

# *the* Cold Start Problem

Allison Braund Harris,  
CEO of Hardly

# *Why Hardly?*

Simplify career management.

MAKE IT AFFORDABLE.

Get career fulfillment.

working hard? or hardly working?





We help professionals find career fulfillment by offering tools, assessments, and support that simplify career planning

Beta test in June 2022

Launched to the Public on Jan 9, 2023

**11 Coaches**

**116 Members**

**~\$1000 of revenue**

**\$275K of Investment +  
\$5K of Grants**



Future revenue: talent recruitment and career services for businesses

*Plenty of  
willingness to pay...*





Future revenue: talent recruitment and career  
services for businesses

*Plenty of  
willingness to pay...  
once we have the  
talent*



Future revenue: talent recruitment and career services for businesses

Current revenue: coaching services to individual professionals

*Plenty of  
willingness to pay...  
once we have the  
talent*



# Chicken & Egg



Need a large talent pool  
to offer recruitment  
value to businesses

Talent wants plenty  
of businesses to  
choose from



# Chicken & Egg



Need a large talent pool  
to offer recruitment  
value to businesses

Talent wants plenty  
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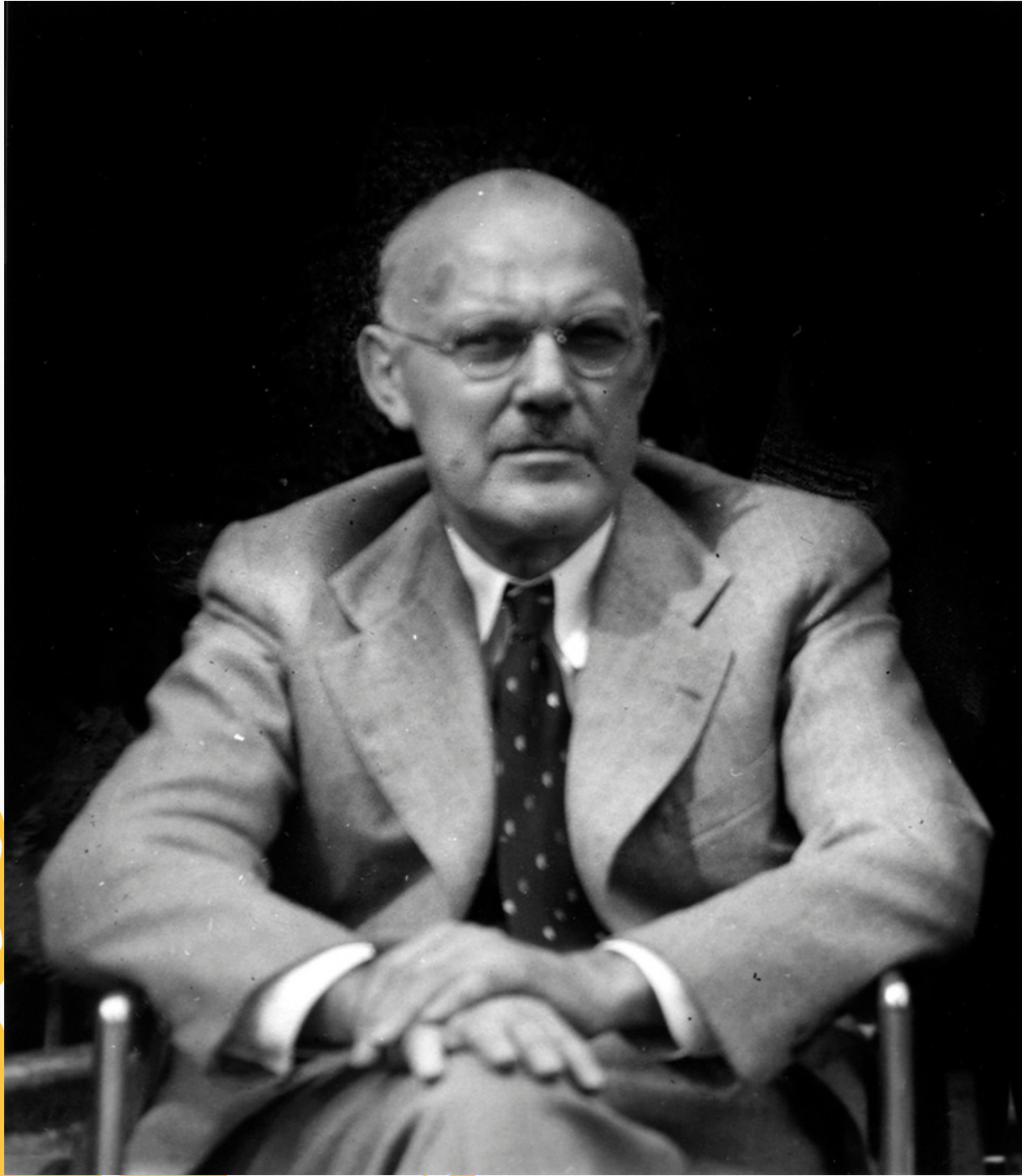
*How do you solve this?*



*what do*  
meerkats

*have in common*  
with startups?





