

URL: <https://stvp.stanford.edu/clips/innovating-by-simplifying>

Tim Brown, co-founder and co-CEO of Allbirds, encourages aspiring entrepreneurs to look for opportunities to innovate by simplifying a product or industry. He explains how his company put this idea into practice and tapped into an overlooked market.



Transcript

- I think the assumption with innovation 00:00:05,700 is it's a big new idea.. Oftentimes innovation is doing less (laughs) of something.. When you think about budget airlines, they were actually a reduction in service (laughs).. They took away Business Class.. Innovation can, a lot of times is taking things away and simplifying something that's got bloated.. The best businesses, I sort of like to say, are born in the cracks in the pavement.. Again, I didn't invent wool and I didn't invent shoes.. And fundamentally, the emotional core of our brand is comfort.. Number one reason why people buy shoes is comfort, but it's traditionally associated with ugliness.. So we were able to bring a design sensibility to enormous emotional territory, anchored in purpose around natural materials that facilitated that..

It's very simple and obvious in hindsight, and it was, it represented, as it turns out, a massive market, and it had been overlooked by a lot of people that had been working in synthetics for 50 years, and there's a lot of reasons why, but the best ideas are often the most simple.. Ravi Yeah...