



Stanford eCorner

Entrepreneurship is a State of Mind

Jeff Housenbold, *Shutterfly*

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Being an entrepreneur is more than just starting a business, says Shutterfly CEO and dot-com veteran Jeff Housenbold. Entrepreneurial thinking involves an innovative mindset to create new products, new markets, and new ideas within any set of circumstances - from an existing Fortune 500 to a mom-and-pop shop.



Transcript

I think entrepreneurship is mostly a state of mind. It's a state of mind about, how do you create things that people haven't envisioned before? How do you aggregate the resources, motivate people, and then execute against that vision? It doesn't necessarily mean you have to go start your own business. I think the state of mind of entrepreneurship can happen in the largest corporations where I've worked at McDonald's and Citibank and Accenture. It can happen at the smallest of companies where I was employee 7 of a company called Raging Bull. That was founded by three 20-year-old college kids who decided to drop out after they raised a million dollars in funding. And so across that whole gamete, entrepreneurship is really about the state of mind of creating new products, creating new markets, creating new ideas, and then creating new businesses and capturing some of the economic trends from that vision and the hard work.