

**IT WON'T BE A
STRAIGHT LINE**



HELLO

I'm @garrettdimon

ИНОРР



4.79 YEARS SINCE IT
ALL STARTED

1.67 YEARS SINCE
AMPUTATION



MRI/CT SCANS	4
SURGERIES	9 + 1 AMPUTATION
SURGEONS CONSULTED	15
WOUND VAC CHANGES	16
PROSTHETIST APPOINTMENTS	20+ (AND COUNTING)
TOTAL HOURS IN HYPERBARIC	28
TOTAL NIGHTS IN HOSPITALS	30
DOCTOR'S OFFICE VISITS	60+
PHYSICAL THERAPY APPOINTMENTS	100+
PROSTHETIST APPOINTMENTS	40+
PAINKILLERS & ANTIBIOTICS	COUNTLESS

120 DAYS
LOST

6.8% OF THE LAST
5 YEARS

1.63 HOURS

PER DAY FOR THE LAST 5 YEARS









STARTING & SUSTAINING



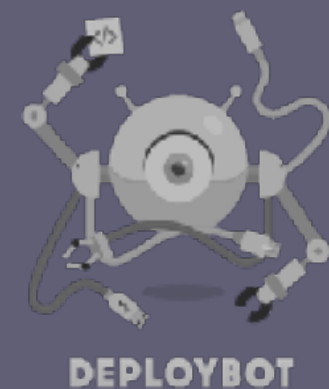
<http://startsustain.com>
@start_sustain

WILDBIT



A complete workflow to write,
review & deploy code.

Sold in 2017



Instantly build and ship code anywhere
in one consistent process for your entire
team.



A fast & reliable transactional-only
email platform for web
applications

Coming soon!



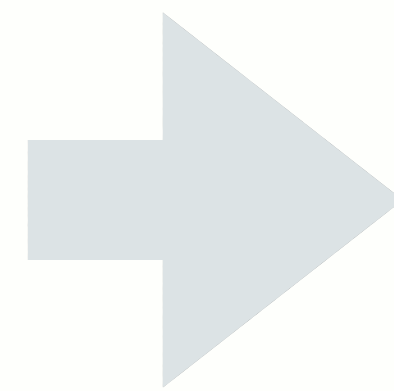
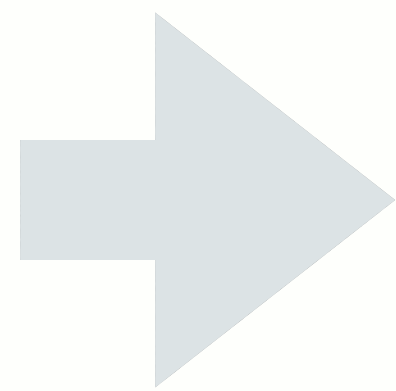
A new workflow to write, review,
and ship web applications.

SETTING THE STAGE

Be ready for curveballs.







***When you're going through
hell, keep going.***

Winston Churchill





The death of retail is greatly exaggerated

by John Biggs

Share Image



Watch this flying motorcycle cruise the sky

by Darrell Etherington



How to make Twitter profitable

by Bruce Judson



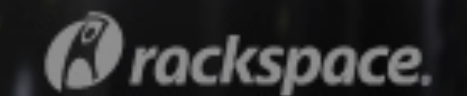
Uber and Lyft sued for patent infringement

by Darrell Etherington

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LATEST

POPULAR

17 minutes ago

Bootstrapped issue tracking application loses customer data, shuts down quickly

by Ron Burgundy

Amateur software developer botches a simple server upgrade and deletes eight hours of customer data, fully validating imposter syndrome and destroying thousands of dollars of shareholder value in what could be the single dumbest development mistake of all time. [Read More](#)



18 minutes ago

VideoBlocks goes beyond moving pictures and announces its stock photo marketplace

by Frederic Lardinois

Startups

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LESSON:

Responding beats reacting.

Things will go wrong. Focus on the aspects you can affect.

***The way to get started is to
quit talking and start doing.***

Walt Disney

stripe

MailChimp

 WORDPRESS

zapier*

IFTTT

Medium

 Airtable

 slack

PLASSO

LESSON:

Inspiration doesn't strike. It has to be cultivated.

