



The Coin Slot for Technology: Lessons From 6 Startups and a Career of Getting Sh*t Done

By Randy Storch / Ideon Consulting

I've been a founder and CEO of six companies — some private, some public. I've raised over \$100 million, developed products in industries most people never think about in the same sentence (airline reservations, smart buildings, pharma, and nightlife, just to name a few), and landed a few patents along the way.

But if there's one thing I've learned?

Success doesn't come from just the product.

It comes from the execution. And more importantly, the people behind it.

Over the years, I started writing down the lessons I found myself repeating to teams, founders, and partners. Not the kind you get from business books. The kind that only come from doing the work, screwing some things up, and sticking with it long enough to see the pattern.

Here are a few of those lessons 📌

💡 Revolutions Take 10 Years

Everyone wants to build the next big thing. But disruption doesn't happen overnight.

If you're not willing to stay in the game long enough to outlast the hype cycle, don't bother.

The future isn't built in one product cycle.

It's built in iterations, pivots, and persistence.

💡 The Easy Part? Building the Product.

The Hard Part? Getting Someone to Buy It

I've launched hardware, software, apps, cloud platforms.

Creating them was never "easy," but it's nothing compared to the grind of customer acquisition.

If you think your job is done when the prototype works, you're in for a surprise.

💡 Sometimes the Bigger Idea Is Inside Your Big Idea

You'll be so focused on the product or platform you think is the win...
that you might miss the truly scalable opportunity sitting one layer deeper.
Stay open.
Your journey might take you to something even bigger than what you set out to do.

💡 Perfection Is a Self-Absorbed Concept

I've watched people delay launches, miss markets, and burn out teams chasing "perfect."
Let it go.
Perfect is the enemy of done.
And it's almost always about ego.

💡 Profitability = Flexibility

VC money is great — until it isn't.
I've learned (sometimes the hard way) that running lean and hitting profitability gives you options that no term sheet ever will.
Control your own runway.
Or someone else will shorten it for you.

What I Expect (and What You Can Expect From Me)

If you've ever worked with me — or are thinking about it — here's the deal:

- I will give you authority and responsibility.
- I'll assume you're smart until you prove otherwise.

- I don't want polished slides or slick presentations. That's for customers.
- I can dish out endless work — speak up and we'll keep it sane.
- You get my respect. You get my support. And I'll never take credit for your work.

All I ask?

- Communicate clearly — up, down, and out.
- Make me smarter.
- And no surprises.

That's how we build trust.

That's how we build companies.

Final Thought

I've been fortunate to work with some incredible people.

I've also been humbled more than once.

But everything I've built came from being willing to get in the mud, question the “no,” and keep one hand in today while reaching for tomorrow.