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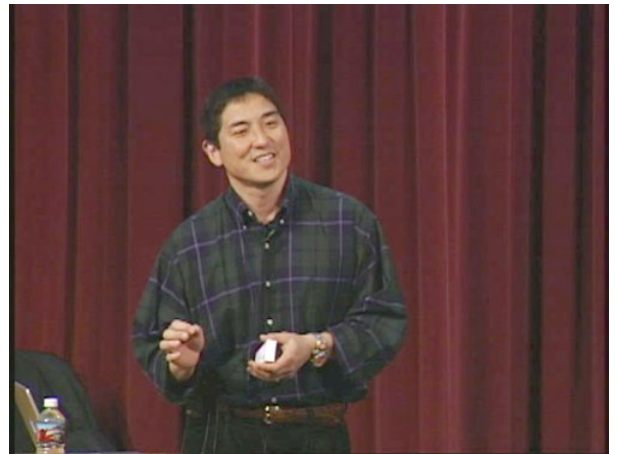
Ideas: What Makes Them Successful?

Guy Kawasaki, *Garage Technology Ventures*

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Video URL: <http://ecorner.stanford.edu/videos/278/Ideas-What-Makes-Them-Successful>

What is the difference between a brilliant idea that is successful and a brilliant idea that is not successful? Kawasaki believes that luck, timing and karma are the keys to success. Karma has to do with whether your product will ultimately make the world a better place, and he believes that the best technologies really do survive.



Transcript

What's the difference between a brilliant idea that is successful and a brilliant idea that is not successful, basically, is that the gist of it? Probably luck. I think, you know, one of the most misunderstood and underrated qualities of entrepreneurship is luck. Now, luck -- so you might ask a logical question, well, how do you get lucky? And I think luck is all about karma. So, believe it or not, I believe in karma. And so I think that, you know, the lucky people have done good things that their product or service makes the world a better place. And so it sort of pays you back. Now, admittedly, there are some very rich people who are not, shall I say, karmic. So I can't explain the existence of the bad side but I really think it's a lot about luck and it's a lot about what you want to do with the product or service. Are you trying to make the world a better place or you're just trying to cash in? I also have a theory that good technology, if it was meant to be, it was meant to be. So if you have -- if you think you have a great technology and it dies, it probably wasn't a great technology.

I just believe that great stuff has a way of surviving and lousy stuff, even though you made a thought it was great stuff, dies. It's kind of a Darwinian thing. So I encourage you to be very ethical and to practice karma. I really believe -- I'm a living testimony to karma that I've had a very, very fortunate life and so like I kind of believe it's my role to pay back now, so. Not as fortunate as some other VCs but, you know, fortunate enough. In a -- not that I drive -- don't drive a car anymore but -- You know, I have three kids that are healthy which is probably the most important thing. It's interesting. It's interesting as you go through your life, how your life changes and what's important. And right now the most important thing for me is the health of my kids and if -- now, you're looking at me saying that is a 48 year old geezer, he's saying that, what about your crap, I want to buy a Porsche, I want to go to Goldman Sachs, make two million a year, that's what's important to me. Trust me, there will come a time when you see your kids are the most important thing in your life.

I hope, otherwise you're a pathetic capitalist pig. Frankly.