

URL: <https://stvp.stanford.edu/clips/preparing-for-the-wave>

Adrian Rodriguez, co-founder and CEO of Dreamlinks, observes that there will always be times when you want something to happen for your product or company, but the “wave” of larger forces catches up to you. He encourages students to expect and prepare for inevitable change and challenges as they pursue their entrepreneurial dreams.



Transcript

- There will be times 00:00:04,350 when you want your company to scale fast, but there's just no market, when you wanna make a breakthrough product, but the technology just isn't there yet.. And you can hustle.. You can ship something that isn't good.. You can try and make a market, but the reality is that you're going against the wave, and you can only do that for so long until it catches up to you.. And so with that, we have our four lessons.. And if I could sum them all up into how I want you to pursue your entrepreneurial dreams, it would be this next image.. (audience laughing) I believe you should be a technical turtle with a fast broom hand and a metal heart because the only thing that's certain is that there's a wave coming, and it's gonna be a mess when it hits..