# The *Allee* Effect



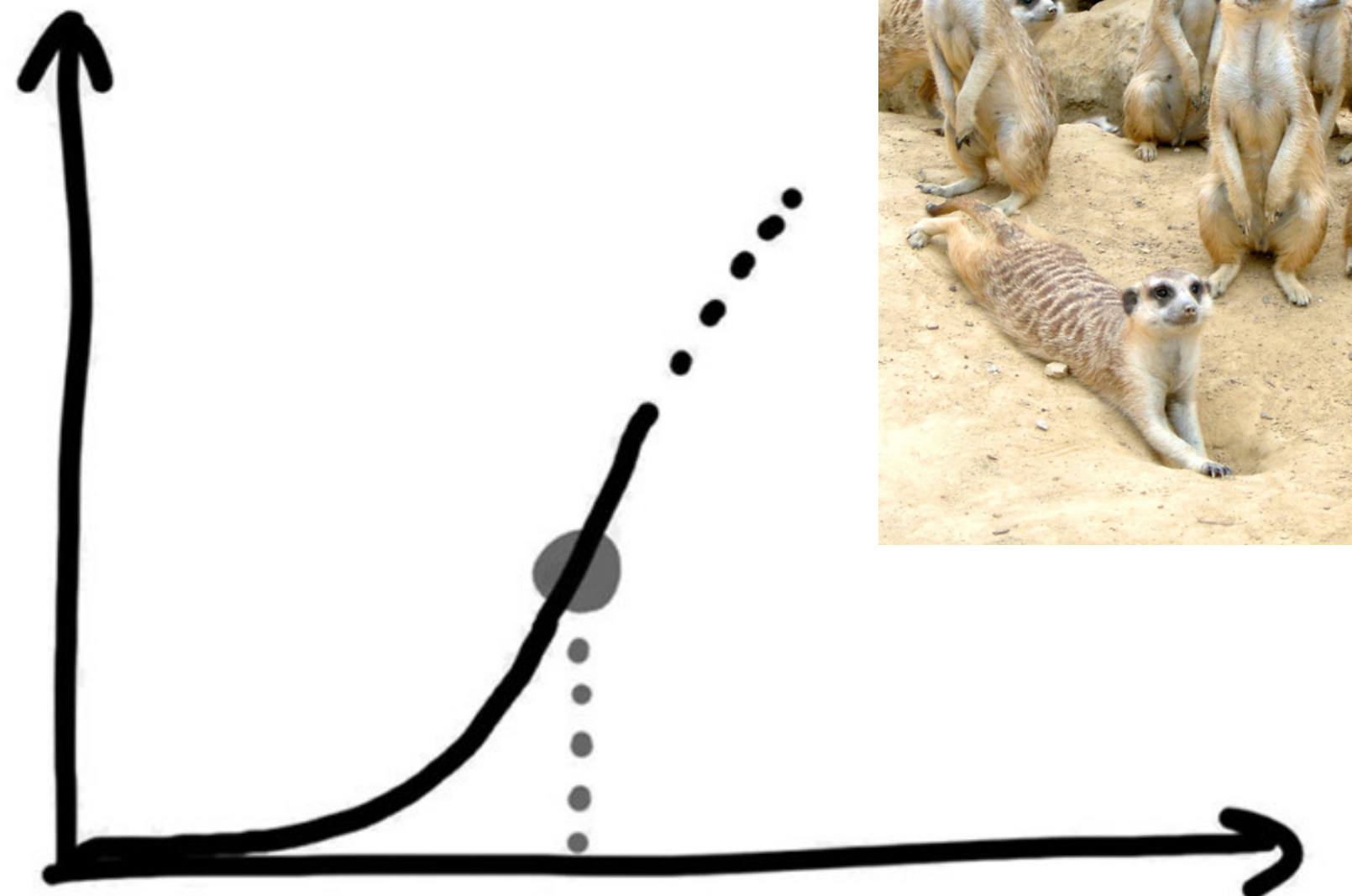


Above the

*Allee*

Threshold

Growth Rate

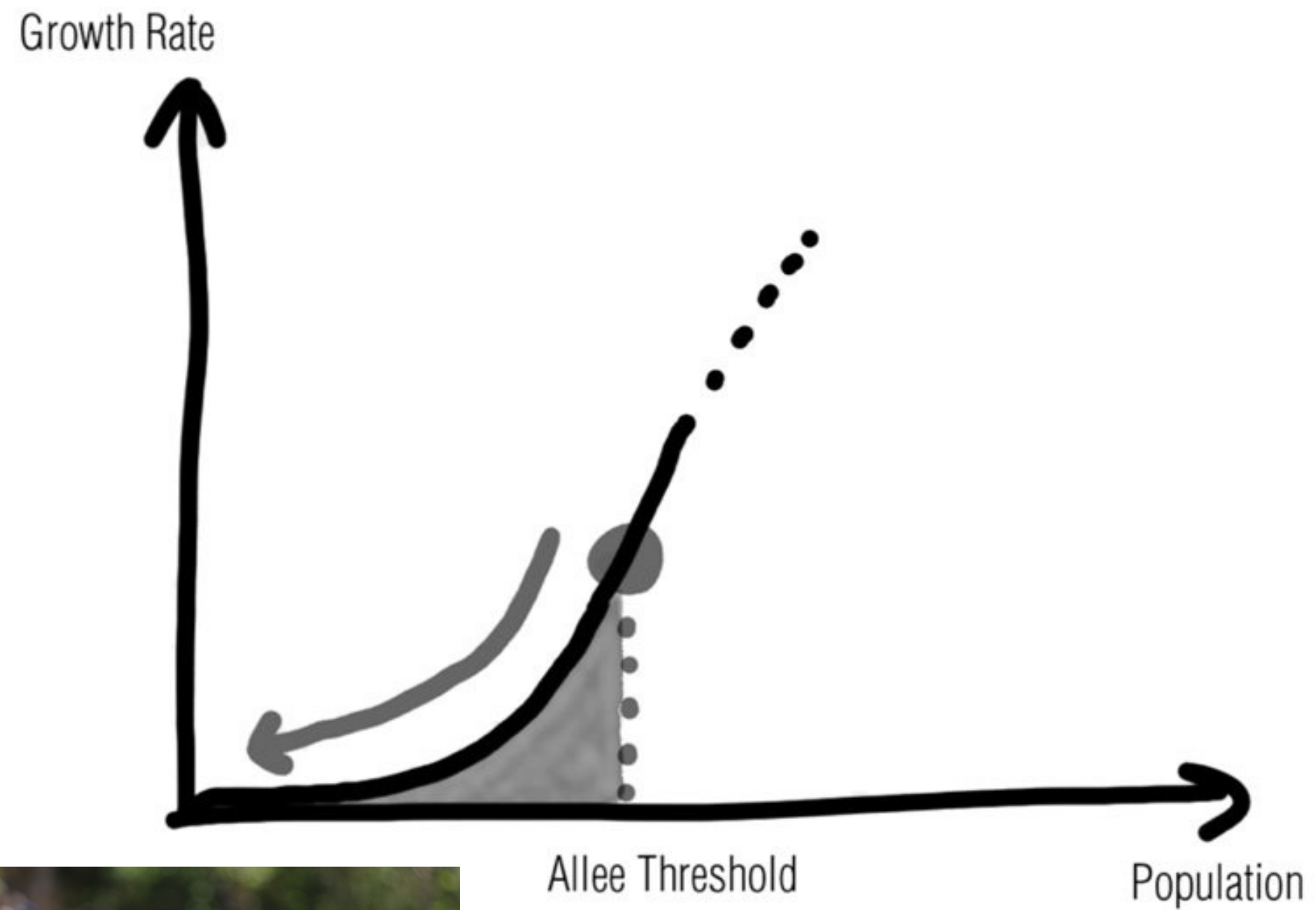


Allee Threshold

Population

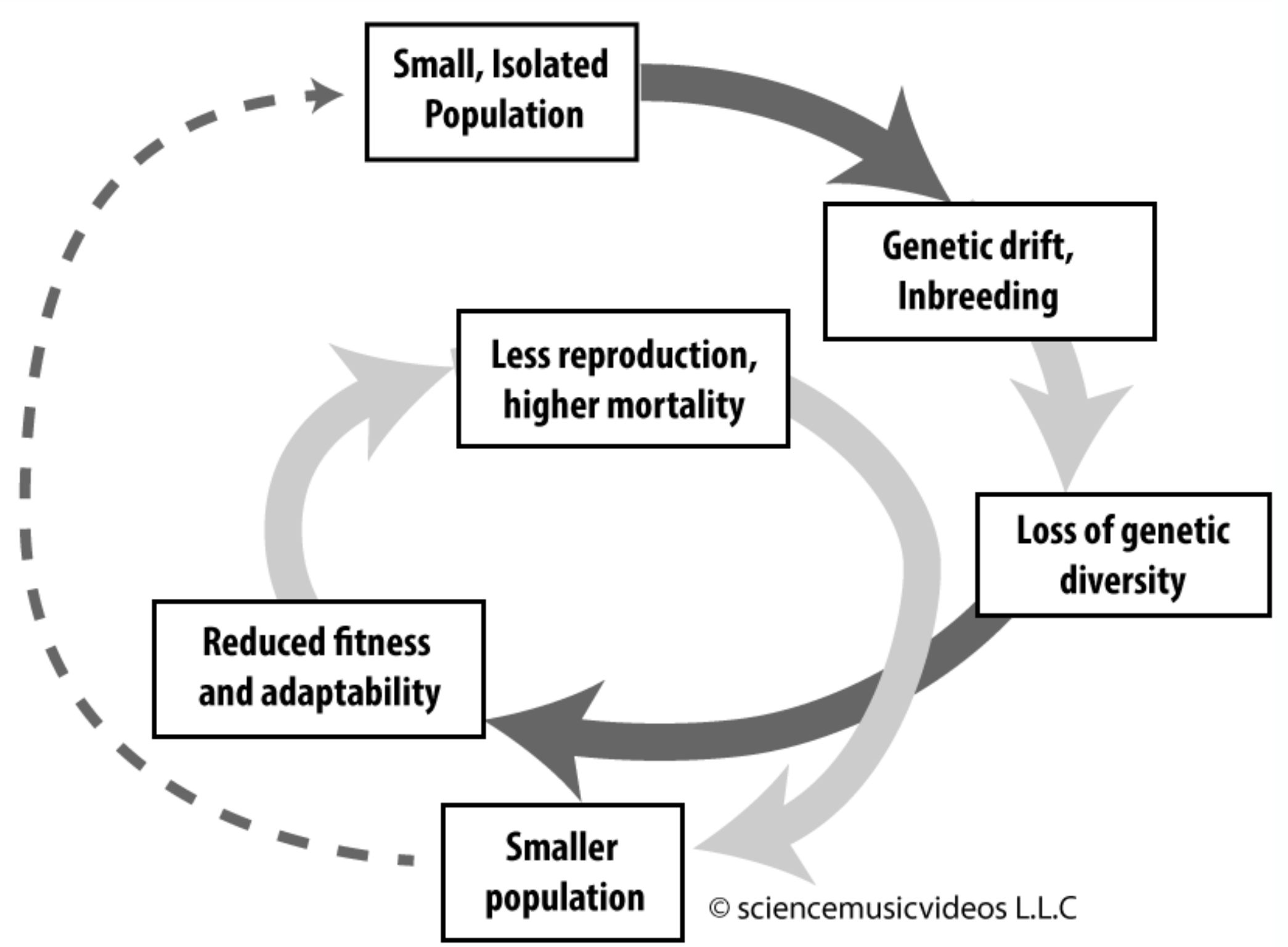


Below the  
*Allee*  
Threshold

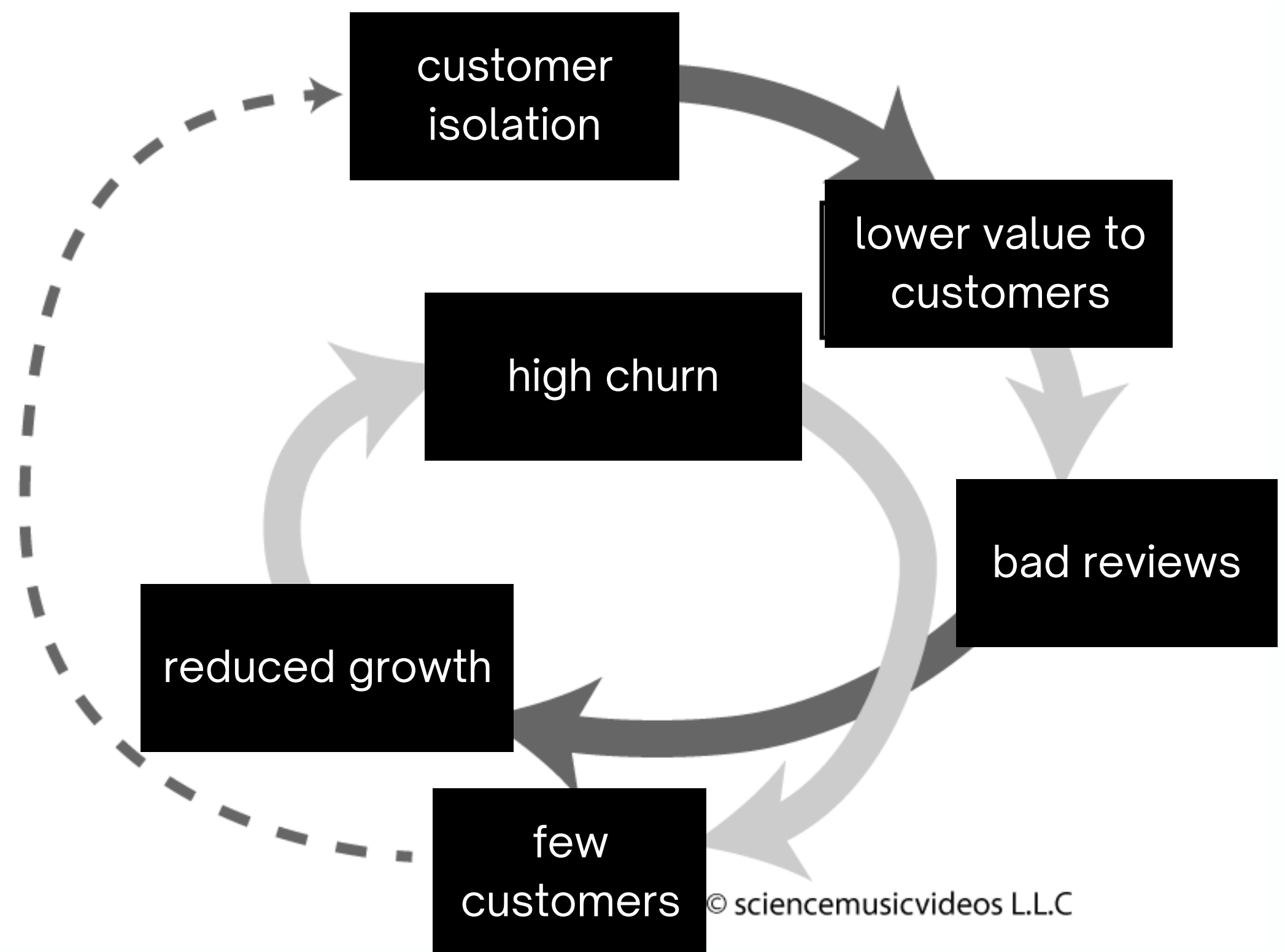




# extinction *vortex*



# startup extinction *vortex*



network-focused startups  
begin in the extinction vortex

# network-focused startups

DATA

INTERACTION

MARKETPLACE

PLATFORM

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glassdoor

WhatsApp

lyft

shopify

yelp

venmo

upwork

ATLASSIAN



bumble

ebay

meetup

# Easy to start?

Easy to copy.



Seller



Buyer

*Easy to start?*

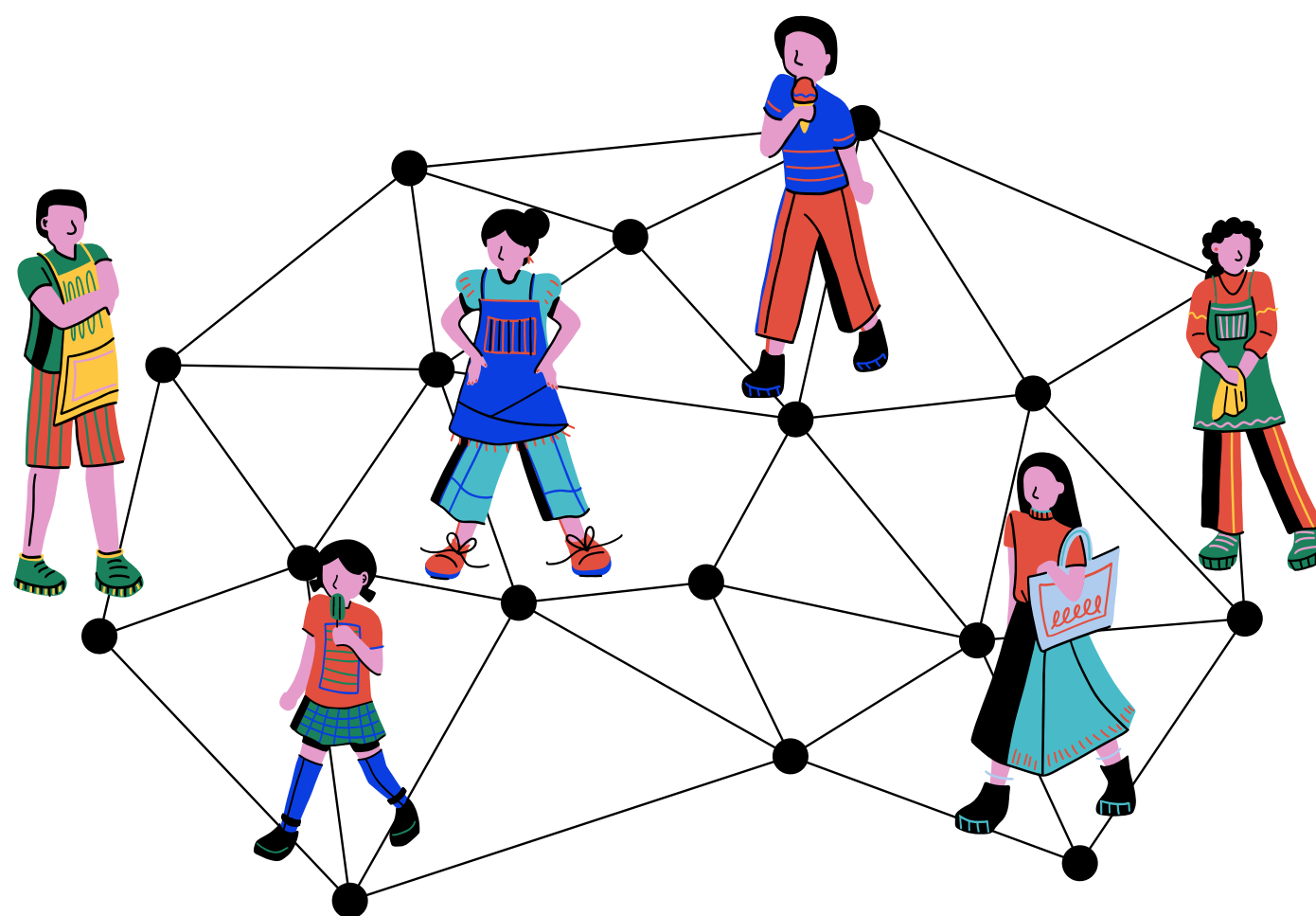
Easy to copy.



Seller



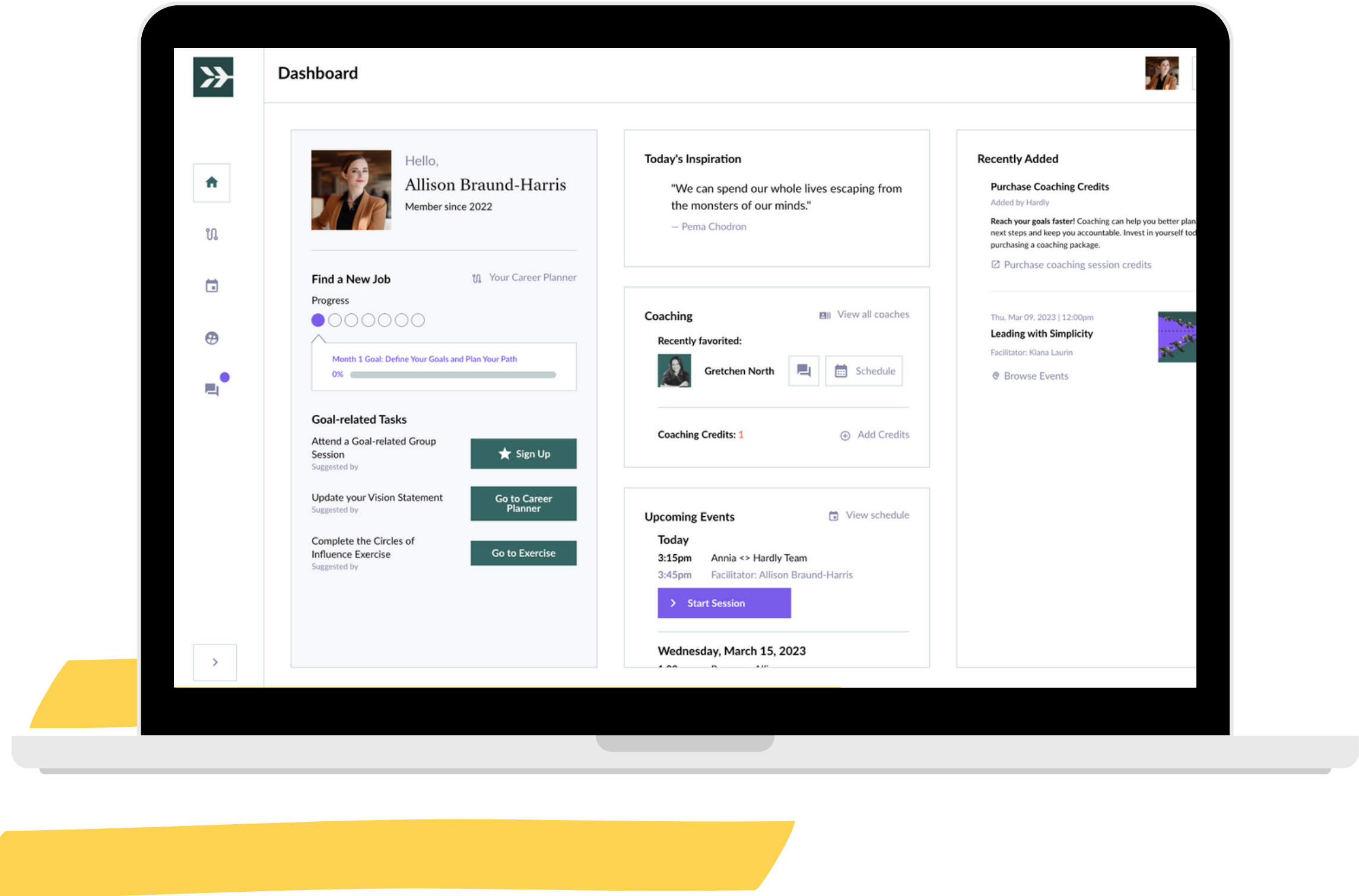
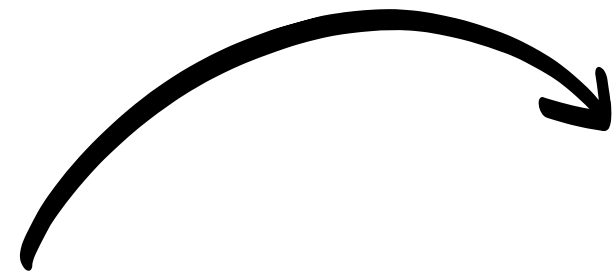
Buyer

