

URL: <https://stvp.stanford.edu/clips/business-needs-a-purpose>

Business sense is just as important as a great product. Dan Widmaier, co-founder and CEO at Bolt Threads explains why strategic business management is key for success. He stresses the importance of remaining rooted in your mission to stay the course.



Transcript

- You know, we're all good with technology.. At some point you have to find a way to make money doing it.. The Dan, just go raise more money answer only works for so long.. Even though I heard people say that at Bolt, Dan will just raise more money.. And so the question here is like I would argue that Netflix did this brilliantly of finding a way to take a technology and marry it with a business model, in a way to devastating effect to the rest of the marketplace.. And so when we look at this at Bolt, we have a business model that in the traditional sense what many people told us to do was Bolt makes stuff and then we give it to somebody who's like a middleman who makes things like fabrics and materials, and then they'll sell it to brands, and you'll monetize by feeding the pipeline and these people will eventually pull.. That turns out to be terrible and there's a million reasons that doesn't work and there's no incentive.. Great technologies die all the time here.. So what we did at Bolt was kind of hybridize the business model, where not only do we make things, we take it all the way to the consumer.. Like that hat I showed you, we made a series of neckties, we actually, like this bag actually we had on Kickstart a little while ago, a few examples here of stuff we've done..

And like I said earlier, I love being a scientist.. These are all experiments.. We designed these to learn a lot in everything we do from how you design packaging, how do you ship something, to what archetype of customer is interested in following us.. How does it map across social media space and e-commerce? And it's all about getting out there and doing lots of tests really, really quickly.. I often tell people within the company that humans are worse than random at predicting the future, but we are far better at seeing it and recognizing it.. And so let's just make a lot of things and let's recognize where it's working...