Entrepreneurship@Stanford

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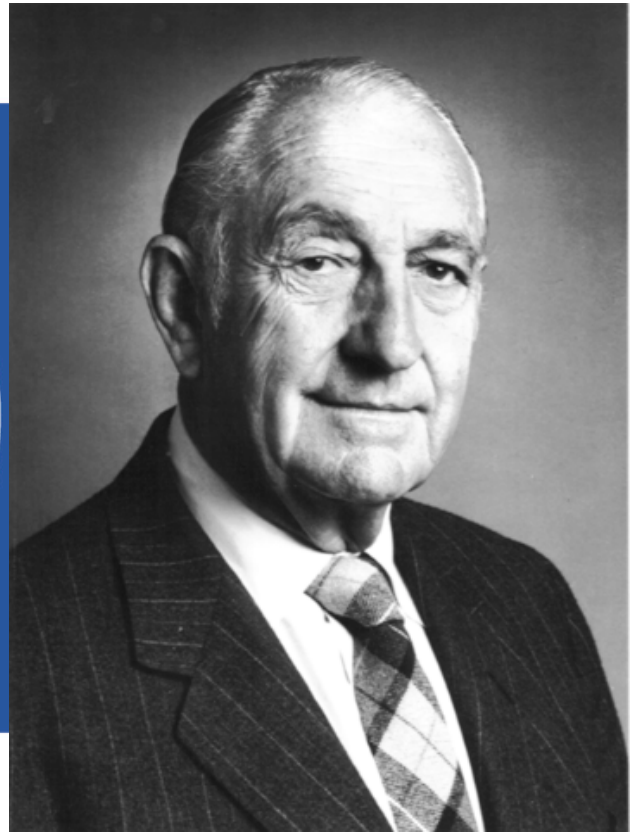
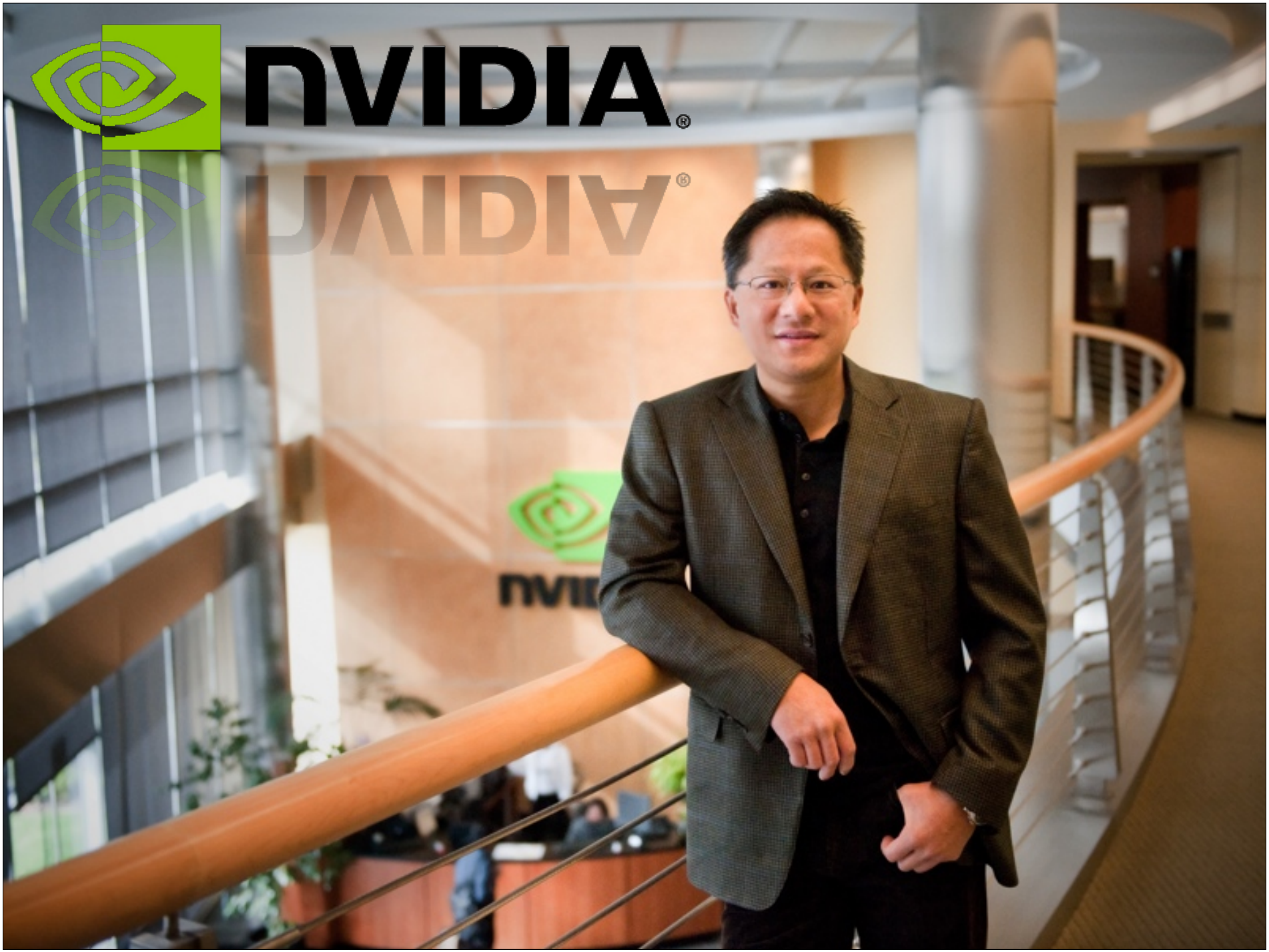
CS181 Final Presentation
June 1, 2011




