



Hiring and Managing in Startups

“The Art of Assembling a Powerhouse Team”

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It is All About the Right People

- Key players shape your future
- Structure isn't just for the corporate giants
- Be careful about your friends

*How we need another soul to cling to
– Sylvia Plath*

Horses for Courses: Pre-Seed and Seed

- This is where you craft your core
- There's alchemy in a balanced founding team
- The first knights: tech wizards, design gurus, and sales ninjas
- Every euro counts, but so does every hire



“

Your Minimum Viable Team*

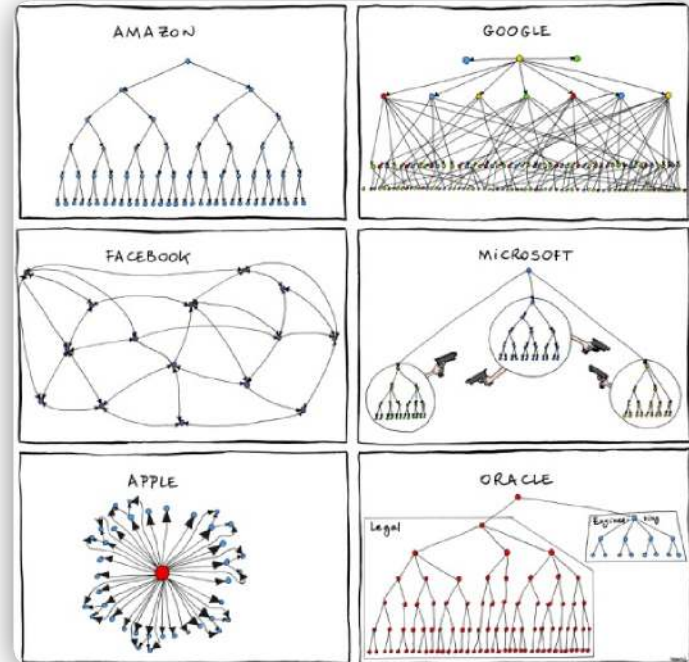
- Hacker
- Hipster
- Hustler

**Dave McClure thought this up*



Start Flat

- ✓ Flat is agile and fosters creativity
- ✓ Flat does not scale well
- ✓ Flat can leave responsibilities unclear



Doing it right and doing it wrong

- NOMO Jeans:
where the best
ideas met the
wrong team
- Smart hiring is not
just filling seats



Metamorphosis: From band to orchestra (Series A)

- The Series A dream team: tech titans, sales & marketing machines, product & customer heroes
- Culture isn't just a buzzword: It's the glue in your growth blueprint
- VCs look for three things: Team, Team, Team



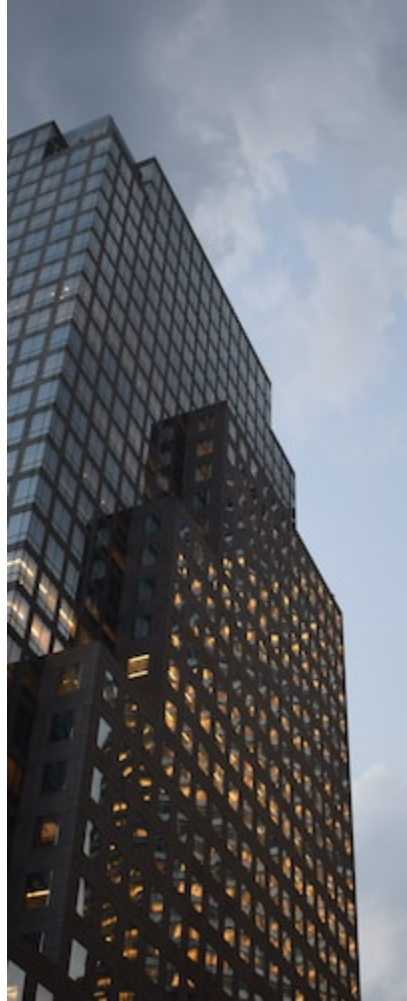


A Growth Journey (A to B)

- It is all about that scale
- You may need to change your scope
- It is **H**(amme)**R** time!

