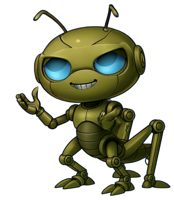
Treats-app

10 Question for co-founders



From an original YC library

https://www.ycombinator.com/library/Hj-10-questions-to-discuss-with-a-potential-co-founder

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1. Why do you want to do this startup? What are your personal goals, both financial and non-financial?

I need to make more money for my family.
My personal goals are to earn well and manage a **fully digital company** after many years of working in “concrete” businesses.

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2. What will our roles and titles be? How will we divide responsibilities? Who will be CEO?

Roles inevitably change over time, but we should have a plan for the first 6–12 months and decide who will be the CEO and what the CEO’s responsibilities are.

I can take care **of the pedagogical part**, in partnership with a professional educator.
I’m good at **SEO campaigns** and **social media management**.
I know how to hire people and have **a lot of experience in paperwork and taxation**, gained in different countries and industries.
So I can take on those tasks myself.

Your responsibilities will be on the technical side — both front-end and back-end — and you’ll work with the **design team** to create the best product possible.
In the future, as the company grows, your role will evolve: you’ll help me hire the technical team and supervise their work.

I can take the responsibility and honor of being CEO, though I also appreciate the role of a **boatswain’s mate** — someone who keeps the crew together.

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3. How will we split up equity?

It’s important to decide this early.
For me, the best arrangement is a **50/50 partnership**, sharing stress, responsibility, and profit equally.
However, we’ll need funds to move from zero to one.
I can contribute some initial capital, and we can adjust equity based on the balance between cash investment and contribution of work.

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4. Where will the company be based? Where will we live and work — together or remotely?

I imagine Treats App being managed by an **LLC based in the United States**, most likely **Delaware**, simply because it’s better to stay close to where the money is printed.

My soul is a **gypsy soul** — I can live and work anywhere on this planet.
I love working remotely, but I also understand the value of **human connection**.
I can travel to meet the team anywhere in the world so we can share time together and brainstorm over a good Italian dinner.

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5. What idea will we work on? If that idea doesn’t work out, are you willing to change it?

I’m confident that my idea will work extremely well.
I love working, and if we have a strong connection — why not?

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6. What needs to happen for each of us to go full-time?

I will be full-time from day one.
I have already **set up my other business** to operate without my direct involvement.

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7. What is your personal financial situation? Are you willing to work for free and live on savings? For how long? If you'll need a salary, how much will make you feel comfortable? Will either of us put money into the company?

I have enough funds to support my family for one or two years.
After that, my salary should be at least **0.080 BTC**, which would make me comfortable.

We'll need to approve a proper **business plan** (I already have one prepared).
I can fund the company from my own wallet up to the planned limit in exchange for equity.
If additional funds are needed beyond that, other shareholders should be ready to contribute.

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8. What will our typical working schedule be? What hours and days will we work, and for how long? Are there personal commitments we should make time for?

I consider myself a **hard worker**.
I usually don't stop working during the weekends or holidays, but I always make time for my family of three.
I can organize my schedule to stay on time with all tasks — six days a week, six hours a day for the first two or three years will be fine.

Outside of work, I usually wake up early to run **6–10 km**, drink one liter of high-quality water, and have a **protein-rich breakfast**.
When I don't run, I practice yoga or other sports.
These are essential habits that help me stay focused on work, and I can maintain them anywhere in the world.

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9. If we build a team, what kind of culture and structure do you want — remote or in-person?

I believe that a **friendly and supportive environment** is essential.
Employees are the heart of every venture and should be treated accordingly.

An in-person team would be a dream, though it represents a challenge.
If we both agree on a location for the **headquarters**, we can discuss that option.

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10. What will we do if we disagree on an important decision? What happens if we decide we no longer want to work together?

I believe **two brains work better than one**, and I enjoy **Socratic discussion** to grow and refine ideas.
Maybe three are even better than two — having a third person involved in major decisions could be a healthy balance.

If we are ever forced to part ways, I believe it would be appropriate to hire an **external firm** to evaluate the company and determine the value of the shares.
Partners would have the **right of first refusal** to purchase the shares.
An early sale of shares would result in a **20% penalty on the sale price**, applied to anyone breaking the agreement before the deadline.