



Stanford eCorner

Trump Yourself - Or The Competition Will

Jensen Huang, *NVIDIA*

April 08, 2009

Video URL: <http://ecorner.stanford.edu/videos/2224/Trump-Yourself-Or-The-Competition-Will>

"When you're in the technology industry,... if you're not reinventing yourself, you're just slowly dying," says NVIDIA Co-Founder Jensen Huang. In this clip, Huang talks about market leaders' need to constantly cannibalize their own products, and how new ideas will force companies to abandon their own technology and processes on the path of progress. If you don't do it for yourself, Huang says, your competitors will surely do it for you.



Transcript

The question is, what did our investors say about us taking the big risk of adding programmable shaders and reinventing that product category and reinventing our company? First of all, it's not a conversation you really have with your shareholders. but you do have the conversation with your management team first, your employee second, your board of directors third, typically is the way the process that I take. And when you're in high-tech, when you're in a technology industry, when the technology industry moves this fast, if you're not reinventing yourself, you're just slowly dieing unfortunately at the rate of Moore's Law which is the fastest of anyway that we know. Like the compound of rate of Moore's Law is pretty unbelievable. Audience: Oh, a very successful product after generating a lot of money. Jensen Huang: I know, so it's scary. And so you have to - and so the question is that we have a product that's generating a lot of money and it's very successful. How do you cannibalize it? There is a theory that if you don't cannibalize it someone will and is surely will be cannibalized. And so if you want to be a market leader, you have to take the initiative to cannibalize your own products and have your ideas cannibalize your own ideas.