Don't search for ideas. Just start creating and always be on the lookout for ideas.

VALIDATING AN IDEA

Payment is the only true form of validation for a business.

LESSON:

Approach everything with baby steps.

Never go all-in on your first attempt at anything. Build enough to get the job done and then learn what to really build.





***The greater the uncertainty
as to whether something will
work at all, the less
excellence you should invest
before you find out.***

*David Heinemeier Hansson
Cofounder of Basecamp*



Manual Processes

Spreadsheet



Somewhat Automated

Spreadsheet
+ Zapier



Highly Automated

Spreadsheet
+ Zapier
+ Stripe



Hosted Web Application

Hosted Web
Application

When you have to prove the value of your ideas by persuading other people to pay for them, it clears out an awful lot of woolly thinking.

Tim O'Reilly
Founder of O'Reilly Media

LESSON:

Sales is research.

Talking to potential customers kills two birds with one stone. Then use that to iterate on your offering.

VERSION 1

Let's try the simplest solution.







LESSON:

Recurring revenue is an amazing form of disability insurance.

It's easy to be scared of health issues, but recurring revenue makes it easier.

PIVOTING

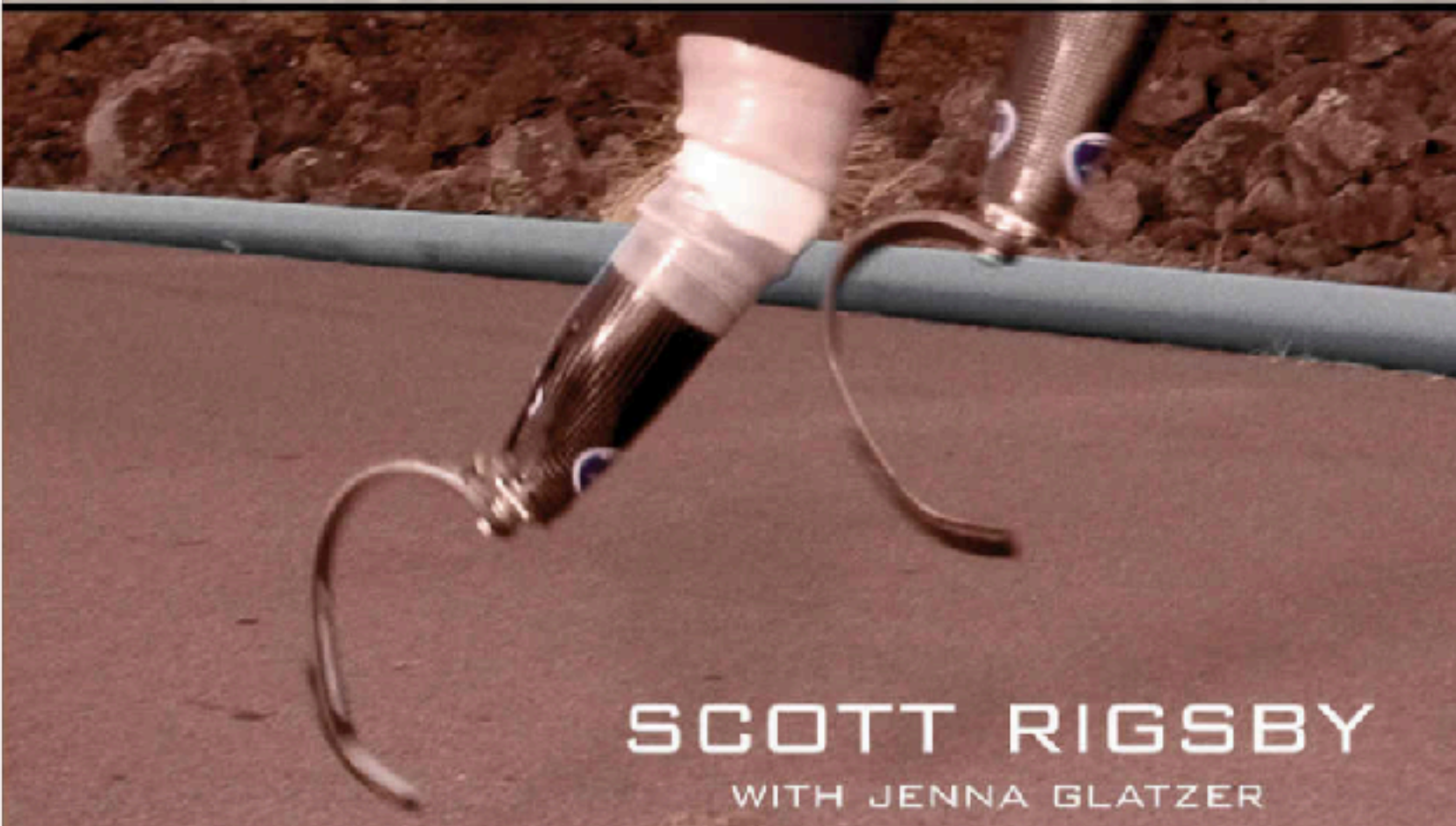
We learned a little. Some stuff worked. Some didn't. It's time to get serious.



