

HOW TO GET INTO BUSINESS

By Nate Lustig, Managing Partner of Magma Partners



Nathan Lustig is the Managing Partner of Magma Partners, a seed stage investment fund based in the US, Latin America and China. They invest in fintech, insurtech and blockchain startups in Latin America and global startups with Latin American tech teams that target the US market.

How did you choose your career in Business?

So I always knew that I was wanting to be entrepreneurial. I think I always knew that I didn't want to be in a cubicle.

How to succeed in Business?

Train yourself to recognize opportunities, it's just like any other skill set, some people are going to be more talented, others are going to be less talented at it, but you can practice and be better. The best way to start is just by writing down every day, all the opportunities that you see.

What are the myths surrounding Business?

I think the biggest one is the 'rockstar entrepreneur' myth that you're amazing. if you're going into it for the glamour, it's only that a very small percentage of people end up with the glamorous entrepreneurship stuff.

What are the key skills to succeed in the 21st Century?

I think the biggest thing is learning how to learn. You have to assume that every 14 years, you're going to have to relearn 100% of all of your skill sets.

What habits do you recommend in order to succeed in any career?

I think that if you get things done, this will set you apart from people because a lot of people just start lots of stuff and they don't finish it.

What's the best piece of **advice you've been given, or that you'd like to give to our audience?**

Be a good listener.

What's a **mistake that you've made, and what did you learn from it?**

When you're doing startups, there's lots and lots of them. I would say one is around business partners. A business partner relationship is like a marriage that's even harder to get divorced from. So when you're starting out, make sure you're picking the right people and have the incentives all set the right way.

If they asked, **who would you drop everything for and happily just make their coffee?**

There's a lot of people. One that's really interesting is Bill Gates because he's been so successful now in two careers and then Elon Musk.

Are there any **resources that inspire you, or that you'd like to recommend?**

I think that there's one podcast that I like a lot called *The Knowledge Project*, with Shane Parrish where he does long interviews with smart people talking about their wisdom and the life hacks that they have.



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