



Stanford eCorner

Starting a Company and Fending Off Competition

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Video URL: <http://ecorner.stanford.edu/videos/1119/Starting-a-Company-and-Fending-Off-Competition>

If you have a great idea, many other people probably have that idea too. When you start a company, you must assume that similar companies will form to compete with you. Be prepared to fend them off.



Transcript

When you start a company, and I was just asked the question earlier, what do entrepreneurs do when you have a great idea? I hate to burst your bubble, you're not the only one with that idea. It is very likely that if it's a great idea, a lot of people had that same idea. It is very, very likely. And so, I think that you should start with that assumption, that I'm not the only person with this idea. In fact, when NVIDIA first started as a company, we were the first consumer 3D graphics company started in the world. And we started the company at Silicon Valley. Certainly we didn't go out telling everybody we started this company, but within 60 days or so there were 50 other companies doing it. Today they're all gone and we survived. Nonetheless, a lot of great people come up with great ideas at about the same time.