

# The Last Day.

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**Bret Waters**  
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# **Silicon Valley, California**

**Global hub of entrepreneurship and innovation.  
Headquarters of more than 2,000 tech companies.**

**The GDP of the Bay Area is more than \$500 billion, larger than  
most countries in the world.**



# Santa Clara Valley





# CALIFORNIA GOLD RUSH 1849



USA  
33

1999



# The hottest company in Silicon Valley today is OpenAi and their new AI engine, ChatGPT.

The image is a composite showing the OpenAI website on the left and the ChatGPT web interface on the right. The website features the OpenAI logo, navigation links (API, RESEARCH, BLOG, ABOUT), and a large banner with the text "Join us in shaping the future of technology." and buttons for "WATCH VIDEO" and "VIEW CAREERS >". The ChatGPT interface shows a sidebar with chat history (e.g., "Rhyme Word For Carry On", "Rhyme of Marion") and a main area with the "ChatGPT" title and three columns: "Examples" (with prompts like "Explain quantum computing in simple terms"), "Capabilities" (e.g., "Remembers what user said earlier"), and "Limitations" (e.g., "May occasionally generate incorrect information"). A text input field is at the bottom.

OpenAI

API RESEARCH BLOG ABOUT

Join us in shaping the future of technology.

WATCH VIDEO VIEW CAREERS >

New chat

chat.openai.com/chat

Google Drive BUS-217 Calendar 4thly Admin MGB Woodworking Ent Mindset

+ New chat

New chat

Rhyme Word For Carry On

Rhyme of Marion

Limerick About Sequoia

New chat

Top Ten Songs 1976

Why Do Dogs Wag Tails

New chat

Clear conversations

Dark mode

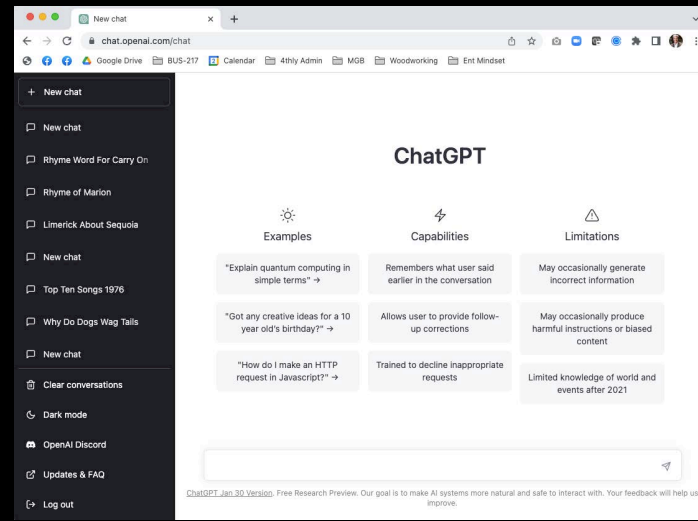
OpenAI Discord

Updates & FAQ

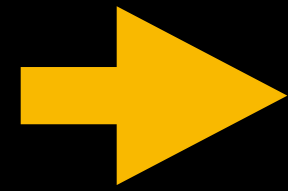
## ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

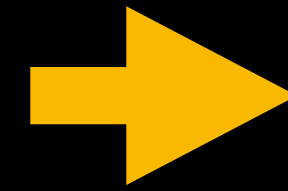




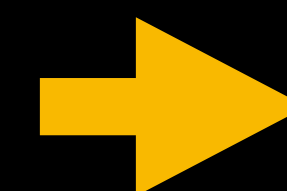
**ChatGPT  
Open AI**



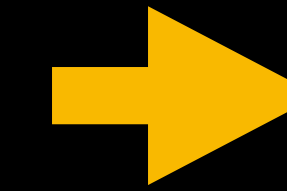
**President and Co-Founder  
Greg Brockman**



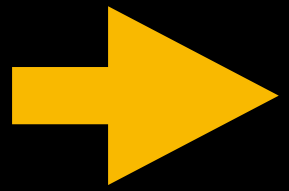
**Greg Brockman is  
former CTO of Stripe.  
(Worth \$60B)**



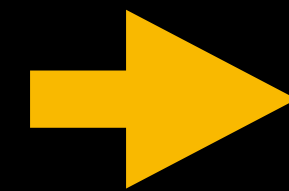
**Stripe was funded by  
Sequoia Capital.**



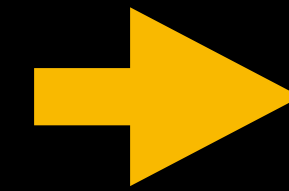
**Sequoia Capital was the VC  
firm that funded Apple,.**



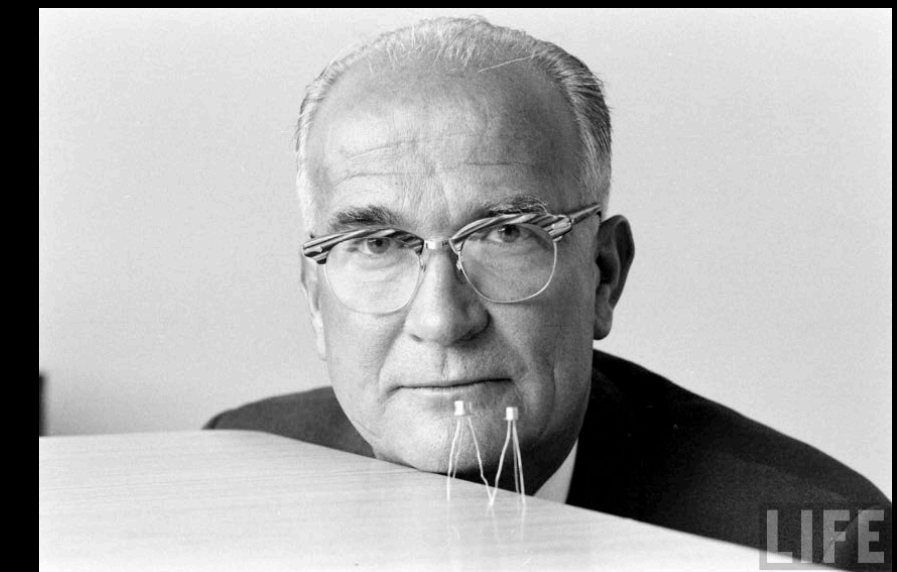
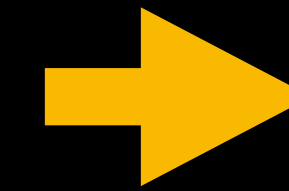
**Sequoia Capital was  
founded by Don Valentine.**