Going corporate (Series B and Beyond)

- Piece together your C-suite puzzle
- Middle management: The unsung heroes of the startup odyssey
- Align your structure with the rhythm of the market



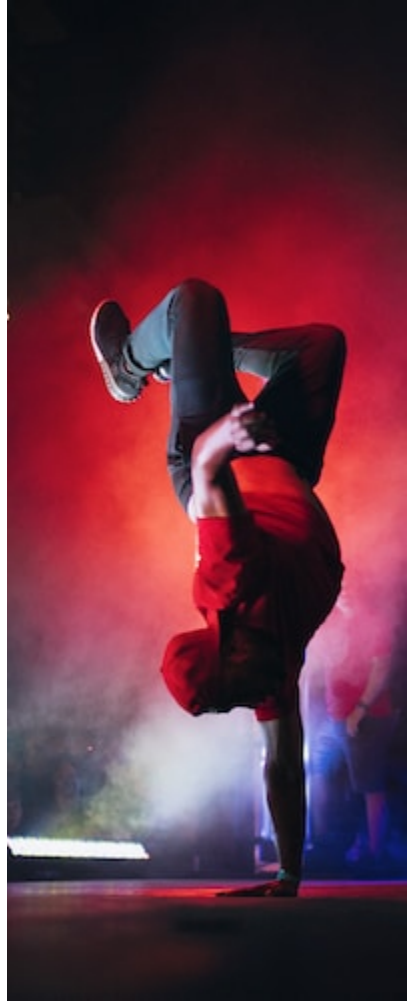
C-Level vs. VP Roles

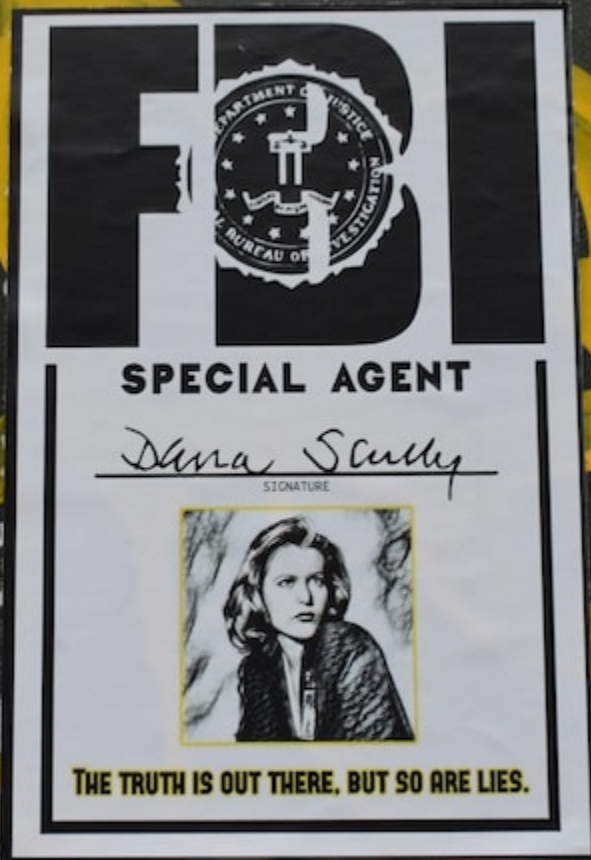
- Semantics matter: C-level and VP aren't created equal
- Visionaries vs. Executors: The strategic dance of top-tier leaders
- Don't go crazy with titles too early



Hiring Strategies Across Stages

- Building from within vs. calling the cavalry: in-house vs. outsourcing
- The Headhunter gambit: When to play the ace in talent acquisition
- Synchronize talent with treasure





A Myth and Few Truths

Myth 1: HR handles hiring

Truth 1: (Paid) work is better than interviews

Truth 2: Your wanted ad matters

Truth 3: Typical hiring metrics are mostly noise

**And Then
What?**

Managing Startups Doesn't Have to Be Like Herding Cats

- ✓ Have a North Star
- ✓ Know your priorities and have clear responsibilities
- ✓ Develop a culture
- ✓ Don't be afraid of failure
- ✓ Don't forget leadership
- ✓ Foster diversity
- ✓ Be fair



Staying on Track

- ✓ Set clear, realistic goals
- ✓ Be SMART
- ✓ Check out OKRs
- ✓ Don't monitor just outcomes, track progress
- ✓ Track progress but do not micromanage
- ✓ Be honest with yourself

SPECIFIC

Who and what

MEASURABLE

By how much?

ACHIEVABLE

How?

RELEVANT

Why?

TIME-BOUND

When?



The Almighty Dollar: How Much to Pay?

- ✓ Pay as much as you realistically can
- ✓ Be mindful of equity
- ✓ The most important people should get the most equity
- ✓ Pay for performance, not for showing up
- ✓ Don't be penny-wise but pound-foolish

Q&A

*Everything You
Always Wanted to
Know About ~~Sex~~
Hiring (But Were
Afraid to Ask)*

