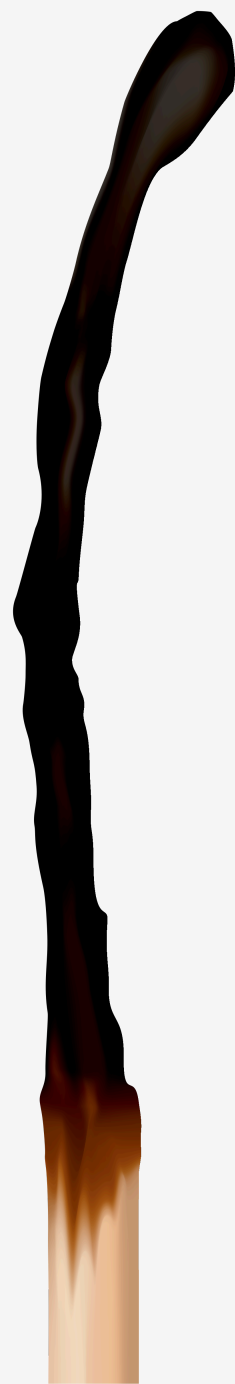


WHEN TO QUIT YOUR STARTUP



The Passion Check

What Changed:

- Energy levels dropping
- Excitement fading
- New interests emerging
- Other passions calling



Time to be honest with yourself

The Red-Eye Test

- Would you still take midnight flights?
- Work through weekends?
- Skip vacations for deals?



If not, you're competing with those who will



The Warning Signs

Watch for:

- Delegating core decisions
- Avoiding customer calls
- Missing team meetings
- Looking for excuses



Your heart isn't in it anymore

The Hidden Cost

Staying too long means:

- Team feels your disconnect
- Growth stagnates
- Opportunities pass
- Innovation dies



Slow death of your startup

The Right Time

Quit When:

- Passion truly fades
- New opportunities excite you more
- Team deserves fresh energy
- Market needs new innovation



The Right Way

How to Exit:

- Plan the transition
- Prepare the team
- Document everything
- Leave it better than you found it



What's Next

After Quitting:

- Take time to reflect
- Explore new passions
- Keep doors open
- Start fresh without guilt

Your Action Plan

Do:

- Be honest with yourself
- Plan your exit
- Support the transition
- Preserve relationships

Don't:

- Force dying passion
- Damage your legacy
- Burn bridges
- Feel guilty



Remember

Quitting isn't failure.
Staying too long is.

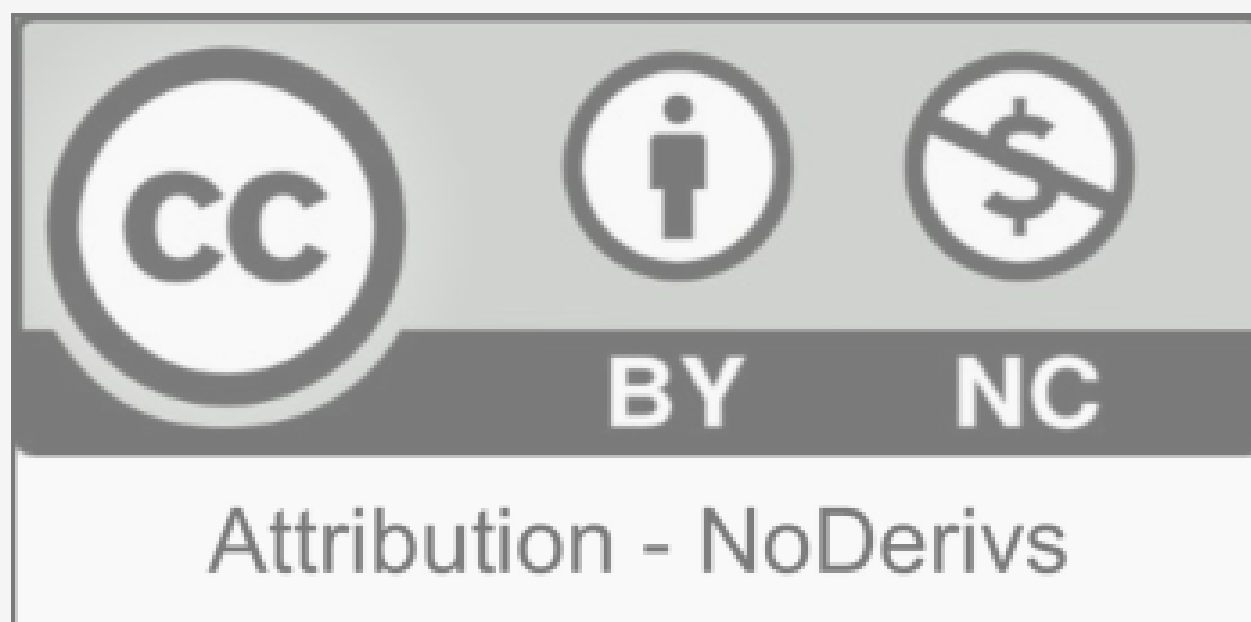


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2024 / DECEMBER



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QUIT