NVIDIA

YAHOO!
NASDAQ

Google

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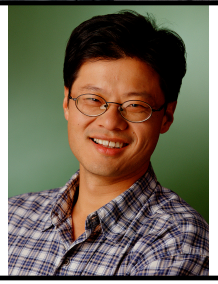
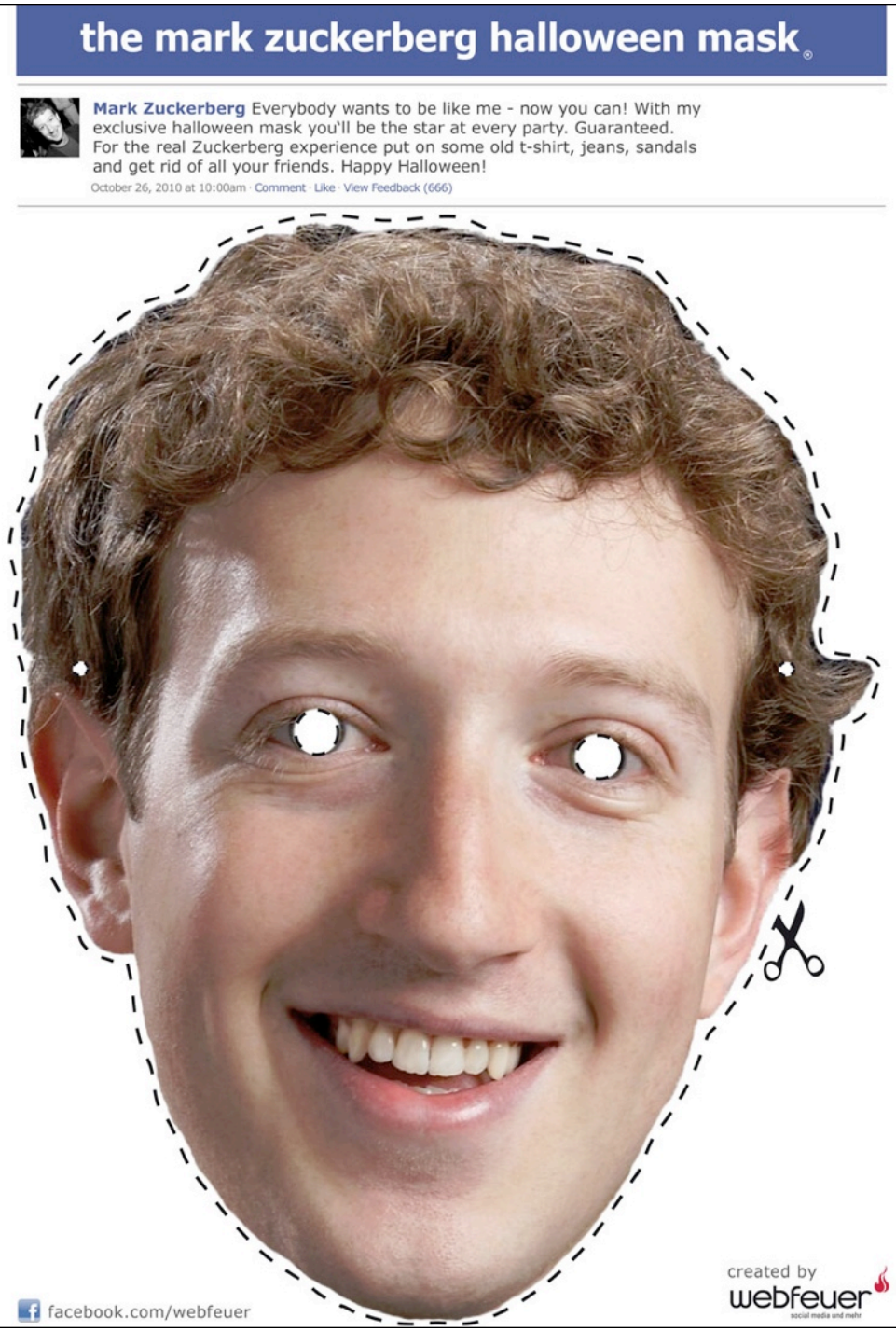
	✓	✓	

Is there a minimum age for **changing the world**?



