Participant 26 Interview Transcript

**Interviewer:**

Great. So let me familiarize you with my research and the purpose of this interview for a bit. Yeah, I'm currently in the third year of my PhD at Southampton Business School and I'm researching on entrepreneurial success, looking at it from an extreme angle. UM, I'm currently writing my second academic paper in which I'm exploring the views of laypeople. So ordinary people who are not really related to entrepreneurship in any way, and I wanna see their opinions, views and lay theories about how billionaires have achieved their success, their extreme levels of financial success. So a bit about it. Data protection measures I have undertaken this interview will be video recorded. UM and that will be only for transcription purposes. After this I will delete it and I will delete the transcription after I complete my paper. Umm. And that will be only accessible to me and nobody else. Your name will not be affiliated with anything that you say right now, because this interview is anonymous. I may include some quotes from what you were saying in my paper, or I may not, but yeah, that depends on the writing process and how it goes further on.

Can I please at the outset, let's pin a definition of an entrepreneur. So I defined the entrepreneur as someone who sets up a business or many businesses, taking on financial risk in the hopes of profits, what do you think about this definition?

**Participant 26:**

To be fair, I've heard like entrepreneur like it's a word that's been used a lot nowadays everywhere. I still can't kind of wrap my head around it cause like I've heard many definitions of it, so hearing your definition I guess. Yeah, I I I agree with it. I can understand what you mean. Again, like I'm not because I I've never like studied that much about entrepreneurship, so I'm not really that sure exactly what it is. What? What did you say it was? Basically someone who, like, make a creates a business, right?

**Interviewer:**

Yeah. Or many businesses and takes financial risk in the hopes of profits.

**Participant 26:**

Ok. Profit for themselves, like their company.

**Interviewer:**

Yeah, yeah. For personal profit and for the company profit.

**Participant 26:**

OK, OK.

**Interviewer:**

What kind of definitions have you heard?

**Participant 26:**

Umm well I've heard basically. I think somewhere I'm not sure if it was like a Ted talk or somewhere. I think that I heard it was something like basically someone who creates a business but not for the profit of like their company but more like for like an organization like with the with the purpose of like volunteering like stuff like that basically. Just helping a cause, stuff like that. So I always thought that it's this, but then I started hearing more of like the definition of what you said recently. So I'm I'm still a bit confused.

**Interviewer:**

So do you think, uh, the purpose of entrepreneurship is more to help society rather than make profits?

**Participant 26:**

I mean, I guess it depends on the person's views, cause if you if like what you're aiming for is your own like profit, like your own gains, I guess you even if it sounds a bit mean, you wouldn't care as much not care, but like you would focus on trying to make profit rather than contributing to something like helping A cause. And like. Caring for the whether it's the environment, the community and stuff like that, you're just going to focus on. I need to make money kind of thing.

**Interviewer:**

Yes, that, that, that's interesting. Uh, so to begin our conversation, can you tell me a bit more about your personal and professional life? You can start with your age, occupation and educational level?

**Participant 26:**

I'm from Bulgaria. Uh. I've been studying in the UK for this is my third year. Technically I am doing Korean studies and business management. I am currently 23 years old. I will turn 24 this year. Umm my degree I I'm doing a double degree so. Korean studies. I had to go for one year in Korea and that's why I've been technically in the UK for only, well, two years because of COVID last year. But yeah, throughout those three years that I was in my university, the University of Sheffield, I've done both Korean and business management and for the year that I was like doing abroad in Korea. I did not do any like. The business management I was only doing Korean studies, that was the purpose of it. What else? What else did you ask me? Did I answer everything?

**Interviewer:**

Anything about your personal life? Like uh, any hobbies? Any interests, for example?

**Participant 26:**

Umm. Well I do like I do enjoy meeting with people and like hanging out and like doing stuff outside. But if I have to be completely honest, I think that I really love just watching stuff like whether it's YouTube or like TV series movies, just stuff like that. I really, really enjoy. And I think that this is kind of like my way of learning for like basically observing different situations in which a person can be and then I kind of create those scenarios in in my head. That's like ohh, so this could happen like this is a situation that can happen. What would I do if I was in that situation and then when I'm actually interacting with people and if I encounter a similar situation, I'm like Ohh wait, I've seen this before even though it was like in a movie or something. So yeah, I do love talking with people. But that's not like the only way that I consume information. Let's call it. So yeah, I guess that I do enjoy the outdoors, but I also really, really enjoy the indoors as well.

**Interviewer:**

And you mentioned you study business studies as well as Korean. So have you thought of starting a business in your life in the future?

