Anyone Can". The question is: Can you work 16 hours a day? And for how many years?

.