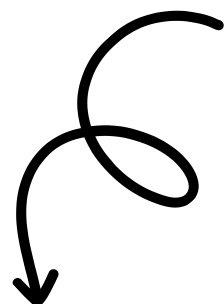


*Hard to start?*

Harder to copy.

More  
About

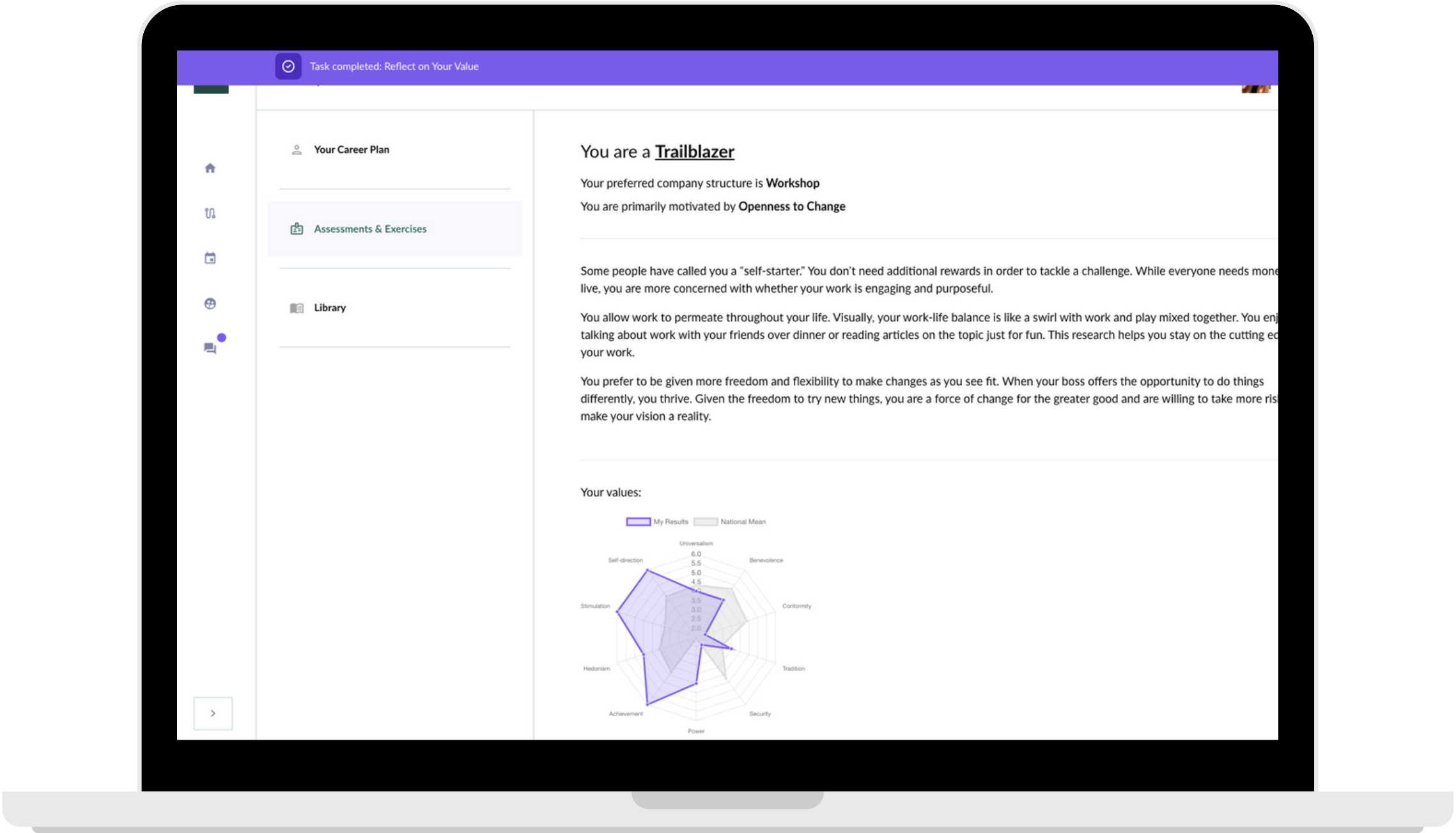




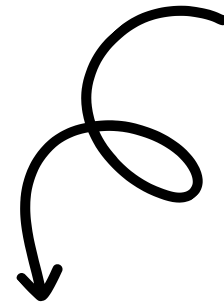
June 2021

WHAT?

Finalized a new talent acquisition assessment





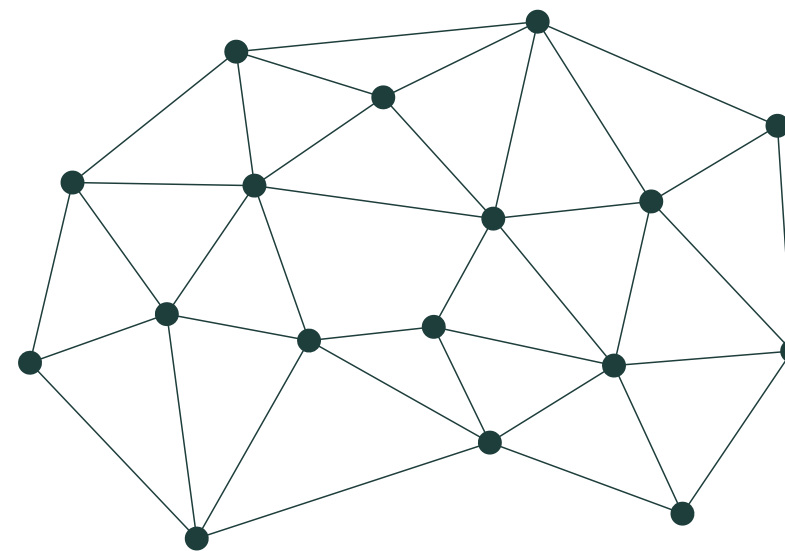


June 2021

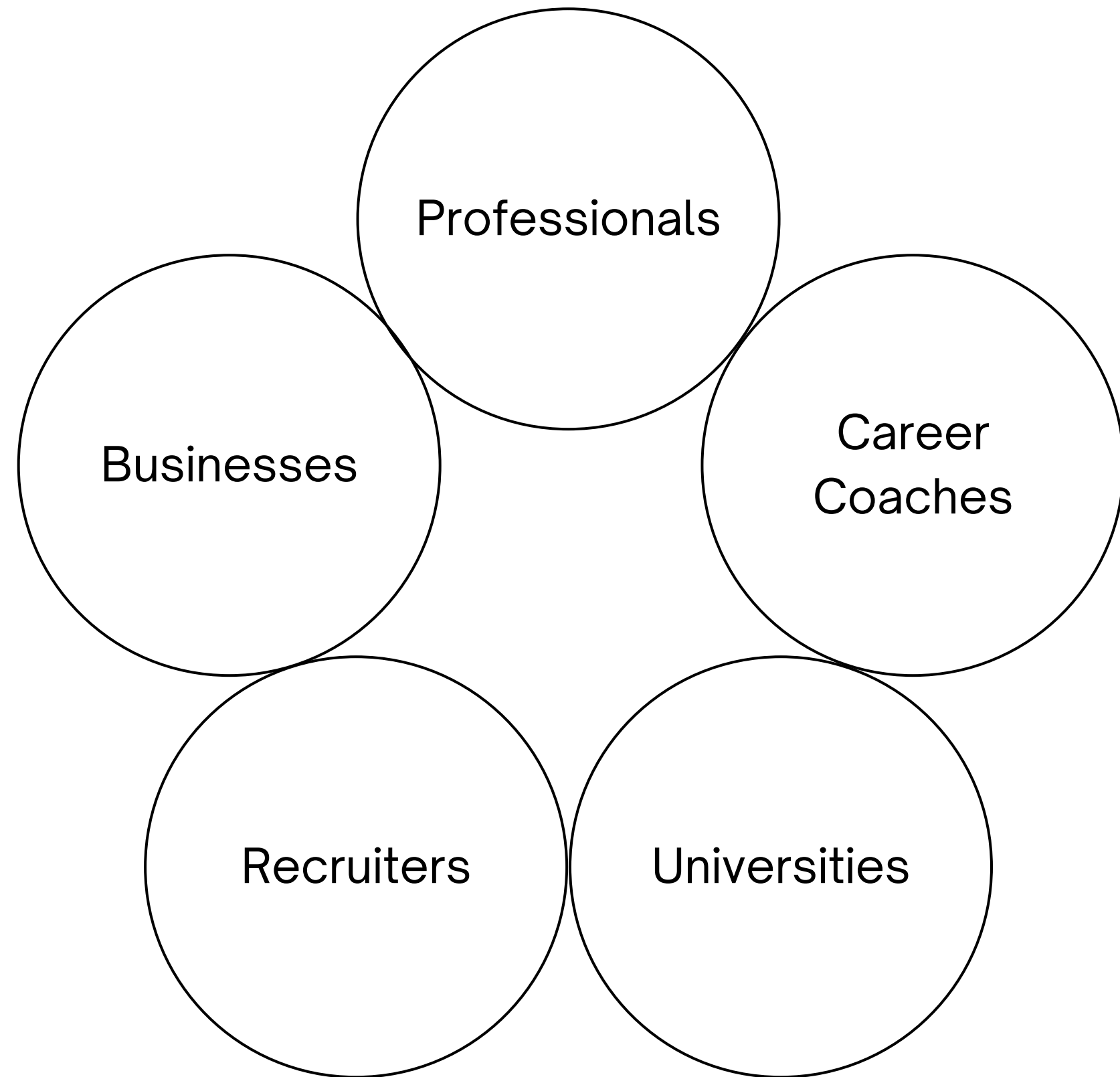
December 2021

Finalized a new talent acquisition assessment

No revenue? Why?



**Who is  
taking our  
assessment?**



# Who is taking our assessment?



**Whose need  
can we solve  
the fastest?**



**Whose need  
can we solve  
the fastest?**



hardly

June 2021

December 2021

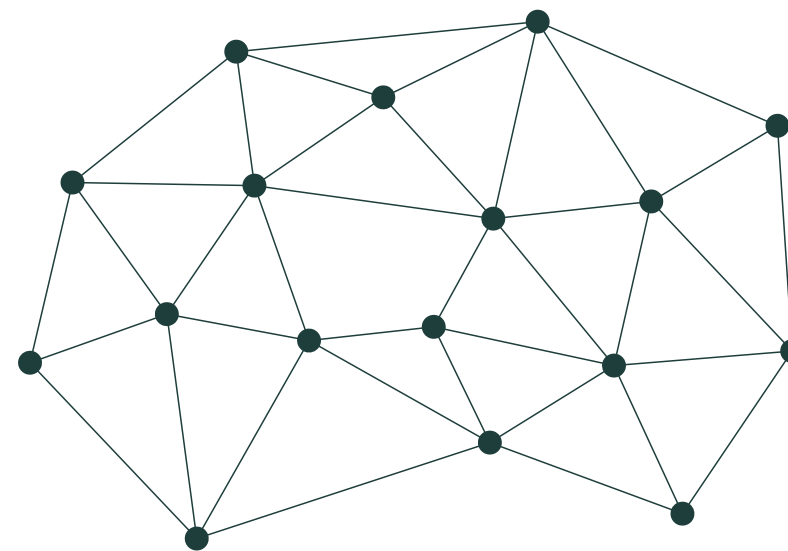
June 2022

WHAT?

