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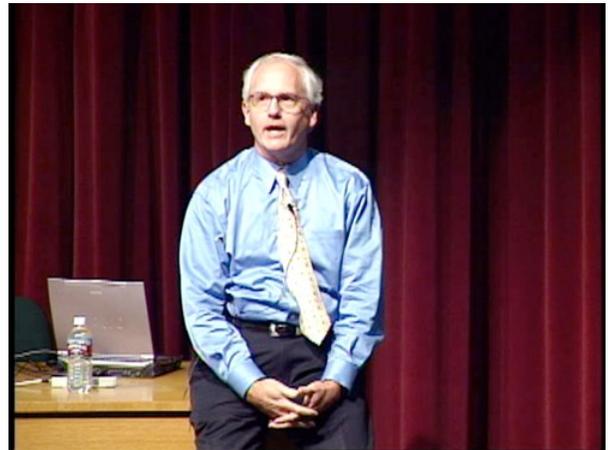
Attributes of a Successful Entrepreneur in MedTech

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January 22, 2003

Video URL: <http://ecorner.stanford.edu/videos/463/Attributes-of-a-Successful-Entrepreneur-in-MedTech>

Yock talks about the attributes of a successful entrepreneur. The key is being able to find needs and to frame them well, he says.



Transcript

Well, again I think, I'd like to answer that so the question was attributes of this successful entrepreneur. I'd like to answer that from a context that I'm comfortable with which is inventors and innovators. And that's just a piece of the whole problem. So, I've said this before but I think that the key is being able to frame, to find needs and to frame needs well. If you look at Tom Fogarty, who is the prototype of a great Med-Tech inventor, that's what he does. He has an instinct for finding needs. And he can just think about them in a really simple clear way and he just has that instinct. Not everybody is born as a Fogarty. I mean, Fogarty started inventing when he was 12. He just had that instinct.

But as I said before, I think you can learn needs finding. And that's what I'm really, that the longer I spend on this, the more convinced I am that you can teach a substantial part of needs finding and that's, so that's the, that's one set of skills. And then the second thing I'd say, even this maybe surprising, even for inventors or innovators perseverance, you have to just be doggedly determined because 99% of the stuff you invent is not going to work. And you know, I have a huge sheaf of lousy inventions of mine. I typically will do something, I'll put it in a drawer for a week and most times when I go back I'd go, "What was I thinking about there?" So you have to just keep at it. It's like taking pictures, you have to take a zillion pictures before you get just that one. So, those are the things that..