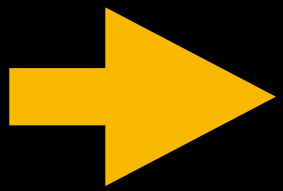
**Don Valentine was  
sales manager at Fairchild.**



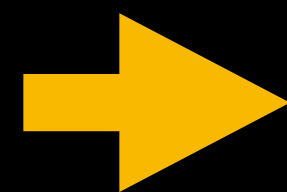
**Fairchild was founded  
by the traitorous eight.**



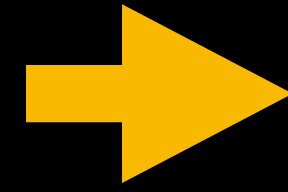
**They quit their jobs at  
Shockley Semiconductor**



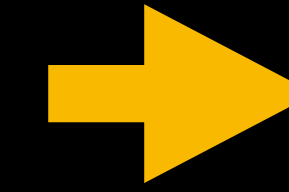
**Victor Grinich was  
one of the Traitorous  
Eight.**



**Victor Grinich got his PhD  
at Stanford University,  
under Fred Turman**



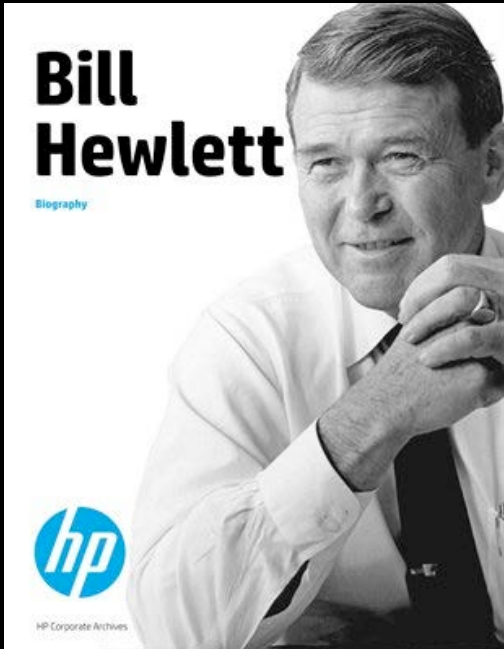
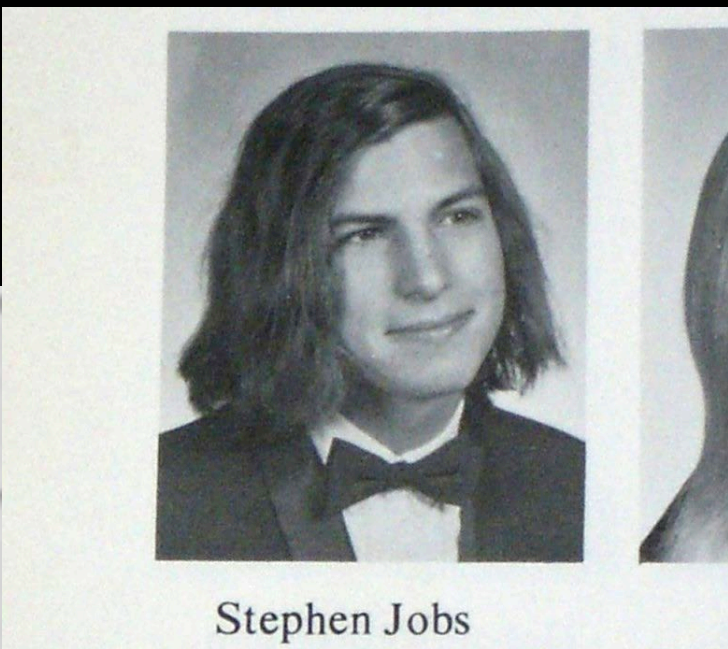
**The university was founded  
by Leland Stanford.**



**Leland Stanford was a 49er.**



# A culture of reinvestment.





**Why new products fail.**

THIS IS THE EDSEL  
*Newest Expression of Fine Engineering from Ford Motor Company*



