



Stanford eCorner

Make Tech Part of Your DNA

Mark Suster, *Serial Entrepreneur*

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No Internet or tech company should launch without having in-house technical manpower to build the product, says serial entrepreneur Mark Suster. While business savvy on the founding team is important, those skills need to be balanced with a sturdy base of engineering, programming, or other technical know-how. Additionally, a company makes itself more attractive to funding and acquisition if it has intrinsic technical expertise.



Transcript

Make sure that tech is part of your DNA. I'm probably in the wrong place to say this message because I think it's pretty well understood here, but particularly outside of Silicon Valley you see a lot of people who have third parties build their software. I'm okay if a third party builds your prototype just to get it up and running but you have got to. If you want to be an internet business or a tech business, you got to have a foundation, the DNA has got to be technical. I guess Jason Neus in LA can attest to this how many people in LA come to me and it's three business guys who know Ashton Kutcher. You don't know Ashton, do you? Did I say that to you when you came in? Okay, sorry. But I normally tell people it's for your own good, go find a tech person because this idea that I can have a third party build it for cheap somewhere else and we're the business guys, we get it. It just never works. It never scales. It never becomes interesting.

People often don't think about when businesses are bought, if they're bought on profits, okay, they're buying you for a different reason but if they're really buying you in the \$15 to \$50 million range which I will repeat, is a lot of money. If they buy you in that range, they're often buying what you have, the technology, the market positioning but they want you, they want your team. They don't want to buy something that has eight guys remote for a third party building software.