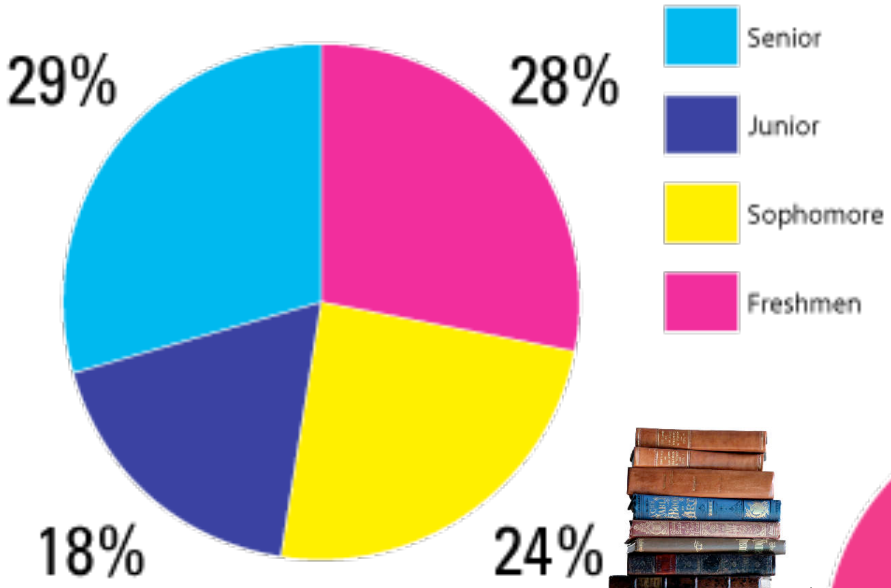
Topics of Conversation

Undergraduate Community Survey

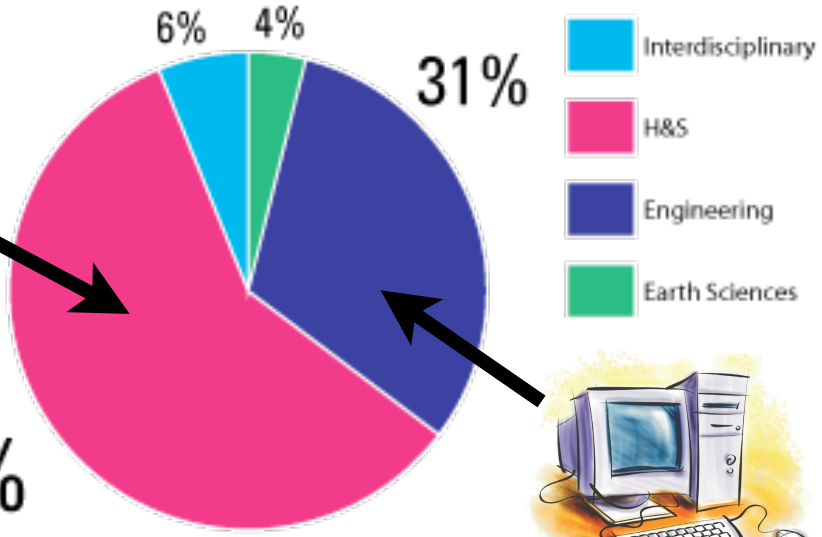
Individual Perspectives

Key Elements of Entrepreneurship at Stanford

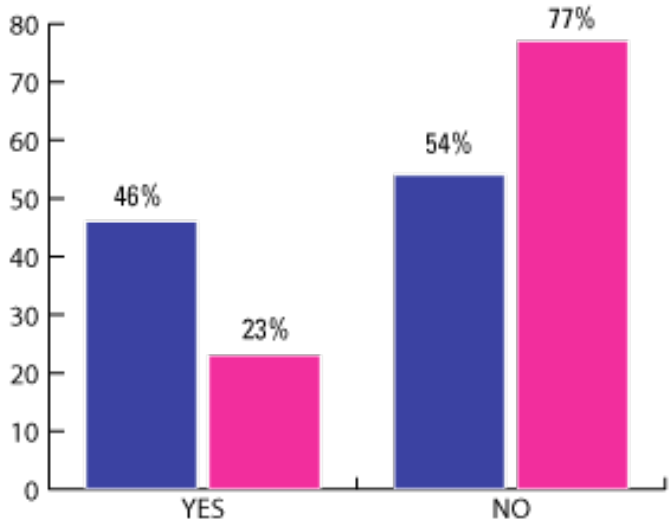
Survey Participant Make-up

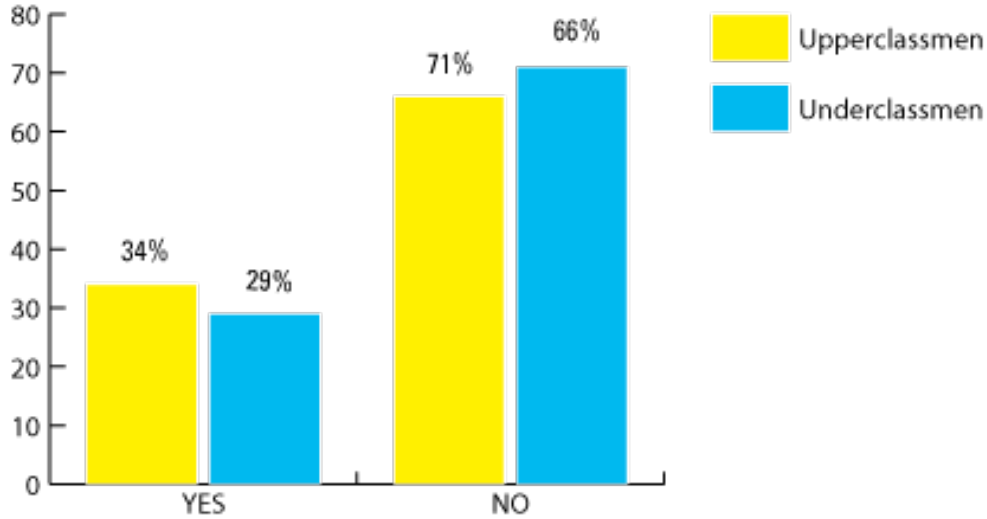


58%



Do you consider yourself entrepreneurial?





“The Silicon Valley environment drives more people to entrepreneurship than anything Stanford does.”

- Jay Borenstein, *CS prof and SSE Labs mentor*

Stanford is the catalyst and everything else is part of the reaction.

- **Joachim de Lombaert**, *SymSys '09, Co-founder of Friend.ly*

People here can fail without being ridiculed.