**Rolling-dome speedometer.**

**Push-button Teletouch transmission shifting**

**Self-adjusting brakes.**

**410-cubic-inch Edsel "E-475" Engine.**

**Warning lights on dashboard.**

**Speedometer glows when speeding.**

**Transmission locks in park until ignition key turned.**

**Triple-thermostat cooling system.**

**Front-mounted distributor, coil, fuel pump, dipstick.**

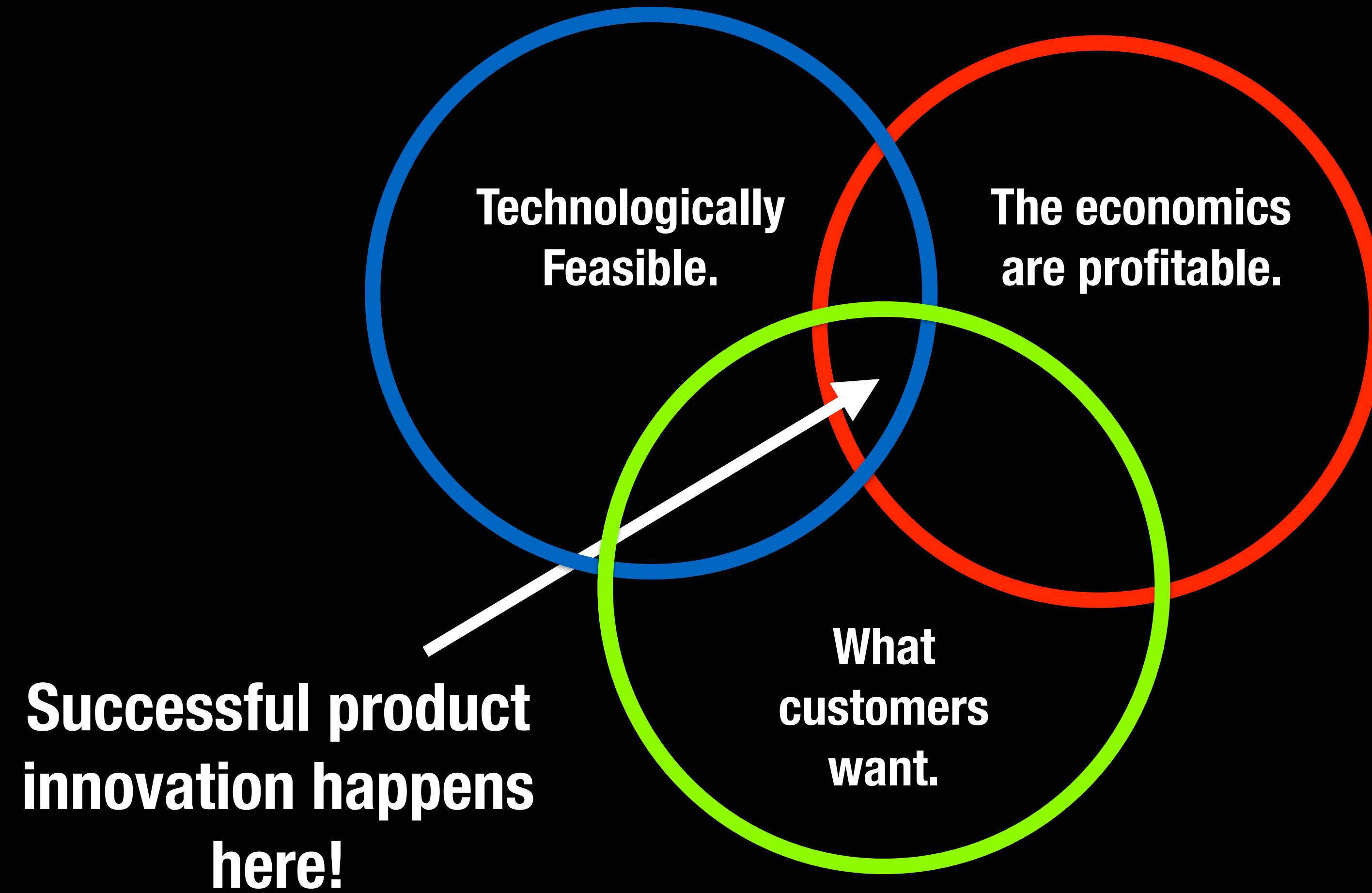
**Hood release controlled electronically.**

**“The Newest Expression of Fine Engineering from Ford Motor Company”.**

**The most advanced automobile ever.**

**Projected sales for the first year were 200,000 units, with over one million units within three years.**





# In 2000-2001 I used linear product development:

**Congratulations! You've spent 2 years and \$7.5 million proving that there is zero demand for your product!**



On this page:

[Product/Market Fit](#)

## Product/Market Fit

*“ The only thing that matters is getting to product/market fit. ”*

by [Marc Andreessen](#), June 25, 2007

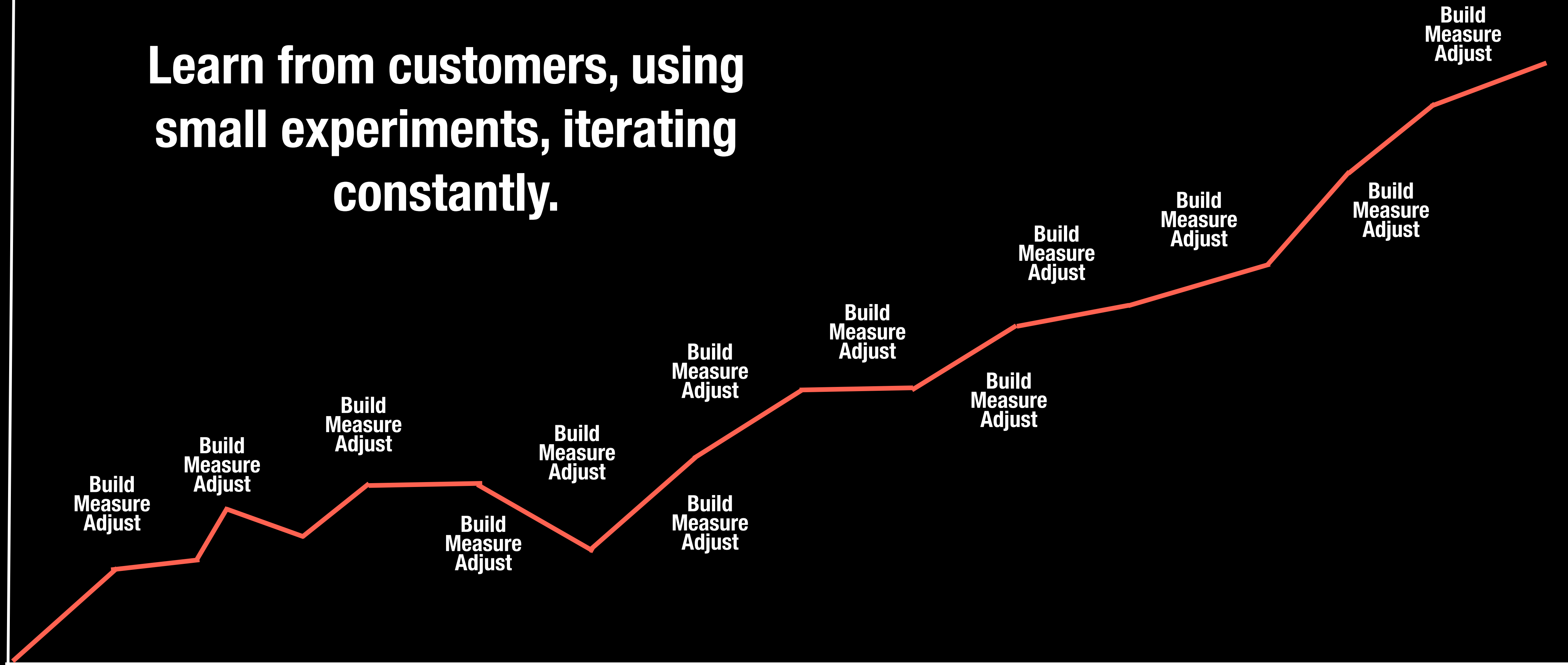
This post is all about the only thing that matters for a new startup.

