

SAN FRANCISCO

PERSISTENCE, RESULT ORIENTATION & STORYTELLING – QUALITIES FOR BEING AN ENTREPRENEUR

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Karina Ung, employee at Xamarin, showed us the office and answered all our questions about the company. Photo: JW

⦿ Xamarin, a company which develops iOS and Android apps, is today a subsidiary of Microsoft. Nat Friedman, the CEO and Co-founder of Xamarin, talked about the reasons for selling the company to Microsoft. “With Microsoft, we have a huge platform to distribute our products all around the world.” Another reason was the risk reduction according to Friedman. He said that running one’s own company brings a lot of risks with it and you always have to be aware of them. “Lastly”, said Friedman, “it is really stressful to run a company by yourself. It means that you have lots of work to do – also in your leisure time.”

WHAT MAKES AN ENTREPRENEUR SUCCESSFUL?

Nat Friedman told us that if you would like to be a successful entrepreneur, you should have these three qualities. “First, you need persistence. You

always have to keep going and trying – never give up. Actually, this is the most important point.” Friedman continued with the second qualification – result orientation. For this one, you have to be annoying sometimes for getting what you want. “Thirdly, you need an absolutely fabulous storytelling. A clear communication to each person must be provided.”

KEY LEARNINGS FROM NAT FRIEDMAN

It was an honor for us to meet the CEO of this amazing company. We were impressed by his positive appearance and easy-going attitude. Now, students who want to become an entrepreneur after graduating know what is important to bear in mind. Another key learning is that you absolutely need the passion for what you are doing. ● FG



Input from Prof. Dr. Oliver Bendel

⦿ In San Francisco, the delegation was overwhelmed by the bridges and islands, the towers and trolleys, without ignoring the homeless and the victims of dependency. Silicon Valley inspired and impressed both students and lecturers. It soon became apparent, however, that “disruptive” may mean in many cases “destructive”. Boston presented itself as a place where science, business, art and the general public come together. Unforgettable the Cambridge Science Festival and its initiative Science on the Street. In the Sanders Theatre, high-ranking scientists discussed the question if we are alone in the space. New York, finally, was the highlight in many respects.

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