UnThinkable

 2.4-MILE (3.9 KM) SWIM |  112-MILE (180 KM) BIKE |  26.2-MILE (42.2 KM) MARATHON RUN

THE TRUE STORY ABOUT THE FIRST DOUBLE AMPUTEE TO
COMPLETE THE WORLD-FAMOUS HAWAIIAN IRONMAN TRIATHLON



SCOTT RIGSBY
WITH JENNA GLATZER

LESSON:

Maintain perspective.

Not “Well. It could be worse.”

But rather “I can handle this.”

VERSION 2.0

We feel confident that the best step is to invest in a more ambitious solution.

LESSON:

Tiny steps are still steps.

The key is that they're *your* steps. Don't compare your rate of progress to anyone else. (Or to "past you.")

WHAT IS A FREE FLAP?



“THAT’S NOT GOOD...”



LESSON:

Trust and delegate. Don't give up when your first attempt doesn't go well.

In our personal lives, we don't hesitate to trust experts, but with business, too often we try to go it alone.

VERSION 2.1

Any major effort is going to run into issues and need some follow-on work.









“HOW LONG WILL I BE HERE?”



“We’ll keep you here a few more days and then we’ll move you to the floor.”



WILDBIT

PROGRESS ISN'T AUTOMATIC

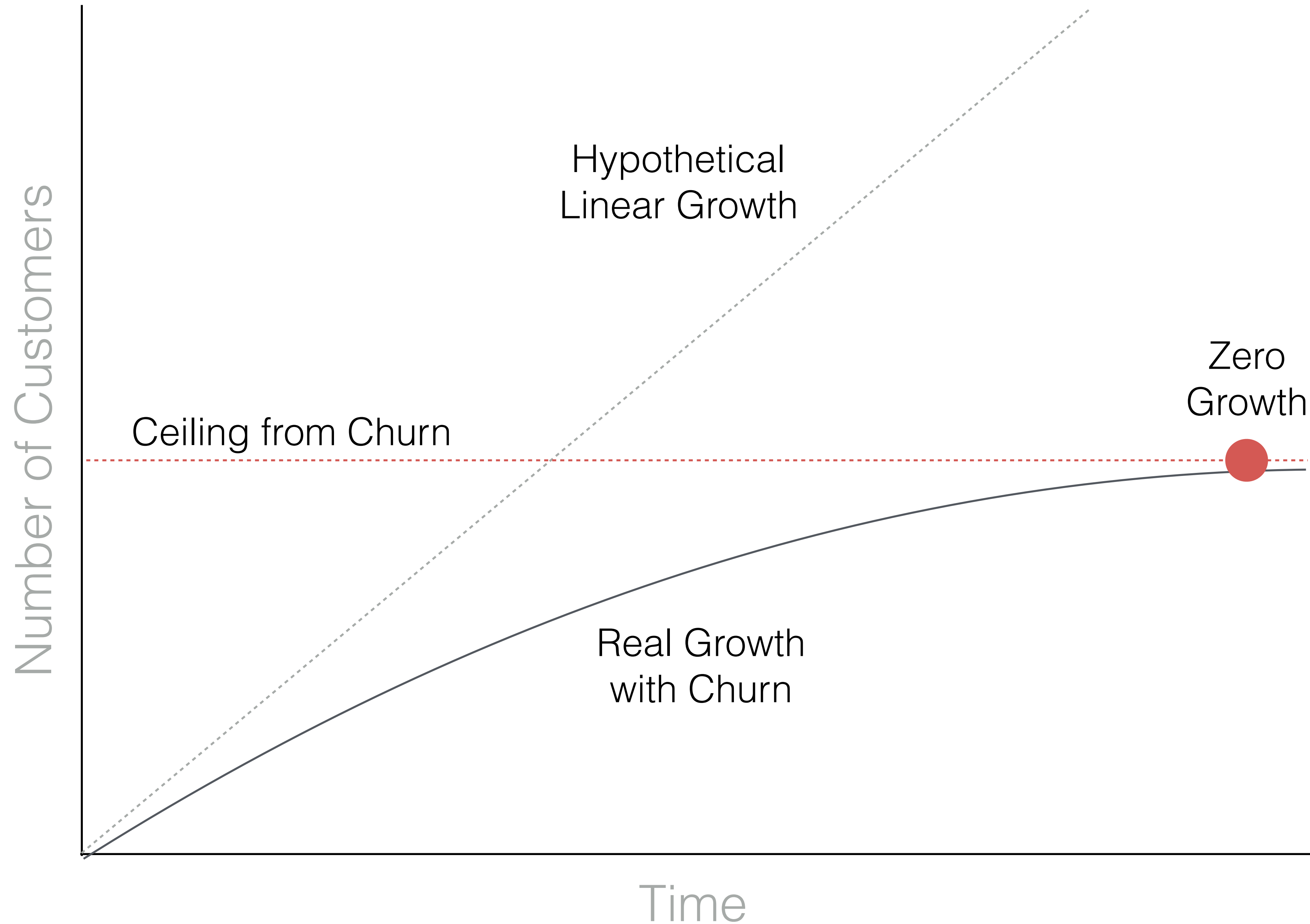
Growing pains are real. At some point, growth will plateau.



