

## Twitter Thread by Andrew Kuhn



**Andrew Kuhn**

**@FocusedCompound**



**3 ways to research durability:**

**You could gather testimony about customer behavior**

**You can go by the history of the industry**

**You can use a speculative approach by trying to work out the adoption of future technologies/trends & how that can shift the economics of the industry**

We generally spend a lot of time talking to customers, studying as much of the industry's history going as far back as we can, and try to sketch out the economics of a new company entering the market