Learn From Leaders: Developing an Idea

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Over the past several years EIX editors have interviewed famous and noteworthy founders and CEOs of groundbreaking companies, and published the videos of those discussions on our site. We re-edited those videos recently to distill the best advice from those interviews and create a new series, entitled "Learn from Leaders." These videos, each of them focused on an important step in launching a company, provide wisdom and perspective for early stage entrepreneurs and innovators.

Our interview subjects include Dick Schulze, founder and former CEO of Best Buy; Linda Hall, former CEO of MinuteClinic; Eddie Hartman, founder of LegalZoom; Scott Nash, founder of Mom's Organic Market; Seth Goldman, founder of Honest Tea; Jeff Freeland-Nelson, founder of Yoxo Toys; and Ann Winblad, founding partner of Hummer Winblad Venture Partners.

This first video focuses on how ideas develop -- and you will see that the process is not always neat or linear.

Link to video

Video produced by John Buday

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