

## Class 18:

Founder as Victim, Founder as God

CS183Startup

## logistics

Final exam: open laptop, closed wi-fi/internet

All assignment grades and solutions posted

All pitch grades released by tomorrow

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## outline

1. traits of the founder
2. mythology
3. archaic cultures
4. modern versions
5. extending the founding

## founders



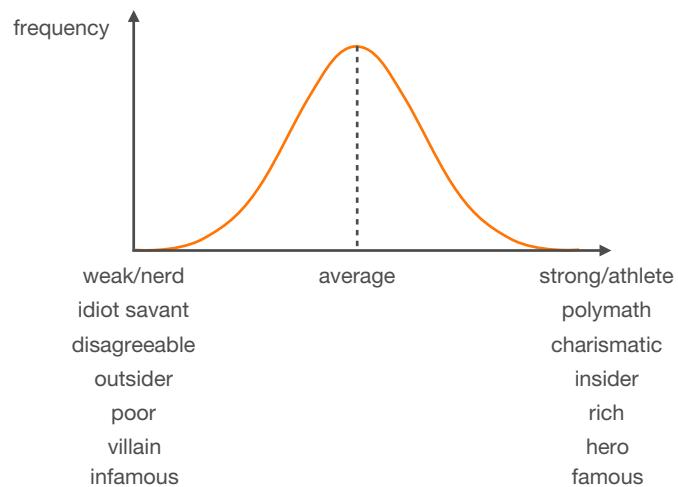
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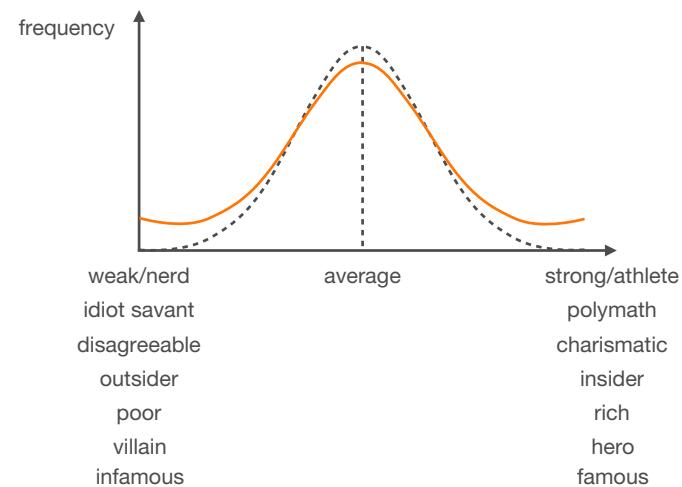
### a normal distribution of traits



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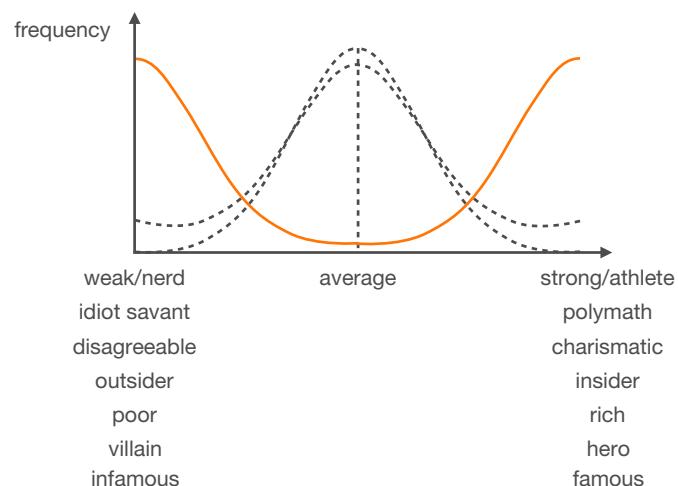
### a fat-tailed distribution



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### the founder distribution



