

# HOW CRAZY, STUPID AND FOOLISH BECAME THE NEW SMART

"First he told me it was a STUPID idea . . . and then he agreed to come on board."

— Pierre Omidyar

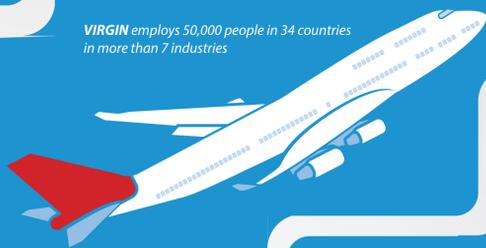
EBAY's 112 million worldwide users trade \$2,457 worth of goods on the site every second



"The ones who are CRAZY enough to think they can change the world are the ones that do."

— Richard Branson

VIRGIN employs 50,000 people in 34 countries in more than 7 industries



"Stay hungry. Stay FOOLISH."

— Steve Jobs

In just 10 years, APPLE grew from just two guys in a garage into one of the world's most valued brands: a \$2 billion company with over 4000 employees.



"Are you CRAZY? Stick my face on the label of salad dressing?"

— Paul Newman

NEWMAN'S OWN has resulted in \$350 million in contributions to nonprofit organizations worldwide



"If you're not doing something CRAZY, you're doing the wrong things."

— Larry Page

GOOGLE has grown to serve hundreds of thousands of users and customers around the world.



"[I] approached several lawyers who thought my idea was so CRAZY that they later admitted thinking I had been sent by Candid Camera." [The hosiery manufacturers] all thought the idea was STUPID or didn't make sense."

— Sara Blakely

SPANX have been amazingly successful in the hosiery market, growing from \$5000 to over \$1 billion in just over a decade.



"We allow NO GENIUSES around our studio."

— Walt Disney

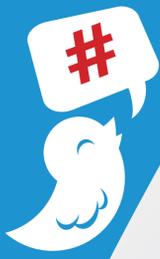
DISNEY is a leading diversified international family entertainment and media enterprise.



"A lot of people thought it sounded STUPID. . . . Even some of our engineers weren't interested."

— Biz Stone

In a few short years, TWITTER has grown to accommodate over 1 billion tweets every 72 hours.



"Many men are afraid of being considered FOOLS. But it is not a bad thing to be a fool."

— Henry Ford

FORD MOTORS saw the innovation of large scale manufacturing of automobiles and has remained a major auto maker for over 100 years.



"And by definition, a breakthrough idea looks like a STUPID idea. If everybody recognized the idea as a breakthrough idea, it wouldn't be a breakthrough at all."

— Ben Horowitz

ANDREESSEN HOROWITZ is a Silicon Valley venture firm that backed Facebook, Instagram, Skype, Twitter, Foursquare, Pinterest, Groupon and many more.

## WHAT'S YOUR STUPID IDEA?

## THE POWER OF STARTING SOMETHING STUPID

[www.StartSomethingStupid.com](http://www.StartSomethingStupid.com)

### SOURCES

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#### VIRGIN

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