

URL: <https://ecorner.stanford.edu/clips/niches-that-last-clip/>

Color co-founder and CEO Othman Laraki tells an entertaining story about seeing the Google co-founders at a Stanford barbecue in the early 2000s, and arguing that search technology was played out. Instead, he observes, search was only getting started. Over and over again, he has observed that entrepreneurs tend to believe a particular sub-sector has matured long before it hits its stride.



## Transcript

- When technology really works 00:00:04,390 it scales at the human scale, right? Like it is.. Like, you know, like great technologies, whether it's like all the way from fire to the internet.. Like when, when it's a great building block, the scale of those opportunities, and the impact of those primitives oftentimes is way larger than what we think of at the beginning.. And so one thing that's surprised me multiple times, is industries and markets that I've thought were completely played out, were just game over, and we were just at the first inning.. I mean, actually like Google was, was a great example.. I mean, like, you know, I actually knew Larry and Sergei when they were at Stanford, you know doing their PhDs.. And I remember actually, like I knew the person who helped them write their original business plan, that they got their first funding from, from Andy Bechtolsheim.. And I remember hanging out at a barbecue and being like, you know, Yahoo's so big, there's all these search engines, you know search feels like it's just over, like, you know, that game has already played out.. Why would you go do search? There's probably so many more interesting, dynamic things that are out there, but, you know search had not even really started at that time.. Right..

And, and, and I feel that happens like again and again, and it's happening even in social, right? Like it felt like, you know, social was over with Facebook and then, Oh, no, it's actually there's Instagram and WhatsApp.. And then oh no, there's TikTok and Clubhouse.. And like, it's just interesting how these primitives and kind of components kind of how, how, how much longevity and ongoing opportunity there is for innovation..