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### four possibilities

actual, natural

developed

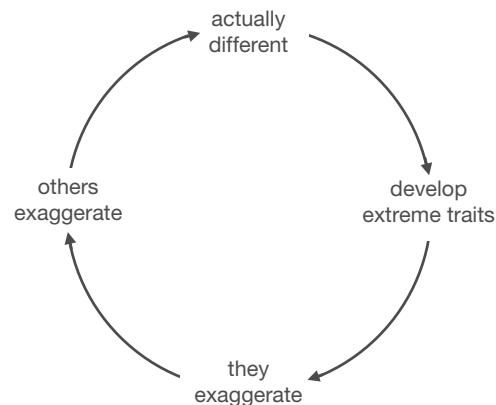
exaggerated by founders

exaggerated by everyone else

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## the founder traits cycle



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## Richard Branson

"Should Sir Richard Branson be King?"



"the king of publicity"  
"the virgin king"  
"king of the desert (and space)"  
"the king of branding"  
"the ice king"  
"king of the muppets?"



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## Jack Dorsey



"For making magic out of the mercantile..."  
- FastCompany



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## Sean Parker

the rise, fall, rise, fall and rise again



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## Lady Gaga

born this way?



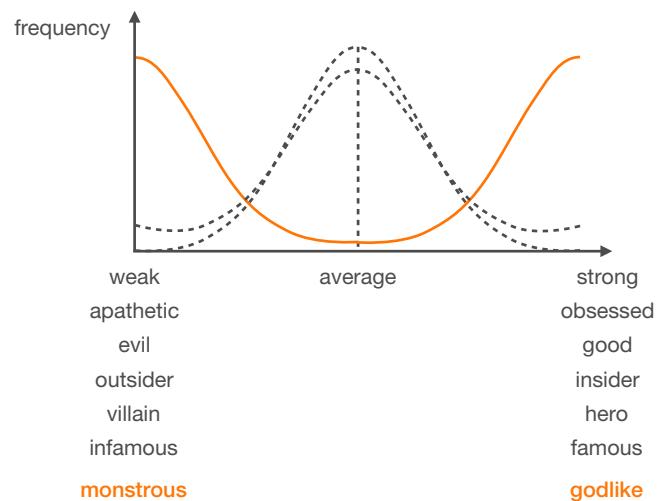
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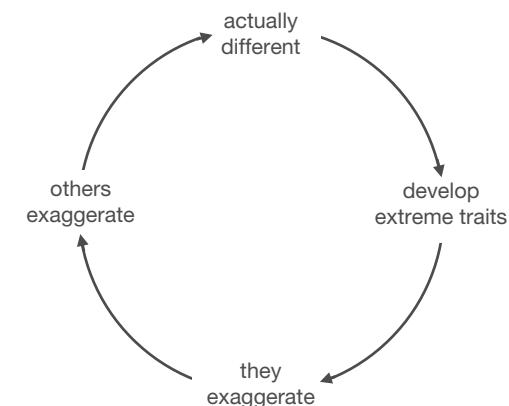
## mythology distribution of traits



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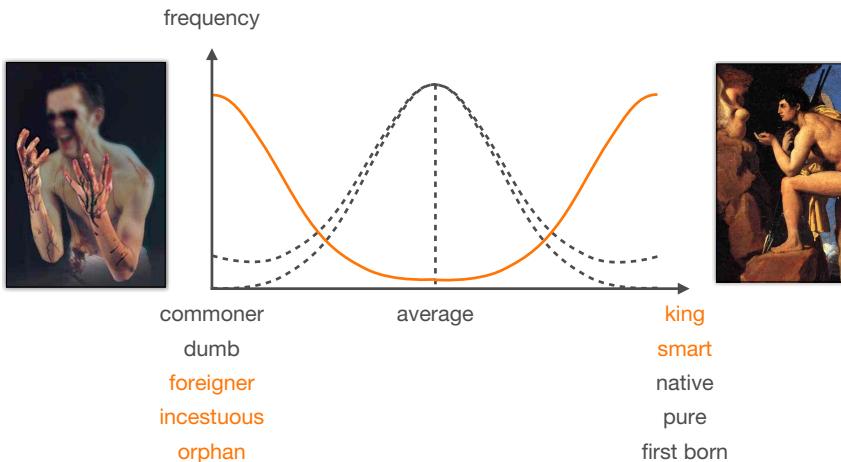
## are founders like mythical heroes?