- **Dan Thompson**, *CS '13, Founder of ThinkOutside*

If you try to teach entrepreneurship in class, it will fail. I think teaching entrepreneurship in class is worthless.

- **Marty Hu**, *CS '11, Co-founder of Tezzit*

I value classes for the network they provide.

- **Erin Parker**, *Economics and Math '11, Co-founder of Bard.li*

What resources at Stanford have helped prepare you for entrepreneurship?

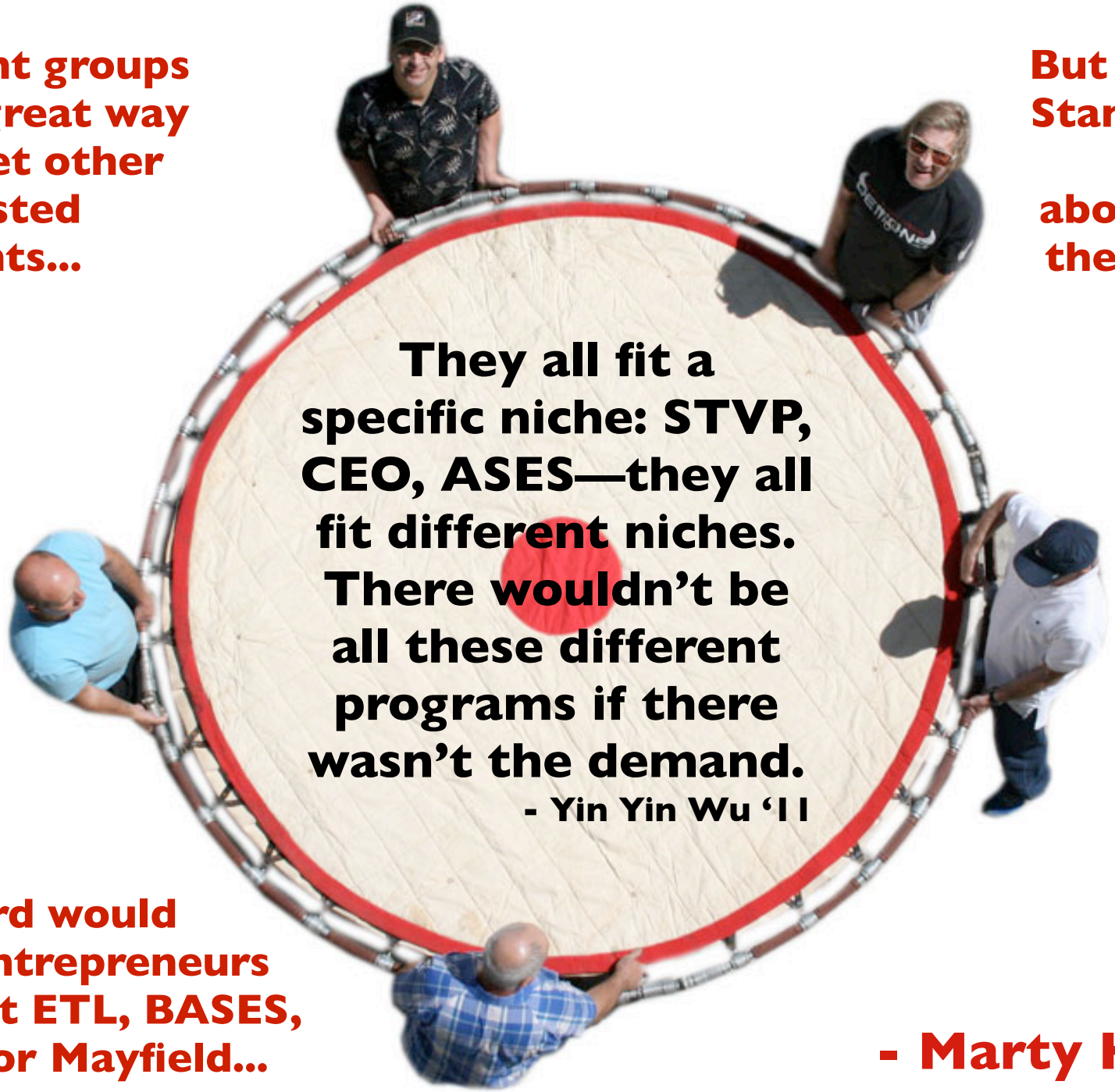
Freshmen		*Seniors*
26%	Class projects	69%
26%	Faculty mentors	31%
36%	Student Entrepreneurship Groups (e.g. BASES, ASES)	20%
52%	Talks by entrepreneurs	56%
8%	STVP programs (e.g. Mayfield Fellows, ETL, courses)	15%
76%	Other entrepreneurial-minded students	78%
26%	Other	9%

