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00:00:00,010 --> 00:00:03,226
>> Hello, and welcome back to E145, technology
大家好,欢迎来到E145科技创业。
00:00:03,236 --> 00:00:06,964
entrepreneurship. Our guest speaker today is Fergus Hurley.
我们今天邀请的演讲者是Fergus Hurley。
00:00:06,984 --> 00:00:11,054
He's an Irish mobile entrepreneur located in San Francisco.
他是一位爱尔兰裔的移动电话创业者,目前在三藩市,
00:00:11,074 --> 00:00:16,265
And he is the founding CEO of Focal Labs, which produced
他创办了Focal Lab并担任CEO,他们的产品有Clickster和Picbounce
5
00:00:16,285 --> 00:00:20,155
Clickster and Picbounce. And he's here to talk to us today 他今天会来和我们讲一讲他作为一个创业者学到的东西。
6
00:00:20,175 --> 00:00:22,907
about some of the lessons that he has learned as an
00:00:22,907 --> 00:00:27,782
entrepreneur. And he recently, celebrated an acquisition.
他的公司已经被成功收购了。
00:00:27,801 --> 00:00:30,814
So, I'm very happy that you could join us today.
非常欢迎你加入我们。
00:00:30,833 --> 00:00:31,033
10
00:00:31,033 --> 00:00:32,033
[inaudible].
00:00:32,033 --> 00:00:33,283
>> And talk to us a bit about your experience.
谈谈你的创业经历。
12
00:00:33,283 --> 00:00:34,533
>> Delighted to be here, honored.
非常高兴能到这儿来。
00:00:33,783 --> 00:00:34,783
>> Great.
真棒!
00:00:34,783 --> 00:00:35,783
00:00:35,783 --> 00:00:37,801
[inaudible] Great. So now that you've gone through kind of
好。所以你已经经历了基本创业的整个过程,
00:00:37.821 --> 00:00:41.362
the whole cycle of process of starting a company and then
包括创办一个公司并且被成功收购。
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00:00:41,382 --> 00:00:44,539
having it be acquired. What would you say the most important
你觉得在这个过程中你学到的最重要的一课是什么?
00:00:44,559 --> 00:00:46,580
lesson that you've learned in this process?
19
00:00:46,600 --> 00:00:49,889
>> I tell you two big things that weren't taught to me at 我告诉你两件他们在MIT和斯坦福没有教会我的事情。
00:00:49,909 --> 00:00:55,434
MIT or the Stanford program that I did
00:00:55,454 --> 00:00:58,912 [inaudible] and. There weren't stress enough were Number
这两件事没有哪个更重要 (两件事同样重要)
00:00:58,932 --> 00:01:03,352
one. You need to be amazing a product and you need to have,
你的产品必须惊艳才值得你去推出,
00:01:03,372 --> 00:01:05,945
the best product out there, otherwise you're wasting your
否则你就是在浪费时间。
00:01:05,965 --> 00:01:10,959
time. And, and. You know it. Product in movable web space
移动互联网领域的产品包括三个不同的组成部分,
00:01:10,978 --> 00:01:14,081
consists of sort of three different parts of ta-, a the
00:01:14,101 --> 00:01:18,844
team, one is design. Then the next part is development. The
一个是设计,下一个部分是新产品开发,
00:01:18,864 --> 00:01:21,864
next part is distribution. And those three parts, without
下一个部分就是经销。这三个部分,其中哪一个环节如果你做不到惊艳,
28
00:01:21,884 --> 00:01:24,778
being amazing at those three parts you're not going to be
你都不可能实现这个机会。
00:01:24,778 --> 00:01:26,355
able to execute on the opportunity.
00:01:26.375 --> 00:01:30.162
>> And just capture the value of doctory.
00:01:30,182 --> 00:01:33,424
>> Hm. So, so, how, how would you say you'd become kind of
你怎么判断什么才是业内的极品?
00:01:33,424 --> 00:01:37,284
top notch in industry aspects. I mean a lot of people around
很多人都说"对,设计很重要", 也都想要雇顶级的设计师。
33
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say design is important and wanna hire good designers.
00:01:39,465 --> 00:01:40,465
>> Yeah.
是的。
00:01:40,465 --> 00:01:43,378
>> But how do you, how do you go about that process?
你怎么判断这个过程?
