

URL: <https://stvp.stanford.edu/clips/massive-markets-permanent-competition>

Autonomous vehicle startup Zoox has many competitors, but given that it's chasing a multi-trillion-dollar market opportunity, that doesn't bother CEO Aicha Evans. In this clip, she advises founders in crowded markets to keep an eye on competitors, but remain grounded in their own mission and fundamental beliefs.



## Transcript

- I believe Zoox has many competitors, 00:00:05,140 Cruise, Waymo, et cetera, how do you balance between working to achieve Zoox's mission while also ensuring Zoox does not fall behind competitors? What advice would you give for a founder working in a market with many competitors? We consider them competitors and fellow travelers.. This is a brand new sort of infection point in transportation, and so we have a collective responsibility.. According to Morgan Stanley, it's a multi-trillion dollar opportunity.. The hands of Adam Smith says that, and we've researched this, there aren't multi-trillion dollar industries that are basically dominated by one player.. So several of us will succeed.. And in terms of your focus, one of the things about Zoox is, since 2014 we said this business model of selling rides versus selling a vehicle is the way to deploy autonomy.. We also have been extremely consistent that if we agree that AI is going to replace the human for this particular model, it's important to re-architect and redesign the vehicle to make it easiest and safest for AI to drive.. So yes, competition is important but be very grounded in your mission and your approach, apply a lot of consistency, and yes, look around to see what they are doing and what makes sense and what doesn't, but that should just be a reference check as opposed to sort of turning your mission into, oh, what do I do in reaction to competition? And in our case, it particularly makes sense to do that because it's a big market and several of us will make it and that's okay.. That's good...