



## Stanford eCorner

### Big Visions are Right Visions

Brent Constantz, *Calera*

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Video URL: <http://ecorner.stanford.edu/videos/2619/Big-Visions-are-Right-Visions>

When entrepreneurs are working with big ideas, they also need to remember to grow the company, says Calera Founder Brent Constantz. But with that said, Constantz also urges founders with big ideas not to be easily lured from their big vision, due to external pressures to accumulate small monetary wins.



#### Transcript

It's really interesting. I see this with all my companies. You have the big initial vision. And in almost every case, that's the right vision. And as you go along, especially investors who want to see something very tangible very soon will find easier ways to monetize your inventions and really not get it to the full extent of where you would like to take it. So, it's interesting, in coming up with a big idea, I think if you're going to go forward with it, which you really want to do, just make sure you're building that company, which is one reason, and I'll go forward to this later, that I think Vinod Khosla and I get along, because Vinod is a big-thinking guy. He has built billion-dollar companies and he tells his management team, "Are you building a \$100-million company or a \$1-billion company?" A lot of people will be happy to build a \$100-million company but he has gone out to build billion-dollar companies. With the last company, Calera, the vision was really to build a trillion-dollar company, in that case. But if you're building a trillion-dollar company, then you're doing everything differently from the very beginning. You're not going off on little side markets or small opportunities.

You're sticking to your gun and focusing on the big idea as you go forward.