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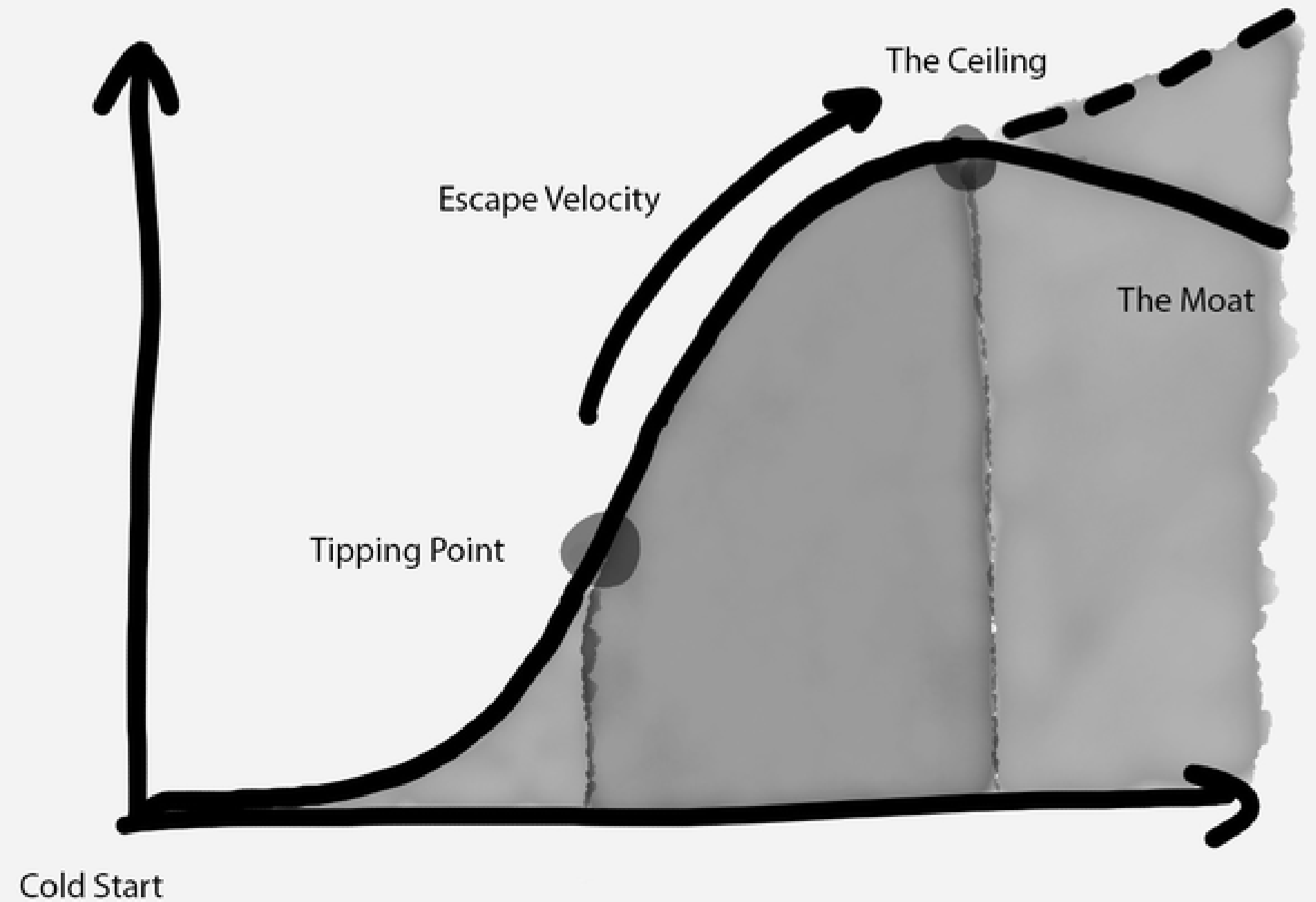
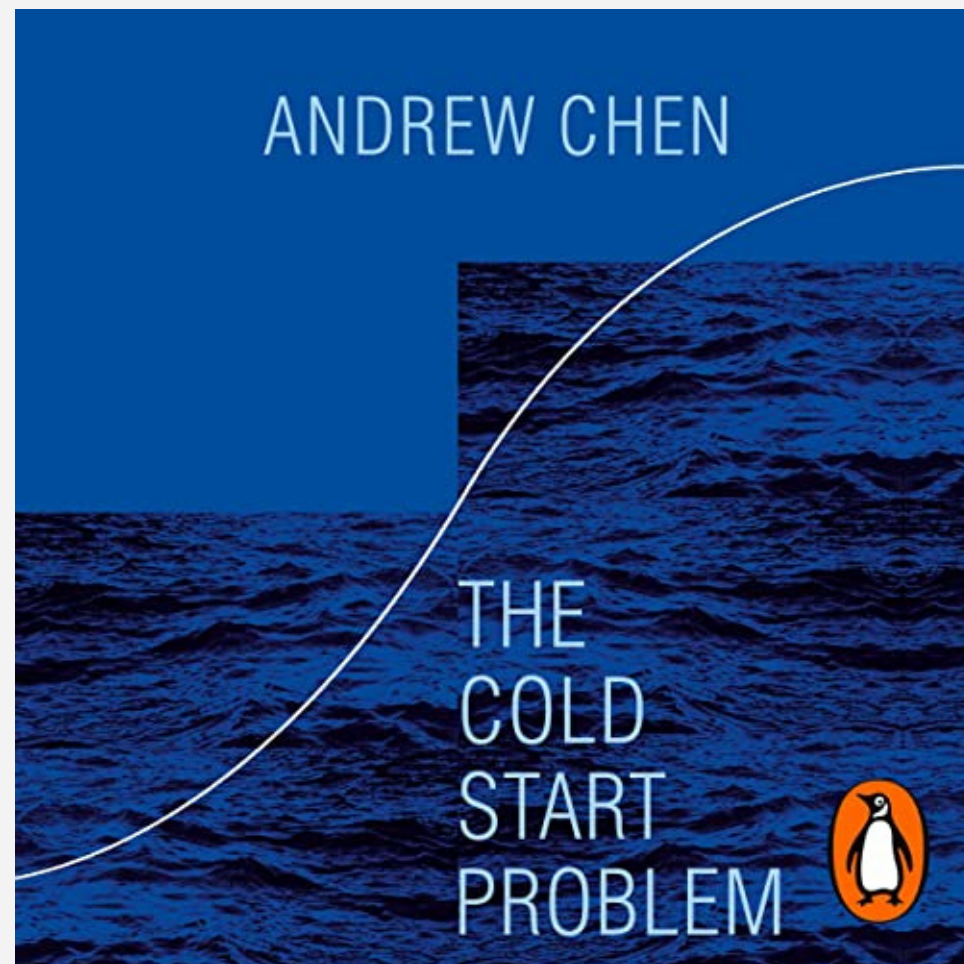
No revenue? Why?



Successful beta + new strategy

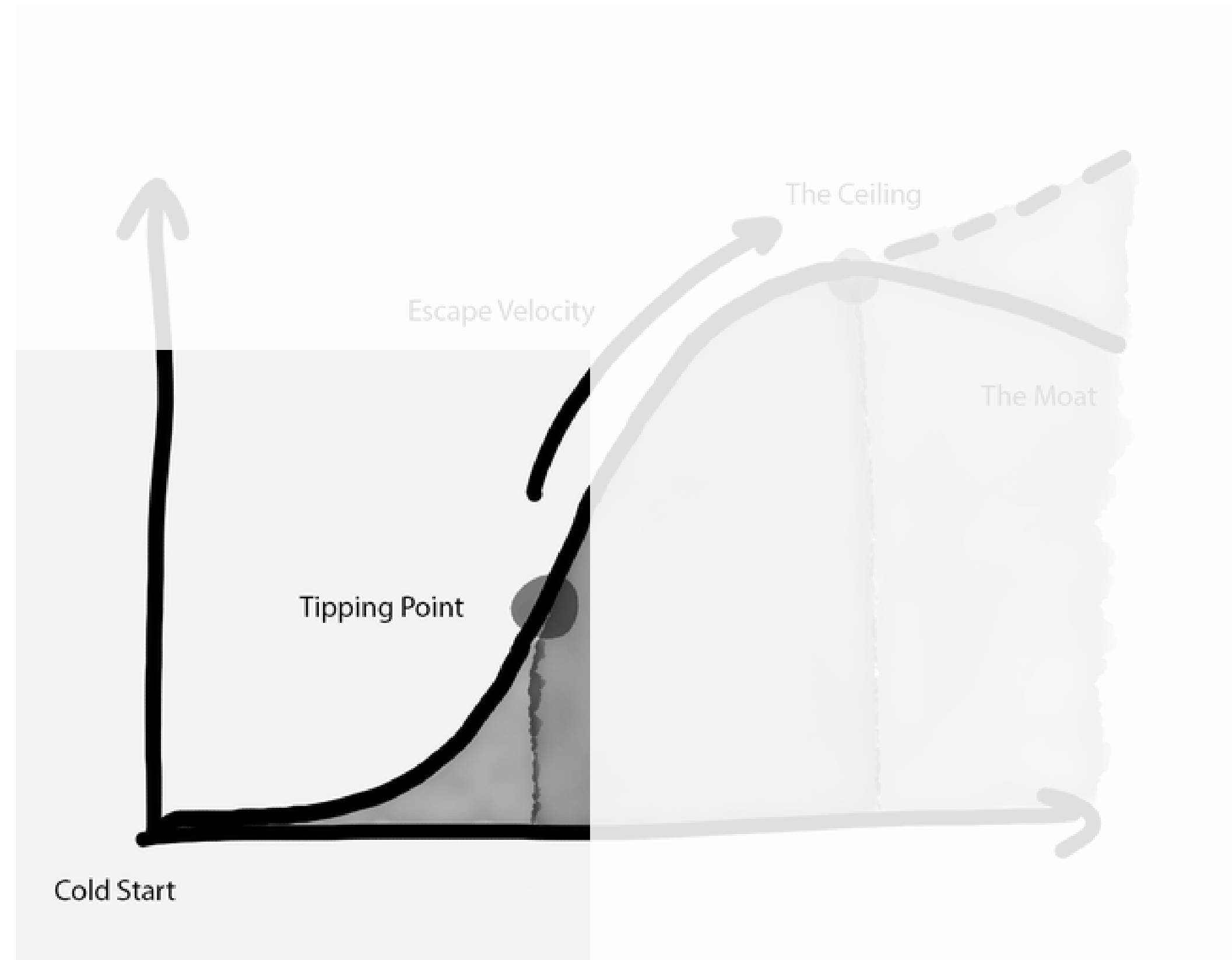
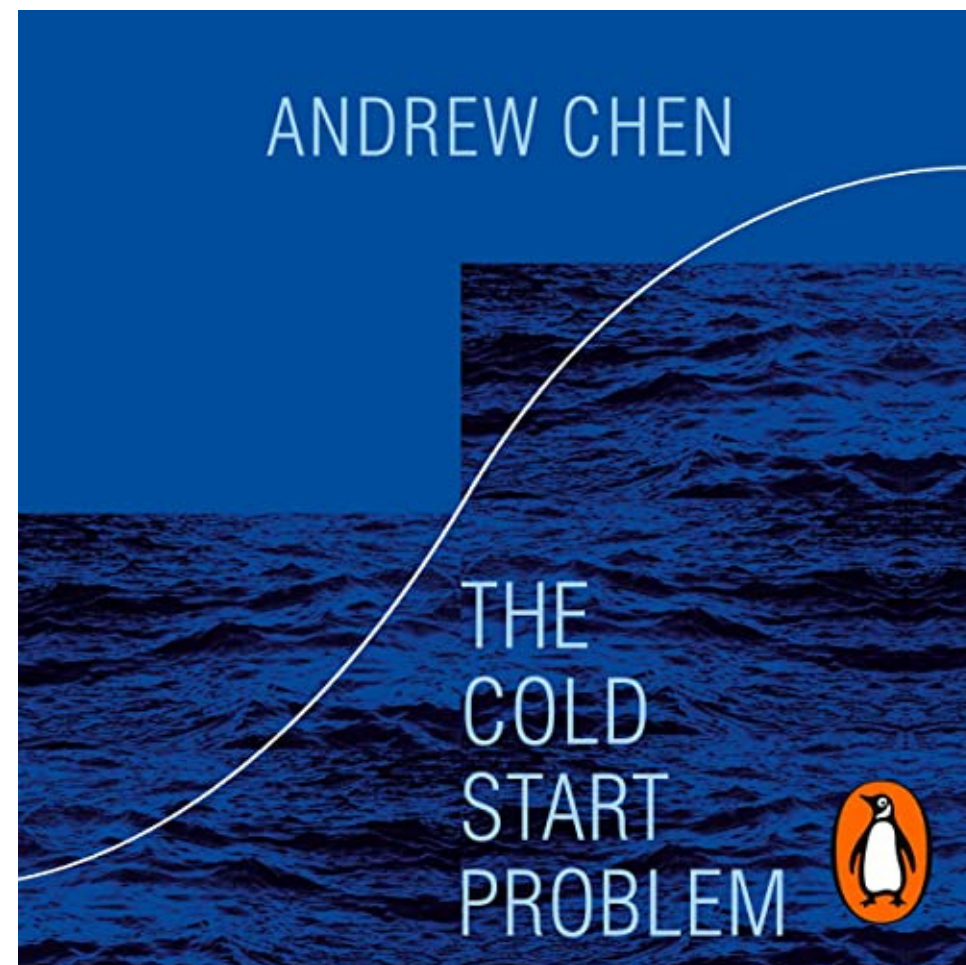


