URL: https://ecorner-stag.tcg.stanford.edu/quick-dips/let-your-ideas-run-naked/

Sandy Jen, co-founder of senior-care startup Honor, talks about how young entrepreneurs often keep their ideas to themselves so others won't steal them. But, referencing the metaphor of projects as the "babies" we want to hold tight and protect, Jen notes that all infants love to run around naked. "Ideas don't grow in a vacuum," she says. "Ideas only improve if you get feedback."

Transcript

   - A lot of folks are always interested in, well, okay I have an idea, I wanna do a start up, what do I do? And the thing I wanna emphasize is that ideas are really cheap.. If you think you have a brilliant idea, 30 people have already had the same idea, 20 people are thinking about working on it, 10 people have already started working on it, and five people have probably launched variations of it, so, no one's special.. And there's no successful entrepreneur who's been really successful because they had an idea.. They're successful because they've been able to execute on the idea.. So, a lot of young entrepreneurs I've talked to are really nervous about sharing their ideas because they're like, oh my god, I have this really cool idea I don't wanna share it, someone else might steal it, and they treat it like this really fragile baby, and they wrap it in like winter clothes, and like fleeces, and like, no one can see my baby.. But like all babies, babies love running around naked.. That's all they wanna do.. And so your idea needs to run around naked.. And the reason I say this is because ideas don't grow in a vacuum, ideas only improve if you get feedback, and so when we had the idea for Mebo it was through a long series of failures, and I'll go over that, but we asked everybody what they thought because if you don't ask, you're never gonna find out, right? And so, like I said, the idea is not unique because many people have had that idea, but it's how you craft the idea, how you improve upon it, how you work on it, how you grow it that's really important...