Friction

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If the goal is to remove friction, whats the problem?

Neal Stephenson

Why stagnation according to Stephenson

"The amount of innovation [in computing] has been unbelievable. It's just been spectacular, and it's because there's so little friction... Innovation in those areas is definitely amazing, but I think it's had the side effect that if you are an innovation-minded person and you want to do something new, you always end up finding your way, sooner or later, into implementing whatever it is in software. And if you can't do it in software, then things slow to a crawl, comparatively, and you've got to be ready for a lot of frustration and obstacles."

Collison Bros

The Collison brothers

"Stripe aims to reduce friction and expand global commerce by solving practical barriers"

They try and promote autonomy. So theres some niche problem, their employees should go tackle it, get in the weeds. 'Mundane' things like sales tax or something.

They don't look for billion dollar markets, you look for 0 billion dollar markets. You try to create your own markets [1]. They say that A lot of business, looking for the profit pools, inadvertently bet on economic stasis.

> the causal attributions that we give to things aren't necessarily of sufficient memetic interest that they can survive in the ecosystem

Given the choice between the interesting and the comprehensible choice, the comprehensible will survive in the zeitgeist. Reality does not have this interestingness bias. the mechanics of taxes, remittance etc. they're not interesting but they're not an less *true*.

For Stripe's there's so many areas where gainful activity is just not taking place due to this friction. Stripe believe that the sum of these things add up to a lot.

[1] Thiel/Godin on the smallest viable audience.

Theres a tension here. That where friction exists, you want to tackle it but also has this lack of real feedback. Seth Godin moves in this different direction with friction. That it's required to get going (He uses the analogy of skating or rowing) and then once moving can be smooth. The problem I find is that sometimes we only check where we're going or what the problem is when we hit the first friction point.