



Stanford eCorner

Opportunity Recognition

Scott Kriens, *Juniper Networks*

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Video URL: <http://ecorner.stanford.edu/videos/1629/Opportunity-Recognition>

Scott Kriens describes how Juniper was able to take advantage of the rapidly growing internet router space. He states that Juniper's focus on solving unique problems helped them compete against other established players.



Transcript

So, I guess the point to that is this. Which is that if you assume that any collection of people, if you get more than two or three or five or ten, assume people are equally smart. Or said another way, it's very dangerous to assume that your collection of 10 or 20 is smarter than somebody else's 10 or 20. And so if you are trying to solve the same problem that somebody else has already been working on, chances are they're going to know more about it and they're going to take what they know and iterate on that. It would very hard to catch them if you make your assumption, "We're just going to be smarter than they are." I don't know how to do that. It can be a very dangerous thing. But if you have a totally different problem to solve and there's probably lots of people that have come and stood in front of you and talked about unique problems that they had, if you find it totally different problem and you're the first one that start trying to solve it then you have an opportunity to be equally smart. But just start working on it first. And that's basically what happen at Juniper.