But first, some theory:

If you look at a broad cross-section of startups -- say, 30 or 40 or more; enough to screen out the obvious facts will jump out at you.

# The lean startup methodology.

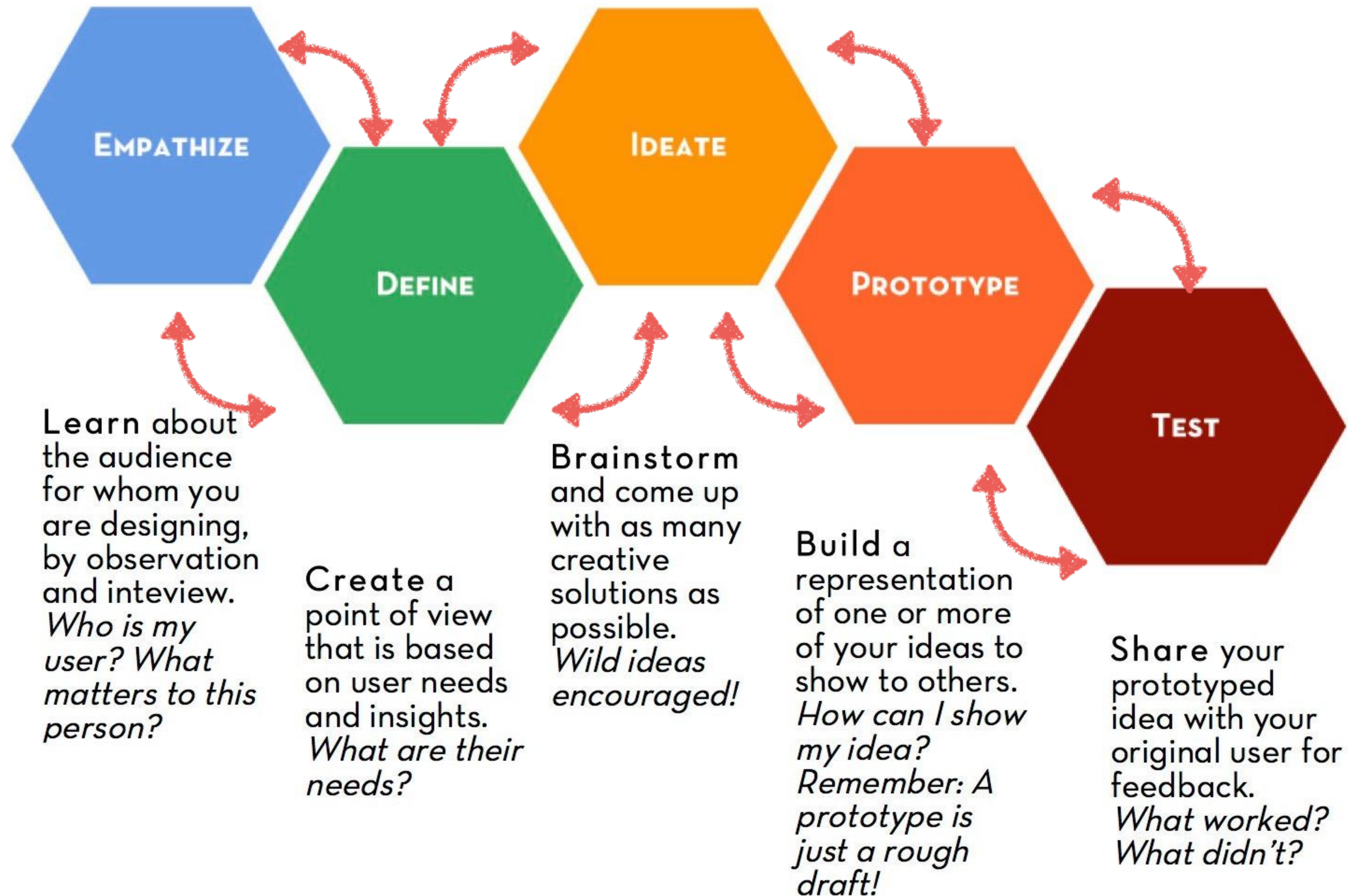
**Learn from customers, using  
small experiments, iterating  
constantly.**





# Design Thinking:

## An engineering framework for creating products that succeed.





# Mindset

# **Entrepreneurial Mindset:**

**A set of skills and mental habits that optimize the pursuit of opportunity.**

- **Focusing on problems worth solving.**
- **Building high-performing teams.**
- **Articulating a clear vision.**
- **Comfort with uncertainty.**
- **Rapid hypothesis testing.**
- **Perseverance, grit, tenacity.**
- **Relentless obsession with customers.**



# The habits of high-achievers.

How do we all get better at achieving our goals?

“Growth mindset”

“Empathy, smarts, and tenacity”

“Practice, Practice, Practice”

“The ability to see where things are going”

“Be selective about which pitches you swing at.”