ETL is the gateway drug to entrepreneurship.

- **Yin Yin Wu**, *CS '11, BASES Co-president, Co-founder of AdRaid*

Student groups are a great way to meet other interested students...

But I think Stanford is going about it in the wrong way...



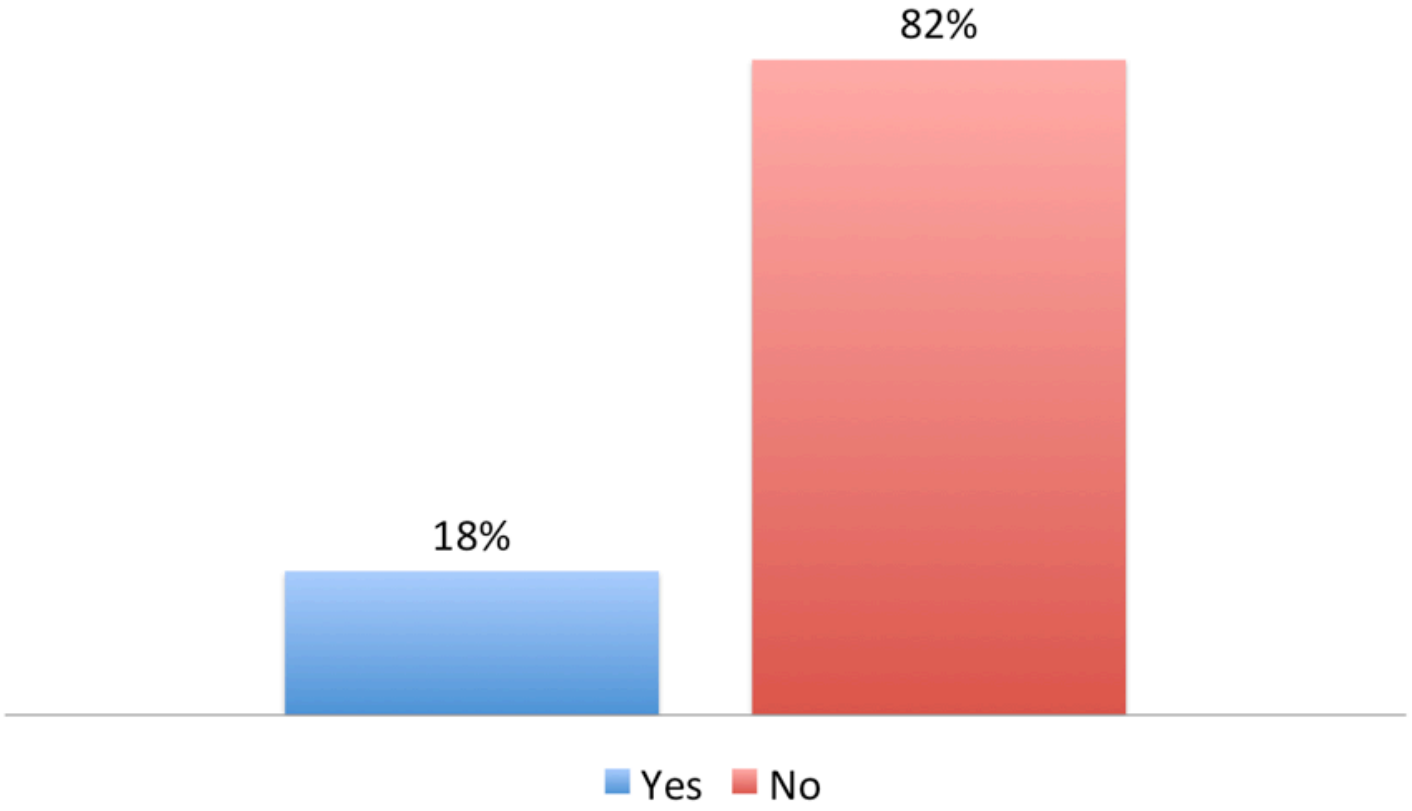
They all fit a specific niche: STVP, CEO, ASES—they all fit different niches. There wouldn't be all these different programs if there wasn't the demand.

