

URL: <https://stvp.stanford.edu/blog/videos/collaborate-with-dominant-vendors>

Estrin talks about how dominant vendors are vendors that are so strong in their market that it is hard for a start up to work around them. It is great to partner with them and very hard to go up against them, she adds.



## Transcript

"Dominant" vendors.. And I put dominant in quotes here.. What do I mean by this? I mean vendors that are so strong in their market.. That it's hard as a start-up to see how you get around it.. I'm talking about vendors that are so strong in their market that if they see what you're doing and choose to circumvent it, it's just easy to squash innovation if the dominant vendor doesn't like it.. What this means is it's great if you can partner with one of these guys.. It's really hard if you're going up against one of these guys...