



REBOOT

# On the Fence About Going to Bootcamp?

*“I found just what I needed, and it was different to what I was looking for. It has already changed my approach to leadership and every day life.*

*There will never be the right time and you will never be able to predict what will come out the bootcamp. But if you see yourself as a leader of people this bootcamp is a must.*

*You are in a start up, you take risks all the time. Ask your Co-founder/Board/Investors/EE's/spouse to take a little more. If your company will be as successful as you hope the cost of the bootcamp is a drop in the ocean.”*



**ANDREW HUME**  
CEO, GOWRIE VICTORIA

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We asked our bootcamp alumni what they would tell founders who are on the fence about coming to bootcamp. Many people ask: Is it the right time for me and my company? Am I ready? Is it worth it? What do I tell my co-founder, board members, investors, team, significant other, etc.? What follows are their responses.

### **TODD EMAUS - CO-FOUNDER OF TWENTY20:**

*If you're struggling as a founding team with stress or conflict in any way (and which team isn't?) then Bootcamp is a way to unplug and regain perspective to continue building your business into what it will become.*

*I think for some people it might not be the right time, but that's more about their mental state and being open to exploring change. Less so about company stage, or a cash in the bank question. The cost is a very real thing, but the reality is that of everything that you could spend the company's runway on, the very top of the list has to be the health of the founding team and there is nothing that has contributed more significantly to our team's mental health than Reboot, the bootcamp in particular but the podcasts as well.*

### **MOISEY URETSKY - CO-FOUNDER OF DIGITAL OCEAN:**

*There are things you know. There are things that you know you don't know. However, in knowing that you don't know them you have an access to learn them. I don't know quantum physics but simply knowing that I don't I know how to access that knowledge. But how do we find access to the things that we don't know we don't know? We can leave it to chance and hope that access to this knowledge happens along our path in life. But what if it comes too late, or not at all. This is what the founder bootcamp provides. Access to things that you didn't know you didn't know. So it provides access to something that otherwise was unavailable.*

*Do you have the time to wait when you are building a company? Having cofounder issues? Having employee issues? Or having self-doubt? The organization depends on its cofounders and so we must invest in ourselves as strongly and as much as we believe in investing in ourselves. Hence the cost of the bootcamp in hindsight largely seems irrelevant. Because what bootcamp ultimately provides is the one asset that we never have enough of. That asset is time. By showing us that which we do not see, we make different choices in the future that ultimately translate to saving time. And timing in business is everything.*

### **MAURICIO SILBER - COO OF TROVIT:**

*Working with the Reboot team is a privilege. You should try and let Reboot decide if you are ready or not. Don't judge yourself.*

### **CHAR GENEVIER - FOUNDER OF CONJURED:**

*1. It's absolutely the right time. The process of discovering your "inner-life" is exactly that - a process. The earlier you start, the better your company will be for it.*

*2. The question of readiness is tough. I thought I was ready when I signed up, but looking back, I wasn't at all. I was skeptical, and initially unwilling to share. The weekend changed that, though. I think my key take-away is to trust the process and at the end of the weekend, you'll find that the question of readiness really didn't matter all that much in the first place.*

*3. It's expensive, but I haven't spoken to a single participant (myself included) who didn't immediately agree that it was the best money they've ever spent. It's hard to quantify because it's hard to put a price tag on personal growth, but to me, it would have been worth it at even double the price.*

*4. This is another tough one. I was fortunate that my co-founder understood the value, having been to one of Jerry's half-day bootcamps and having begun to see an executive coach herself. I would explain that there are schools and classes for developers, accountants, marketers, etc, but that there's no place to go that teaches you how to be a CEO/leader.*

### **MATT MUNSON - CEO OF TWENTY20:**

*Bootcamp is about preparing you to lead as an effective, whole, healthy human no matter what stage your company is at. This is the best thing you can possibly do if you're running a company. The single most important investment we've made in improving as leaders and leveling up our company. More importantly, I feel more alive than I have in years.*

### **JEFF SCHENCK - CTO OF CHEWSE:**

*It's probably the right time. You're probably not too early. You're probably ready. It's probably worth the cost. Because I think anyone at any stage could find something incredibly useful to take away from the experience.*

### **TRACY LAWRENCE - CEO OF CHEWSE:**

*Timing - It's never going to feel like the right time. I went a week before starting fundraising meetings - and I'm so incredibly grateful I did. In fact, it was the single best thing I did to prepare for my financing -- better than any deck work, practice pitches, or market research.*

*Readiness - If you had the tenacity to be a founder, you're ready for anything! I would consider anyone at ANY stage to do it. Reconnecting to your purpose is the single most important way to prevent burnout, motivate people, and attract capital.*

*Cost - How much would you pay for a luxury vacation to ensure you don't get burn out? And how much would a month of burn-out cost you in productivity and time away from work? More than \$10k, guaranteed.*

*The week after coming back from Bootcamp, with renewed purpose, confidence, and rest, I raised almost \$300k. A clear 30x ROI for me.*

### **ROB CROMER - FORMER CO-FOUNDER & CEO OF ADCADE:**

*If you run a company, it is without a doubt the right time. The earlier the better. If you truly want to build something meaningful and have people follow you to the ends of the earth to get there, this Bootcamp will supply you with the tools and skills you can't read in books. While it may be expensive, the cost will push you to take it seriously and as CEO you need to invest in yourself in order to be successful.*

### **GREG TSENG - FORMER CEO OF IF(WE):**

*You are ready if you want to get to know yourself better and are willing to be vulnerable and go deeply inward. If so, the self-discovery and personal growth you'll experience is priceless and will let you become a better, more authentic leader. I've gone three times, and would recommend it to anyone who is ready to go on an inner journey.*