# How to Start & Scale Network Effects





# How to Start & Scale Network Effects







*1* Build an atomic network

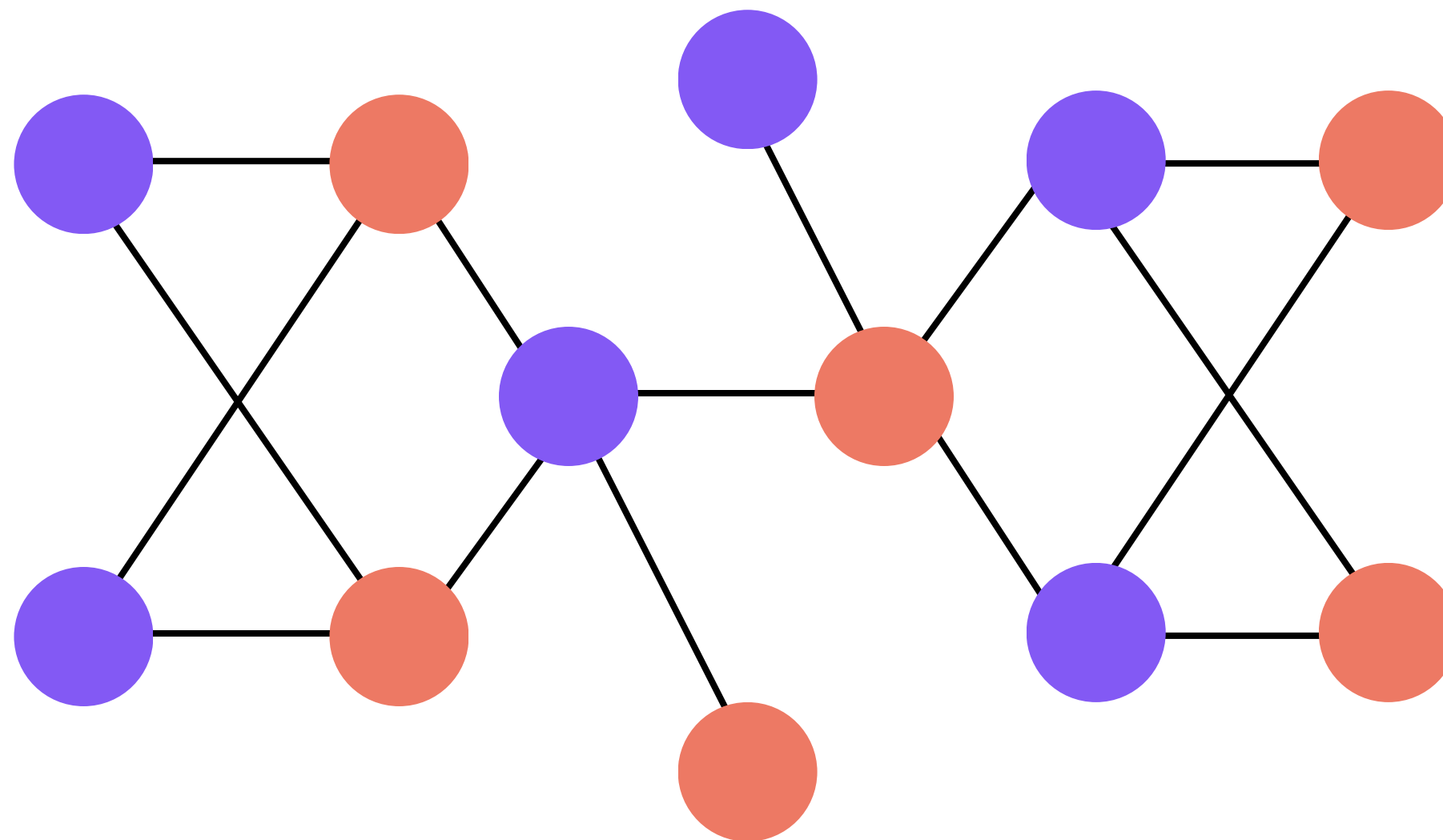
*2*

*3*

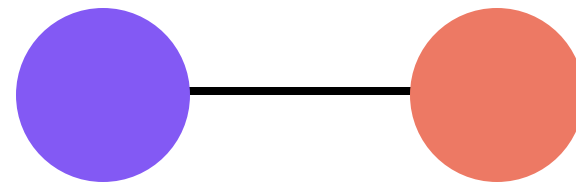
*4*

*5*

# 1 Build an atomic network



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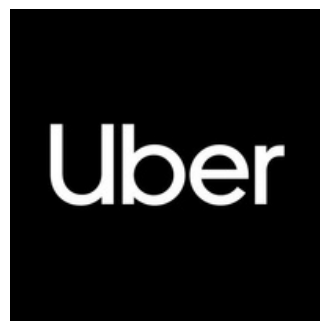


# 1 Build an atomic network

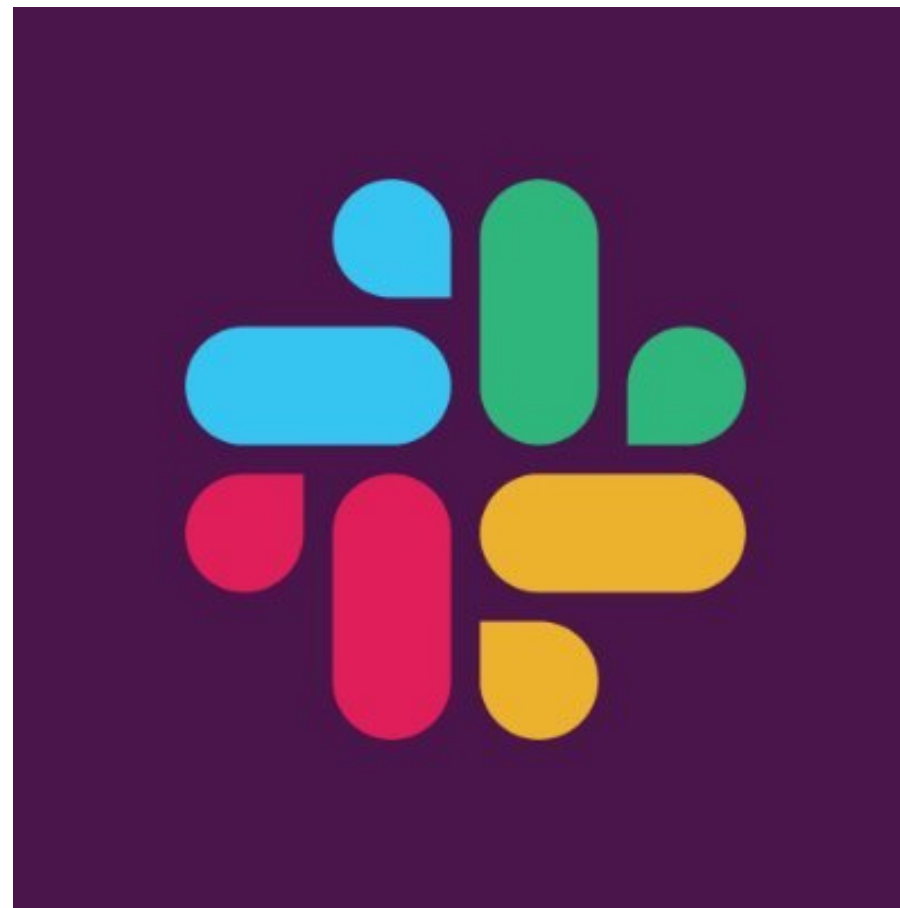




# 1 Build an atomic network



# 1 Build an atomic network



What's Slack's atomic network?