00:01:43,397 --> 00:01:46,397
>> Yeah, I think, I think that one of things you think is 我觉得首先你得开始一家公司然后开始学习这些事情。
00:01:46,397 --> 00:01:48,397
you have to start a company to start learning these things.
00:01:48,397 --> 00:01:49,397
>> Mm.
嗯。
39
00:01:49,397 --> 00:01:52,397
>> But I think that there's the two main ways that I have
我看到过的一些人,一边启动公司,
00:01:52,397 --> 00:01:54,897
seen people get really good at these things while starting
一边把这些事情做的很好,
00:01:54,897 --> 00:01:57,397
company and then that helps them start their own company
这样就有助于他们很有效地经营他们的公司。
00:01:57,397 --> 00:02:00,581
more effectively is one. I. Getting an internship. So
方法之一就是做实习。
00:02:00,601 --> 00:02:03,427
working at a web company as a developer if you've
在一家网络公司做开发者,如果你有开发的经验。
00:02:03,447 --> 00:02:07,265
development skills, as a marketer, if you a marketer and as
做一名市场营销人员, (如果你有这方面的经验)
00:02:07,285 --> 00:02:09,920
a designer if you are a designer, then.
做一个设计师, (如果你有这方面的经验)
00:02:09,941 --> 00:02:12,191
>> You'll be working alongside these people who are amazing
这样你就有了和这些人共事和学习的机会,
47
00:02:12,191 --> 00:02:14,441
in development and, and distribution if you're the designer.
他们在开发,经销,设计方面都非常棒。
48
00:02:14,441 --> 00:02:17,441
And you'll be able to learn from them. And if you're the
你就有机会和他们学习。
00:02:17,441 --> 00:02:19,941
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00:01:37,304 --> 00:01:39,465

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developer, you'll learn from the ad designer and then as,
如果你是开发者,你就会跟广告设计师学到很多,
00:02:19,941 --> 00:02:22,691
and when you start your company you can ask that designer
然后当你自己开公司的时候,你就可以让那个设计师介绍你认识一些朋友,
00:02:22,691 --> 00:02:25,191
who you are now friends with for introductions to their
然后通过这个人认识他其他的朋友,
52
00:02:25,191 \longrightarrow 00:02:27,691
friends and they'll be able to help you find designers.
他们就会帮你找到设计师。
53
00:02:27,691 --> 00:02:28,941
Another way to find designers is dribble.com.
还有一个找设计师的方法是dribble.com
54
00:02:28,941 --> 00:02:29,941
>> Hm.
紭
55
00:02:29,941 --> 00:02:32,441
>> And that's an amazing site out there for where designers
这是一个神奇的网站,设计师们把他们自己的作品上传到这个网站,
00:02:32,441 --> 00:02:37,344
to upload their work and, and yeah. That's the way we
所以这就是曾经我们找设计师的方法。
00:02:37,364 --> 00:02:41,732
found designers in the past and so.
00:02:41,752 --> 00:02:44,752
>> Great, great. So, so what about in, in your own case I
很好, 很好, 那么以你为例。
00:02:44,752 --> 00:02:46,252
know you were in the PhD.
你曾经是MIT的博士,
60
00:02:46,252 --> 00:02:47,502
>> Program and MIT and Electra Volunshare and Computer
00:02:47,502 --> 00:02:48,502
Science.
00:02:48,502 --> 00:02:49,502
>> Yeah.
对,
63
00:02:49,502 --> 00:02:51,002
>> And came out here to Silicon Valley and started your
然后你到了硅谷, 并且马上创办了你自己的公司。
00:02:51,002 --> 00:02:52,002
company right away.
00:02:52,002 --> 00:02:53,002
>> Yeah.
对。
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00:02:53,002 --> 00:02:55,002
>> So you didn't get a chance to get that work experience
所以其实你没有那个实习的过程,
00:02:55,002 --> 00:02:56,002
and meet designers first.
去帮助你先去认识那些设计师。
00:02:56,002 --> 00:02:57,002
>> Yeah.
对
69
00:02:57,002 --> 00:02:58,502
>> Is this something you would have done differently or.
如果(重新来一次)你会做不同的选择嘛?
00:02:57,752 --> 00:02:58,752
>> Yeah.
00:02:58,752 --> 00:02:59,752
>> Would you reckon.
