

The TenK Manifesto

We are uncovering better ways of reaching \$10k MRR as indie founders by showing up daily, compounding small wins, and helping others do the same. Through this work we have come to value:

- **Consistent practice** over perfect strategy
- **Small, shippable reps** over grand unstarted plans
- **Momentum through streaks** over bursts of unsustainable effort
- **Direct customer conversations** over secondhand advice
- **Evidence from action** over assumptions from theory
- **Sharing progress openly** over building alone in silence

That is, while there is value in the items on the right, we value the items on the left more.

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Signatures Received