LESSON:

Growth is just a formula.

You have to look at growth and plateaus as simple formulas. Then set goals accordingly.



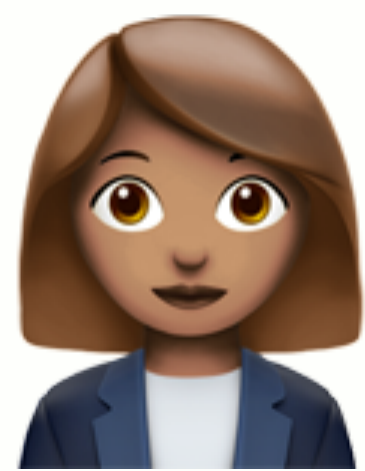
LESSON:

Work on the right things.

The likelihood of working on the right things correlates closely with what customers are telling you combined with your growth numbers.

- 1** Reduce Churn
- 2** Increase Conversion
- 3** Increase Traffic





LESSON:

Pain and discomfort are part of the process.

Go right up to your limit. Push past it. Suffer a little. Then do it all over again.

STEP BACK AND ASSESS

How are you doing? Are you meeting your goals? Do you need to try something new?

SOMEWHAT TOLERABLE



TOLERABLE WITH LIMITATIONS



ONLY WITH PAINKILLERS



NOPE




LESSON:

Focus on tangible goals rather than long-term dreams.

Let your dreams light the fire, but remember that incremental and measurable goals are how you really get there.