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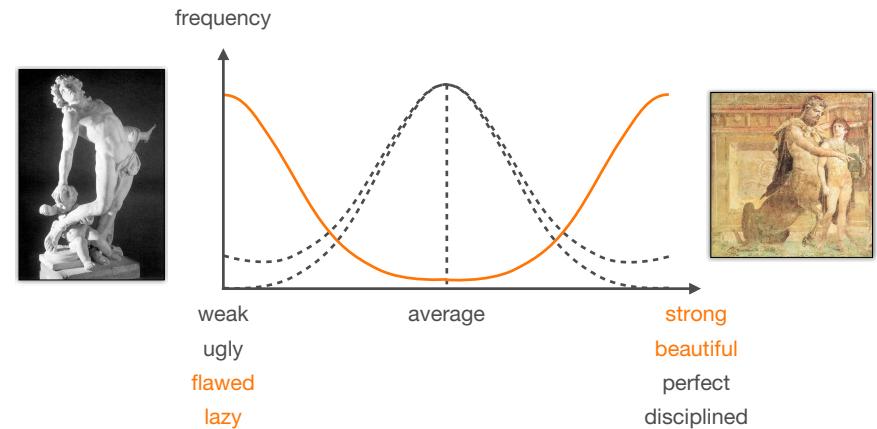
## Oedipus



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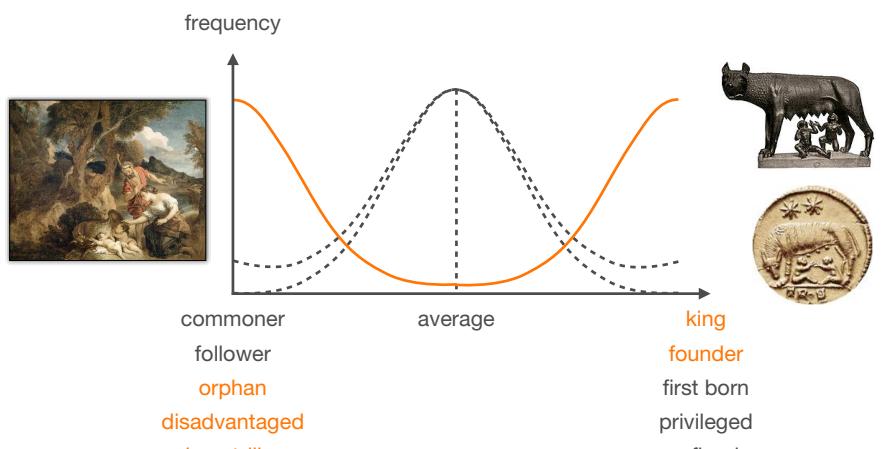
## Achilles



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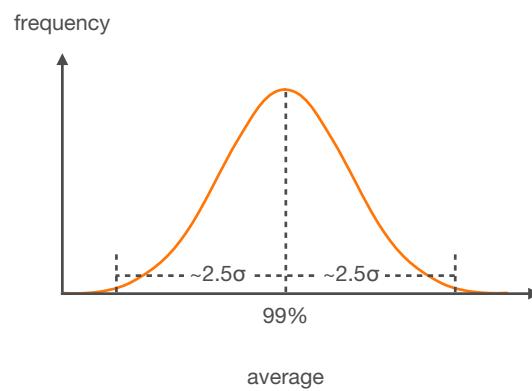
## Romulus



