



Stanford eCorner

Passion and Vision

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Entrepreneurs must have passion. Passion and vision are the things entrepreneurs fall back on when their company goes through highs and lows. Bobby Beaver, vice president of technology at Zazzle, explains that the reasons for starting a venture should not be monetary but it should be passion - deep caring for a problem and the drive to solve the problem.



Transcript

You must have passion. I can't say this one enough. I imagine over the course of this quarter you'll hear this said time and time again from different entrepreneurs and it's true because the reality of building a business, trying to make a vision or a dream real is that it's really tough. There are certainly high highs but there are just as many or more low lows and the only thing ultimately that you can fall back on is the people that you're working with and also your vision, your passion for the business itself. And I think everybody has different passions for different reasons for getting into different ventures; in our case it was trying to do something interesting together and with time that's evolved into a very large vision for enabling creativity across the globe and so on and so forth but you've got to have something I would strongly contend that it shouldn't just be monetary, it just doesn't make sense after a while, there's a lot of sacrifice along the way and the only thing in the end that can justify all this work is really caring about solving a problem, trying to make something real and so this is the first and most important lesson in many ways is that you've got to have passion. You got to care about what you're trying to do.