



## Stanford eCorner

### Early Establishment of a Business Path

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Video URL: <http://ecorner.stanford.edu/videos/2205/Early-Establishment-of-a-Business-Path>

Through open and frequent discussion, the four original founders of Cytokinetics quickly narrowed down which angle of the pharmaceutical industry they wanted to pursue. The choices in this line of industry include discovering, developing, or commercializing drugs, and choosing which global domain to serve. James Sabry, Co-founder and Chairman of the Board of the company, suggests that entrepreneurs in this sector make these decisions early, as clarity and focus will help the developing enterprise to streamline its success.

#### Transcript