ABSTRACT: When we hear of startup companies and their entrepreneurs, we expect to hear about enormous efforts, unbelievable valuations, and the brilliance of our heroes, untold riches, and making the world a better place. Indeed, these are sometimes the side effects of starting businesses. But life is often stranger than fiction.

This talk is the second part of my story of building and transitioning ten companies. In this lecture, we will talk about running a startup, the struggle to survive and to grow, and finally the exit.