

URL: <https://stvp.stanford.edu/clips/perfection-is-the-enemy>

Startups often stall in production due to the pressure of perfection. Dan Widmaier, co-founder and CEO at Bolt Threads says that completion is key and to focus on product improvements after the fact.



## Transcript

- Again, it was the, we put ourselves in this uncomfortable position of saying we're gonna launch something.. So we did neckties, the first product we ever did.. It was a knit tie and we did it at South by Southwest in, it was 2017, it was March 2017.. And in December I went to the team and said, okay, my South by Southwest panel got approved, two thumbs up, aren't you excited, yay, clap, clap, clap.. Guess what? We're gonna launch our first product there.. Silence.. Like there was literally nothing done at that point.. And so I left it.. What it is I put the challenge out there and I left it to the team and they did effectively something similar to an agile process where there was a three month sprint to figure out what it was, what we could make, what we could scale, what we could produce and put it out there 'cause the point was, you know, nothing infuriates me more about techcompanies than vaporware, where it's like, oh, it's coming, it's gonna be perfect, it's gonna be great and then the perfect becomes the enemy of good enough and ever making progress.. For us it's like, pick stuff, put it out there, learn from it, move on..

Wait, I had a picture here, we made some composite knife handles.. It was kinda cool, we learned a lot about getting bubbles out and wedding the polymer with epoxies and different resins.. Made about 25 of them, probably never, we may or may not do that again but we learned a lot doing it about how you'd make a different type of product with the material and find out where the killer application is and you do that by repetition...