

URL: <https://stvp.stanford.edu/clips/why-are-you-doing-it>

Investor Brad Feld challenges entrepreneurs to question why they are pursuing this path. According to Feld, "The essence of what you're trying to do... is to create amazing things that impact all of us." The tactics around entrepreneurial success probably don't matter very much, says Feld, if you are not working on something you are passionate about.



## Transcript

That's again coming tied to all the way back to this notion of learning and trying things just to learn how they work and to learn how you feel about how they work.. Now, scale it up one more level.. You say 'that's nice, the last 15 or so minutes have been this personal rant rather than this rant about how venture capital works.' Who gives a shit about how venture capital works? Because really the essence of what you're trying to do if you're an entrepreneur or if you're investing in entrepreneurs is create amazing new things that impact all of us.. And if that's the path you're on, and you're not curious about how life works and you're not curious about how your life works, and you're not thinking about the dynamics of all of those things and how they fit together - why're you doing it? And take a step further if you listen to - get my father reminding us all as he morbidly looks over my shoulder and tells me that someday they'll stick me in a box, 'why're you doing it anyway?'. Unless you're really passionate about it, unless it's something you care about, unless it's something that you want to do.. And all - by the way, all of the tactics around it, which you can get from all different kinds of places - probably don't matter that much if you're not working on something that you're completely focused on, completely obsessed about, love to do and are trying to do with perfection...