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# Beat the odds in your startup journey

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# Nugget: Start with a strong core team

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# 1

For any software product startup, the core team should at least have sales, technical, and UI/UX expertise during the early stage

# 2

Sales person will not only manage the sales, will also understand the market dynamics, and handle finances as required

# 3

CTO will own the architecture, design, tech stack, and also lead the engineering efforts

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# 4

UI/UX expert must ensure  
extensive user research &  
no-nonsense UI

Stay tuned for the next nugget

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