DISCLAIMER

I am **NOT** a lawyer

This is **NOT** legal advice

Please consult a lawyer for any legal questions

My story according to **LinkedIn**

- Founded LoL Coaching in 2013
- Founded TrackingThePros in 2014, still running it today
- Took investment and updated LoL Coaching to LeagueCoaching.GG in 2015
- Sold to Gamer Sensei in 2018
- Became CEO of Gamer Sensei in March 2020
- Sold Gamer Sensei to CORSAIR in November 2020
- Left Corsair in December 2021
- Founded Coachify.GG in March 2022

My **full** story

- Started LOLBet in 2012, closed in 2013
- Founded LoL Coaching in 2013
- Founded TrackingThePros in 2014, still running it today
- Took investment for League Coaching in 2015 (still not full time)
- "Tinder for fashion" app/startup w/ wife in 2017; closed 2019
- Sold League Coaching to Gamer Sensei in 2018
  - Had to buyout my investor first, only got stock in Gamer Sensei (no cash)
- Started "My Esports Predictions" in 2018, closed in 2018
- Gamer Sensei - **complicated**, March 2019 - November 2020
- Co-founded SaaS company in January 2020, ended June 2020
- Sold Gamer Sensei to Corsair in November 2020
- Left Corsair in December 2021
- Founded Coachify in March 2022

Startup School

- https://www.startupschool.org/
- Created by YCombinator to increase the quantity and quality of applicants
- YCombinator is the best known and most prestigious startup accelerator in the world
- Videos organized into an 8-week course
- Free!
- Generalist, focus on VC-backable businesses
- Lots of my links lead to them for a reason!

Types of **companies**

- **B2B** - Business to Business
  You're selling a product or service to other businesses.
  Salesforce, Cisco, Datadog

- **B2C** - Business to Consumers
  You're selling a product or service directly to consumers/individuals. Discord, Riot Games, Netflix

- **B2B2C** - Business to Business to Consumers
  You sell to businesses and consumers/individuals.
  Twitch, Microsoft, Reddit

I **don't** have an idea

- [6 minute video about finding and testing ideas](#)
- Solution can/should be creative, the problem should not
- Join communities
    - Network! In gaming terms, your network is your "Luck" stat
    - This is much easier in gaming, tons of Discord groups to join
    - Make sure to participate in servers, don't just lurk
- Startup forums (also good places for job hunting): [/r/startups](#), [Hacker News (YC)](#), [ProductHunt](#), [Indie Hackers](#)
    - Job hunting shoutout: [Angellist](#), [CoFoundersLab](#)
- X for Y ideas (e.g. Uber for tow trucks)
- A 10x better version of Y
- Sell pickaxes to gold miners (more technical bent)

I **have** an idea

- [Longer video about evaluating a startup idea](#)
  - Focused on VC-backable business, but still useful framework
- Raising money vs bootstrapping
  - Professional investors will want a [large TAM](#) (Total Addressable Market)
  - Bank loans, friends & family, [angels](#), grants, revenue-based financing
- You don't have to quit your job!
  - Unless it requires enterprise sales, but that's unlikely in gaming
- Minimum Viable Product (MVP)
  - As simple as a landing page! Webflow, Wordpress, etc.
  - Not a coder? Not a problem! Look for "No code" or "Low code" platforms (e.g. Wordpress, Webflow, Zapier, Airtable, Google Docs)
    - Search for a technical [cofounder](#); don't be stingy with equity!
- Doesn't need to be pretty, just testable ([ship early & often](#))

Early timeline

- Idea with some sort of proof (signups, customer interviews, revenue?!)
  - Customer interviews are ALWAYS a good thing, do lots of them
    - Side benefit of starting to learn where to find these customers
- Fundraising? Build pitch deck, start meeting/emailing investors
  - Regardless of fundraising, always keep building the product, even if it's minor
  - The closer to MVP the better, but sometimes can skip it. This is easier if you have other proof points, e.g. top school, previous exits, expert knowledge, etc
- Legal entity (LLC/C Corp) -> Federal EIN -> Bank (Brex, Novo)
- Start getting customers
  - Try new things, however don't just leap from idea to idea; have a process to test new ideas and **MEASURE** the outcome!
- Keep talking to customers!
  - But don't necessarily let them dictate your features

Accelerators

An organization that provides mentorship, connections, and (typically) capital for very early stage startups. Often they take equity in the companies participating

- [YCombinator](#) - huge, prestigious, general focus
- [Techstars](#) - huge, general focus
- [500 Startups](#) - huge, general focus
- [Stadia Ventures](#) - small, esports-specific focus
- [NC IDEA](#) - local nonprofit (North Carolina), micro grants

SHOTCALLER.VC

Early stage **investors**

Angels

- Network!
- Google
- https://finmark.com/how-to-find-angel-investors/

Venture Capital Firms

- Great list of VCs by area, location, and stage @ VC Rank
- aXiomatic - owners of Team Liquid as well
- Accomplice - VC & family office, early stage
- AdvancIt - early stage media, entertainment, gaming
- Use CrunchBase & PitchBook to look up similar companies

Useful Resources - **Podcasts**

- [The Startup Hats](#) - short series walking through the different "hats" a founder must wear while growing their business
- [Indie Hackers](#) - focused on bootstrapping and smaller companies
- [Intentional Growth](#) - overall small businesses, less startup focus and more legacy-style businesses but still great general business info
- [Startups for the Rest of Us](#) - startups without huge TAM
- [SaaStr Podcasts](#) - specific focus on SaaS startups, VC focus (also has great short articles; founded by [Jason Lemkin](#)
- [How I Raised It](#) - focus on founders' fundraising stories
- [TechCrunch](#) - general tech startup news (TechCrunch+ is fantastic source but is paywalled; "EQUITY" for a discount)
- https://twitter.com/BuildSell30 - first time founder community, accountability