



## Stanford eCorner

### Go Big or Don't Go!

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Video URL: <http://ecorner.stanford.edu/videos/1846/Go-Big-or-Dont-Go>

Donna Novitsky drives a key lesson about pursuing entrepreneurship on a grand scale. She urges entrepreneurs to channel their passion and time to create new markets coupled with building an organization.



#### Transcript

The lesson there is, "Go big or don't go!" Think about all the energy you're going to put into it, and make sure that it's not just a feature on someone else's product. It's not just a product. It's probably not even just a company, but it's a whole new industry opportunity to change things. As you're looking at different opportunities as an entrepreneur, if you think of it in those terms, is this going to be worth all my passion, all my time and energy. You come out of that saying yes, then go for it. OK. So that's one. Go big or don't go.