



## Stanford eCorner

### Confidence in Small Teams

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January 25, 2006

Video URL: <http://ecorner.stanford.edu/videos/1393/Confidence-in-Small-Teams>

Beaver says that one of the most important lessons he has learned at Zazzle is to have confidence in yourself and your team.



#### Transcript

We'd hope to convey to you just how much a small group of people or even just an individual can accomplish. I think that's especially true given the way that technology has evolved with open source availability and those types of tools. It's amazing what one, two, three, or four people can get done. And I guess taking this class I would hope you don't come away with the impression that to build a potentially important company you need \$10 million in the bank and 50 people to do it. That isn't the case. I think if you take a look at any of the successful internet companies over the course of however long, you'd find that they all start small, they all start with passion, they all start with a small team that really cares about what they're doing and is willing to work hard. And so I would just say that Jeff and I have certainly learned through our experiences that small teams can accomplish a tremendous amount. And that kind of segues into the next point, which is have confidence. Have confidence in yourself, in your team to get something done. And I think another kind of correlated to that is don't be intimidated by what you don't know.

Certainly as we hope to elucidate the story of Zazzle. We had no idea what we were doing literally in any regard. Didn't know how to build a company, didn't know how to try and reinvent digital frame for apparel, didn't know how to build a website and eCommerce infrastructure, didn't know how to talk to collections but we were there too naive to think that we can get that done or we had the confidence that we could figure it out if we needed to. And that's just another important lesson I would say that we'd learned is to have confidence in yourself, your intuition, your ability to overcome something you might not know how to do at the outset.