

FIVE NUMBERS ABOUT MICHELLE

1,000,000,000+: dollar private valuation for CloudFlare, which she cofounded

3: entrepreneurial ventures founded

10: percent of all internet traffic that uses CloudFlare

5,000,000: internet properties that use CloudFlare

2012: year featured in "15 Women to Watch in Tech" by *Inc* magazine



Cloudflare creates security software that tracks and stops website hackers, which in turn helps websites run faster. Valued at \$3.2 billion in 2018, Cloudflare is well past unicorn status.

SWEAT THE DETAILS

"Often when you're building a company you do things that aren't scalable up front so that they can be scalable tomorrow. ... To get to scaleable things you need to sweat the details and do unscalable things at first. You do things that are unprofitable to make them profitable."