

Marc Randolph

Netflix Co-Founder, Executive Mentor, and Angel Investor

Where do Ideas Come from: Learn how Silicon Valley's most exciting startups come up with their ideas and how they turn those ideas into reality. Anyone who has taken a shower has had an idea, but how do you turn those ideas into reality? Netflix Founder and startup CEO Marc Randolph will share dozens of tips, tricks and stories drawn from his 4 decades as an entrepreneur that will help you more easily come up with innovative ideas, validate them, and get your new venture off the ground. Equal parts inspiration, start up stories, and practical tips, it's a message that resonates equally well with students, early stage entrepreneurs, and any businessperson looking to bring innovation to their business.

You'll laugh, you'll cry, you'll wonder who the hell comes up with this crap!

How to get your company thinking like a startup: What Silicon Valley has to teach us about innovation. The world is changing rapidly - and companies that can't innovate effectively are going to be left behind. But while innovation is easy to aspire to, it's hard to do. Netflix founder and startup CEO Marc Randolph will share dozens of effective tips, tricks and stories drawn from his 4 decades as an entrepreneur that will help you make your company more responsive to changing conditions - regardless of your company's size or industry.

Netflixed: how a scrappy Silicon Valley startup brought down Blockbuster and built one of the world's best known brands. Netflix Founder and startup CEO Marc Randolph shares the unlikely story of how a handful of dreamers with no money and a bad idea, created the company that eventually brought down Blockbuster. Packed with dozens of stories that trace the dramatic ups and downs of those first exciting years, Marc weaves an inspiring story that shows the value of innovation, persistence and optimism. Along the way he shares some of the many values that he believe made Netflix successful, including a focus on analytics and testing, its novel corporate culture, and it's almost fanatical obsession with focus. Equal parts inspiration, start up story, and practical tips, it's a message that resonates well with anyone who appreciates a good "overcoming adversity" story.