MAKE BIG DECISIONS

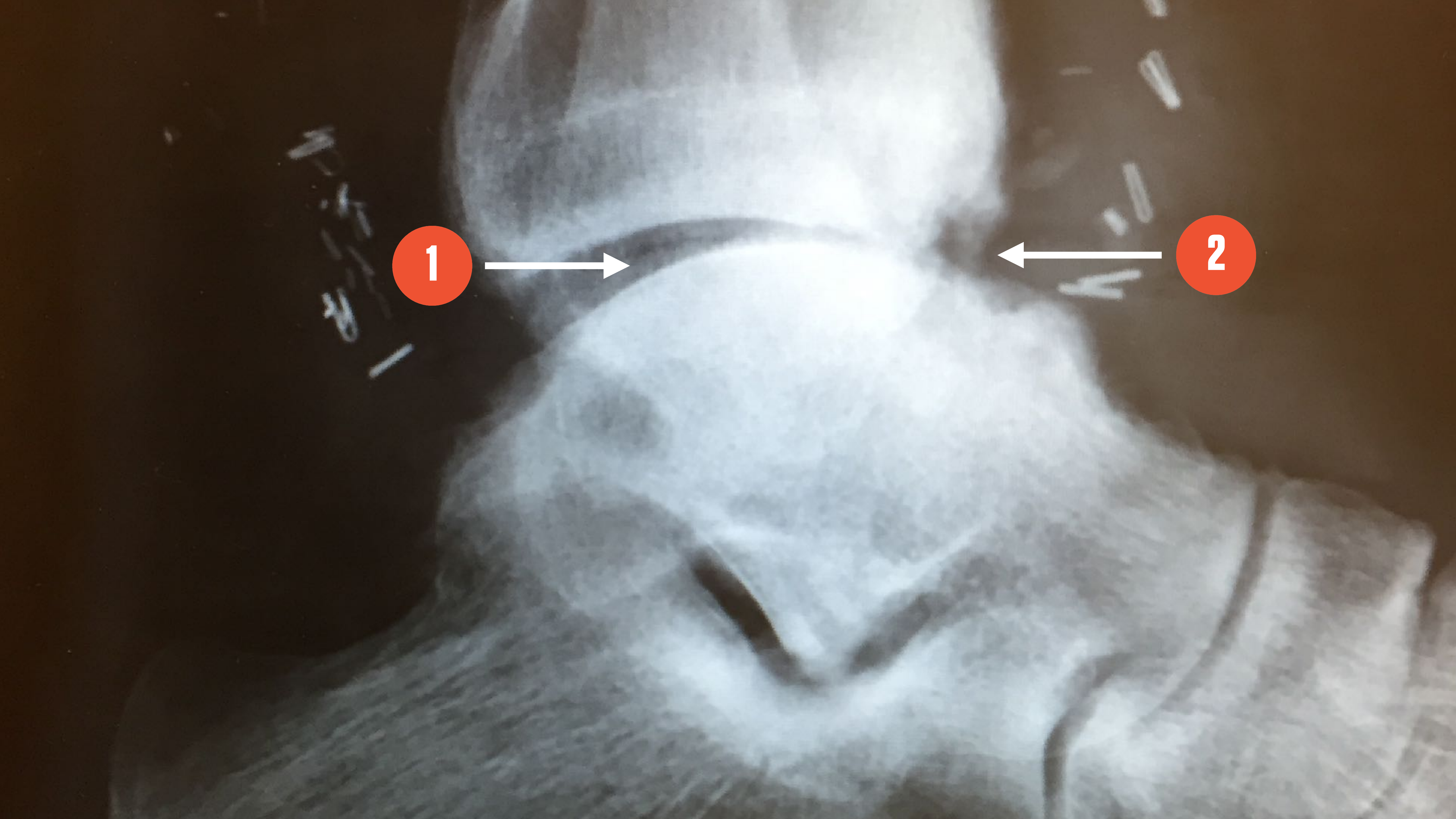
Turning points are never easy,
and the answer is rarely
obvious.

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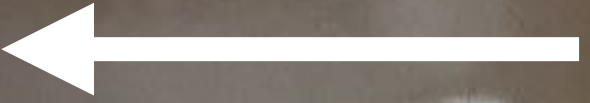
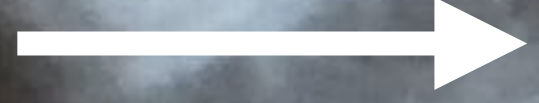
LESSON:

Protect your focus for the things that really matter, and always work deliberately.

Don't avoid big decisions because they're hard. Put your head down, do the research, decide, and then execute ruthlessly.



