

# FRESH LEMONADE



## PASSIONS AND OTHER LESSONS

NOTES ON  
ENTREPRENEURIAL THOUGHT LEADERS  
Volume 1 (2005-2006)



# Passions and Other Lessons

Notes on Entrepreneurial Thought Leaders  
Volume 1 (2005-2006)

PersonalOpz

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*Thanks to Stanford University for this inspiring resource. And my  
family for further inspiration and support.*

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# Preface

One of the most inspirational resources I've found on the Internet has been Stanford's "Entrepreneurial Thought Leaders" which is a series of lectures delivered by leaders and up-and-comers in, but not limited to, the technology, biomedical, education, and nonprofit industries.

My fourteen year-old self wanted to go to Stanford and these lectures have made me wish my eighteen year-old self had applied. Luckily for those of us that didn't attend, Stanford has made them all available for free [online](http://ecorner.stanford.edu/podcasts.html)<sup>1</sup>.

I'm taking notes on each lecture and releasing them in hopes that more people become aware of the program and spend some time listening to some of the lectures.

Included in this book are my notes on the lectures from the 2005-2006 school year. Notable lectures for me included:

- A twenty-one year-old Mark Zuckerberg discussing Facebook's growth while it was still limited to select college campuses.
- Joe Liemandt telling some hilarious stories about dropping out, funding his startup with credit cards, doing product demonstrations, and product pricing.
- The host of the ETL program, Tina Seelig, providing many pieces of actionable advice including "never miss an opportunity to be fabulous."
- Joel Peterson, in what might be the best lecture I've ever heard, discussing, and in the process changing the way I think about, negotiation.

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<sup>1</sup><http://ecorner.stanford.edu/podcasts.html>

Obviously everybody will have their own favorite lectures and will have different takeaways than the ones in my notes. I just hope that the notes convince you to listen to (or watch) the lectures for the full context to take away your own lessons.

Keep on learning throughout life.

Will



# Entrepreneurship Viewed as a Tool and When to Use it in Industry & Science

Date: 2005-05-18

Speaker: Jeff Hawkins (Palm Computing)

Link: [Entrepreneurial Thought Leaders](#)<sup>2</sup>

Entrepreneurship is a tool that should be used sparingly.

A successful entrepreneur is one who designs themselves out of that job.

Entrepreneurship should be a tool of last resort. Used only if there is no other way to accomplish what you want to accomplish.

Everybody should try to find a passion or goal in life.

**The more challenging the goal the more obstacles you're going to cross.**

Most companies are started with some sort of passion or belief.

All business is hard (most of the time). You need to have that passion to carry you through.

Don't try to build an enterprise product in a consumer company and vice versa.

Retailers shouldn't be building the products that go in their channel.

The neocortex is a memory system that is hierarchical. It builds a model of the world and with that model it makes predictions of the future.

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<sup>2</sup><http://ecorner.stanford.edu/authorMaterialInfo.html?mid=1572>

Every business hits the wall sometime.

**You have to be an optimist.**

All companies go out of business because they run out of money.  
Very few companies didn't succeed because they went too slowly.  
The vast majority of companies didn't succeed because they went too fast.

The growth rate that is best for your business is likely different than the growth rate that is best for a venture capitalist.

# Thanks for Reading

Thank you for reading *Passions and Other Lessons*. If you enjoyed it you can visit the [PersonalOpz blog](http://www.personalopz.com/blog/)<sup>3</sup> to read other tips I've accumulated on business and life. There you can also sign up for the mailing list where you'll be sent future books for free.

Please don't hesitate to email me ([will@personalopz.com](mailto:will@personalopz.com)) with any questions or comments.

Thanks again,

Will

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<sup>3</sup><http://www.personalopz.com/blog/>