# 1 Build an atomic network



Glitch

Encyclopedia

Snaps

Players

Forum

Downloads

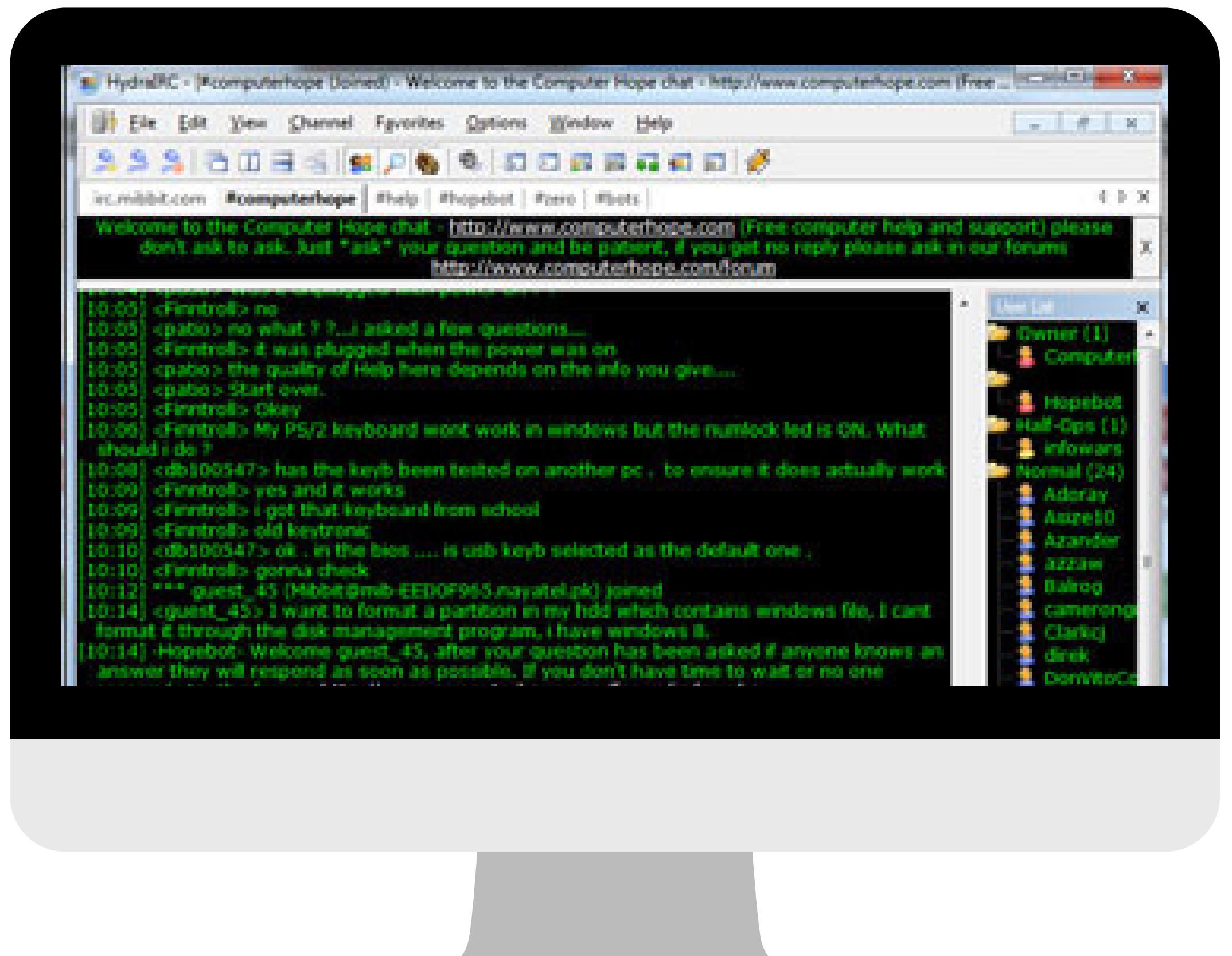


## A Sad Announcement from Tiny Speck

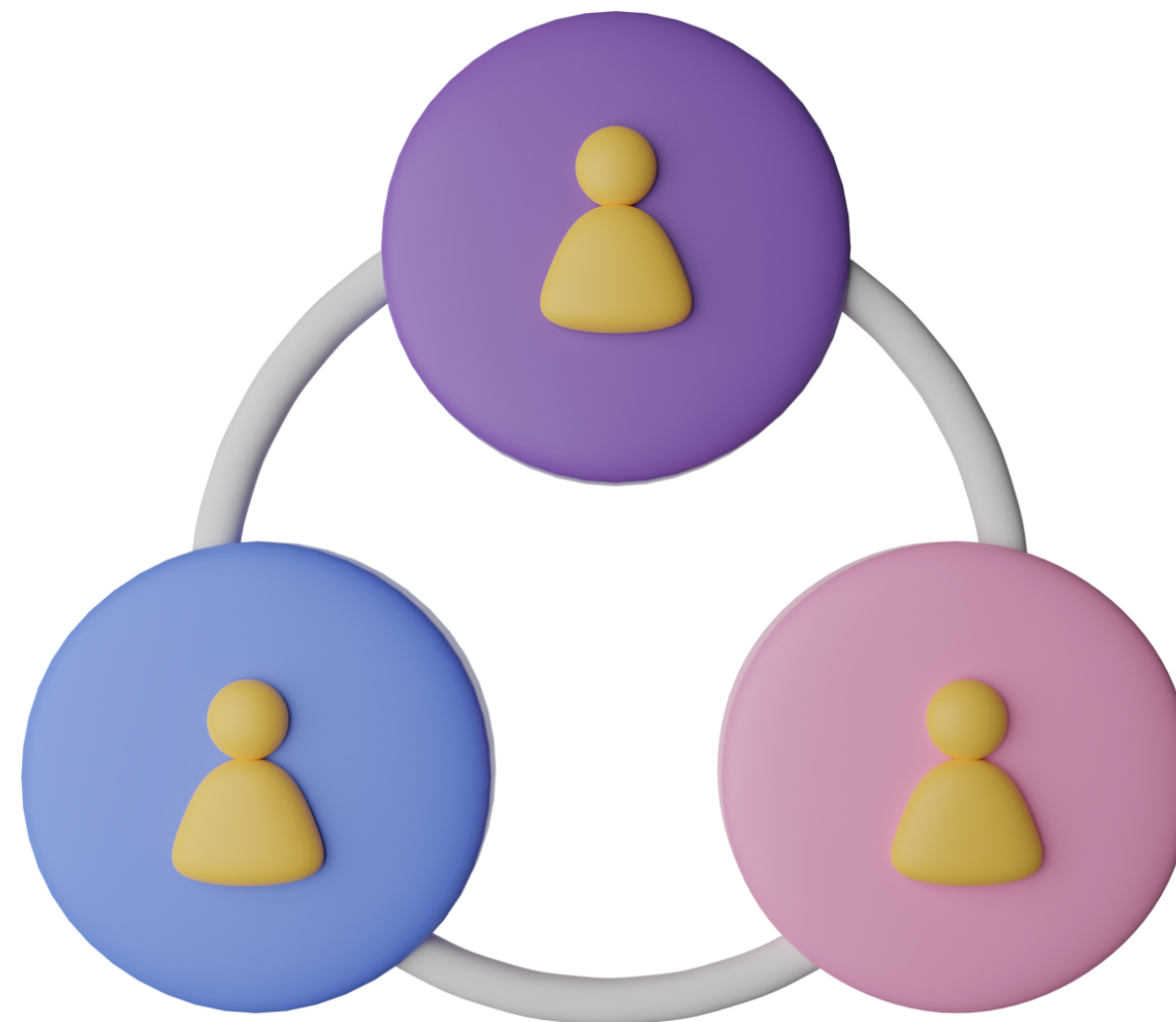
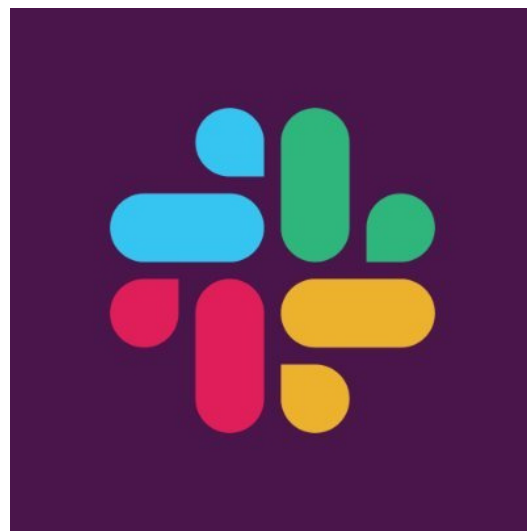
This is a horrible day. This is a horrible thing to have to say: Glitch is closing. The live game/world will be closed on December 9th at 8pm Pacific time ([see when this is in your time zone](#)). The website and forums will remain available until the end of the year, so players can still communicate and find each other. Glitch HQ, the Glitch API and third party applications which rely on the Glitch API will become unavailable at the same time as the website closure.

Automatic refunds for recent purchases will begin immediately. Refunds for older transactions will need to be done manually and will be processed as quickly as possible, from most recent to oldest. For details on your payments, to request a refund, or to see the status of your refund,

# 1 Build an atomic network



# 1 Build an atomic network





**1** Build an atomic network

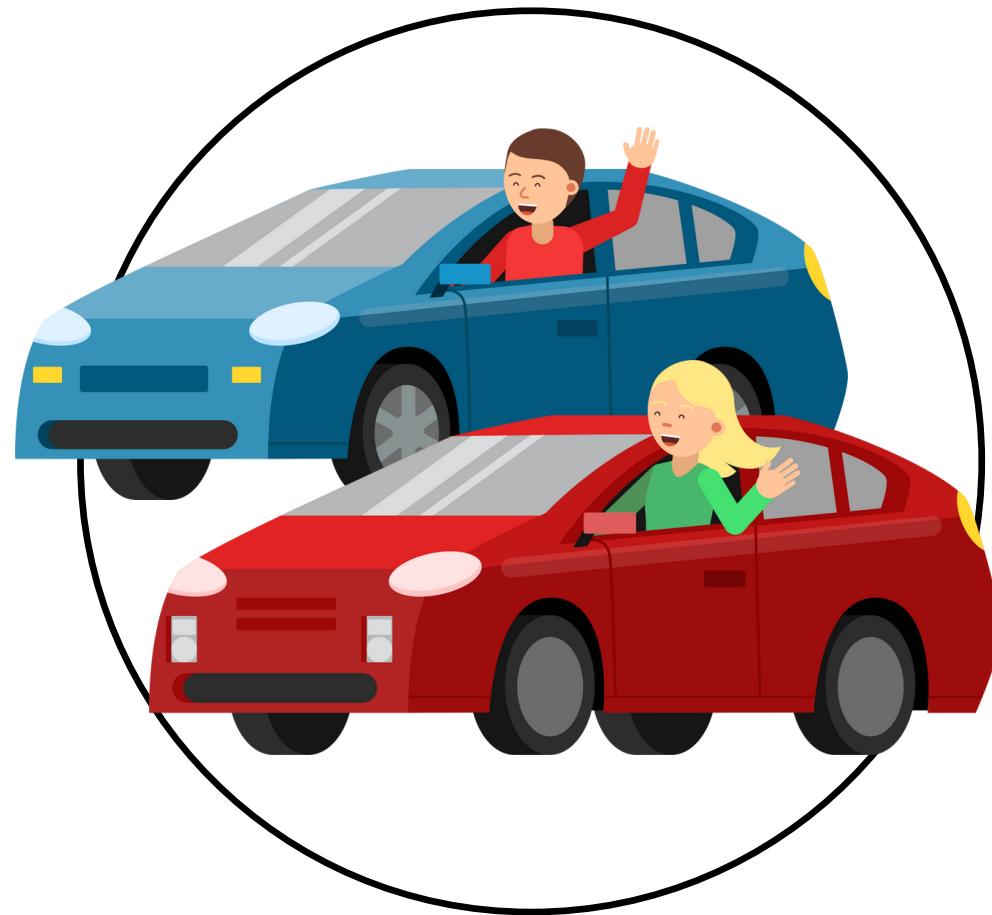
**2** Identify the hard side

**3**

**4**

**5**

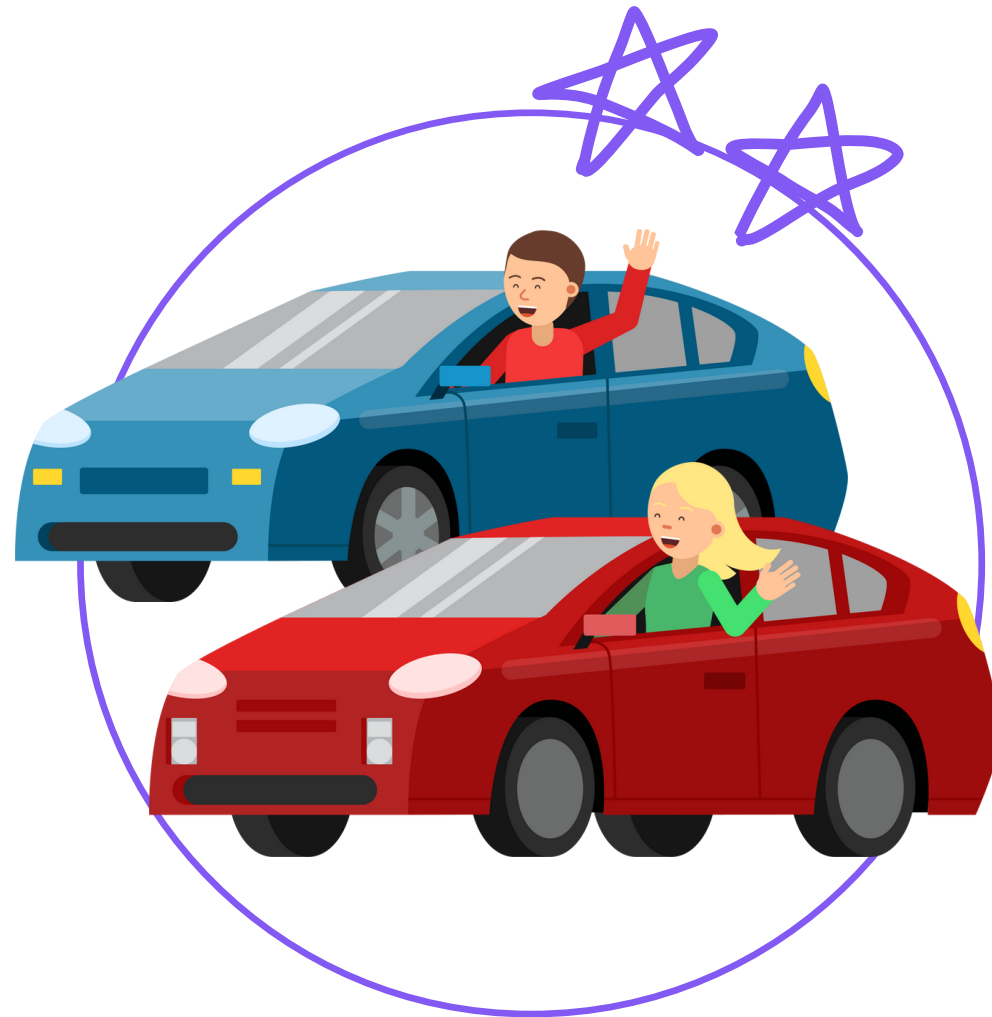
## 2 Identify the hard side



OR



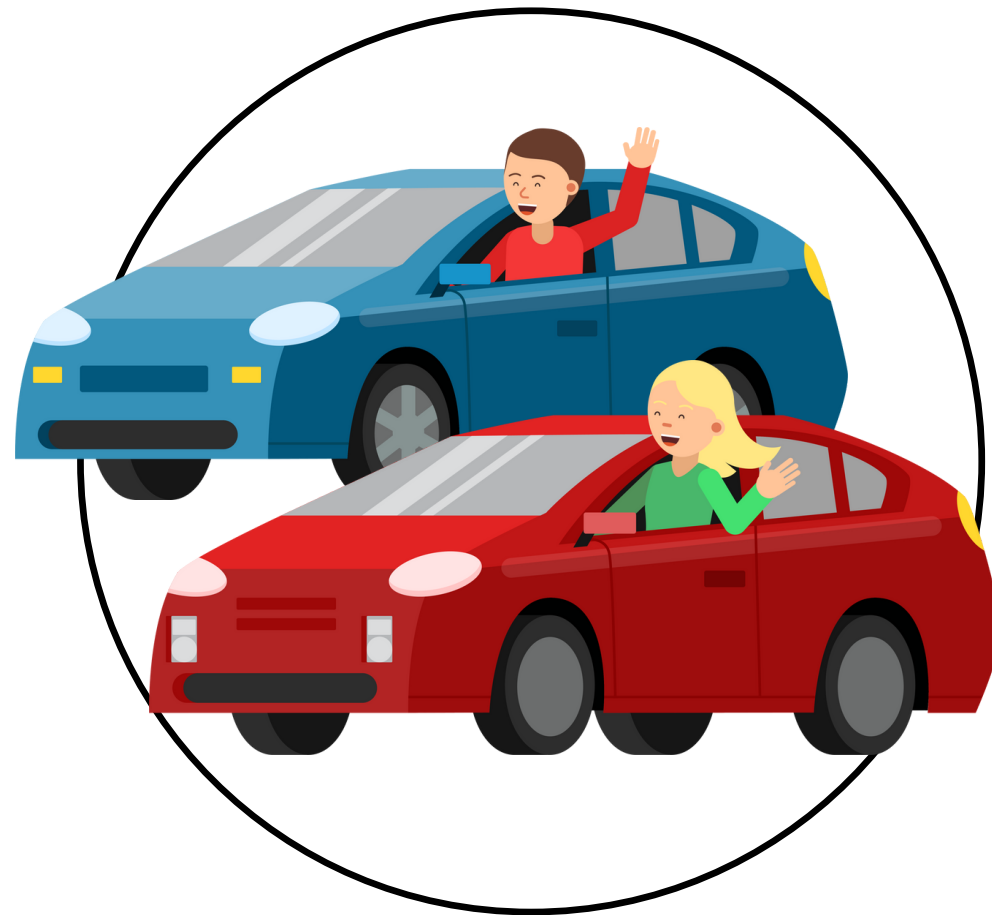
## 2 Identify the hard side



OR



## 2 Identify the hard side



- more work
- complex workflows
- expect status and/or financial benefits

## 2 Identify the hard side



What's the hard side for Twitch?



## 2 Identify the hard side

**twitch**



**YouTube**



Why is poaching creators from  
Youtube a bad idea?

