



Stanford eCorner

To Stay Private or Go Public

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Video URL: <http://ecorner.stanford.edu/videos/1264/To-Stay-Private-or-Go-Public>

An entrepreneur with a successful venture may be faced with the choice of keeping the company private or moving ahead with an IPO. Richardson talks about the preliminary stage in that particular decision making process.



Transcript

Now is one better than the other? It is not about better or worse. A lot of this is about other issues. So I will talk about what those are. First and foremost, I would recommend something to you as entrepreneurs, and that as you think about this, before you found your company, not two years into it, when quite frankly, you got your venture investors breathing down your neck or you are running out of money and you cannot put more personally in because you actually thought you wanted to always be private and have it under your control. Think about it before. And maybe and hopefully some of the things I say today will make you think about you know, kind of, what kind of person you are and what your goals are in life. But I think it is important to think about what kind of company you want to build and be and that is kind of point number one. There are absolutely pros and cons with both the purchase. And I'll talk about what I think some of them are. There is great things about being public and there are difficult things.

And again if you are the founder, or the CEO or one of the executive officers, it has a lot to do with who you hire, who you fire, who comes along with you in the journey at different stages. And so I think it is important think about that in the context of the kind of company you want to build and grow and what your philosophy is and where you see your life going.