1



2

NEW YORK TIMES BESTSELLER

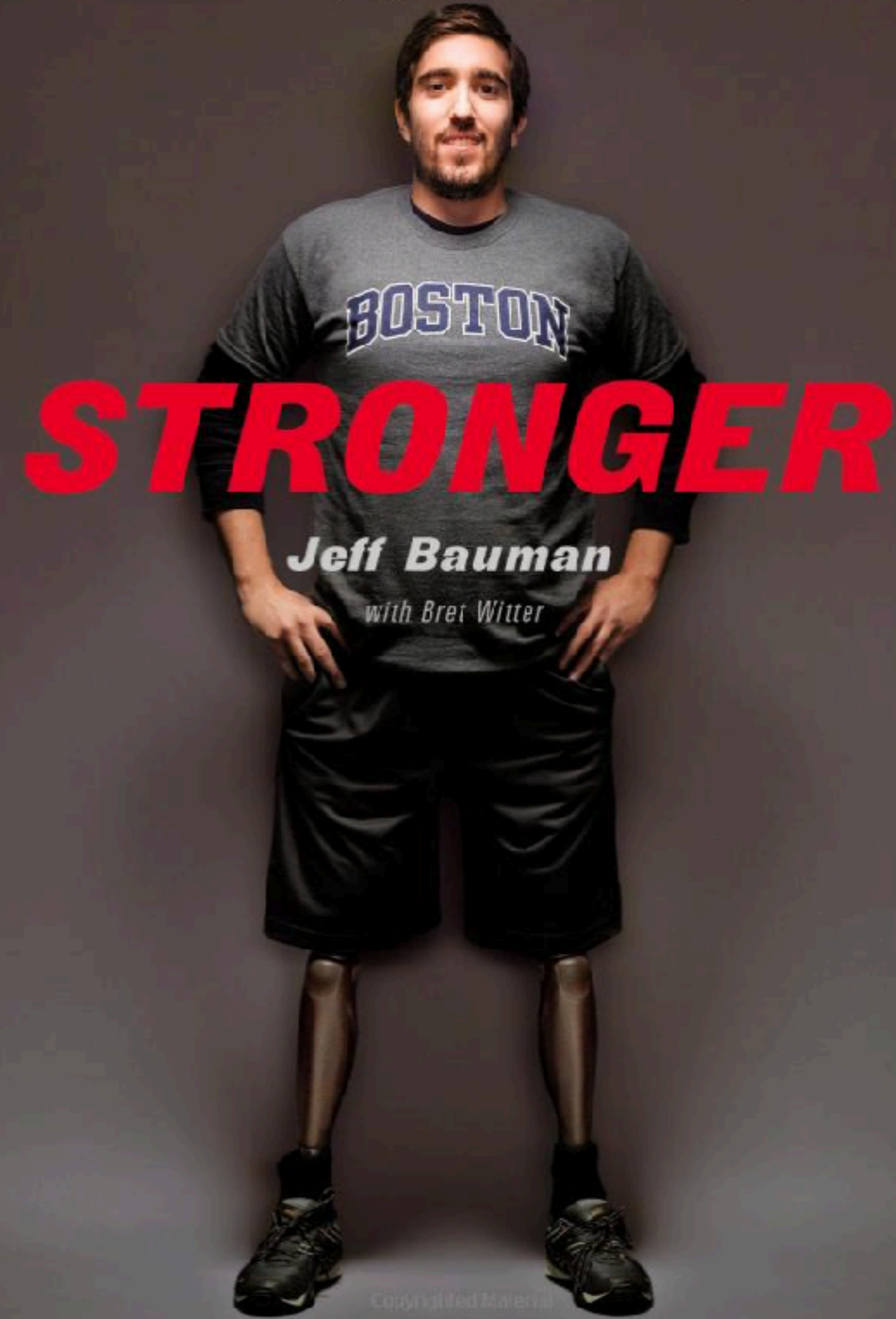
on my own two feet

FROM LOSING MY LEGS TO
LEARNING THE DANCE OF LIFE



AMY PURDY

Copyrighted Material
I saw the bomber. He took my legs, but he didn't break me. He only made me...

