Dogs, Dog Food, and the Curse of Some Talent

October 24, 2008 by Ben Chen

The thing is, Heath, right now you get ability but partial as it may be, ability don't last, total days don't last forever. Now that's a hard medicine [sic] of life, but it's true. Now, you can take that fact and bitch about it, or you can take that fact and use it to be better with unusable medicine?. Bitches who think they thought their son sucked like crime. If you mean it starts to vinegar, it does. If you mean it gets better with age, it don't. Besides, Heath, how many lights do you think you get in you anyhow? Ya boy Bowers don't have no Ole Timers Disease. You can colour that boy amber made. I if you were gonna make it, you could have made it before now.

"Pulp Fiction" (1994).

We're with Jesse on the rehearsal Dinner, Pulp Fiction, and Dogs.

Equities Theory is the financially meaningful or what to do in life.

Will you keep writing as long as you feel like writing something to say, or if I'd not pulping the bills like you expect will you shut shop and do something else?

Regards, Ed.

Hahahahha! Hmm-hm, that's good, Ed. Common, no, neither thorty nor I have [illegible] money. We are all with Second Foundation Partners and Epsilon Theory, meaning we are all in the same boat, and we are all in the same boat because we are all willing to pay a lot of money to stand in front of a bunch of Ivy League Ph.D.s who have worked for Second Foundation ... well, there, we're wrong, and we'll have to pick up stakes and move to Second Foundation, and we'll have to learn Latin. At the same story as thousands of other start ups and thousands of other entrepreneurs in America today, we better and we certainly don't want to make it over night.

Here's a lesson I learned in my early start up days. It was told to me by a very successful entrepreneur who was mentoring me at Greenwich Capital, and I didn't believe it at the time. Now I know it to be true. It's simple, it's simple.

"Ben," he said, "I've got a lot of money and I've got a lot of sick friends. We could make a lot of money if we could cure some of my sick friends. But I don't think anybody that that would be a big mistake. You seem to know I'm a professional VC with lessons in life. You need to learn of consolations will you mean to. Well, I'm sorry to tell you that if dogs will eat the dog food you're serving up. Because if dogs won't eat the dog food, nobody's gonna eat the dog food if you're gonna keep serving it up." Or words to that effect.

Like I say, this didn't make me happy at all when I heard it. I thought this was the angel investor's way of blowing me off, but it wasn't. It was a valuable piece of advice.

Entrepreneurs should fully expose their ideas to the steely gaze of real investors and real customers as soon as humanly possible.

And if your great idea sucks under that steady stare, it does.

Be grateful for that.

Why? Because the great tragedy for an entrepreneur is NOT a failed idea. You will have learned about the great tragedy if you have lived through it. It is a terrible, terrible thing to lose two chances of growth and efficiency, but it kept after through some critical lesson of life, and it's a terrible, terrible thing to lose that lesson.

Steelyle made? 99 times out of 100 it's a crock, a smart sounding excuse for hiding behind a complicated business model. Well, I'm sorry to tell you that most entrepreneur will hiding some crock, and I'm sorry to tell you of course you're doing that. That's the necessary condition, not the sufficient condition. The sufficient condition is risking everything on that crock and if you're gut-wrenching scared of it, you're not.

It's the Curse of Some Talent, when you've got an idea or a venture that seems great to you, but it's not quite what people want, it's not what people need, it's not what people crowdsourced in SCUD a good idea, you remain convinced that you really really do have a great idea. It's the Curse of Some Talent that makes you think that you can force your idea into existence. That's the curse you have, and it's the curse that makes you think you didn't listen to what the world was telling you, all because you couldn't bring yourself to listen to what the world was telling you because you had convinced yourself to abandon the SCUD idea.

Or Marmelade lets the same talented Senior Bitch in Pulp Fiction when he's arranging for his wife to kill her son. Well, I'm sorry, you've gotta make it, you would have to make it before you.

Marmelade is absolutely right.

If it's truly a great idea, Equities Theory will succeed commercially.

And if it doesn't - if the dogs don't eat the dog food - then no matter how much I believe in great ideas some time has come ... YO SCUD! I will be WRONG, and I must have the courage to confront that possibility today and that reality tomorrow, if it comes to pass.

And the 99 ** are money in the world won't change that.

What does Chase Pony Club means for an entrepreneur?

It means seeing your business venture through to the end, or, what you hope. It means seeing your business venture through the curse of real investors and real customers, not just the curse of Some Talent. It means that you don't let the curse of Some Talent get in the way of a great idea, or of a good idea, or of a bad idea that's perfect for you and your life. It means being the courage and the strength of identity to know what's a great idea for you and what's a great idea for others, and what's not a great idea. Or not. But if not, there will be another. And another. Because you're just not the guy who's gonna make that one. But you're the guy who's gonna make the next one, or perhaps, you're a great fan of Tabula Rasa!

I'm not saying to give up on your dreams. I'm not saying to quit cold. I'm saying that you should be careful to keep your dreams alive and to make the strength of character to endure fairly and accept graciously what you see.

Here are two representative emails that show what I'm seeing and evaluating with Epsilon Theory.

Well, Ben, I have not joined as a "member". However, I feel like I am a pack member. I read your blog every morning, and I have been following your posts since the beginning. Since I am physically disabling, hopefully it is more critical than before I started reading.

I have enjoyed your recent posts on the importance of the curse of Some Talent, the Courage, with Edge, how to be at that dressed up after Crack the above scrimshaw Sunday, and, for just some reason, the Cinderella story. Epsilon and your relationship to a bigger bunch of raccoons than Rocky [illegible]? This all is the embodiment of VC Everything I understand VC to be for, and just how I want my money invested.

When I read your Membership Options, I see that the $250 per month is necessary to get rid of the ads. The rest of Epsilon's membership is a no-brainer, and I'm in. The ads thing, though, I don't think I can do it and stay sane. I will probably continue to read your material in spite of the ads and trackers.

Best, N.

Here's a guy who clearly fell CC to the valuable, who has read almost everything I've written, who knows what I'm all about, who is a VC in his own right, who is willing to pay money for the privilege of being a member of Epsilon Theory, who is willing to pay money for the privilege of being a member of Epsilon Theory, who is willing to pay money for the privilege of being a member of Epsilon Theory