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Overnight Success Does Not Exist

David Heinemeier Hansson, *37signals*

January 20, 2010

Video URL: <http://ecorner.stanford.edu/videos/2359/Overnight-Success-Does-Not-Exist>

"Nobody is an overnight success," claims David Heinemeier Hansson, partner at 37signals and developer of the Web platform Ruby on Rails. When some product or company suddenly appears out of nowhere, it usually arrives out of 10 years worth of work. He points out that 37signals and Basecamp took just this length of time to become a success. Accelerated growth is a charade, Heinemeier Hansson stresses. It takes time to develop a sustainable, profitable company.



Transcript

And finally, realize that no matter what you do, you're not going to be an overnight success. Nobody's an overnight success. Most overnight successes you see, have been working at it for 10 years. And that's exactly how it was for us. 37signals was not an overnight success. Basecamp was not an overnight success. And then all of a sudden something blows up and it looks like these guys just got started on it. Which is why this whole thing of accelerating your growth and getting venture capital so you can go faster and quicker is just a charade. It doesn't work like that. Companies take a long time to get to something good.

So, you can either take those 5 years or 10 years or however long it is going to take for you to take to get to somewhere good at a reasonable, sustainable pace where you end up actually owning your company in the end, or you can strap that time bomb on your back and see if that's going to make you run faster and if you're going to be happier in the end. I think you're not.