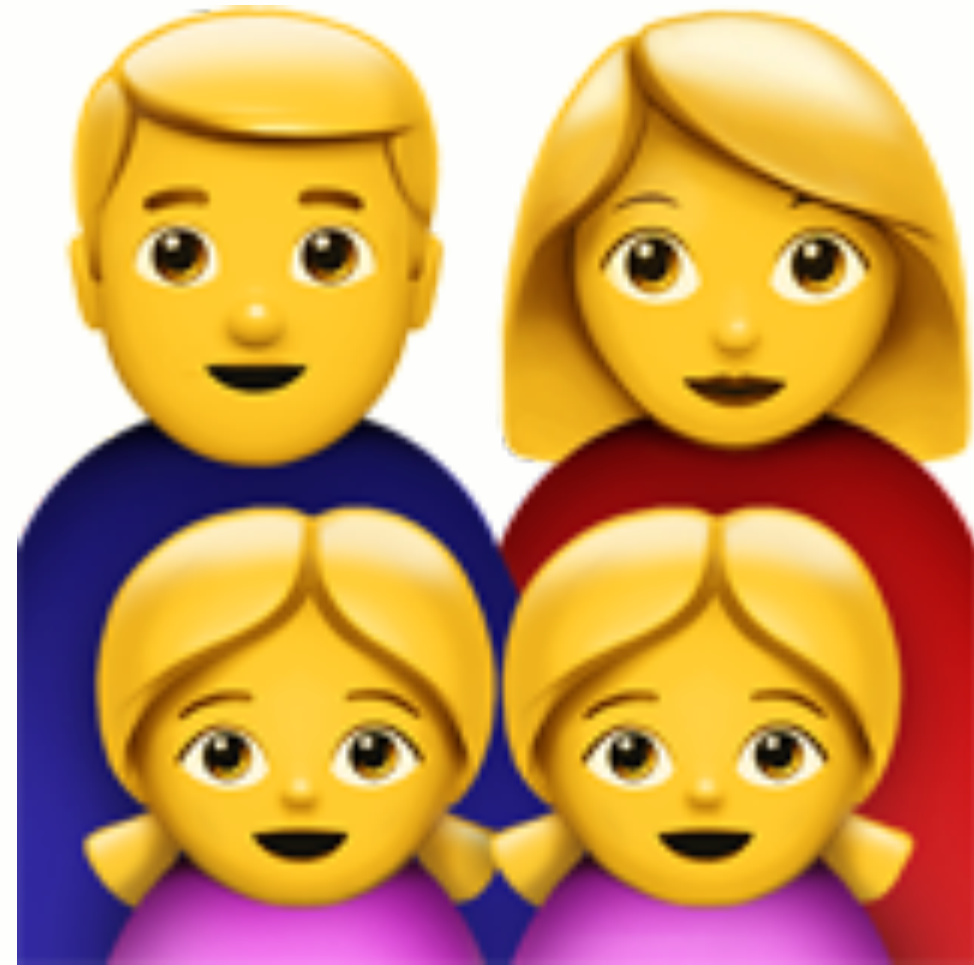


REGRET?