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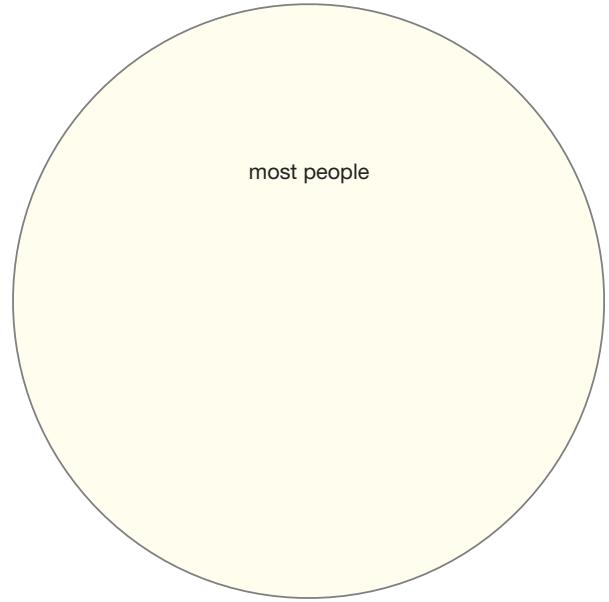
## most people



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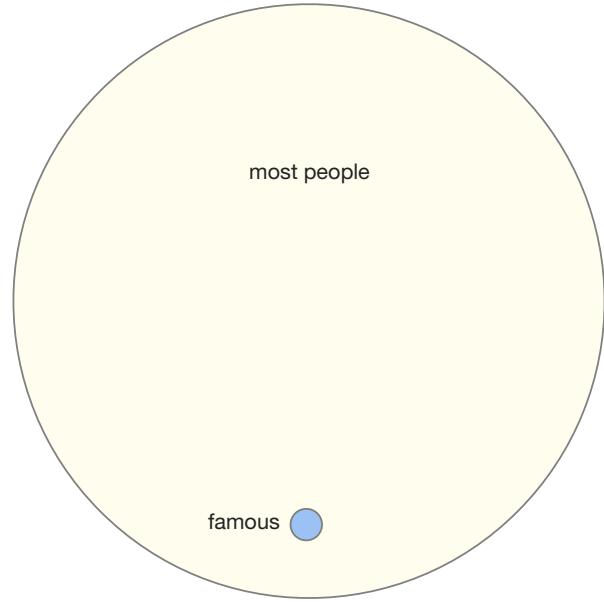
largely homogeneous



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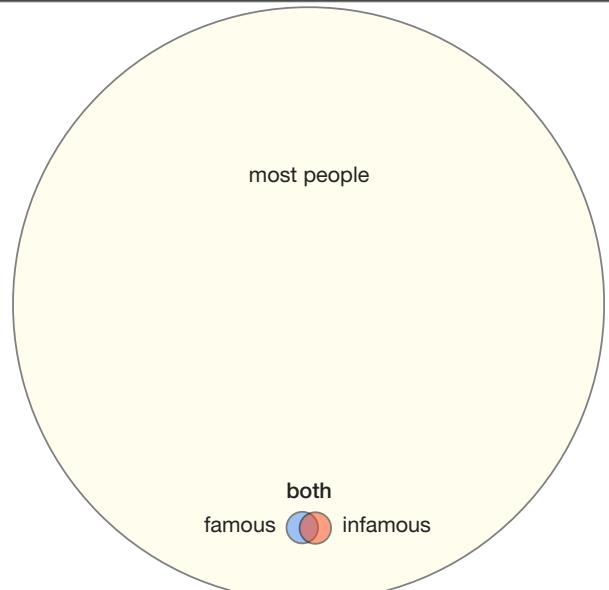
very few are famous



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many of those are infamous



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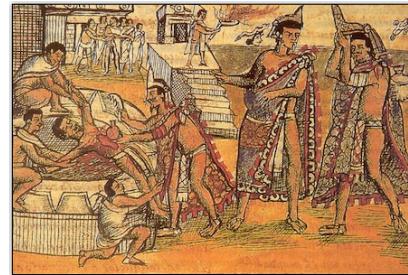
## problem: war of all against all



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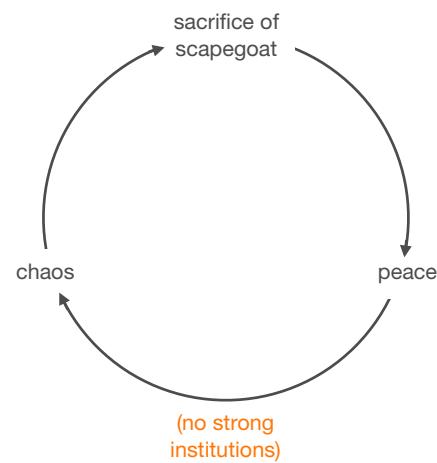
## resolution: war of all against one