## 2 Identify the hard side



Bradley Horowitz's 1/10/100 rule:

- 1% creators
- 10% synthesizers
- 100% consumers

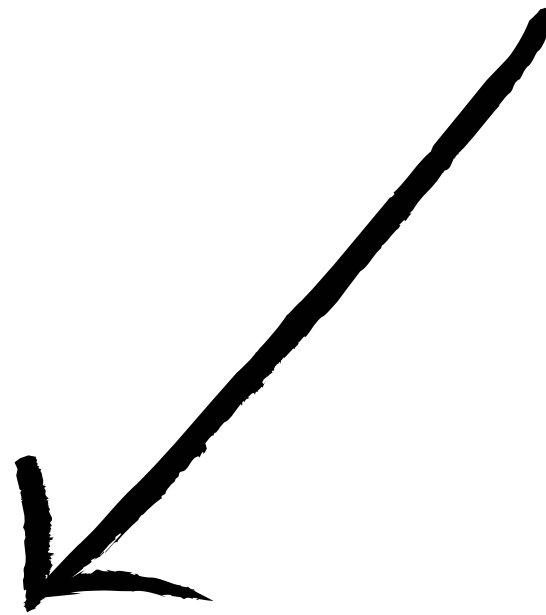
## 2 Identify the hard side



0.02%

Bradley Horowitz's 1/10/100 rule:

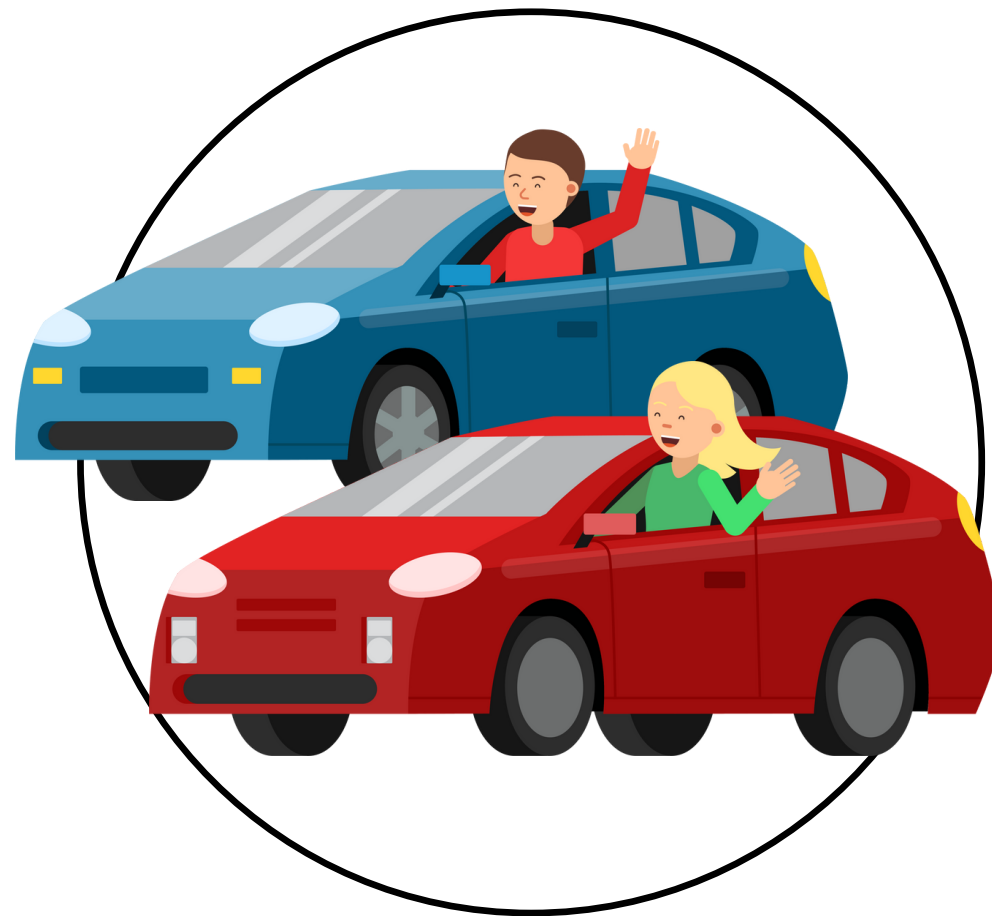
- 1% creators
- 10% synthesizers
- 100% consumers





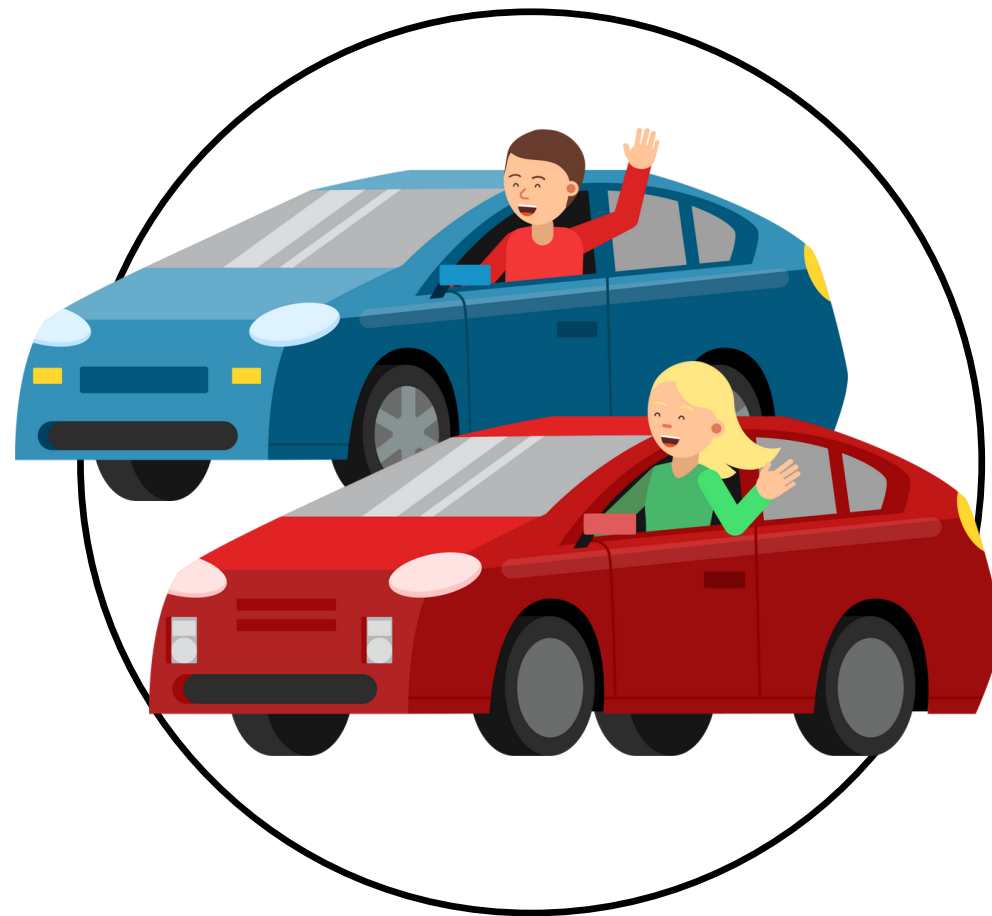
- 1 Build an atomic network
- 2 Identify the hard side
- 3 Grow your atomic network
- 4
- 5

# 3 Grow your atomic network



- What are the assets we need?
- Who has them?

# 3 Grow your atomic network

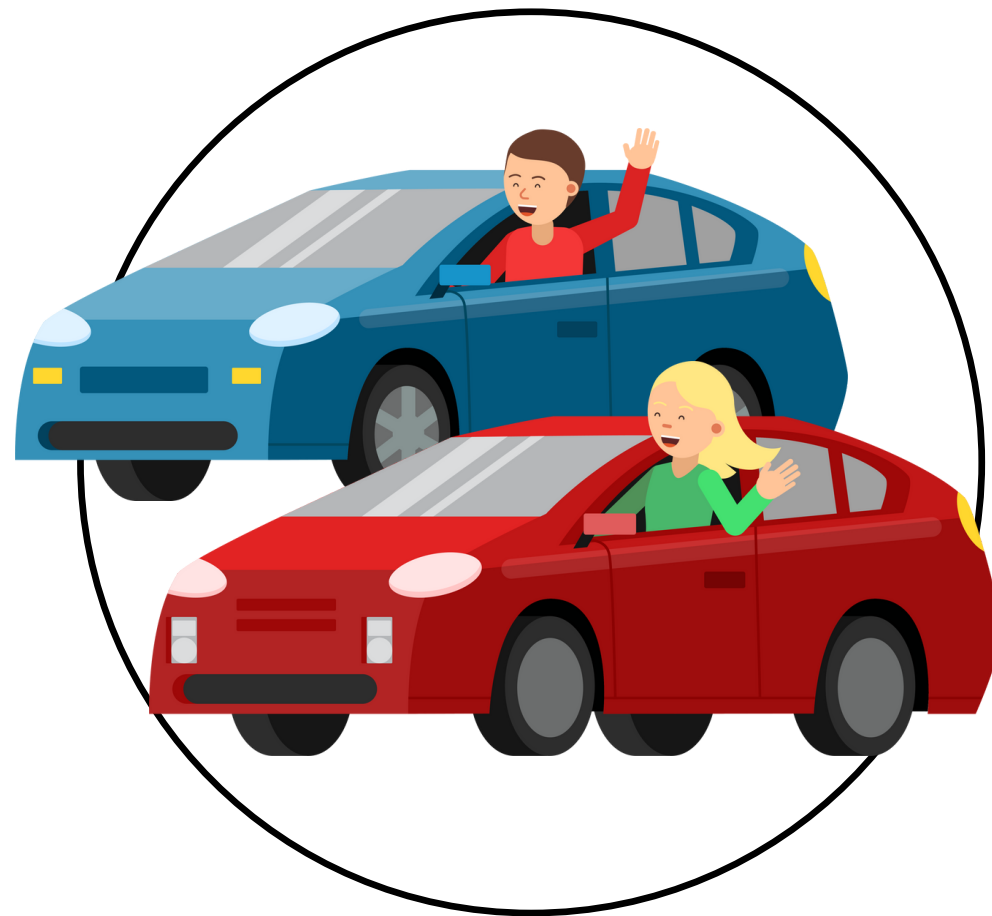


- What are the assets we need?
- Who has them?

Black car » Peer to Peer



# 3 Grow your atomic network



MORE DRIVERS » MORE RIDERS

# 3 Grow your atomic network



What is the atomic network?



# 3 Grow your atomic network



What is the atomic network?

What is the hard side?

# 3 Grow your atomic network



What is the atomic network?

What is the hard side?

How did they scale?

# 3 Grow your atomic network



What is the atomic network?

What is the hard side?

# 3 Grow your atomic network



What is the atomic network?

What is the hard side?

How did they scale?



- 1 Build an atomic network
- 2 Identify the hard side
- 3 Grow your atomic network
- 4 Make it accessible
- 5

# 4 Make it accessible

zoom

build a killer product and give it away







- 1 Build an atomic network
- 2 Identify the hard side
- 3 Grow your atomic network
- 4 Make it accessible
- 5 Orchestrate a magic moment

