

URL: <https://stvp.stanford.edu/blog/videos/choosing-your-business-partner>

Number 1 in Frank Levinson's Top 10 Things You Must Have to Start a Business. Levinson claims that the people you work with and your team are key in making your business successful. He explains the factors that should go into choosing your partner



## Transcript

...and last, the most important thing, even more important than customers is get a great partner.. There are a couple of wonderful books out there if you look on Amazon about partners and things like that.. It really helps.. You guys probably tried to get Jerry to get this talk instead of me.. If you had, it would have been even better.. He is my partner throughout all these years.. He is also an engineer as is our CFO, but he is more of our public side.. He is New York talking to the financial community today.. We complement each other.. Yes, I did our first bookkeeping system, he did the second one..

He does mechanical engineering, I can do some other types.. So, choose your partner carefully.. The partner shouldn't be the same as you.. It should be complementary.. Make sure they're fanatically ethical.. Be loyal to that partner.. You're going to have lots of people come and then venture capitalist and your company's going to grow, be loyal to the partner.. He is the guy that you went through this whole thing with.. Even when times seem rough, he is the one that's likely to be there to protect and depend side-by-side.. It really helps in my case..

It really helps if he's smarter than you are, or she is.. This is a generic key.. OK.. That's the talk...