“Delayed Gratification”

“Focus on your 10x”















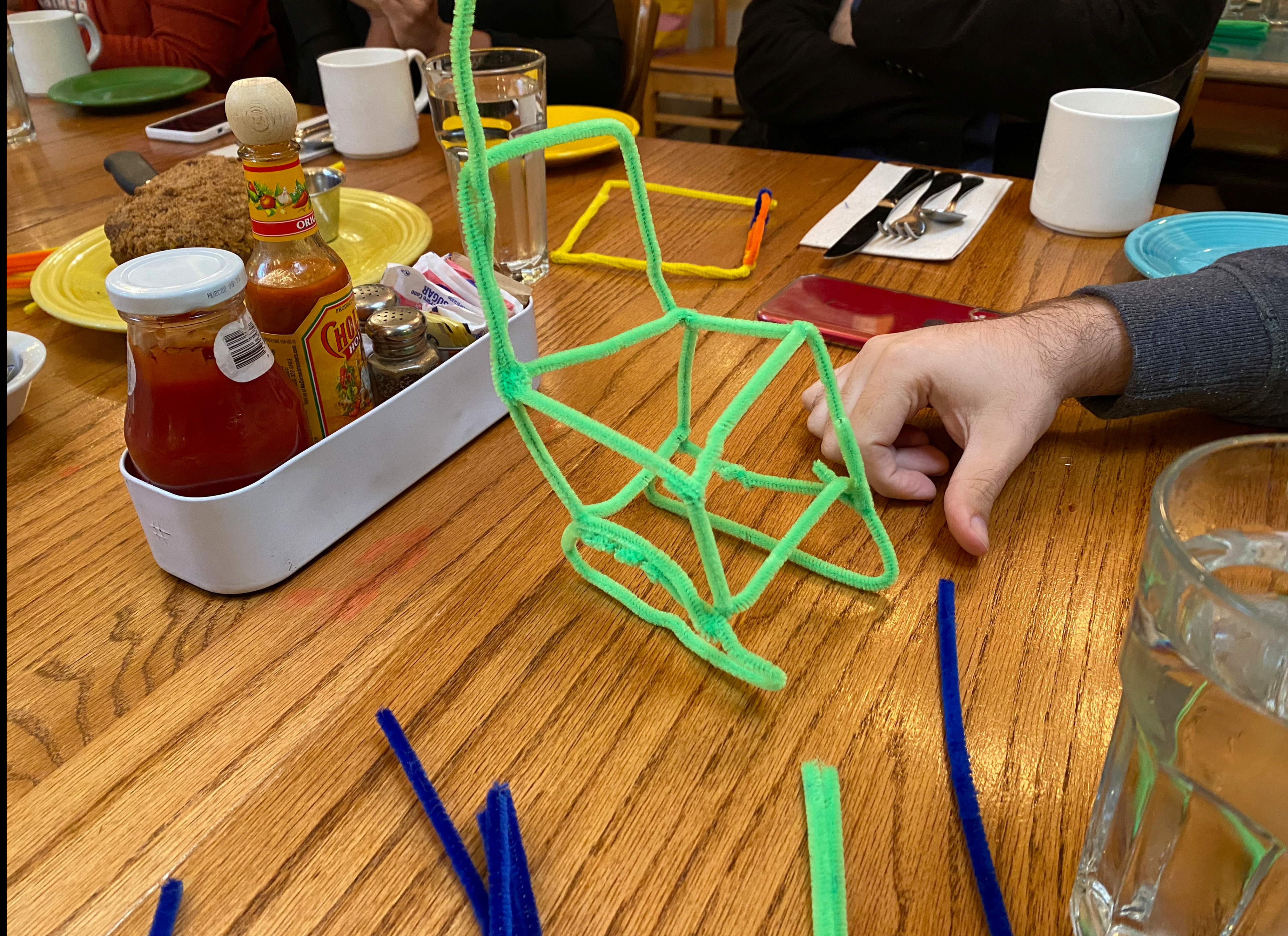


























②

Processos

Retina → página 3

Financeiro → página 4


Métricas

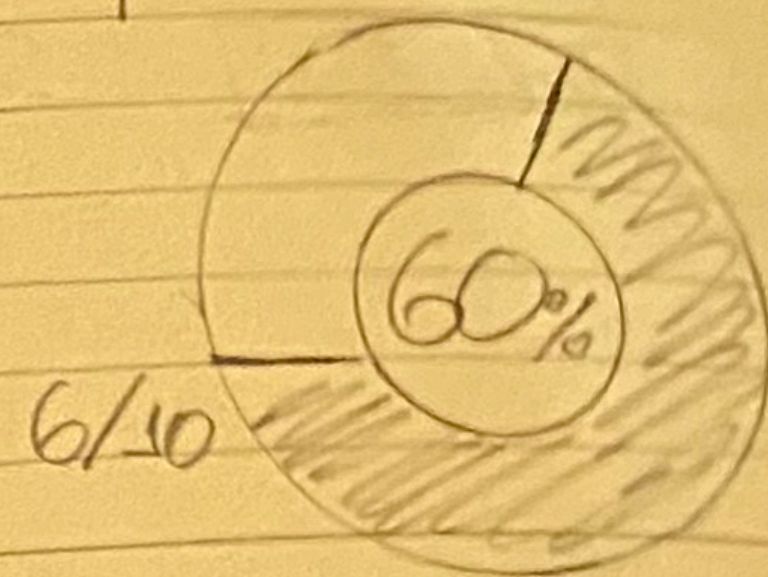
Engenharia

Desenvolvimento

Acomp

Pessoas

	H1	H2	
Fernando	✓	○	
Felipe	✓	○	
Guilherme	✓	✓	













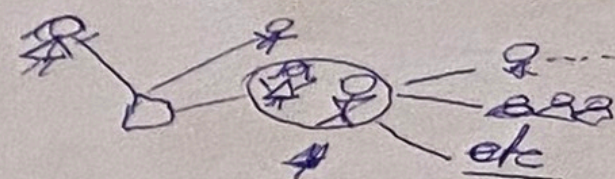




# Onboarding

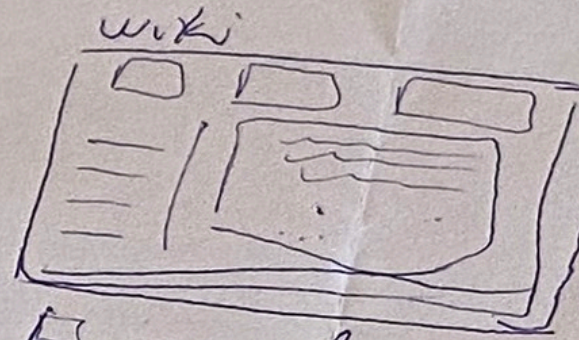


basico info



time +  
responsabilidades +  
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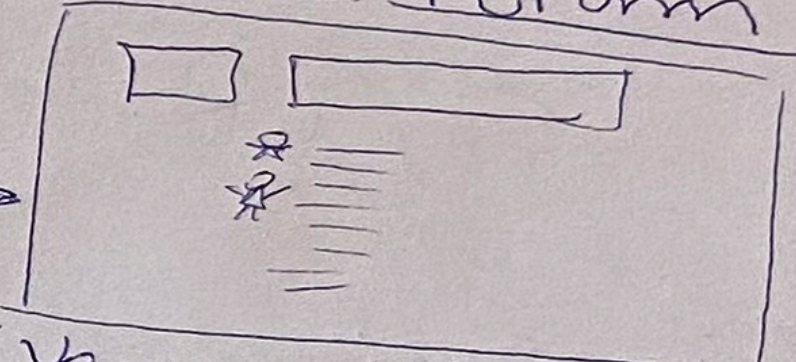
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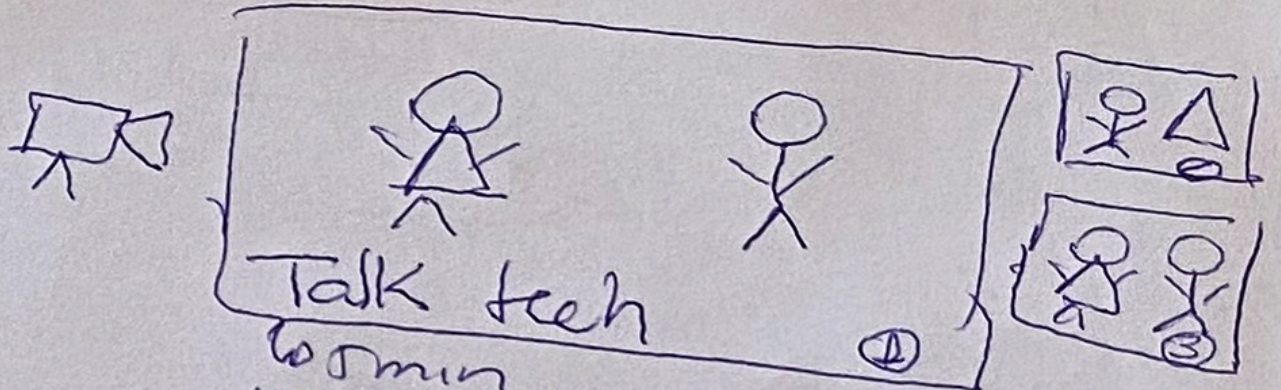
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## Forum



