



Stanford eCorner

Starting Avalanches and Building Fires

Brent Constantz, *Calera*

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Serial entrepreneur and Calera Founder Brent Constantz shares what is the coolest thing about starting companies. Constantz enjoys watching the building excitement of employees and customers around a new venture. He describes this powerful experience as similar to building fires and starting an avalanche.



Transcript

So, if you ask me, "What is the most inspiring thing or the coolest thing about being a serial entrepreneur," it's starting companies is like kicking off an avalanche. You can sit back and watch and the people that join you, your employees, the whole audience, get actually more excited about it than you ever were and see things and take it to new directions. And if you've ever skied powder and jumped off a corner, some of those avalanches don't go anywhere and they fizzle out. Some of them just take off and they're out of control. And these companies are really like building a fire. Some smolder out. Some get going. Some are out of control. That's really what happens when you found a company. You come up with an idea and people seize that idea, investors, employees, competitors.

The whole world catches that idea and they take it. And the coolest thing is watching that happen and where all that goes.