

Scaling in Chaos

From Chuck Hattemer, Co-founder/CMO at @OnerentCo

Here are five key takeaways from working to scale Onerent.co in the business of technology-enabled full-service property management. In my experience, one of the greatest challenges is **managing chaos** in the initial stage of building your product, company, and team. Chaos is what ultimately gets you your first customer and what creates resilient organizational structure and culture early on.

1) Start Executing: Be Comfortable with Chaos

- Don't even think about raising money
- Break routines, habit, relationships
- Prototype quickly
- Hack together product demo

2) Find Your First Customer: Make One Bad Deal

- Use prototype to pitch/demo
- Listen to needs, adapt quickly
- Make sure they pay something
- Give deal but work next to them

3) Track Everything: Store Clean Data

- Define your key metrics early on
- Create financial model for projections
- Reduce number of tools
- Track sales data first

4) Document Strategy: Out of Chaos comes Order

- Analyze the past to find successes
- Breakdown success into tangible tasks
- Use Agile Planning (Kanban)
- Put success stories on paper

5) Define Culture: As Important as Ever

- Hire with committees, get only the best
- Consistent interviewing and grading
- Educate your team repeatedly
- Create fail-friendly culture