或者你猜想会怎样?
00:02:59,752 --> 00:03:02,502
>> I think that if I, I were starting again from scratch I
我想如果一切重新开始.
00:03:02,502 --> 00:03:05,288
definitely would do internships throughout my program in the
我一定会在我读书的时候去参加实习,选择那些我日后想要加入的部门去实习。
00:03:05,308 --> 00:03:09,824
sector that I'm trying to get into. But the, the other way
但是如果你没有实习还有一个办法,
00:03:09,844 --> 00:03:14,148
to outside of internships to learn about all this is just to
00:03:14,168 --> 00:03:15,168
use side projects.
就是兼职做一些项目。
00:03:15,168 --> 00:03:16,168
>> Mm-hm.
00:03:16,168 --> 00:03:17,418
>> So just start projects with your friends and.
和你的朋友一起做些事情。
00:03:16,668 --> 00:03:17,668
>> Mm-hm.
00:03:17,668 --> 00:03:18,668
>> And.
00:03:18,668 --> 00:03:19,918
>> Then with other people in your school and see who joins
看看你学校的其他人,看着谁会加入你们。
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00:03:19,918 --> 00:03:20,918
you.
00:03:20,918 --> 00:03:21,918
>> Mm.
00:03:21,918 --> 00:03:24,168
>> And then you get to test out all these people and find
然后你就有机会检验这些人,
00:03:24,168 --> 00:03:26,918
out if you're good. If there's no designers in your school.
然后看看自己做的怎么样。如果你学校没有设计师,
00:03:26,918 --> 00:03:29,418
Go to the design school that is nearby. There's design
去到你附近的学校找人。
00:03:29,418 --> 00:03:32,168
school's in every city of the world nearly. And partner up
基本上每个城市都会有一所设计学校。
00:03:32,168 --> 00:03:35,668
with them and see if you can get some of them to work with
然后你和他们合作,看看他们能不能为你工作。
00:03:35,668 --> 00:03:38,668
you. And you only want to work with people who are very
你要和对你的领域非常感兴趣的人合作才行。
00:03:38,668 \longrightarrow 00:03:40,418
excited about your field, and your space.
00:03:39,668 --> 00:03:40,668
>> Mm-hm.
嗯。
92
00:03:40,668 --> 00:03:43,418
>> So that's really where I think they There the two things
这两点就是我觉得,如果我重新再来的话,我会做的事情。
00:03:43,418 --> 00:03:46,668
that I would do if I was starting out again. I would do
00:03:46,668 --> 00:03:49,168
internships and I would do lots more site projects with
我会去做实习,我也会和朋友兼职做很多项目,
00:03:49,168 --> 00:03:51,418
friends and make new friends through doing site projects.
并且通过做这些项目多认识些新的朋友。
00:03:51,418 --> 00:03:54,078
And there's all these now hack-a-thon weekends, and start up
现在有很多这样的活动,"创业者周末"等等,
97
00:03:54,078 --> 00:03:58,287
weekends. And, those things are fantastic for people to
这都是给创业者提供的很好的社交机会,
00:03:58,307 --> 00:04:02,257
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network, meet more people and start building some products
多认识些人,然后开始做一些产品,这样也可以让自己在一个压力相对小的环境中开始。
00:04:02,277 \longrightarrow 00:04:07,939
in a low, A low sort of pressure environment.
00:04:07,959 --> 00:04:10,911
>> Where you actually get to test it out but it's not life
如果它行不通那么你又如何去测试它呢?
00:04:10,911 --> 00:04:12,661
or death if it doesn't work out.
如果不是在一个"生存还是死亡"的真实环境中?
102
00:04:12,661 --> 00:04:15,806
>> Right, right. And so you, you mentioned distribution as
没错,你的问题涉及到经销,
103
00:04:15,826 --> 00:04:18,826
the other element that's important. So how do you how do you
这是另外一个重要的问题。
104
00:04:18,826 --> 00:04:21,266
think about distribution and, and what are some of the.
你怎么理解经销?
