



**Vitalii Dodonov**

Co-Founder of Stan

## Speaker Highlight

Vitalii is the Co-Founder and CTO of Stan. He led the company from zero to \$30M ARR with a 30-person team, making Stan one of the highest-efficiency startups in its category. A self-taught technologist, his leadership is rooted in first-principles thinking, top 1% talent density, and a conviction that most problems are solvable with clarity and disciplined effort.

At Stan, he builds the infrastructure that empowers Creator-Entrepreneurs to start and scale sustainable businesses. Originally from Russia and educated in Canada, Vitalii's unconventional path, including more than 800 skydiving jumps, shapes his visionary yet practical approach to building technology that endures and genuinely supports the people who rely on it.

Stan hit \$30M ARR with a lean team and no paid marketing. The version of building in public that got them there wasn't just about pushing out content — it was about owning your distribution before you ever need it. Vitalii Dodonov, co-founder and CTO of Stan, shares what that looks like in practice: documenting the process, owning the misses, and building an audience so that by the time you're ready to launch, the room is already full.