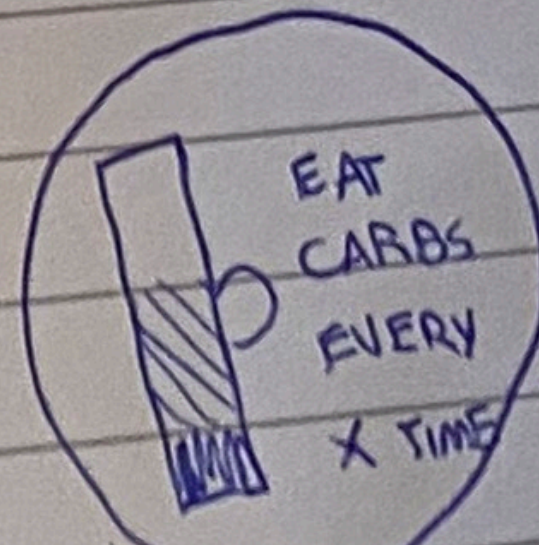
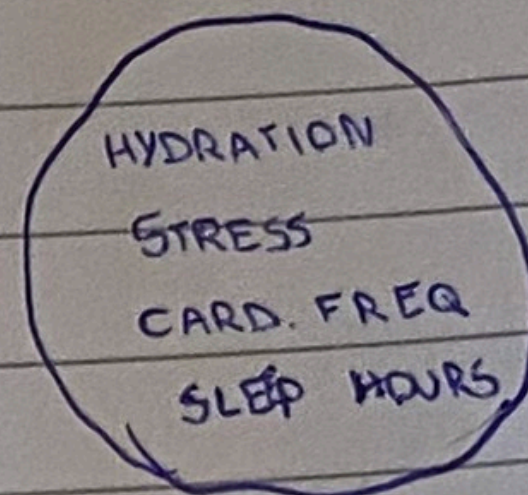
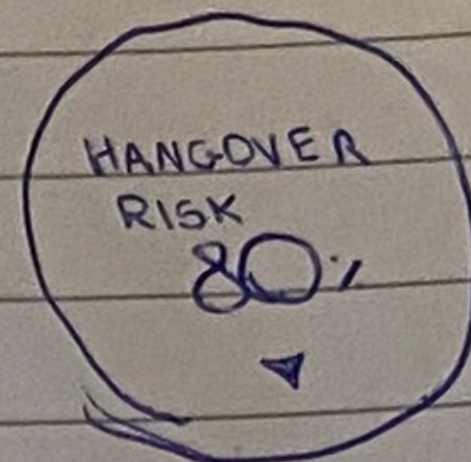
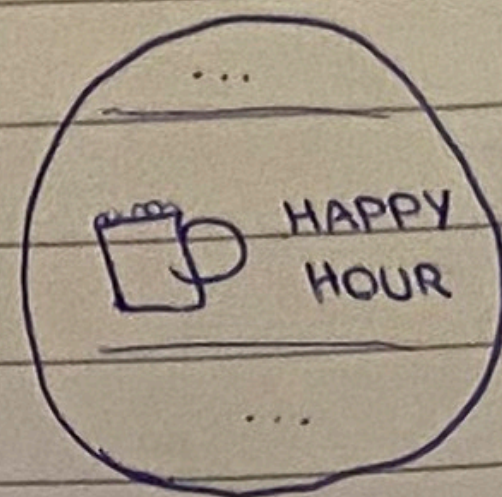
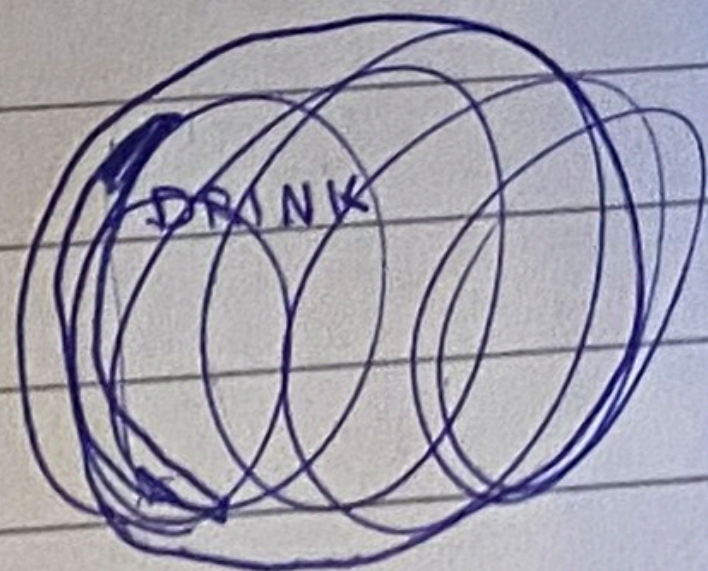
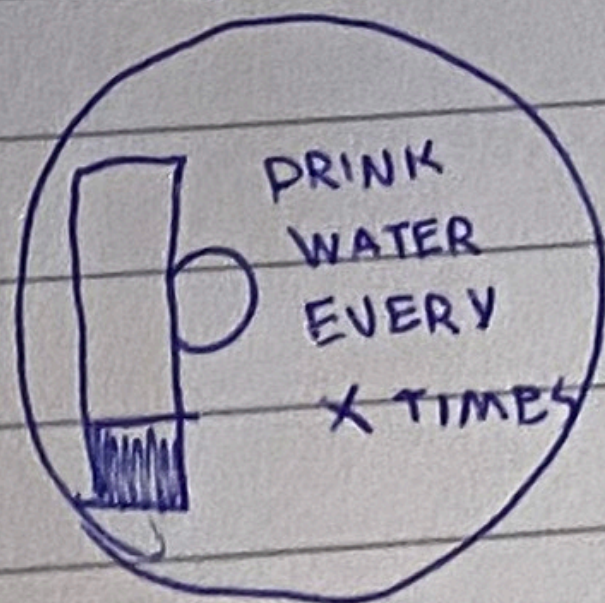
