

URL: <https://stvp.stanford.edu/clips/the-upside-of-obsession>

Michael Moritz, chairman of Sequoia Capital, describes seeing the telltale traits of successful entrepreneurs in Lisa Sugar and her husband, Brian, who co-founded the women's interest site Popsugar. Those qualities include a clear sense of product, a strong connection with the audience, and an obsession that drives entrepreneurs to devote everything they have to building their business. Emily Ma, a lecturer in management at Stanford, interviews.



Transcript

English subtitles are not available for this media..