

Tech Entrepreneurs Share Their Secrets to Success

Being an entrepreneur comes down to hard work and resilience, continuous learning and iteration, focus and perspective.

Whether you're still working on your business plan or have just launched your tech startup, reading about how other founders started out and succeeded can provide you with useful guidance.

Gain inspiration from these seven tech entrepreneurs who shared their secrets to success (+ some extra advice for you):



#1: Be the unicorn in a sea of donkeys



Larry Kim
CEO & Founder

MobileMonkey

“

The key is to always find or be the unicorn in a sea of donkeys.

[...] You need to look for that one **growth hack** that will blow up eye-popping results. If you find it, then replicate it, double down on it.

”

#2: Leverage your personal strengths



Ruben Gamez
Founder

Dotsketch

“

The thing that has consistently worked for me as an entrepreneur is that I'm always leveraging my strengths to grow a company.

[...] When considering different approaches to growth, I typically start with the things that I'm good at or have an unfair advantage in.

”

#3: Take a leap of faith and execute your idea, now!



Moritz Dausinger
Founder

Refiner

“

I think the secret for most entrepreneurial successes lies in the execution.

Good ideas are important. Talent and a great team are important. But in the end, it comes down to your ability of getting things done.

”

#4: Your entrepreneurial journey is one of lifelong learning



Helena Ronis
Co-founder & CEO

allfactors

“

The secret to success as a tech entrepreneur is **resilience and constant learning**.

Instead of being down, an entrepreneur should take it [*stress or disappointment*] as an opportunity to learn and figure out why things are not working, and how to improve them.

”

#5: Cultivate the right mix of hard work, skill, and luck



Rob Walling
Co-founder

TinySeed

“

Success comes down to a combination of three things: **hard work, luck, and skill**.

My secret has been to show up consistently for years, build up my tool belt of skills, and to find a bit of luck every now and then.

”

#6: Understand the bigger picture



Bob Moore
Co-founder and CEO,

CROSSBEAM

“

Embracing the ecosystem.

The best SaaS products are the ones that are '*hubs*' and not '*terminals*' — they rely on one core feature and connect to other products via APIs.

”

#7: Prioritize the Big Rocks first



Diana Goodwin
Founder & CEO

MarketBox

“

My #1 secret to success is to block out time on my calendar first thing in the morning to work on the **most important task** on my to-do list.

Once I've completed that task, I know that I've accomplished something that will move my business ahead.

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