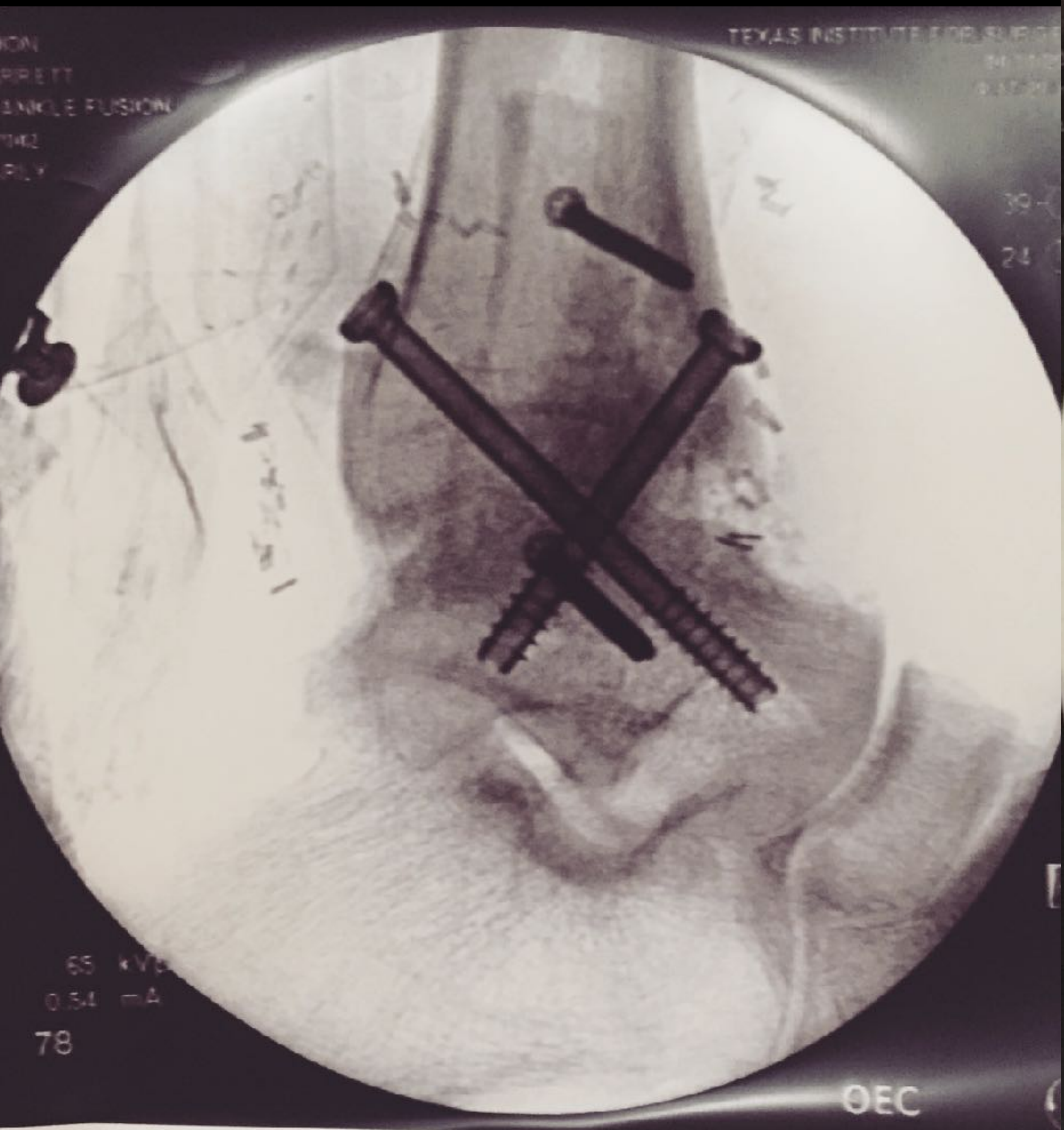
**SAFE &
RESPONSIBLE**



VS.

**FOLLOW MY
HEART**





WILDBIT

LESSON:

For some decisions, there's not an obvious answer.

You may need to make a leap of faith. Do your research, and make a decision. Sitting still can often be worse.

IS IT GOOD ENOUGH?

After big efforts, launch, and then re-evaluate.













Sifter



LESSON:

Don't count on data and logic to provide the right answer.

Too often we try to be 100% confident about decisions that require a leap of faith.

TAKING THE NEXT STEP

Once you've handled the basics, the real work begins.









LESSON:

It's ok to let go.

Just because something is holding you back, doesn't mean you have to hold on too.

THE JOURNEY NEVER ENDS

There will be milestones, but there's never a finish line.

The background features several overlapping, dashed white lines that form a series of curved, parallel paths. These lines originate from the bottom left and curve towards the top right, creating a sense of movement and progression. The lines are composed of short, evenly spaced dashes.



"Daddy, can you run yet?"



"You can't beat me!"



"Daddy, you're cheating!"







LESSON:

**It's about progress—
not aspirations.**

Focus on how far you've come because our journeys never end. You'll never reach a finish line.

***Most people overestimate
what they can do in one year
and underestimate what they
can do in ten.***

*Bill Gates
(Probably)*



LESSON:

Find your people so they can nudge you along safely.

When you're in the thick of it, it's difficult to know if you're pushing yourself too hard or not hard enough.

NO PROBLEM



SIMPLE FOOT CHANGE



ALL DAY



(JUST A LITTLE SLOWER)







LESSON:

Don't adjust too many variables at once.

With business, you have a ton of dials you can adjust, but only a few matter.







LESSON:

We're all adaptive.

Adaptation is unavoidable, and businesses have to adapt and change too.

***It is not the mountain we
conquer, but ourselves.***

Sir Edmund Hillary
First to summit Mt. Everest



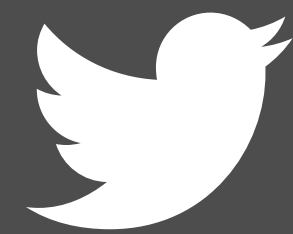
THANKS



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