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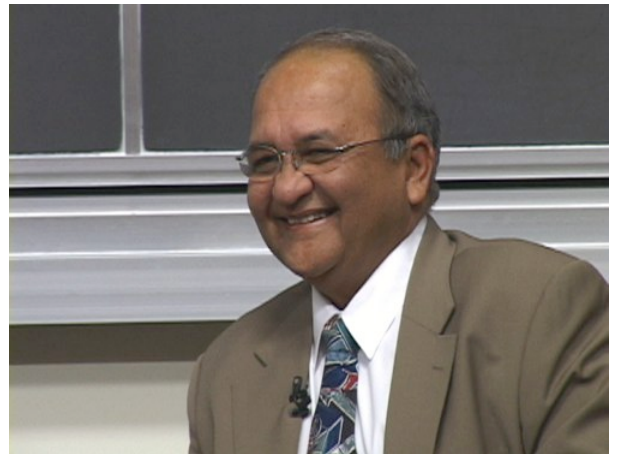
Single Product, Single Focus

Mir Imran, *InCube Labs*

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Video URL: <http://ecorner.stanford.edu/videos/1956/Single-Product-Single-Focus>

Rather than poising his entrepreneurial efforts as a single company offering a suite of products, InCube Labs CEO Mir Imran believes in segmenting each product into its own stand-alone venture. His reasoning? Cleaner R&D a more potent investor magnet, and greater product development and marketing focus.



Transcript

Why do you set them up as individual companies as opposed to having one big company with all of these different product lines? One of the reasons startups are successful is because you have a single-minded focus on one problem. So if you have four problems or five problems under one roof with an R&D team, first of all, you cannot attract investors. They're attracted to a specific problem. Secondly, you can't focus. One project can steal all the resources if it's going well, or one project that's not going well can drag the whole thing down. So it's better to separate them early. I only allow myself to be distracted and unfocused. So you're the one who gets to be distracted and unfocused but all the teams are very focused on their project.