### Startup

things I wish I knew 10 years ago

"Hello Igor,

I'm the Engineering Manager for Mail at Apple.

First, I should state that I'm a huge fan of Spark..."

#### Apple's Mail Engineering Manager Joins Readdle to Build Future of Email With Spark

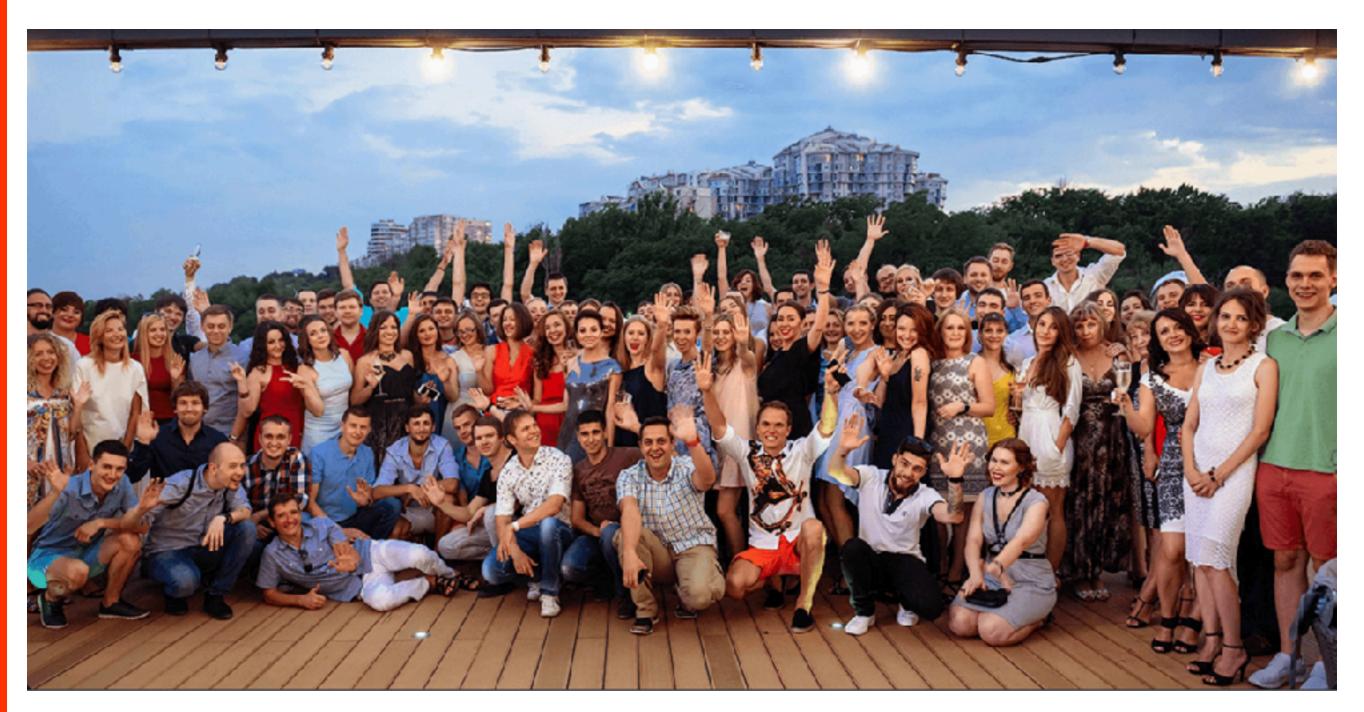
Posted on March 29, 2017 by Maxym Varnalii / 12 Comments

Something big has just happened, and we can't wait to tell you about it.

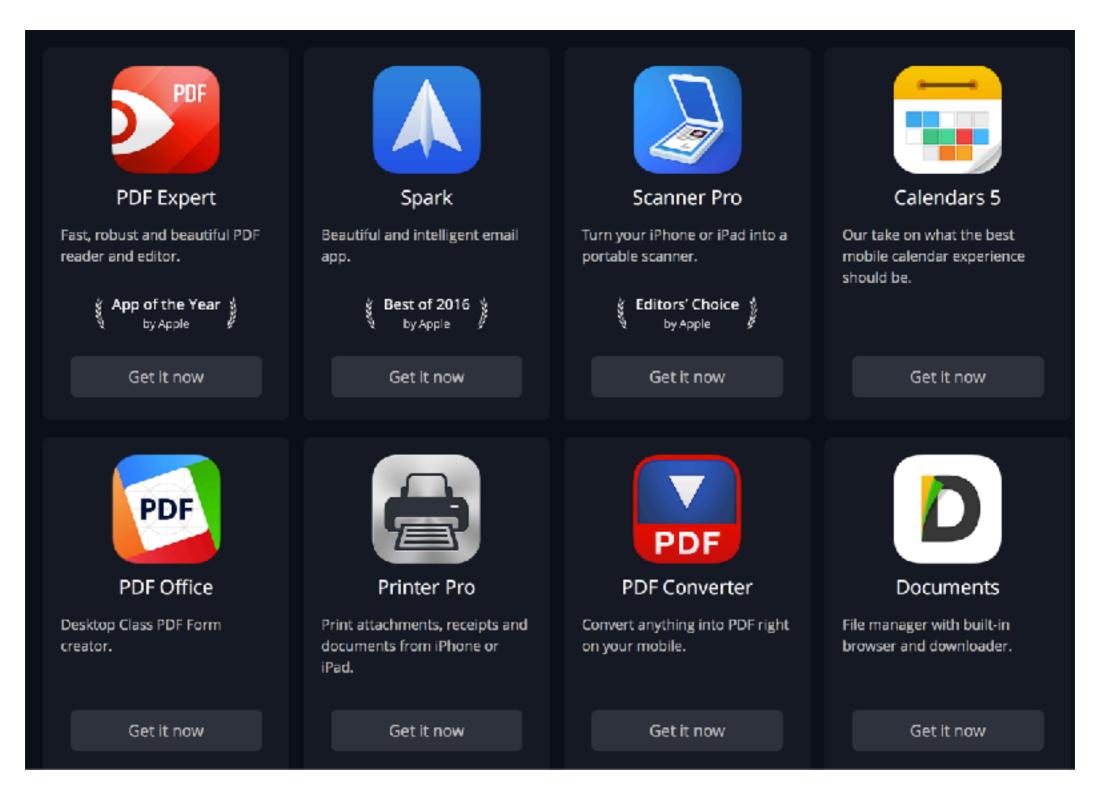


### What is Readdle

### Team of 105 people



### 8 Products



# 65 000 000 downloads

### Fluix

- Document management for businesses
- Startup within a startup
- Hundreds of customers in the US and EU















### Some lessons

### Startup without customers is a **hobby**

### PR = relations

### US team doesn't do magic

### Focus = saying no

### Do parts of the business you hate most

## Competition? Doesn't matter

### Thank you.

Igor Zhadanov

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