

URL: <https://stvp.stanford.edu/clips/all-in-the-family>

Minnie Ingersoll, co-founder and COO at Shift Technologies, Inc., tells entrepreneurs they should choose co-founders based on whether they are comfortable being enmeshed in each other's lives, professionally and personally. She cites her startup's family-friendly culture as a strength that arose from shared values between herself, Shift's CEO and others on the team with children.



## Transcript

And then, again, choosing Shift is a lot-- is a lot, even more than I knew, is about choosing your co-founders too, when you're starting a company.. And so it's a little like when you choose someone going to get married-- everyone talks about this, it's like who are you going to get married to.. But you end of knowing their parents, you know their spouses.. Like George, our CEO, who's here in the audience, I know what time he goes to bed.. I know what time he wakes up in the middle of the night, because he often wakes up in the middle of night and starts sending me emails.. I know what time in the morning he wakes up.. I pretty much know what he eats for breakfast, whether he works out, whether he's got date night that night.. Like it is really a level of engagement.. So choosing your co-founders is also like choosing people who you want to be enmeshed in their lives, right? And it's a-- do they have a stable home life? Do they agree with you on that hours that everyone should be working? So for us, a lot of our employees have little kids, so we're this extremely family-friendly environment, because a lot of us have little kids.. And so people leave at 6:00, 6:15, and people often come back online around 8:00 or 8:30..

But it's-- people say, how do you make a family-friendly environment? And I don't think it's easy to make it family-friendly, if you don't actually know what it means.. If a lot of people have little kids, it's going to be a family-friendly environment, right? So choose your co-founders...