

## Macro Roundup Article

**Headline:** [He Built a Trillion-Dollar Company. He Wouldn't Do It Again](#)

**Article Link:** <https://www.wsj.com/business/nvidia-jensen-huang-ceo-ai-chips-89d305de>

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**Tweet:** A @WSJ interview with Jensen Huang, founder of @Nvidia, highlights why motivating properly trained talent to bear risk is foundational to growth. Failure is by far the most likely outcome of high-impact entrepreneurial efforts.

**Summary:** Had Huang known three decades ago what he knows today, he never would have founded Nvidia, one of the world's most valuable companies. "The reason is simple," Huang said recently. "Building Nvidia turned out to be a million times harder than I expected. If you realized the list of all the things that will go wrong, the challenges you're going to endure, and the pain and suffering, vulnerability, embarrassment, and shame you're going to feel, nobody in their right mind would do it. That's the superpower of an entrepreneur. They don't know how hard it is going to be. He didn't know that the original business plan had no chance of success, how many times he would fail, and how much he didn't know. "You're always on the way to going out of business. If you don't internalize that sensibility, you will go out of business." Related: Long-Term Shareholder Returns: Evidence From 64,000 Global Stocks and Birth, Death, and Wealth Creation and The Economics of Inequality in High-Wage Economies

**Primary Topic:** Incentives/Risk-Taking

**Topics:** Database, Important!, Incentives/Risk-Taking, News article, Productivity, Quote

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