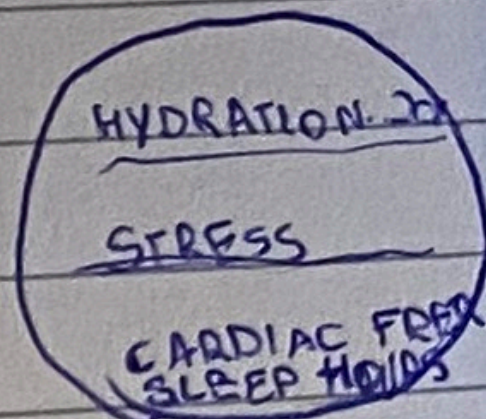
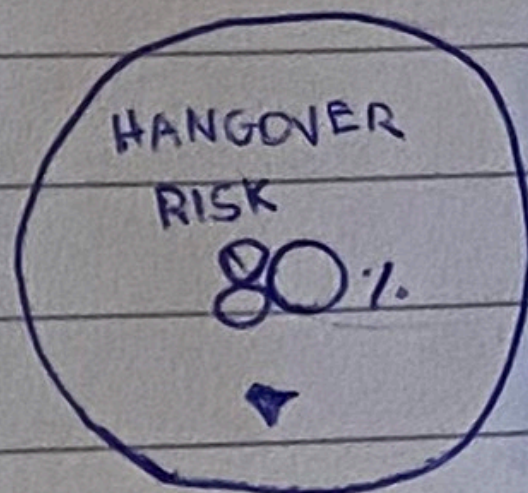
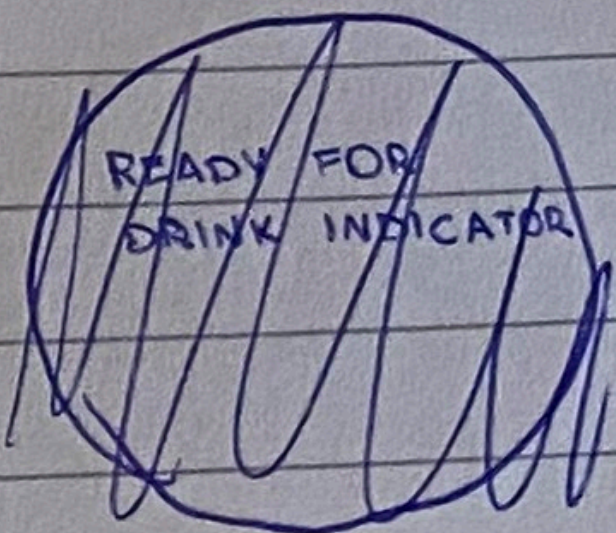
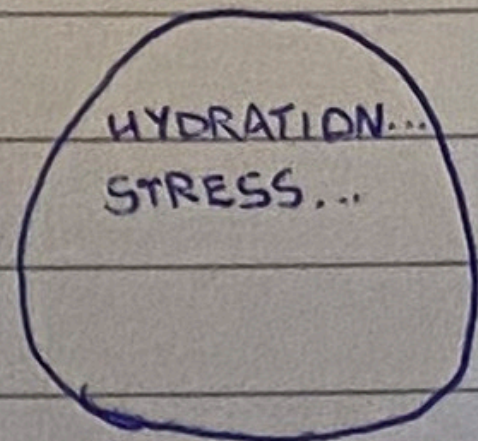
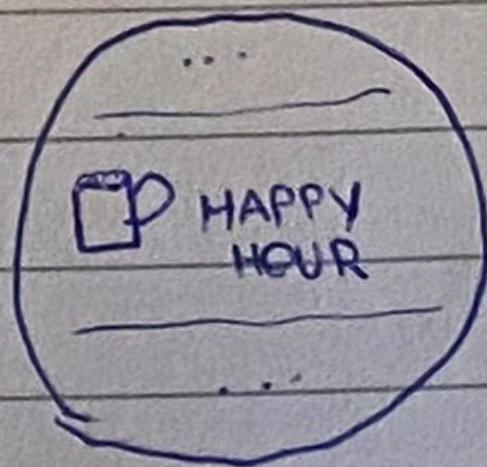
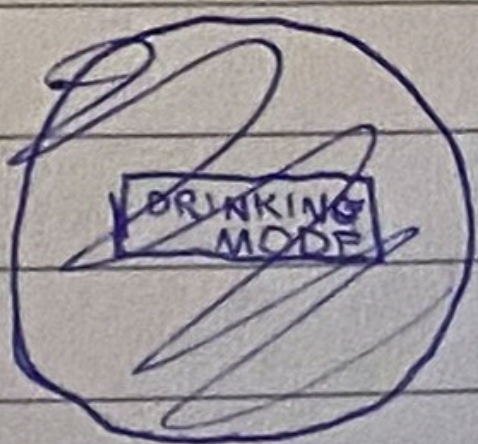
(hammer / stack overflow /  
etc)