00:04:21,266 --> 00:04:24,406
>> I think distribution is sort of the key in defining I
我觉得经销对市场上的很多产品来说都是一个关键因素。
00:04:24,425 --> 00:04:27,175
think for a lot of products out there. And, and so
00:04:27,175 --> 00:04:30,088
distribution comes in many different ways. And I know you,
经销有很多种不同的途径。
108
00:04:30,108 --> 00:04:33,358
you told me in your course you have used a slide from Dave
我知道你在你的课上说过,你用一张幻灯片讲过Dave McClure谈的
00:04:33,358 --> 00:04:36,108
McClure where he talks about all these different ways to be
所有那些把人们放到你的那个漏斗来的不同的方法。
110
00:04:36,108 --> 00:04:39,261
able to get people into your funnel. And, and so you know
00:04:39,281 --> 00:04:42,860
that's like search At Paid advertising.
比如说,付费广告,
00:04:42,879 --> 00:04:43,281
>>
00:04:43,300 --> 00:04:45,605
[inaudible] polls written about you. The mainstream media
对你的一些新闻报道,
114
00:04:45,625 --> 00:04:48,792
talked about you on television and radio. And, and all that
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一些主流的媒体在电视和广播上讨论你,所以和这些相关的事情。
00:04:48,812 --> 00:04:49,812
stuff combined.
00:04:49,812 --> 00:04:50,812
>> Mm-hm.
嗯。
117
00:04:50,812 --> 00:04:53,075
>> And leads to distribution and there's no silver bullet in
在经销这方面没有什么新技术(都是传统的既有模式)。
00:04:53,082 --> 00:04:54,082
distribution.
00:04:54,082 --> 00:04:55,082
>> Mm.
嗯。
120
00:04:54,332 --> 00:04:55,582
>> We all wish there was
过去我们都希望会有,
121
00:04:55,582 --> 00:04:59,237
[laugh], but there isn't and which is getting out there,
但是没有,其实就是把你的信息传递到人们那里去,
00:04:59,257 --> 00:05:01,860
getting the word out there is you know, the most important
最终最重要的事情就是这个。
00:05:01,860 --> 00:05:05,399
thing in the end. And that's how, that's what defines
这就是如何定义你做的成功与否的标准,
124
00:05:05,419 --> 00:05:08,153
whether you're successful or not, is whether people know
就是看人们知不知道你,
00:05:08,173 --> 00:05:09,923
about you, especially in consumer internet space.
特别是那些在互联网上的消费者。
126
00:05:09,923 --> 00:05:12,923
>> Mm, and so is this a, is this an important enough aspect
恩,所以这是一个重要的方面,一个重要到你会放一个人专心去做的一个方面嘛?
00:05:12,923 --> 00:05:14,891
that you would want someone dedicated to this on the.
128
00:05:14,891 --> 00:05:15,891
>> Yeah.
对。
129
00:05:15,891 --> 00:05:18,891
>> On the founding team in the same way. You would look for
组建团队也是同样,你需要找一个设计,
00:05:18,891 --> 00:05:22,208
a designer. I think that, you know you need to have a
你需要有一个设计和一个开发者组成你的创业团队。
131
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00:05:22,228 --> 00:05:23,652
designer and developer on your founding team.
00:05:23,652 --> 00:05:24,652
>> Hm.
嗯
133
00:05:24,652 --> 00:05:29,805
>> But, I think the distribution part is so specific to each
但是我觉得经销的这个部分对不同的行业来说有非常具体的情况,
00:05:29,825 --> 00:05:33,242
business that there really is experts out there on each one
针对每一个具体的行业都有一些专家,
135
00:05:33,262 --> 00:05:35,748
of these verticals that can get you distribution and you
这些人都可以帮助你,作为一个创业者,
136
00:05:35,748 --> 00:05:40,298
need to, as one of the founders, as all of the founders need
所有的创业者都需要花精力的那些经销方法,
00:05:40,318 --> 00:05:41,350
to focus on, the
00:05:41,370 --> 00:05:42,870
[inaudible] to understand all the distribution mechanisms
帮你了解那些经销机制
00:05:42,870 --> 00:05:46,120
that are out there and be able to select the right ones and
以及找到适合你那个行业的对的方法和对的人。
00:05:46,120 --> 00:05:49,120
the right people in each one of those spaces. That is the
00:05:49,120 --> 00:05:50,870
person that can run the best campaigns.
这些人就是那些正确的活动运营的人。
00:05:50,120 --> 00:05:51,120
>> Mm-hm.