**Participant 26:**

Umm, I mean the thing is because I went to Korea and it's a country very, very like even it's like on the other side of the planet, like it's a completely different continent. And the people there and like a lot of the things, they're very different from Europe. And like I come from Bulgaria, even Bulgaria, compared to the UK is different, but Bulgaria or the UK compared to Korea is so, so different. They had so many. Like they're really, really small things that make your life. Convenient, not too convenient, but like if you think about it, why wouldn't you use something? And when I was there and I saw so many of these things and I was like, Oh my God, like, this could actually be so good. Like, if we had it over like in Europe or like in Bulgaria because there's a lot of things in Bulgaria that we don't do not like have compared to like other countries. And I just thought that a lot of people would enjoy and like, would appreciate a lot of those things. So I can't say that I thought that I want to like start up a business, but because I have been there, I have been to the UK, I've been to a couple of other like countries as well and I have seen what they have like in each country and like sometimes I think ohh I think that this country might enjoy that specific thing that they have like in another country. So there are ideas but I am not sure if I want to start up a business.

**Interviewer:**

OK, great. Now let's go on to explore your views on extremely successful entrepreneurs. Uh, for the purposes of this interview, let's take extreme economic success to mean having earned a huge amount of money out of entrepreneurial activity. So we're going to be talking about billionaires who are entrepreneurs. Uh, what or who crosses your mind when you think about an extremely successful entrepreneur?

**Participant 26:**

Umm well, just like the word, the phrase extremely successful I guess I would think of people like Bill Gates, Jeff Bezos, just like the really, really famous and like rich people that kind of like are on top because they just like have so much success with what they've created and how they've expanded it.

**Interviewer:**

And can you describe what you know about them?

**Participant 26:**

Umm, I mean, I'm not that into I'm not that interested to be fair. I know that I'm doing like some business management, but I'm not that interested in peoples like yes, it would be interesting to know how they succeeded, but I do not. I haven't like sat down and like researched ohh what did they do? How did they do it? What's going on in their lives? I kind of like prefer to focus on my life. So what I've heard about them is basically just like news that pop up. Of like from time to time and like maybe an article or something. If I read like during my studies. And I remember my last group project that we did, we talked about. Amazon's poor management of like the warehouses and like how during COVID, even before COVID as well, like how bad it was in the warehouses, like people didn't have breaks and stuff like that. So when we're talking about, like someone famous on like, a really big scale like like, as you said, like billionaires and stuff, I always think that even like for them to get to that point, there are some unethical things that they do as well. I mean, I don't know. I'm a bit skeptical when it comes to this cause like. I I really don't believe that you can just do everything like in an ethical way. And so I think that. Ohh just second, let me collect my thoughts. Sorry. Can you repeat the question so that I can try to answer better? I'm just kind of like running all around the place now.

**Interviewer:**

Uh, yeah. So can you describe what comes to your mind when you think about an extremely successful entrepreneur? So I asked you to describe, think about the people that you gave us an example. Bill Gates and Jeff Bezos.

**Participant 26:**

Yeah. Well, as I said, like maybe because I that was like the last thing that I kind of like read about Amazon, maybe that's why. This is what came to mind when I thought of him like the unethical management of the warehouses, so that made me think that sometimes, like, even though you're very rich like it doesn't mean and like you, you need to hold like an image of like this good person. That like, yes, they have a lot of money but like they like to invest to do this and do that. But at the same time they also like. Yeah, they they kind of gain it and not so ethical way sometimes. And for Bill Gates. Like when I think of him, because this is what's all around the Internet mainly is like innovation, just like being creative and like this is what pops into my head when I think of him, I guess.

**Interviewer:**

And what do you especially like about people like Jeff Bezos and Bill Gates?

**Participant 26:**

Umm, I think that I guess one thing that I would like is when they give like. Personal stories like how they got to the place where they are like, share, how they felt share, like how they had to go through something in order to be where they are, like whether it's a negative or positive thing because a lot of the time and life people think of. Ohh yeah, they're so rich like they they don't have a worry in the world but that's not quite true. And so I really like when people like people who have a lot of money influence and like, basically they're a celebrity. They just. Like, take tear down the walls and just say so this happened like that. I got to hear because I did that and that and that. And it's not always gonna be perfect. It's not always gonna be like pink and peachy. Sometimes there's gonna be like sad days and like stuff like that or you have to keep going through. And sometimes like, the things that they say I find quite inspiring, I would say.

**Interviewer:**

Umm. And what do you dislike about them, if anything?

