

URL: <https://stvp.stanford.edu/blog/videos/dont-sell-yourself-or-your-product-short>

While some companies or products are built to be acquired quickly, this is not always their best-serving strategy, says co-founder of Cuil Anna Patterson. Short-term thinking, speed, and thrift can sacrifice the quality of the finished product, she reports. Instead, emerging entrepreneurs should simply focus on their goals and product development and allow fate to take its course.



Transcript

And as far as getting acquired, I mean, you know, we're trying to focus on the product.. I think that if you - you know a lot of companies are built to be acquire and I think what happens there is you leave yourself in a really vulnerable spot because you're growing and you say hey, I won't hire that expensive VP of Whatever because hey, man any day now we're going to get acquired.. And then your product winds up suffering.. So I think you need to really want to do the company.. Because you don't know how long you're going to be at it and luckily I'd been searched a long time.. I know want to stay in search.. So you know it's fine with me whatever happens with the company, but you have to focus on building the product to making the product better and you have to focus on building a sustainable company...