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The world's largest record label once threatened to destroy my startup over one video. This high-stakes showdown involved music mogul Jimmy Iovine of @UMG and rock star Bono of @U2. It taught me a lot about facing fear in business. Here's the painful story. (1/n) <https://t.co/onW6QduTHL>



In 2007, my music startup, iLike, had pioneered a way for fans to follow artists and watch their videos in a feed. This may not seem innovative today, since every social network offers that now. /2

Back then, bands shunned Twitter & FB, which lacked video and audio. They used Myspace & YouTube, which had no feeds or subscriber channels. As a fan, you had no way to know when your favorite artist posted something new. /3

Oops: apparently Youtube did have subscriber channels. Thanks to Youtube co-founder @Chad_Hurley for the kind correction. ■ <https://t.co/uVLJhjnFo>