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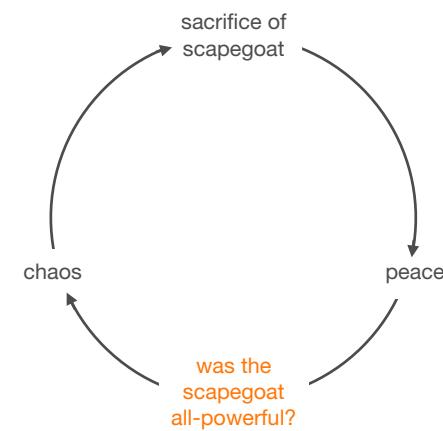
## the scapegoating cycle



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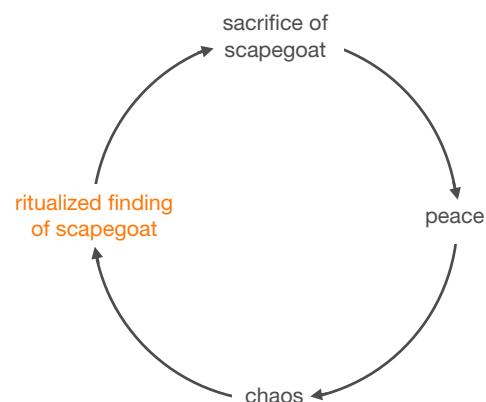
## the power to bring peace



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## ritualizing the scapegoat



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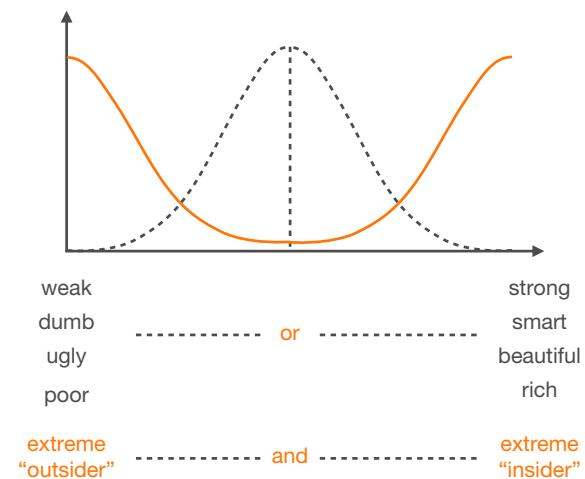
## finding the scapegoat



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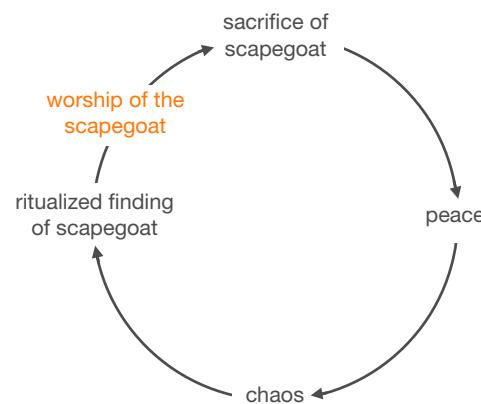
## the perfect scapegoat



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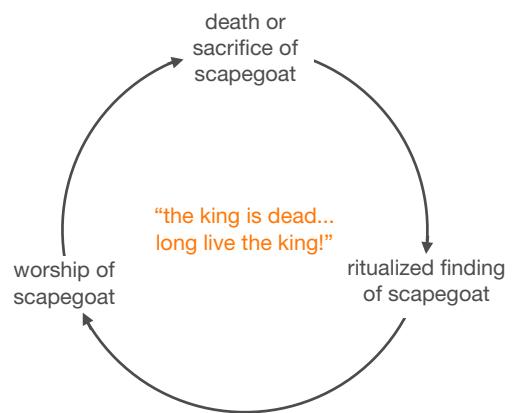
## worshipping the scapegoat