嗯
143
00:05:51,120 --> 00:05:54,641
>> Great, great. And so, in terms of, the other important
好的, 好的, 我们谈谈另一个重要的方面,
00:05:54,661 --> 00:05:57,276
aspect, the developer, how, in your own case, how did you
开发者,以你自己为例,
00:05:57,276 --> 00:06:05,495
find the developers for your start up, and how did you
你是怎么为你的创业公司找到开发者的,又是怎么雇佣他们的?
00:06:05,515 --> 00:06:06,515
recruit them?
147
00:06:06,515 --> 00:06:07,515
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148
00:06:07,515 --> 00:06:08,765
[inaudible]. So, I am, just like I said, actually,
00:06:08,515 --> 00:06:09,515
[inaudible].
150
00:06:08,515 --> 00:06:09,515
>> 0h, okay.
00:06:09,015 --> 00:06:09,215
152
00:06:09,015 --> 00:06:10,515
[inaudible] I found, some of them. Andrew
我从朋友中还有其他一些联系人中,
00:06:10,515 --> 00:06:12,515
[inaudible] friends and contacts, from MIT and other places.
MIT还有其他一些地方找到他们,
154
00:06:12,515 --> 00:06:15,015
And, another way I know the people, I have found great
还有一个办法,我找到一些很棒的设计师是
00:06:15,015 --> 00:06:16,015
developers, is through
156
00:06:16,015 --> 00:06:19,298
[inaudible]. And so developers who are, committing a lot of,
开发者们都会给一些开放的社区写代码,
00:06:19,317 --> 00:06:21,762
code to the open source community in projects that are
这些都和我所在的领域相关。
158
00:06:21,762 --> 00:06:22,762
relevant to your space.
00:06:22,762 --> 00:06:23,762
>> Mm-hm.
嗯。
160
00:06:23,012 --> 00:06:24,559
>> And just reaching out to them.
所以我就接触到了他们。
00:06:24,579 --> 00:06:25,579
>> Mm-hm.
162
00:06:25,579 --> 00:06:25,913
00:06:25,932 --> 00:06:26,932
[inaudible]
00:06:26,932 --> 00:06:28,418
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>> How did you convince them to work on your start up, as
你是怎么说服他们为你的创业公司工作的,
00:06:28,418 --> 00:06:29,418
opposed to somebody elses's ..
相对于别人(你用什么别的方法说动这些人?)
00:06:29,418 --> 00:06:31,918
>> That, that's, can I tell you the secret sauce, John,
我可以告诉你一个秘密嘛, John,
00:06:31,918 --> 00:06:35,653
sorry. That's easy, I can't be telling you that. But, no in
对不起,其实很简单,我不能告诉你。
168
00:06:35,673 --> 00:06:38,437
the reality, it's, it's a lot about the personal
但是现实中的实际情况是,大部分都是靠个人关系。
00:06:38,456 --> 00:06:42,550
relationships. Just convincing them that the idea is, ...
只要让他们相信你的点子是革命性的,
00:06:42,569 --> 00:06:47,057
>> Is revolutionary in that you are gonna be able to achieve
171
00:06:47,076 --> 00:06:48,076
a huge success together, ...
你们在一起会创造巨大的成功。
172
00:06:48,076 --> 00:06:49,076
>> Mm hm.
173
00:06:48,576 --> 00:06:49,826
>> But The other is definitely ...
但是另一个
00:06:49,076 --> 00:06:50,076
>> Right.
175
00:06:50,076 --> 00:06:53,545
>> Not easy, In fact, Great, Great, So one last question if
绝对不容易。最后一个问题,
176
00:06:53,564 --> 00:06:57,653
you think back on your experience. Is there anything else
如果你回顾你的经历,
177
00:06:57,673 --> 00:07:00,923
that we didn't touch on that you would want to, you know
有没有什么是我们没有问到的,但是你知道我们有55,000线上学生,
178
00:07:00,939 --> 00:07:05,793
there's perhaps 55,000 online students and 120 Stanford
还有120个斯坦福的学生在听课,
179
00:07:05,812 --> 00:07:09,449
students who are listening so their wanting to do their own
他们也想要自己做成自己的创业项目。
00:07:09,469 --> 00:07:11,983
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startups. What one piece of advise do you want to leave them
在你离开之前, 你想要给他们一些什么建议?
