

URL: <https://stvp.stanford.edu/clips/fusing-creativity-and-business-to-found-a-company>

Maureen Fan, co-founder and CEO at Baobab Studios, shares how her desire to combine her creative drive with her technical expertise drove her to start her own virtual reality animation company.



## Transcript

- So I had this art side of my brain, right? What I really love, my passion, my idealism, and then I had this super business school, practical, Asian parent side of my brain.. And what I was trying to do this entire time is figure out can I merge the two together? Can I be both or do I have to end up choosing to be one or another? But every single step I took I tried to create my own path in the role that I wanted instead of letting them put me where they wanted to.. Which is why I started my own company, 'cause then you can make it whatever you want...