



## Stanford eCorner

### Starting out as a Sole Founder

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Video URL: <http://ecorner.stanford.edu/videos/1411/Starting-out-as-a-Sole-Founder>

Michael Goldberg, General Partner at Mohr Davidow Ventures and Founder of Axion Inc., discusses his transition from being a venture capitalist to an entrepreneur. He left the venture capital industry to found a company. As a sole founder, he encourages everybody to start a company with at least one co-founder because it entails a difficult and lonely path.



#### Transcript

I had an idea to start a company focused on service delivery for new cancer medicines. One of the impacts of recombinant DNA on development of new cancer therapies was exponentially large number of new medicines being introduced into a very inefficient distribution channel. And I was enamored with trying to solve that supply, demand, and balance. And in that connection while a venture capitalist, I had the freedom to spend some time working on it and became so enamored that I asked my partners if I could take a seed investment and go out and get the company started. What I didn't expect to happen is that once I did that that the doors quickly shut and were bolted behind me. And so, I have a great appreciation that it really takes they had no interest in my continuing to do this as a project in the context of the firm but if I was willing to pound the table and walk out on my career as it might have been there at that time and start this, they were comfortable doing this. So that's what I did as a sole company founder which has pluses and minuses associated with it. I encouraged everybody who's going to be, I think that certain company here, to do it with at least a co-founder because it's a lonely, lonely and difficult road.