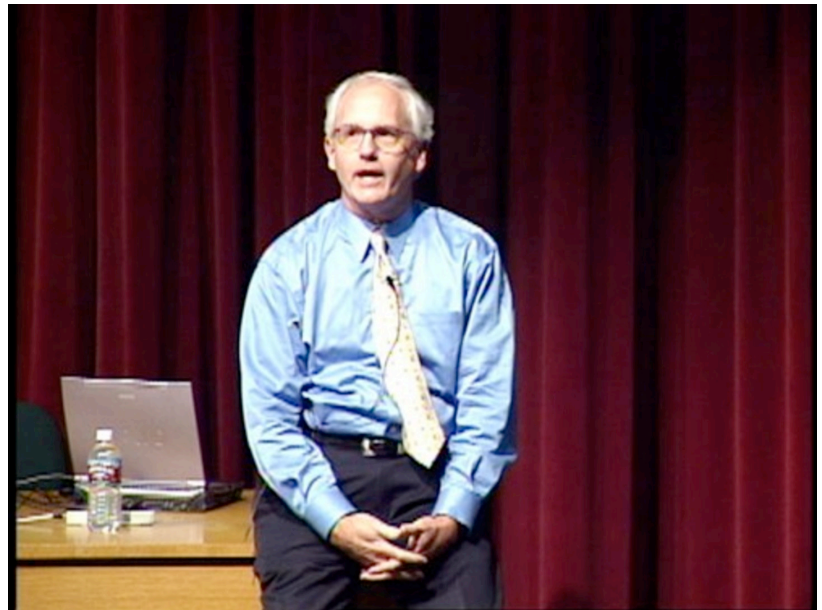


URL: <https://stvp.stanford.edu/blog/videos/startups-how-to-avoid-being-squashed-by-big-companies>

Yock states that the best pathway has been the start-up. The best platform-shifting comes from these companies. Get some angels and venture companies to back you and then you're good to go, he says.



Transcript

If you're going to be a contrary and then invent something, how do you avoid getting squashed by the big companies that basically in? Well, the best pathway has been to start up pathway, right? It is very much the case in MedTech that the really platform shifting technologies come from the small companies.. So you've got a nice.... get patents, having important enough project that you can convince some angels or some venture people to back you, and then you've got a nice route then that works extremely well.. And depending on your idea, you may stay in stealth mode for a fair amount of time just so that you're not on the radar spin of the big companies.. But in general, they have a really tough time mobilizing.. So it's a pretty easy thing to get far enough along but then you're trying different acquisition...