- Yin Yin Wu '11

Stanford would have entrepreneurs without ETL, BASES, ASES, or Mayfield...

- Marty Hu '11

Does Stanford focus too much on entrepreneurship at the expense of a classical liberal arts education?



A true liberal arts education teaches you the ability to learn anything.

- Marty Hu '11

“The problem is that engineering produces graduates who go on to make a lot of money and give back to support those departments, while humanities graduates can’t really hope to make a fortune, even if they have a fantastic idea, say, for a book.... Many students just don’t see the value in majoring in the humanities.”

- Jay Borenstein

As a CS major who has no idea about psychology, it's hard to get your product out there. You think if it's good they will come, but that's not the case.

- Travis Kiefer, *CS '11, Founder of Gumball Capital*

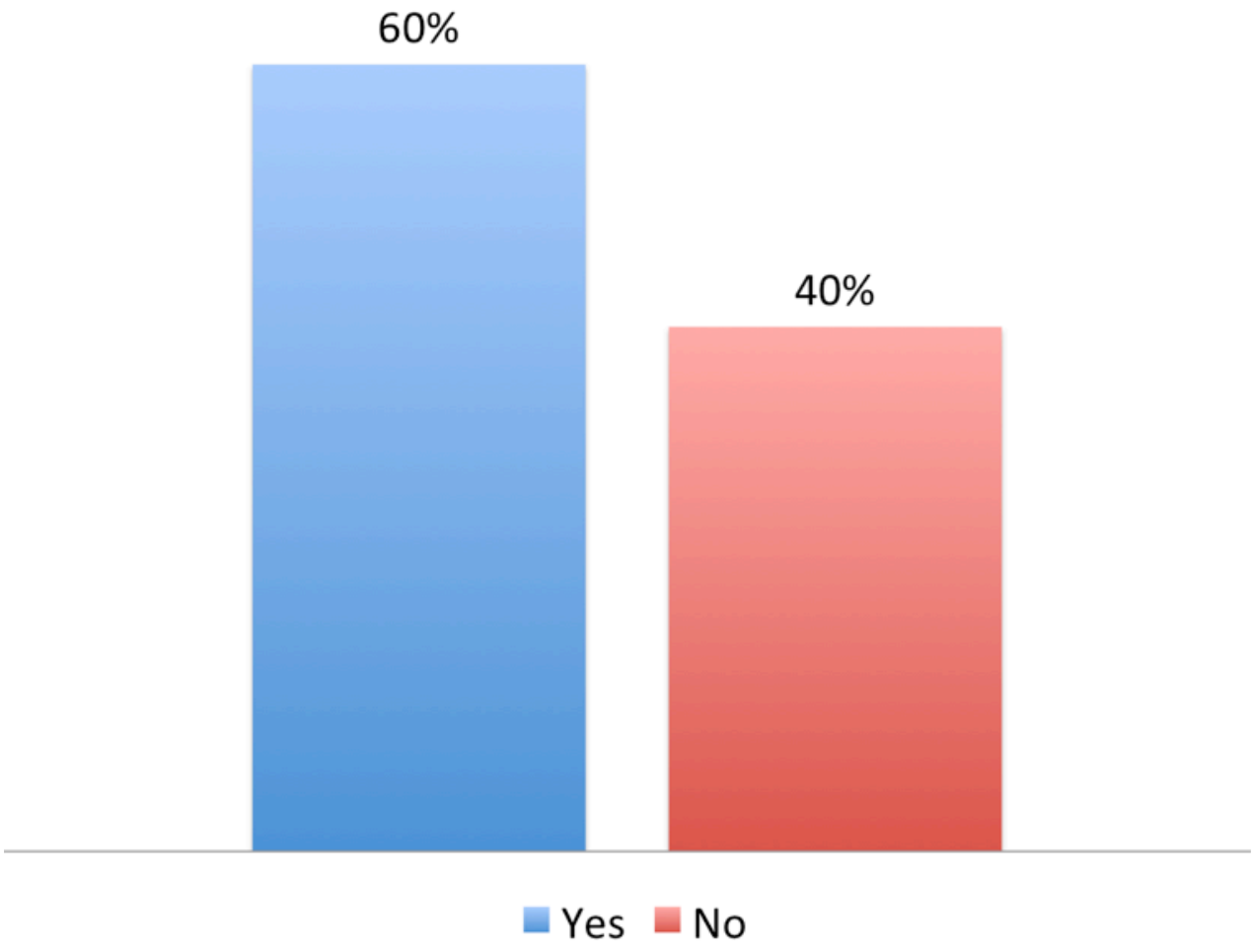
Being able to sell is the most important: You need to sell to your co-founders to join you. You need to sell to investors. Liberal arts majors tend to have a better time doing that.