**Participant 26:**

Dislike, as I mentioned earlier because. After all, like everyone has a personal life and, UM, I've been coming across a lot of like. Stories, especially nowadays and like documentaries and stuff like that of rich and famous people, like how they are behind the scenes and some things are more controversial, like they're there isn't that much proof or there is, but like it's kinda left like turn you turn a blind eye blind eye to it and stuff like that. But like basically I I do not like the fact that sometimes, like even with Nike like they they always say like ohh yeah, we care about you like we want you to have the best kind of shoes and stuff like that. But first of all like they they make them like their factories and stuff are like in countries where the minimum wage is like super low and like they kind of explore like the labor and stuff like that. And also if they wanted to make it so like. If they wanted to, like, give us the best experience, they wouldn't make their shoes like so expensive and stuff like that. And it's kind of like marketing, I guess it's just trying to make everything sound good and pretty and flashy and stuff like that. But in reality they're just doing it for the money in the end. And yeah, I I kind of dislike that because it's a bit dishonest I think. But then again, it's it's mainly doing it for the money I guess so.

**Interviewer:**

And does your explanation apply to all extremely successful entrepreneurs, or just Jeff Bezos and Bill Gates and the owner of Nike?

**Participant 26:**

Umm, no, I mean like as I said, I don't really like look that much into like celebrities and stuff like that, but. I guess there are some that are worse, some that are better. Umm I I think that you can't really, as I said earlier like this is my opinion, but you can't really become such a big influence in the world, unless you have done like a thing a a bad thing or like one or two bad things and stuff like that. And like unethical thing or stuff. Yeah. So I guess maybe. I do believe that most famous people do like unethical stuff in order to be where they are. Like cut. What's the? What's the phrase I'm looking for? Take a shortcut and stuff like that. So, I guess maybe it applies more to some and not so much to others, but I guess a little bit everyone.

**Interviewer:**

And what do you think differentiates the people from your example, from entrepreneurs who don't become billionaires, but just stay at some ordinary mediocre level of economic success in entrepreneurship?

**Participant 26:**

What I think about them?

**Interviewer:**

Yeah, in those. Yeah. So what do you think differentiates them? So those that on top? All differentiate, yeah. Billionaires and those that are not Billionaires.

**Participant 26:**

I mean, I think that. In a sense, luck plays a really big role, but at the same time, it's not only luck, because in the end you need a lot of hard work. You need to… make…like a lot of people say that you, for example, with athletes and stuff like that. Ohh, they were born with it. Like they they they're so good and stuff like that. But I'm just making a I'm kind of like comparing right now. Yeah. So like a lot of those at least. Yeah. They might have been born with, like, a little bit more of an advantage. But they worked their \*\*\*\*\* off in order to become who they are. So I think that this applies to, like, almost everything in the world. Even if you do have a slightly bigger like advantage than some people, whether it's luck or not, in the end you get to where you are like based on your decisions based on how much effort you put into it. So I guess those that are not like on the huge scale, they either didn't allow themselves by like paving the pavement, making the payment whatever. Sorry. Wait, let me, let me rephrase. If you allow good things to happen, and if you work hard, you're going to find more opportunities. And if you take those opportunities, if you allow those opportunities to happen to you, you can keep innovating, you can keep creating you. You can keep getting better and like developing yourself and like your company. And if you think negatively or get too scared, sometimes risk is also, I think plays a big role because like if you are scared to take a risk. You might actually end up losing a lot, so I'm assuming those who are not on like a huge scale either. I mean, they could be OK with like what they have already, which is also perfectly fine. But if they wanted to, like they would kind of try to seek out more opportunities and try to grab those opportunities and pursue them. And as I said, like keep innovating and evolving basically.

**Interviewer:**

OK, great. Now let's hear your thoughts on what stands behind Extreme success. I understand this next question may be a bit difficult to answer with certainty, but I would still like to get your thoughts on it. So what do your understanding made Bill Gates or Jeff Bezos or any other person that you can think of? What made their success possible to that extreme level? So again, this is like a follow up from the previous question.

**Participant 26:**

Yeah. Well, I think that in order to be successful. Umm, when it comes to businesses, you first of all need to have a good idea something to sell, because if you. Do not really have an idea. No one would want to buy it. No one would want to invest in that. So I guess first of all, you need to have a good idea. Umm, another factor is you as a person need to be able to, as I said earlier like create those opportunities, find those opportunities and like not even if like an opportunity presents itself, some people were too scared to actually grab it. So you need to have the mental strength and like the mindset of a winner, let's call it. To keep going forward and again like you need to have good ideas and like you need to innovate more and. Luck again, I guess it does play some role because if you're lucky with like what the market wants right now and like you kind of created something that they would want a bit before that and you would be lucky like with the timing and stuff like that, that is true as well I guess. But yeah, I think that mainly you need to have good ideas and you yourself need to be able to seek out more than what you have, I guess. So if you have those qualities, obviously there's a lot of other qualities too, but from what I've seen and what I've heard like on TV and like basically celebrities, even not like super like billionaires and stuff like that, but just like celebrities, they always talk about like your mindset, like your personality, your vision and like your ideas and stuff like that. So I would, I guess that's what I would say you need in order to be successful.

