URL: https://stvp.stanford.edu/clips/fail-fast-and-frequently

What's the secret sauce of Silicon Valley? Failure, reports Tina Seelig, Executive Director of the Stanford Technology Ventures Program. To develop more successes, she urges, entrepreneurs have got to take a risk, and this is the notion behind every deal in the entire ecosystem. Venture capitalists fund risk and, by association, failure, in order to find the "hits" in the haystack. Failure is a perfectly acceptable part of the entrepreneurial process, provided that the smart entrepreneur learns from their errors along the way.

Transcript

They need to know how to fail, fast and frequently.. OK, the fact is as many of my colleagues say, "If you're not failing sometimes, you're not taking enough risks." Failure is the secret sauce of Silicon Valley.. If you look at the number of ventures that get funded and the numbers that are successful, then you have to conclude that venture capitalists actually invest in failures.. And it's clear that the ratio between our successes and our failures are actually pretty stable.. So if you want more successes, you're going to have to put up with up with more failures.. In my class I usually have my students make failure resumes.. This is a resumes of their biggest screw-ups, personal, professional, and academic.. And the idea is it is OK to fail as long as you learn something from it.. Listen, I put myself out there all the time so I have many opportunities to learn how to fail gracefully, and I have to tell you get better at it.. This is really an important part of being an entrepreneur is put yourself out there..

I was thinking about as we talk about Twitter, following us on Twitter.. Well, think about Evan Williams started Blogger which was a success.. Then he started Odeo, which failed.. Then he went on to start Twitter, which is a huge success.. If he had stopped after the failures saying, "Forget it, I'm done," we would never have had the next success.. So you need to be able to put yourself in a position where you're willing to try and try again...