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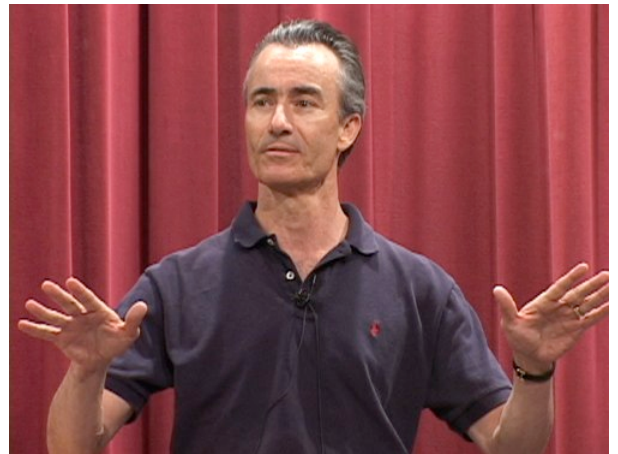
### Persistence and The Notion of the Big Idea

Trip Hawkins, *Digital Chocolate*

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Video URL: <http://ecorner.stanford.edu/videos/1360/Persistence-and-The-Notion-of-the-Big-Idea>

Trip Hawkins, chairman and CEO of Digital Chocolate, believes that persistence is a very important quality in entrepreneurs. It helps to overcome road-blocks and stick to one's beliefs no matter what others say, he adds. He talks about the notion of the big idea - doing something different than what everybody else is doing or something that nobody has thought of.



#### Transcript

Well, one quality of entrepreneurship which is just persistence, you know, not giving up because you have road-blocks and also, not giving in because other people tell you that you're nuts. You are nuts and you should be proud of it and stick with what you believe in. Any rate, these are kinds of things you can do to prepare is to make sure that you're spending your time wisely as you can on the things that will do the most good to help you get where you want to go. And, frankly, academics, sometimes they support that and sometimes they don't and I think the story I just told is one example of that. And you've got to think about what you want to get out of what the school system has to offer and work that to your advantage. OK, moving on to the notion of the big idea. There are lots and lots of ways to make businesses and a lot of them are very similar to each other. A lot of them end up trying to do the same thing in the end of competing against each other for mind share, for market share, for capital, for employees. That's the part of the business world that I call the dog-eat-dog part of it. It's not a lot of fun.

If you can stay away from that part of it, you're much better off but that's where you have to have a big idea. You have to be doing something very different than what everybody else is doing. Hopefully, different than what's ever been done before. Something that nobody has thought of yet. And that's -- but that's part of the problem if you're not blazing your trail, it's going to be more risky.