



Stanford eCorner

Dedication Will Sustain You

Jane Chen, *Embrace Innovations*

October 26, 2016

Video URL: <http://ecorner.stanford.edu/videos/4671/Dedication-Will-Sustain-You>

Jane Marie Chen, co-founder and CEO of Embrace Innovations, talks about overcoming obstacles and the high-profile support her organization has received to continue making low-cost infant warmers for mothers in the developing world — donations inspired by her team's dedication to the mission. Chen emphasizes this point by quoting novelist Paulo Coelho: "When you truly believe something, the universe will conspire to help you achieve it."



Transcript

- So I still remember, in 2011, as we were launching the product, in those weeks leading up to our product launch everything that could have possibly gone wrong, went wrong. The electricity in our manufacturing facility went out in the most critical moments, a part of our product got stuck in customs and they wouldn't release it, because the wash tags were sewn incorrectly, but somehow we managed to get that first product ready to ship to our first customer. And then on the way to that doctor's office, we got a flat tire. (laughs) So the whole team jumped out, we piled into this auto rickshaw that you see here, and we delivered our first product. And I always tell this story because it's so representative to me of what entrepreneurship is all about, which is doing whatever it takes to get past the obstacles that come in your way and finally reach that end goal. And here's our very first customer! The most exciting part of this journey, by far, has been getting this product into the hands of the families and the babies who need it the most. And we have been so lucky to get the support from people of all different walks of life, who really rallied behind us to help make an impact with this product. It truly led me to believe this quote from Paulo Coelho that I love. He says, "when you truly believe something, "the universe will conspire to help you achieve it." A few years ago, we were invited to present our work to President Obama at the White House, and that got great visibility for our efforts. We presented a commitment at the Clinton Global Initiative as well and formed some great partnerships through that.

In 2014, Beyonce made a donation to us, a surprise donation, that got our products into nine countries across sub-Saharan Africa.