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## the emergence of monarchy



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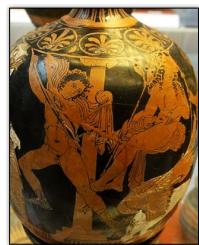
## the classic scapegoat



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## a note on tragedy



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## the insider-outsider scapegoat



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## a return to the original form



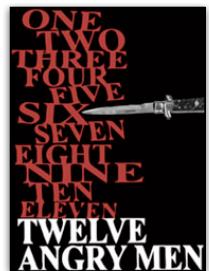
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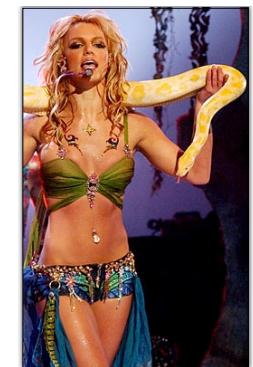
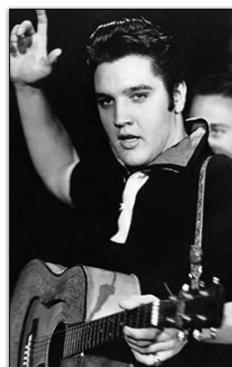
## unlucky #13



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## pop royalty



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## the fall from Graceland



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## the 27 club



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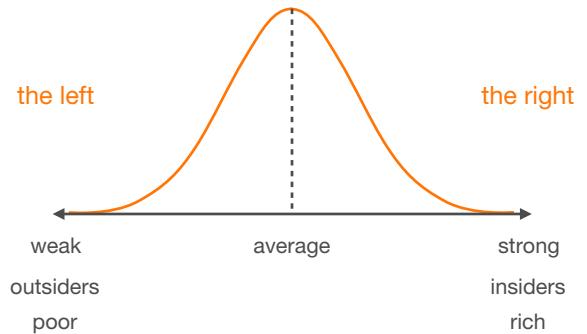
## party like a rock star



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## the political focus



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## presidents of legend



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## Bill Gates as god



"Who is more important in the world today: Bill Clinton or Bill Gates? I don't know."

- Peter Jennings

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## Bill Gates as victim



"Bill Gates is a monocle and a Persian Cat away from being the villain in a James Bond movie."

-Dennis Miller

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## Howard Hughes as god



"Howard Hughes was this visionary who was obsessed with speed and flying like a god..."

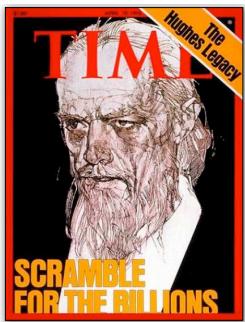
-Martin Scorsese



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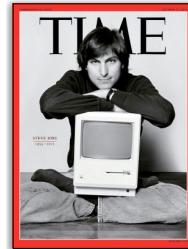
## Howard Hughes as victim



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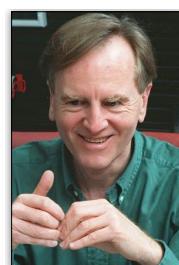
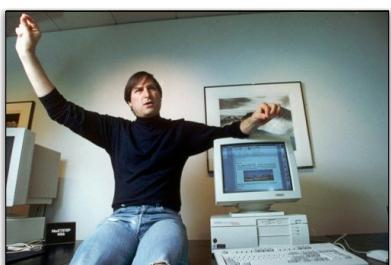
## Steve Jobs as god



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## Steve Jobs as victim



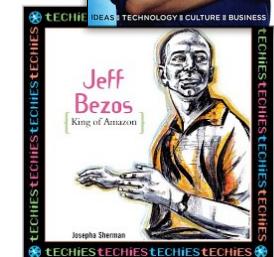
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## does the royal cycle persist?