# 5 Orchestrate a magic moment



- the right people in the right place

# 5 Orchestrate a magic moment

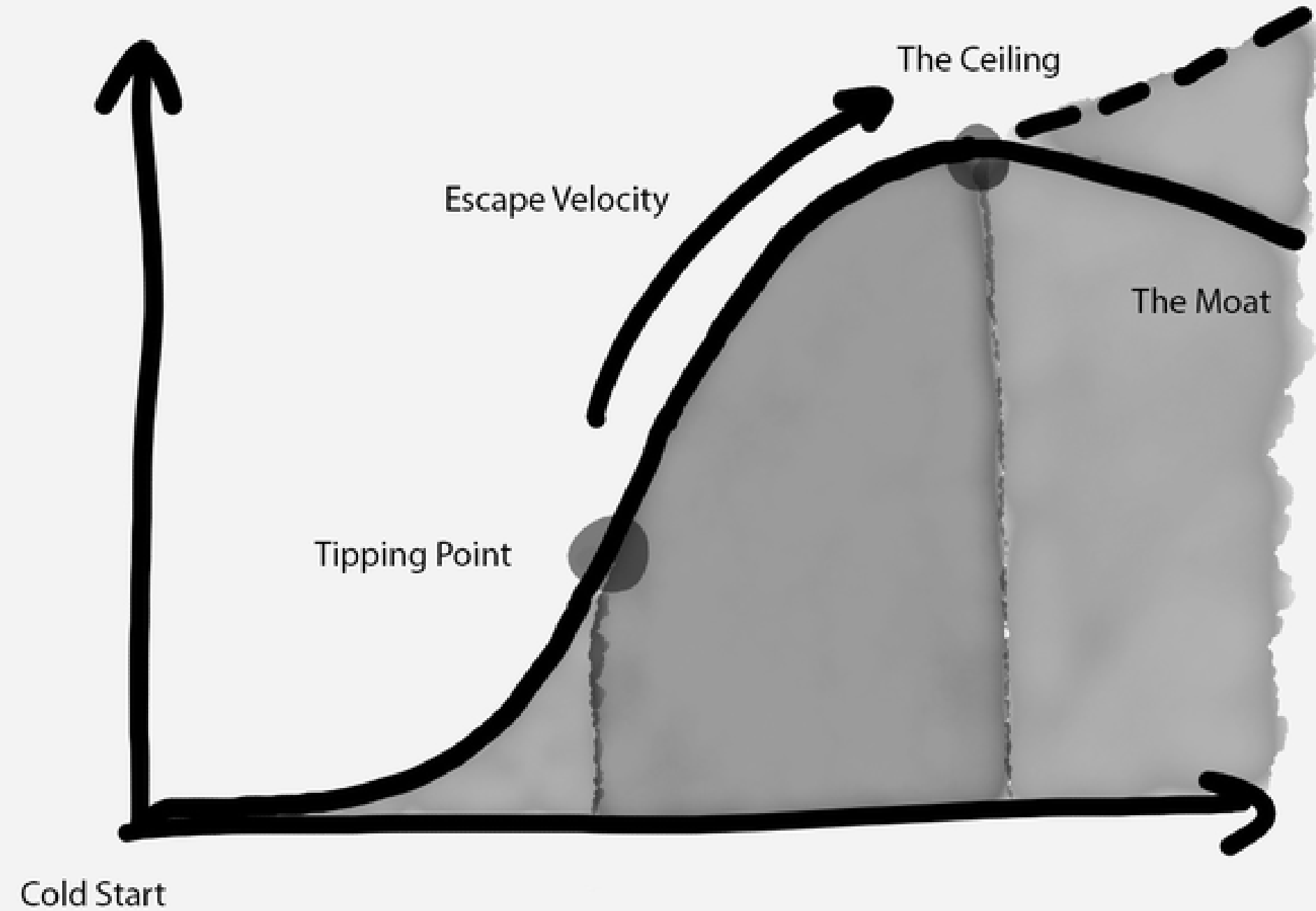
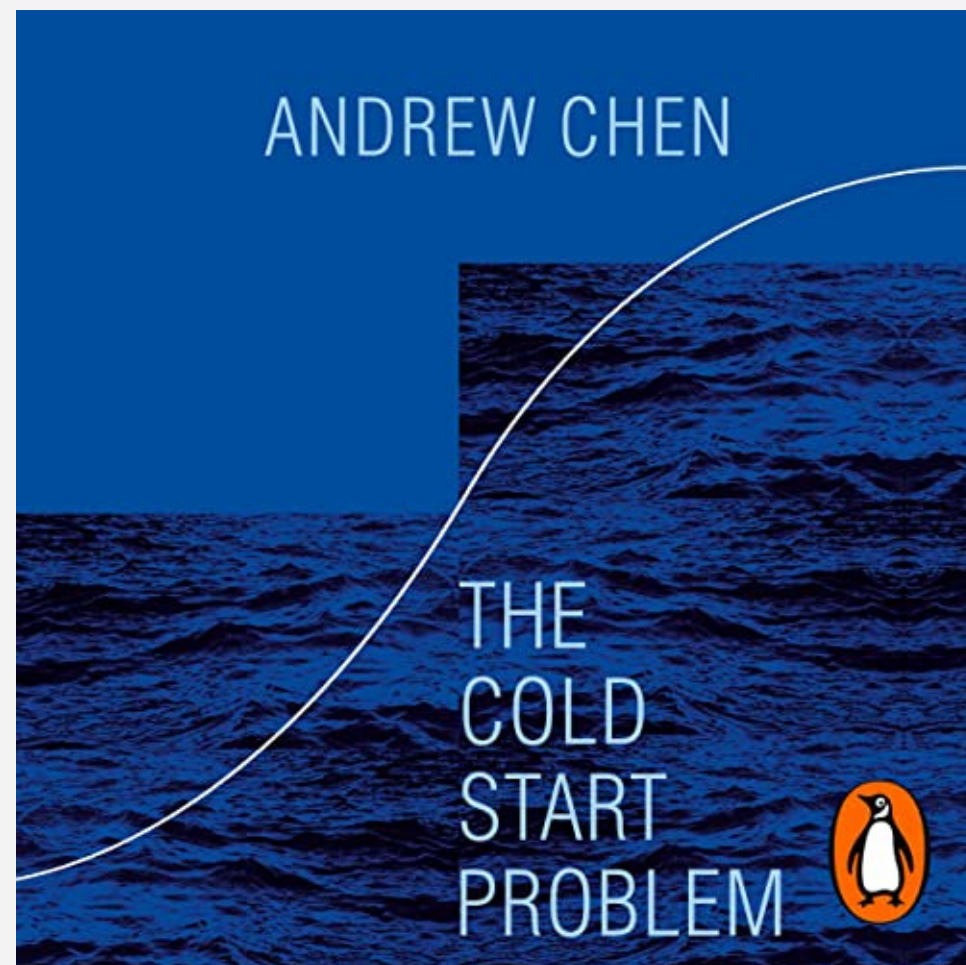


What's the magic moment?

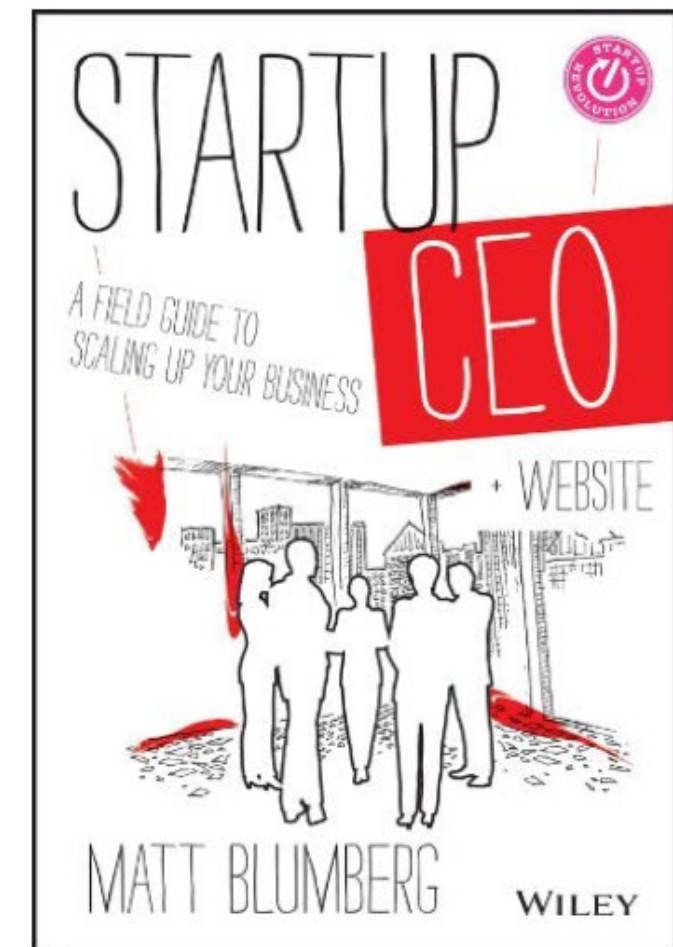
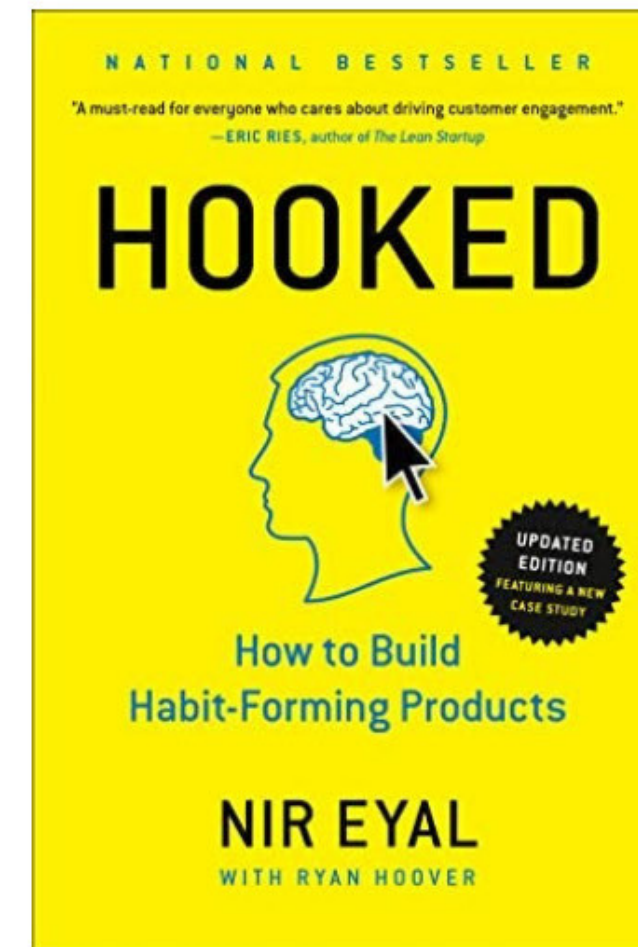
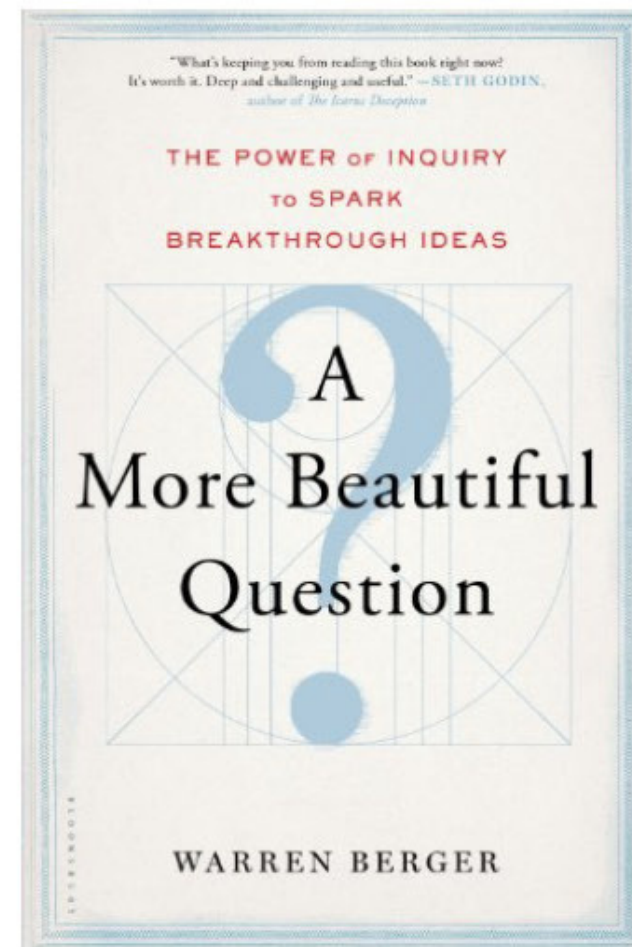
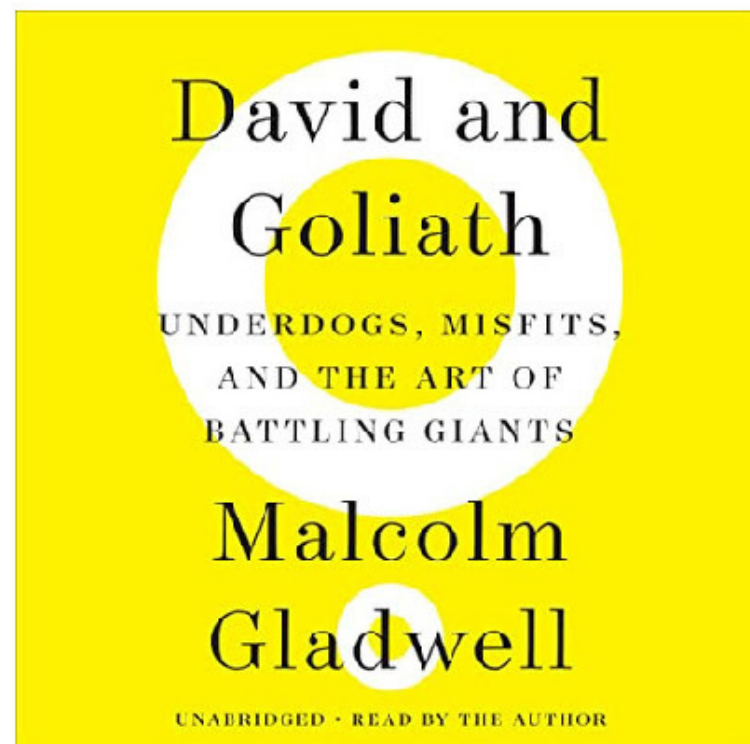
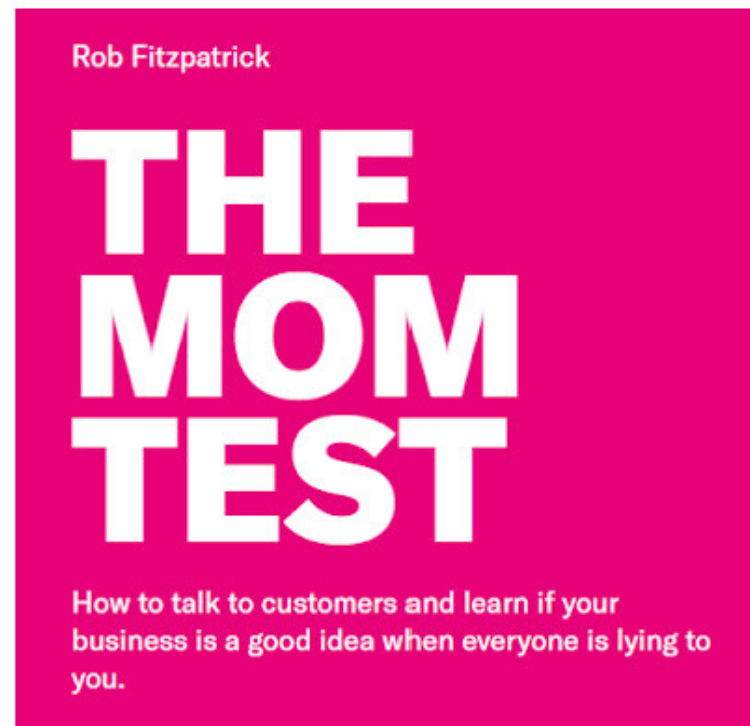


- 1 Build an atomic network
- 2 Identify the hard side
- 3 Grow your atomic network
- 4 Make it accessible
- 5 Orchestrate a magic moment

# Finish the book!



# My other recommendations:





# Questions?

Also, go sign up for a free Hardly account!  
[Hardly-work.com](https://hardly-work.com)