



Stanford eCorner

Choosing Your Partners

Janice Fraser, *Adaptive Path*

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Video URL: <http://ecorner.stanford.edu/videos/1397/Choosing-Your-Partners>

Janice Fraser, CEO and a founding partner of Adaptive Path, believes one should choose partners based on who you want to go to when the going gets rough. She talks about the importance of a solid partnership.



Transcript

The first thing I want to share with you, the first real lesson that I can share with you from my career is that you have to choose your partners based on who you want to go through the rough times with. I tell you every single entrepreneurial venture, whether it's very successful or a dismal failure, will go through rough times. You're going to have to make really difficult decisions. Everyday you're going to have to wake up and decide what to spend money on. Or more importantly what not to spend money on. You're going to have to decide which of the 10 ideas you have is the one that you're going to do. And you're going to argue about that. At least if it's good, if there's potential, you're going to have a really hardcore meaningful arguments everyday. So the most important foundation piece for any business that you want to start is having a solid partnership.