



## Stanford eCorner

### Failure is Bad, Success is Good

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Video URL: <http://ecorner.stanford.edu/videos/2206/Failure-is-Bad-Success-is-Good>

While the national business magazines may pitch the attitude that failure can result in eventual growth and success, James Sabry, Co-founder and Chairman of the Board of Cytokinetics, tells entrepreneurs venturing out of academia for the first time that failure is not an option. Growth can certainly come from mistakes made, but in the world of pharma and biotech ventures, the scientists involved need to be excited and confident in their viability. Without that assurance, they will be hard-pressed to find the support they need to launch. Look at the data and approach it scientifically. Take a moon shot, he urges, but at least be confident in the fact that there's a moon.

#### Transcript