00:07:11,983 --> 00:07:12,983
with?
182
00:07:12,983 --> 00:07:16,516
>> Yeah I think, I think that the one thing that I was told
我想我在MIT被教会的一件事就是,
183
00:07:16,536 --> 00:07:20,582
at MIT, that I remember out of all the things I was told,
在所有在那里他们教会我的事情中,
00:07:20,602 --> 00:07:21,852
in, in my time there.
00:07:21,468 --> 00:07:22,468
>> Yeah.
186
00:07:22,468 --> 00:07:24,218
>> The one thing was by John Doerr.
是John Doerr教的,
00:07:23,468 --> 00:07:24,468
>> Mm-hm.
恩
00:07:24,468 --> 00:07:26,286
>> Who is a very famous venture capitalist here in silicon
他是硅谷一个非常有名的风投家,
00:07:26,286 --> 00:07:27,286
valley.
190
00:07:27,286 --> 00:07:28,286
>> Mm-hm.
凞
191
00:07:28,286 --> 00:07:30,786
>> And he came to visit MIT and he had a small group session
他有次到MIT来,有一个小型的学生交流会,
00:07:30,786 \longrightarrow 00:07:34,036
with a few students, and I was lucky enough to be there and,
我非常幸运地在现场,
193
00:07:34,036 --> 00:07:36,536
the one thing he said was to maximise your learning early in
他说在你的职业生涯早期,最大化地增加你的知识储备。
194
00:07:36,536 --> 00:07:37,536
your career.
00:07:37,536 --> 00:07:38,536
>> Mm-hm.
196
00:07:38,536 --> 00:07:40,786
>> And not to focus on making money and you know, being an
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不要急着赚钱。作为一个创业者,
00:07:40,786 --> 00:07:43,286
entrepreneur, having to start, be a founder and all this
你要开始,做一个创始人还有很多其他的事情。
00:07:43,286 --> 00:07:45,536
sort of stuff. But just maximising your learnings and
但是你要最大化你的知识和其他的事情,
00:07:45,536 --> 00:07:48,036
everything else, all the rest of your success will follow.
然后成功就会随后如期而至。
00:07:48,036 --> 00:07:50,286
If you maximize your learnings, that means, learning in
如果你最大限度地去学习,
00:07:50,286 --> 00:07:53,036
terms of knowledge about how to be a better developer, how
去学习如何成为一个好的开发者,如何成为一个更好的设计师,
00:07:53,036 --> 00:07:55,536
to be a better designer, how to be a better
00:07:55,536 --> 00:07:57,286
[cough], pardon distributor. And then, connections in terms
如何成为一个更好的批发商,然后,
00:07:57,286 --> 00:08:01,302
of how to You know, who are the people that matter in your
建立你的领域的人脉,
00:08:01,322 --> 00:08:04,064 space and really building solid relationships with them and.
·
和那些人建立稳固的联系,
00:08:04,084 --> 00:08:06,971
>> Where they trust you and you trust them and building a
让他们相信你,你也去相信他们,
00:08:06,990 --> 00:08:08,303
great relationship there.
建立良好的关系。
00:08:08.323 --> 00:08:09.373
>> Great, well thanks so much.
好的, 谢谢!
00:08:09,373 --> 00:08:09,573
>>
00:08:09,573 --> 00:08:10,573
[inaudible] your learnings.
我们通过你学到了很多。
00:08:10,573 --> 00:08:14,030
>> All right, well this has been really valuable lessons and
好的, 这真是有价值的一课。
00:08:14,050 --> 00:08:14,220
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00:08:14,220 --> 00:08:16,340 >> Yeah, and I'm looking forward to come back for the 我期待回到这,
00:08:16,340 --> 00:08:17,189
[inaudible].
215
00:08:16,340 --> 00:08:16,510
>>
216
00:08:16,340 --> 00:08:17,867 [inaudible], taking the time to come in and talk. 花些时间跟大家分享。
217
00:08:17,867 --> 00:08:18,037
218
00:08:18,037 --> 00:08:19,097 [inaudible], yeah thanks very much.
219
00:08:18,673 --> 00:08:19,521
>> Great, thanks Jeff.
谢谢,Jeff
00:08:19,521 --> 00:08:20,370
>> Wonderful, yeah.
好的。
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