



Stanford eCorner

Balancing Science and Business

Marc Fleury, *Accel Partners and JBoss*

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Video URL: <http://ecorner.stanford.edu/videos/1286/Balancing-Science-and-Business>

Marc Fleury, creator of JBoss, explains why it is important, for those in business with an engineering background, to not abandon the science but embrace it. Striking a balance between the two will make for a more successful entrepreneur.



Transcript

Cherish the education you have here as engineers. I think, you know, everybody say, oh, what JBoss is doing, how did they know, how did they see it, frankly, it's trivial. If you have that dual capacity of understanding the technology at a deep level, namely -- you know all of us in the company wrote a lot of the code in open source, so, you know, we're all engineers by trade. If you have that one side of your brain and also you understand the business, and don't worry about business, you -- that's something you learn on the job. It's about money at the end of the day and the more you make, the easier the better, right? So it's not that complicated. It's just the maxim of the revenue function, if you want. And so once you get a grasp of that, you know, it's -- business comes with it. But once you have both, you know, you really have a leg up on the competition. You know, either business guys who don't really understand the tech, I mean, there's a lot of that in Silicon Valley. In fact, most of it at the executive level is that, right.

Sales people that don't really understand the tech or the opposite is just knows that's good so, you know, cultivate the both, don't abandon the heart science switch because that's where most of your insights will come from.