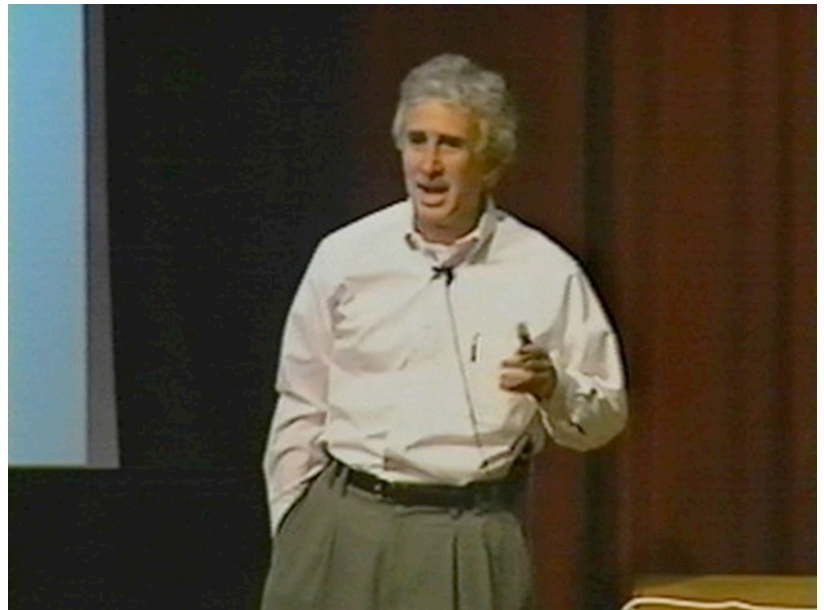


URL: <https://stvp.stanford.edu/blog/videos/follow-standards>

Number 4 in Frank Levinson's Top 10 Things You Must Have to Start a Business. Niche markets aren't always the way to go, says Levinson. He advises that your company should stay flexible and be willing to work with, and for, the masses.



Transcript

Number four, you got to like surfing real waves.. Don't try to make everything on your own.. Too many ventures or startup entrepreneurs that know what the world needs.. Real waves are defined in standards bodies, by broad groups of customers.. If your company or your small group finds working with these people, tedious.. That's a really serious wall.. What makes the world go is standards.. Little niche markets are one thing but selling millions of units takes people agreeing on things and you've got to be willing to take that very non-engineering step of working with those groups and helping them accept your ideas as part of where they need to go forward...