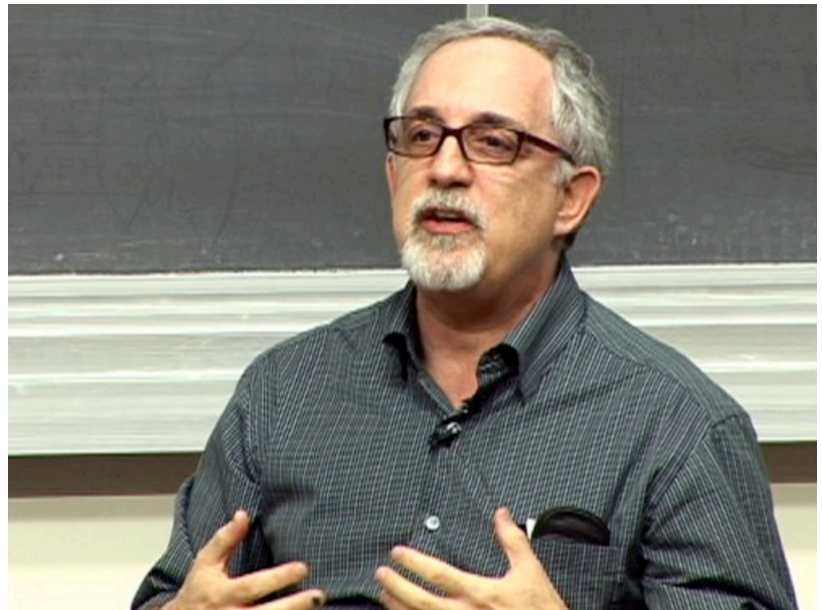


URL: <https://stvp.stanford.edu/blog/videos/the-great-talent-vacuum-cleaner>

Former Lotus 1-2-3 founder Mitch Kapor has launched a number of new ventures, and he knows firsthand the difficulty of competing with the Valley's best-known brands for top engineering and executive talent. He shares his solutions to luring the best in human resources to his door, including distributed development and opening doors elsewhere in the Golden Gate.



## Transcript

Talent is harder because of the great talent vacuum cleaner that's Google and talent vacuum cleaner that's Facebook.. And what I've seen successful companies do now, they do a couple of things.. One, even if they're based in the valley, they say "We're going to do distributed development and we're going to have small groups outside the Bay area.. We're going to find people in Portland and in Austin and in Seattle and in New York and Boston.. And we're going to set ourselves up to work in that fashion." Because you can find people in those areas more easily.. They're less expensive.. It is somewhat more of a burden if you're doing distributed development.. As long as it is not too many times zones away, so many people are now doing that successfully that I don't see that as a barrier.. And so that's one way.. Another way actually in all honesty is to locate up in the city..

Because if you're down in the valley, it's like ground zero.. Up in the city there are a lot of developers and other people who don't want to make the commute down here.. Where they live on the East Bay and they want to take part.. I mean I swear if I stand on the roof of my building which is on Howard St.. between 1st and 2nd and I shout really loud.. There have to be 200 of us start-ups within the sound of my voice...