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## What Taking on Google Taught Me About Startup Traction

**Gabriel Weinberg**  
Published on LinkedIn

In 2006 I sold for millions of dollars an Internet company that I had cofounded a few years earlier. It was a strange company for many reasons, not the least of which was that we had no employees from beginning to end. I wrote every line of code and did all the accounting and customer support. The terms of the deal were such that my cofounder and I didn't have to work for the acquiring company at all. We were free to move on to other things, and we did' ...see more



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## Experience

**CEO & Founder**

DuckDuckGo

Aug 2007 – Present · 11 yrs 10 mos

**Co-author**

Super Thinking

May 2018 – Present · 1 yr 1 mo

Paoli, PA

**Co-author**

Traction

Sep 2014 – Present · 4 yrs 9 mos

Paoli, PA

## Education

**Massachusetts Institute of Technology**

Master's Degree, Technology Policy



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Try Premium Free  
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Bachelor's Degree, Physics

1997 – 2001

Activities and Societies: Phi Beta Kappa, Sigma Pi Sigma

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