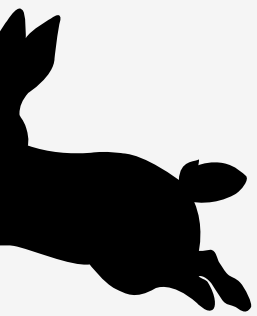# DON'T CHASE TWO RABBITS

The Problem

Most Early Stage Founders Fall Here

- Multiple products
- Multiple markets
- Multiple customer types
- Multiple business models

⊜ Weak results

01

The Cost

Split Focus Means

- Higher burn rate
- Slower execution
- Confused customers
- Lost momentum

The Reality Check

Success Pattern

- One core product
- One clear market
- One customer type
- One value metric
- One focus - not a side job

The Science

Why One Target Works

- Resources concentrate
- Message resonates
- Sales simplify
- Growth compounds

The Framework

In Early Stage Master One Thing

1. Define core value
2. Target specific user
3. Solve one problem
4. Measure one metric

Success Story

Early Stripe Example

- One focus: Payments
- One user: Developers
- One promise: 7 lines of code

Result: Market dominance

Warning Signs

You're Losing Focus If

- Multiple roadmaps
- Scattered meetings
- Unclear priorities
- Team confusion

Action Steps

Start Today

1. List all products
2. Pick your core focus
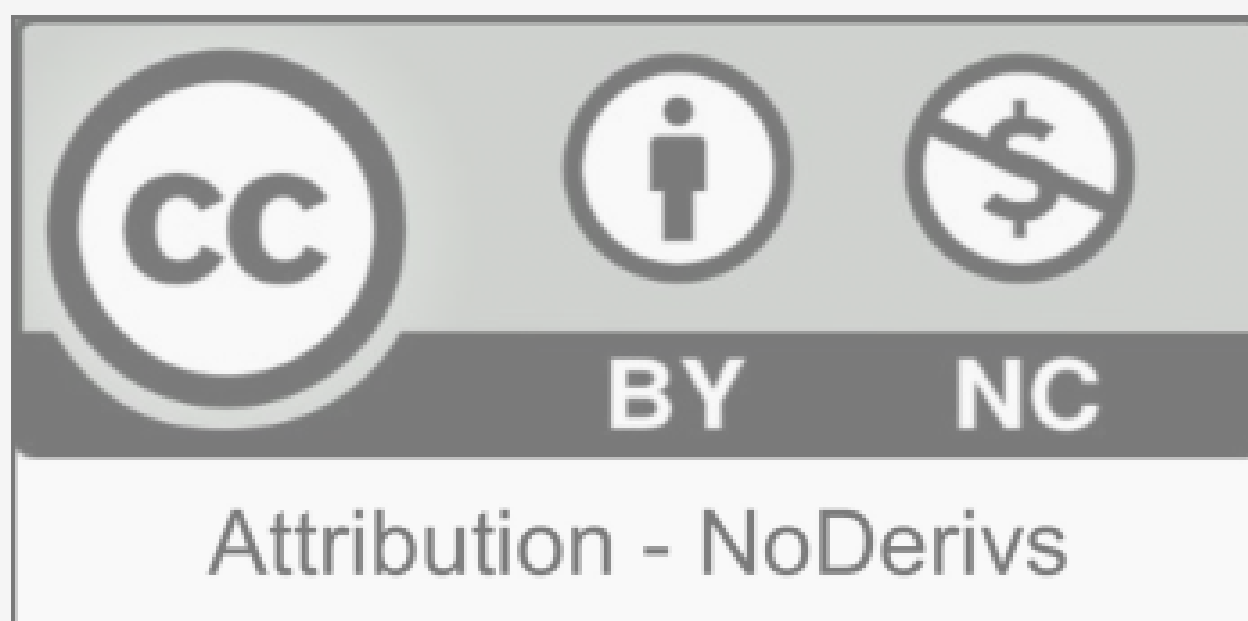3. Cut everything else
4. Double down on one

Remember

"Chase one rabbit, catch one rabbit. Chase two rabbits, catch none."

PLAIN LANG UAGE

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BURAK BUYUKDEMIR

IF YOU CHASE TWO BLACK RABBITS