

UNSCALABLE BY CHARLIE GUO

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—Qasar Younis, partner and COO of Y Combinator

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Unorthodox Startup
Growth Stories

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About the Author

Charlie Guo lives in the San Francisco Bay Area, in the heart of the world he portrays. A software engineer by trade, he has also founded two companies. While getting his undergraduate degree at Stanford, he founded the education-tech company ClassOwl. ClassOwl partners with Stanford and other schools to improve student-teacher communication and productivity, and in startup-storybook fashion it was sold by Guo's cofounders in 2015 to Branch Metrics. After graduation, he launched a second company, FanHero, which was accepted into Y Combinator, a prestigious startup accelerator program based in Silicon Valley. His own experiences working to make his ideas fly exposed him to the inner workings of the startup culture and inspired him to reach out to a fascinating mix of tech founders to share their experiences.

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UNSCALABLE BY CHARLIE GUO PDF

In *Unscalable*, startup founder and software engineer Charlie Guo uncovers the lesser-known backstories of failure and success in interviews with some of the most daring founders in Silicon Valley. While much is made of the mythology of brilliant leadership and “overnight” success stories, these interviews pull back the veil on a much more eclectic mix of strategies and experiments, revealing the longer and less predictable road to success in Silicon Valley.

Guo gives us a look at the edgier moments behind the glamor of the tech boom. To the question “Will it scale?” this book suggests that more often than not, the answer may be “No!”—especially as fledgling ideas try to shape-shift their way into actual products and companies. Some of those new entities will themselves spawn new startups, while some will fade into oblivion. From vacuuming out hundreds of cars in a green vest to learning that Britney Spears was their newest account, founders share the peaks and valleys that have made startups one of the most riveting stories of the century.

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2 of 2 people found the following review helpful.

Quick read on how to scale the unscalable in startup world

By katy

I enjoyed this quick read that gave some real-world stories about the tough early stages of founding a startup. The best parts were the third-person summaries of the companies at the beginning of each chapter, and I wish there had been more of that. The other 90% of the book is in what I would consider "lightly-edited" interview format (e.g. "So we would have, I don't know, let's say incorporation - I can't remember what our actual services were, but we'd have an incorporation service - and we'd set the price..."). On pages 1-2, I

thought, I can't read like this, the colloquial format will drive me crazy. By page 5, I didn't even notice.

The stories of each startup are interesting, but come to a common theme: if you do "unscalable" things and do them well, you'll eventually find a way to scale them. And also, always start with the customer.

2 of 2 people found the following review helpful.

Required Reading for Entrepreneurs

By Sam Purtill

Thought this book was great and should be required reading for every founder or would-be entrepreneur. It's similar to Jessica Livingston's "Founders At Work", with an emphasis on growth at the earliest stages of companies.

1 of 1 people found the following review helpful.

If you are the founder of a high tech startup or are considering becoming one I recommend it. The content is very raw but it's .

By S. Byrnes

Unscalable is a collection of interviews with founders of high growth start up companies, most of which are associated with Y Combinator (a startup accelerator). If you are the founder of a high tech startup or are considering becoming one I recommend it. The content is very raw but it's a quick read and the learnings are very clear.

It would have been great if the companies interviewed included some larger or more successful companies, since the vast major of companies interviewing in the book have not yet reached a level of sustainable success. It makes you question the learnings since many of these companies may eventually fail despite their experience so far. So, take everything you read here with a grain of salt.

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