

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.











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What is Readdle

Team of 105 people



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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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