

URL: <https://stvp.stanford.edu/clips/identifying-a-startup-worthy-idea>

Compelling founders, observes Sequoia Capital partner Alfred Lin, are often distinguished by their unique obsession with a narrow industry problem.



## Transcript

- Founders or students are starting to think about, 00:00:05,440 dreaming about the debt they're gonna put in the universe, that aspirational vision.. How do you know if you've chosen an opportunity or a vision that is worth dedicating your life to, or your precious limited time, as you said to? - You will know per say, 00:00:24,370 but you will not be able to get it out of your mind.. They're just, if you hear, if you listen to founders who, you know, if I'm in the business of taking meetings and hearing founders pitch their ideas and you just know that someone's been thinking about this problem for a long time because they have gone into an enormous amount of details asking why about every single assumption in the industry and they've broken up the industry apart and they just can't get this problem out of their mind.. To them, you know, maybe they've felt the customer pain before because they themselves had to go through that issue or one of their family members had to go through that issue.. And so they know a lot about that problem, whether it's by experience or by just breaking apart of the industry.. They also know that you don't have to attack every single wrong assumption about that industry.. If an industry is like now built up and it's, there's 100 assumptions, they're probably attacking 5% of that.. So five assumptions don't make sense and I wanna go attack that problem and I've thought about that and I really wanna go do that...