Mary "Queen-of-the-Net" Meeker joins Kleiner Perkins as partner



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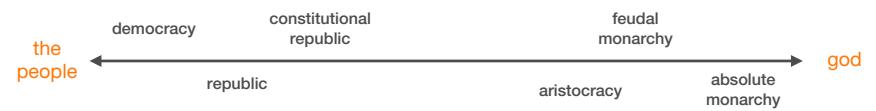
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## a range of ruling structures



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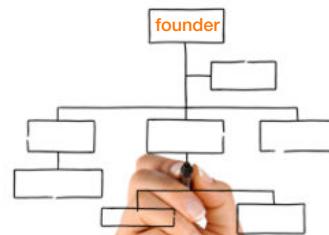
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## parallel hierarchies

monarchy



startup



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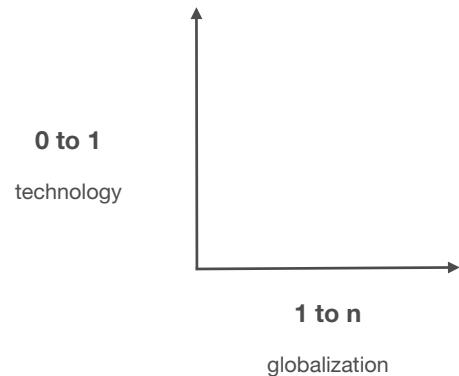
## what structure is best?



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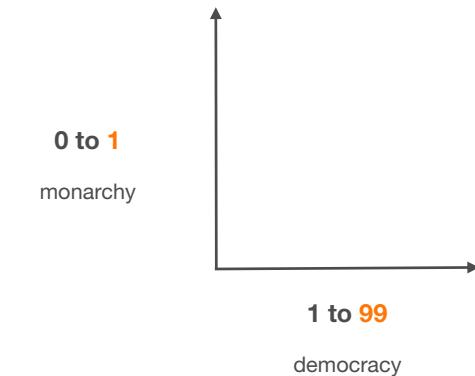
## two axes, revisited



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## two paradigms



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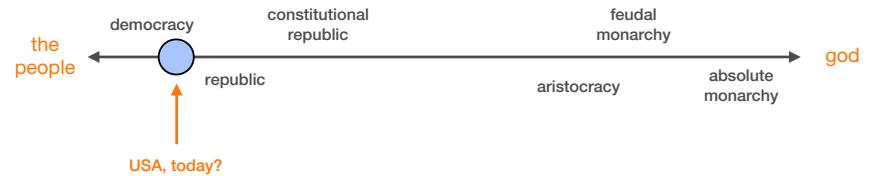
## 99 vs 1



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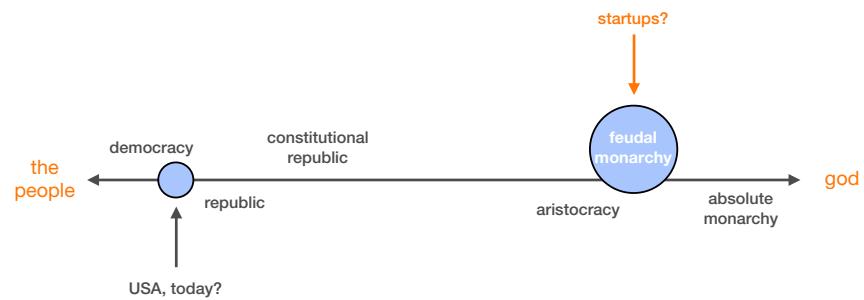
## a cultural bias



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## a need for monarchy?



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## board meeting as trial



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## the “interim” CEO



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## two heads are better than one

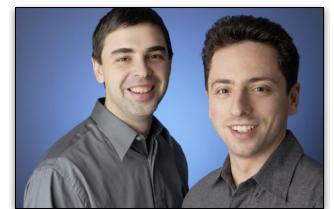
Hewlett & Packard



Moore & Noyce



Page & Brin



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## the return of the king

### 2001 stock options backdating scandal

Apple out of court settlement: \$14M

Criminal prosecution: none

*"I wanted respect, not backdated options."*

-Steve Jobs



*"It was the greatest comeback since Lazarus."*

-The Guardian