



Stanford eCorner

Pressure Points Around Opportunities

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Entrepreneur and investor Brad Feld suggests entrepreneurs remain flexible when it comes to determining pressure points around an opportunity. Feld shares why entrepreneurs must be open to innovations and new ideas around products, but also around the actual shape of the business being created.



Transcript

And I've learned over and over and over again that the pressure point of the opportunity moves around. And at oftentimes your premise, especially very early on in the life of the business, is wrong. And as the business grows and expands, or as your product set grows and expands, the thing that is the opportunity changes. And as an entrepreneur, if you're not flexible enough in the context of the thing you're creating to continue to look at the business as your innovation, not just the product - remember, you have to focus on that product being outstanding, but you're also creating something that scales up. A 3-person business, a team working on the first version of something that's at point one, that's going to be released to the world as a minimum viable product using a lean approach, right? That's very different than what happens when you've a thousand people grinding away every day, you know, on a business that's growing by 50 people a month. So, as the entrepreneur recognizing that it's not a linear path and it's not a path with one pressure point. Now, if the person's statement was circumscribed by time, then it's a pretty interesting statement because there's only so many things you can work on at any point in time. So, if the statement was put all of our innovation into the thing that you think matters or all of your energy into the thing that you think matters the most, at that moment in time, for a period of time until you get to the next level, whatever that is. Then that makes sense to me. But the idea that you have it linearly over the life of the business doesn't make any sense.