

FAILURE AS A TOOL

VINOD KHOSLA
KHOSLA VENTURES

WHAT WOULD YOU DO IF YOU KNEW YOU COULD NOT FAIL?

BE LIKE JORDAN

MOST PEOPLE ARE LIMITED BY WHAT THEY WON'T TRY

FOCUS ON BETTER FINDINGS AHEAD
REDUCE THE MAGNITUDE OF THE FAILURE LATER

EDISON "CREATED" 10K LIGHTBULBS

"NO FAILURE MEANS NO RISK WHICH MEANS NOTHING NEW"

- RISK REDUCTION
- OPTION VALUE
- INSURANCE

"JUST TRY EPIC SH*T"
PLAN TO BUILD A PLAN
CREATE A CULTURE OF EXPERIMENTATION
TEST YOUR ASSUMPTIONS

BE INTELLIGENT ABOUT WHAT YOU ARE GOING TO FAIL ON... AND EXAMINE YOUR FAILURES

SMALL EXPERIMENTS ARE KEY

HAVE A STRONG VISION BUT FLEXIBLE IN YOUR TACTICS

DON'T FAIL TO TRY BUT TRY TO FAIL

FAILED STRATEGIES AND FAILED TACTICS ARE DIFFERENT THINGS

THE VALLEY SUPPORTS INNOVATION, BUT WE CAN LEARN FROM FAILURE

HAVE COURAGE IN YOUR CONVICTIONS

IT'S NOT EASY TO DO NEW THINGS!

- STOP PLANNING!
- BE IN FULL BODY CONTACT WITH YOUR PROBLEM
- GET OUT THERE AND

engage

DON'T GIVE UP TOO EASILY...
DON'T STOP THE LEARNING LOOP
(OR YOU MIGHT END UP SPENDING A LOT OF MONEY LATER ON)

IF EVERYONE STUCK TO BEING WELL BEHAVED THERE WOULD BE NO PROGRESS

"NO ONE NEEDS A COMPUTER"

OLD, BAD ADVICE

BE OPTIMISTIC AND PARANOID IN YOUR PROCESS

WALK DOWN THAT YELLOW LINE OF RISK
BRAKE ON THE RISK CURVES

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