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aperguntas de inicio chave  
to se colocar no espoto do  
outro  
to graco do no stem pl  
posterior



mark watch:























# The 1st Industrial Revolution

The steam engine and the cotton mill. London, England





# The 2nd Industrial Revolution

Electricity and mass production. Detroit, USA

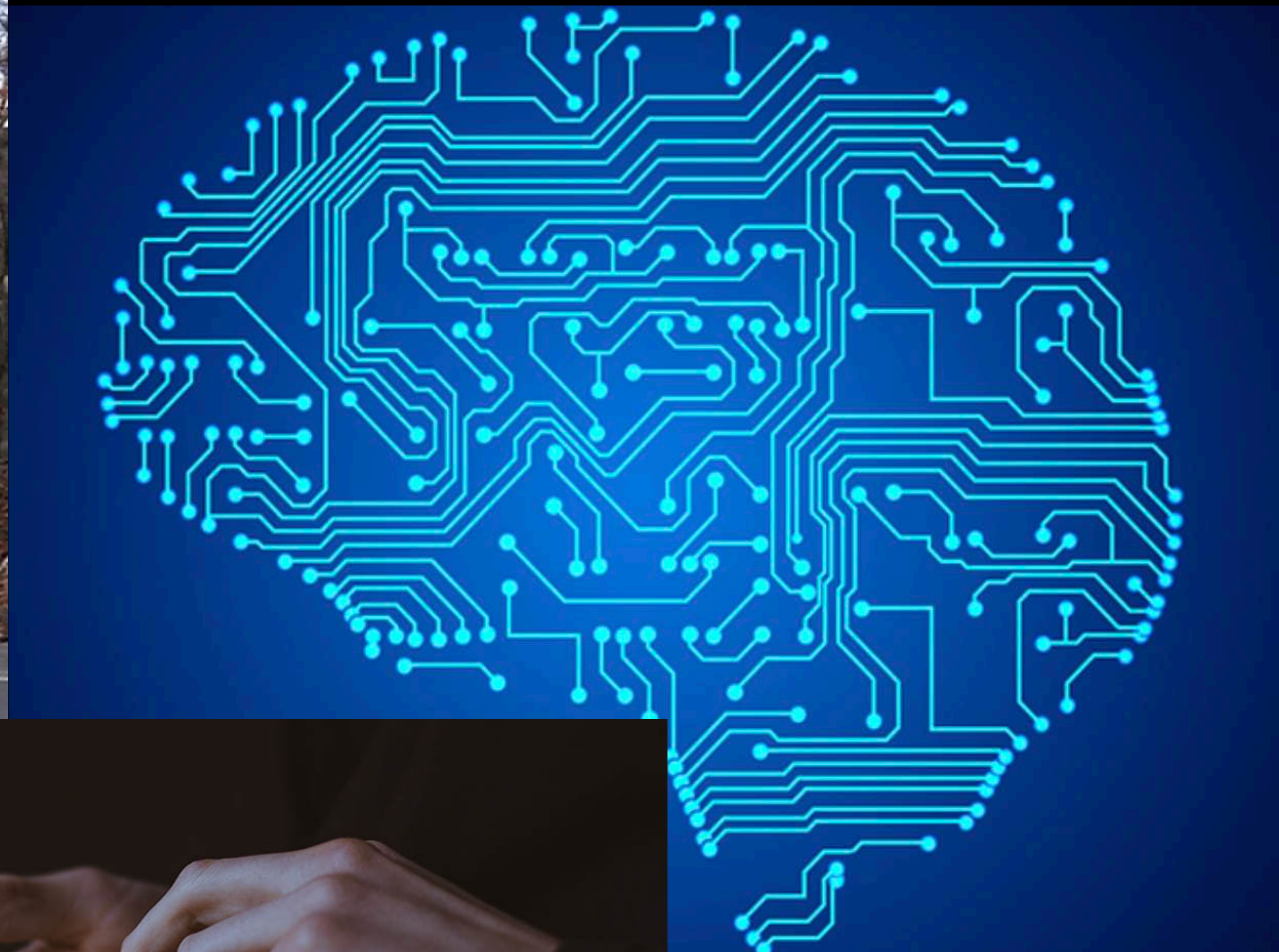




# **The 3rd Industrial Revolution**

**Information technology. Silicon Valley, California**





**The 4th Industrial Revolution**  
Merging the digital, the cognitive, and the biological.





**In the 4th Industrial Revolution, there are clusters of entrepreneurship and innovation all over the world.**





**Today, this is one of the world's important clusters of entrepreneurship and innovation.**







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