- Marty Hu '11

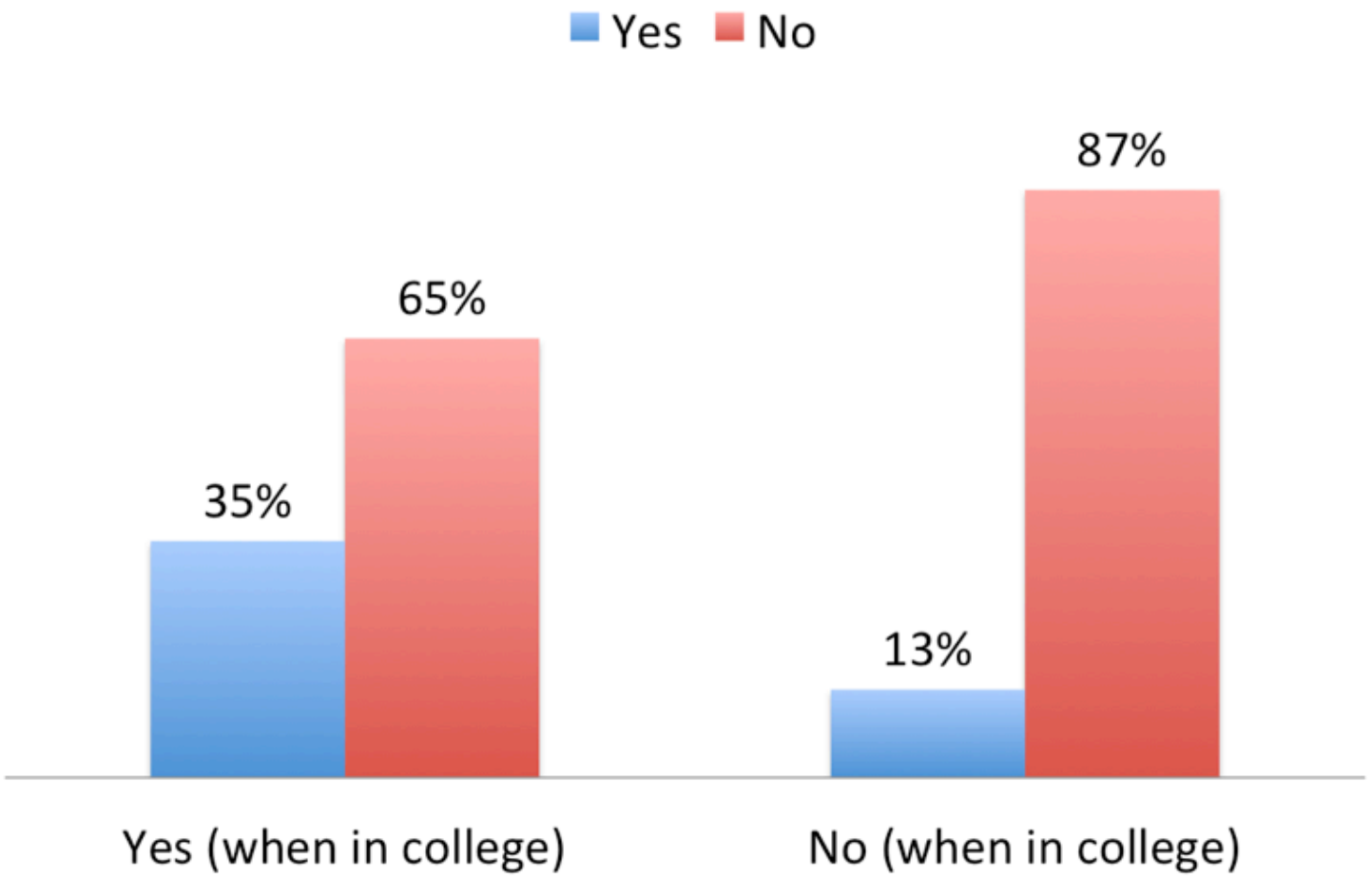
If I redid Stanford, I would probably be an English major.... **There are people who change the world who don't take Math 53**.

- Erin Parker '11

If you had a great idea and were offered $100K to work on it for 2 years, would you take it?



If you had just graduated from high school, would you take it over attending college?



Is it worth it to **disrupt the personal development** of a high-schooler in exchange for the early experience of founding a company? I don't think so.

- Jay Borenstein

A university education gives the large majority the tools to become innovators and entrepreneurs throughout their lives.

- Jim Plummer, *Dean of Stanford's School of Engineering*

Taking the Thiel Fellowship was the **easiest decision of my life**.... But all the people in college are making the right choice, while people who aren't in college aren't necessarily making the right choice. College is an amazing hiding place: It's the only place you can work on an idea and fail and no one knows.

