



Stanford eCorner

What Corporate Experience Offers Entrepreneurs

Kathryn Gould, *Foundation Capital*

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Kathryn Gould, co-founder of Foundation Capital, discusses why entrepreneurs might consider working at a big company before starting their own. Gould, interviewed by tech-industry author and journalist Mike Malone, says working with large firms before she became a venture capitalist helped her understand their needs as end users.



Transcript

And here's where chance favors a prepared mind, one of my favorite sayings because all those years that I sort of wasted at big companies, I did develop a perspective of what big companies needed and when I saw this product and I was like, this is going to change the world, the big company data world and I got to be there. That's always been a debate whether you should go work for a big company for a while and get perspective or go start in a small company and escape all the damage that a big company does to you. Yeah, right. Big debate right now and... Yeah. Where do you come down on it? Well, in my day, and in my career in the 40 years since then, I've always advised young people to go like go get a job at Intel or Oracle or Google or some good place that's going to teach you some stuff and then go start a company. I am not so sure that's the right advice now. The advice I still have now though is whatever you do, make sure you are learning from really, really smart people but the big company thing, I don't know, it's changing so fast. But for me, it was great to have the perspective of what big companies need as far as software and data networking and all the stuff I made all that money in in the venture capital business was in part informed by the market, the end user view I had from my 8 years at big companies.