



STARTUP  
GENIUS

THE ATMAN PROCESS

JOY

DISCIPLINE

CHAOS

ATMA DEGEYNDT

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# STARTUP GENIUS

## AN INNOVATION STRATEGY MANUAL

A checklist for innovation and startup success in three acts

### YOUR STARTUP CHECKLIST

#### ACT I - CHAOS

- You understand your brain's shortcomings, and have a plan to overcome them (Ch. 1)
- You have validated your idea (Ch. 2)

#### ACT II - DISCIPLINE

- You have a successful product strategy (Ch. 3)
- You are making remarkable hires (Ch. 4)
- You have self-managed teams (Ch. 5)
- You have a scalable operation (Ch. 6)

#### ACT III - JOY

- You have a culture of joy (Ch. 7)

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