- Tom Currier, *Physics '13, Thiel Fellow, Founder of Black Swan Solar*

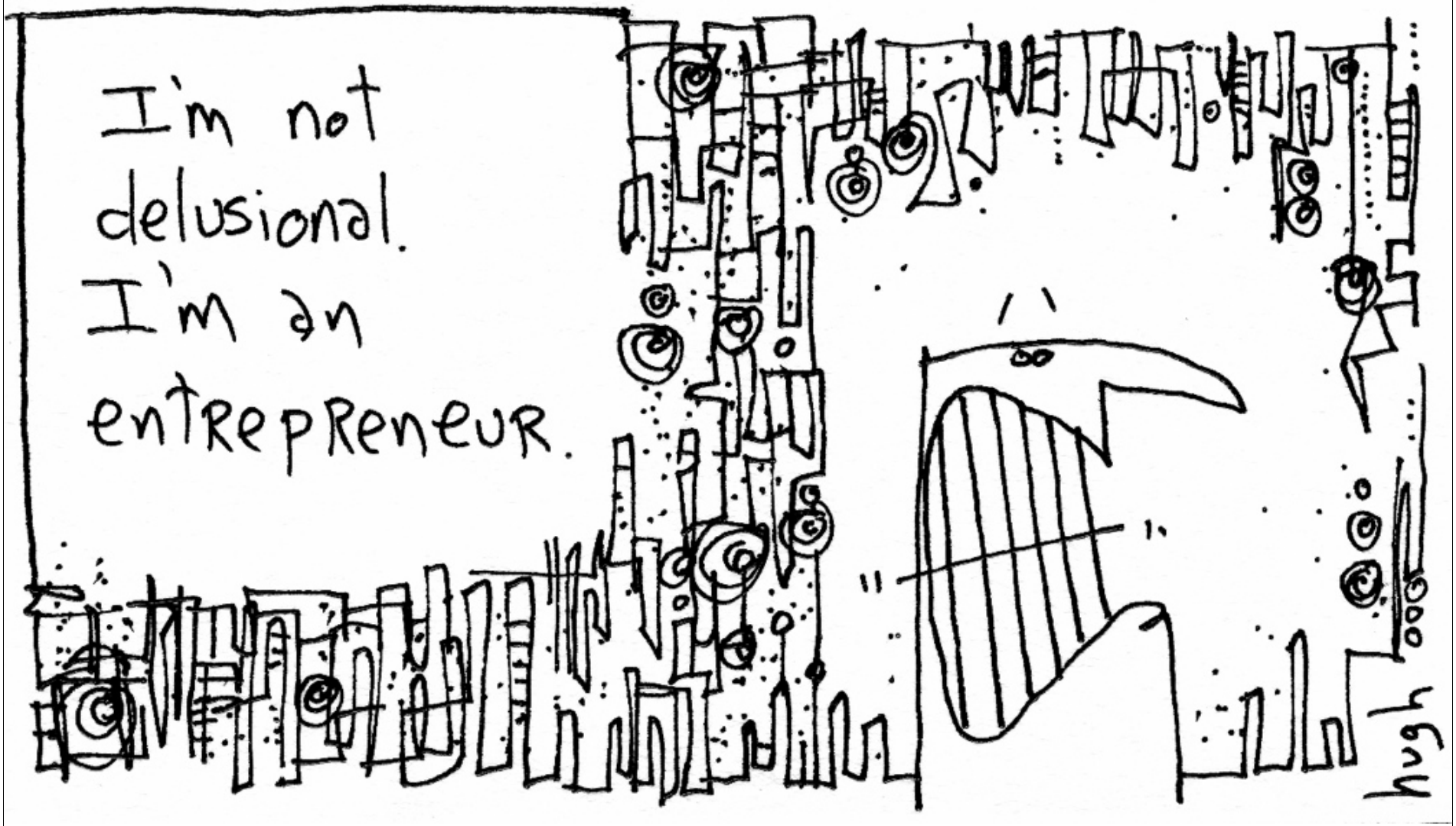
So...

What's the secret ingredient?

Stanford's Secrets

- Flexible leave-of-absence policy
    - "The best part of Stanford is that you can leave Stanford. Once you're in the family, you're part of the family forever." **- Tom Currier '13**
- Project-based learning
    - "You need lots of project classes that allow you to mix the course content with your own ideas while letting you maintain IP rights." **- Joachim de Lombaert '09**
- Specific entrepreneurship resources (à la SSE Labs, OTL)
    - "For a university that's not Stanford in a location that's not Silicon Valley, making it easy for entrepreneurs to prosper is crucial." **- Jay Borenstein**
- Forgiving attitude towards failure
    - The view of failure—that failure isn't final, or fatal—is an important aspect of the culture for an entrepreneurial ecosystem to develop." **- Travis Kiefer '11**
- The best students in the world

Questions?


I'm not
delusional.
I'm an
entrepreneur.
hugh