

URL: [https://ecorner.stanford.edu/?post\\_type=snippet&p=58951](https://ecorner.stanford.edu/?post_type=snippet&p=58951)

It's just as important to decide what you're not going to do as it is to decide what you will focus on. Dan Widmaier, co-founder and CEO at Bolt Threads, advises students to find the challenge that will make you forsake all else to minimize distraction.



## Transcript

- That when you're starting a startup I think the most important thing you can decide on as early as possible is why we call what's your north star.. And that's to say, what's the thing you want more than anything that you're willing to sacrifice on other things to get there.. A really really smart person in startup land once told me that the true strategy is the things you decide not to do, not the things you decide to do.. Because it's easy to say yes to a lot of things, it's hard to say no and give up the things that come with it.. So, first and foremost, simple point, but absolutely pivotal.. And at Bolt for us, it's actually about our mission driven nature.. Most people join Bolt because of the ability to take amazing new technology in an exciting new commercial space and do some real good in the world if we make it work.. And so we actually reduce that down to a little slogan we have that we're inspired by nature, devoted to science, and driven by an optimism that the best days of the planet remain ahead of us.. And that's something that everyone who comes to Bolt really buys into and it makes it easy to say no to all the other things along the way because we know what we're saying yes to..