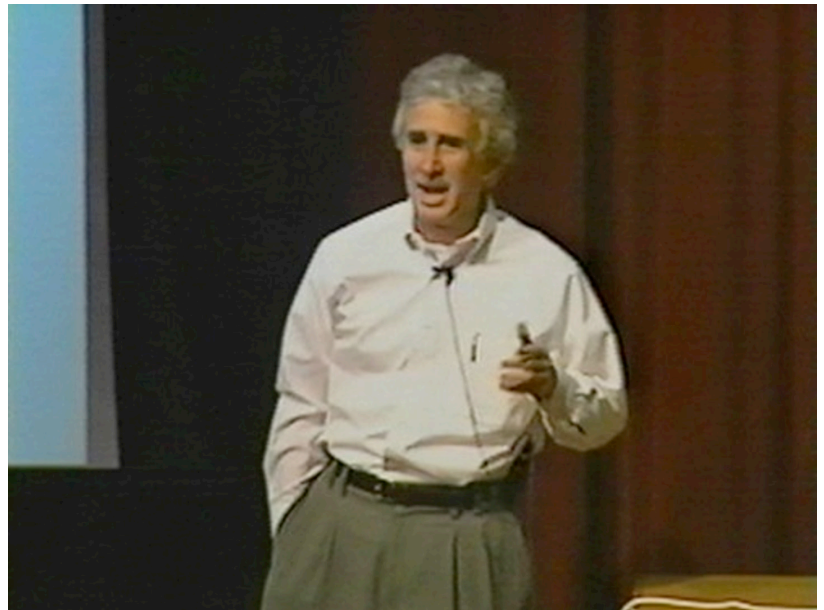


URL: <https://stvp.stanford.edu/blog/videos/invest-in-great-people-and-great-equipment-not-furniture>

Number 10 in Frank Levinson's Top 10 Things You Must Have to Start a Business. The first thing you need is comfortable, cheap furniture. Spend everything you can on great people and great equipment, that's everything, Levinson says.



Transcript

So we're going to talk about, the topic of today's thing is from Dave Letterman, the Top 10 Things you need that you must have to start a business.. And I'm going to try to debunk some of the B-school, and Silicon Valley, and VC Mist a little bit as we go.. So number 10, first thing you need is comfortable, cheap furniture.. Don't carried away.. You don't need new steel case, doesn't help.. It doesn't do anything for you.. You need a couch, you're going to be spending a lot of time there.. You'd probably be doing some sleeping.. Used, everything is just fine because you're going to want customers to pay higher prices and they would otherwise pay.. When they visit you, they'll think they need the money..

Literally, we had people feel that way early on.. Spend everything you can on great people and great equipment.. That's everything.. And your customers know it too.. We even had a couple of mice, this was the picture.. And we have a long period of cat that chased the mice around.. The point is, it doesn't matter how you look, what matters is what you do and so focus on that..