



## Stanford eCorner

### Mistakes Will Happen

Vic Verma, *Savi Technology*

November 10, 2004

Video URL: <http://ecorner.stanford.edu/videos/1228/Mistakes-Will-Happen>

Verma believes that learning from mistakes is something that every entrepreneur must do, and become comfortable doing. Rather than trying to avoid ever making a mistake, learn from them and move on, he says.



#### Transcript

Don't be afraid to make mistakes; trust me. I always like to say that at Savi we have made every mistake at least once. And we think that's a market differentiator. In RFID, which by the way everybody is now an RFID company, I know we are in a mainstream market when Microsoft announces that they will have an RFID product one way. So, I think that says that the industry has arrived. But the reality is, we have made so many mistakes. And some of them are real doozies. I mean, my board still looks at me and says, "What the hell was wrong with you?" But in the end, make them, live with them, don't beat yourself all along, move on. Life is too short.