

URL: <https://stvp.stanford.edu/clips/maintain-pursuit-of-the-simple-idea>

Skybox Imaging Co-Founder Julian Mann warns entrepreneurs to stay focused on their passion to pursue a simple idea, and to not get overly caught up in the complexities of the business when you explain what the organization is trying to achieve.



## Transcript

And my sort of parting thought here is on the fact that all it really takes is a simple idea.. And with Skybox, its really easy to sort of get stuck thinking about the fact that we're doing things like building satellites and buying rockets and doing all the stuff around the world.. But ultimately the core idea behind Skybox was really, really simple.. We were building satellites that looked and felt like PCs in a satellite world where everybody else was building mainframes.. And as we started going out and telling people that story, we realized that there is a big opportunity when you dramatically reduce the cost of something and increase its accessibility, this is a pattern that breeds interesting results.. And so we just kept pulling on that thread.. I think Dan already used that term once.. And so all it takes is a simple idea and if you chase that simple idea and you dream big, and any time anybody tells you that your idea is stupid and you shouldn't do it, you completely ignore them, because you know that what you're doing is absolutely essential and going to change the world then you have a real possibility of doing it, keep pursuing it...