**Interviewer:**

And you mentioned a winner mindset. What do you mean by that?

**Participant 26:**

Umm well how I understand it is basically not. Yes you have to be competitive. It's not like just ohh I have to like defeat everyone and be the winner. I mean you can still be a winner with other people. Like you can win together and stuff like that. You do need to be a team of like you need to be good at teamwork, a team player. But I think that in order to be a winner, you need to be able to not give up. And even if something like pushes you down and you fall over, you need to get up. You need to get back on your feet and just keep going forward and not. Like you can't let your spirit basically go down like you need to keep your spirits up and like just be able to keep getting back up no matter how many times you fall, because this is in my opinion, like when there's like spirit like you need to think like a winner. Basically I can do this, have this mentality of. You like. We all make mistakes, but in the end it's important how we deal with like what happens after that, how we perceive it, because you can treat a mistake as a as a an example not example. Sorry as like. Ohh, the word I'm looking for just disappear from my head. I'm sorry. Not practice but. Ah, I forgot the word, but basically just like. Take it and like, take some something out of it instead of just let it be there. Like ohh yeah, that thing happened more like that thing happened so I manage ohh a lesson. There we go. I'm so sorry. Managed to learn something from that and this I think will help you build your character like you as a person and would contribute like maybe even to the people around you too.

**Interviewer:**

Great. And do you think, UM, what's the entrepreneur in control over achieving their extreme success? So do you think Jeff Bezos and Bill Gates were always in control of achieving their billions?

**Participant 26:**

I think that because I this year I studied some CSR and stuff like that, and the more that. I study those type of things. The more I believe even marketing like the more I believe is that. Those companies, they have absolutely no power unless they have the buyers, someone who actually wants to buy what they're selling and. People don't really. I mean, some people, I guess, don't realize how much influence they have over like a product, a company and even a person sometimes. So I think that they do have some influence, but at the same time. They they can use it like they can use it to basically try to sell their company, their product and themselves even maybe. And if if the community decides that they want to buy what they're offering, they will. But if they do not. Then it won't be a success. So I think that kind of goes back to what I was saying that you need to have a good idea like you need to have innovative ideas so that people actually want to buy what you're selling. So I think that, I guess again, they do have some influence over it. But in the end, it depends on the general public, I would say.

**Interviewer:**

And what do you think? Can they control what is within their control?

**Participant 26:**

Well, first of all, the products that they're buying, again, if it's like a monopoly, you don't really have many options. But nowadays, like the markets for everything are just expanding more and more so you have a lot of options, but you are in control of what you want to buy, you can go with like an option of buying like the cheapest thing or you can go for something like higher quality and more expensive, but you are the one that decides that. And so basically the people are in control of what they buy, so they can decide whether to go with like Samsung or I don't know, like iPhone and stuff like that. You are the one that decides that and that contributes to the company. So if I decide to buy a Samsung phone, then I'm going to basically Give money to that. Ohh 5 football I like. Umm. An iPhone then that will help to that company and stuff like that and so. Ohh this is one of the influences and the other. As I said I mean. Help the sales skyrocket or just like plummet, because if like if a company has a really bad reputation, for example, they treat their employees bad, they don't really care about like the service and stuff like that, then people could. I mean they could turn a blind eye to it, but they could also try to stand up for it and be like we don't like that. We don't wanna like work with that. We don't wanna buy your product. Then the company can't do anything if they do not have an actual buyer, if they do not have customers, they would just go bankrupt in the end. That's that's what I think.

**Interviewer:**

A great we're about halfway through the interview and from my point of view is going really well. How is it going for you?

**Participant 26:**

It's OK.

**Interviewer:**

Great. Uh. The next question is important for me to fully capture your thoughts on extreme entrepreneurial success. So what is the person from your example’s contribution in our society? So Bill Gates and Jeff Bezos, what do they contribute to us?

**Participant 26:**

I mean.I guess one aspect is, as I said, like when people like them share like their thoughts and like their like the way their paths to success that could help other people who are looking to become someone like them. Like kind of go on the right path. And another thing is I guess they contribute with, well what like what their companies are making or like the service that they're providing for us. So. They do. Wait, let me just collect my thoughts. Sorry. I guess the service. Yeah, that's another way like to say it, uh, they contribute with like their service. They it's they make some part of our life easier or rather than easier. More convenient. And like they sit, for example, like with Amazon, like they save you some time rather than like going to the shop and buying something or like, even if you don't have it like in your country or something like you can order it from another one, they would deliver it to you. And so I guess this is another aspect. Ohh I am not really, I don't really know much about economics, but I'm assuming that they also help with like the money flow and stuff like that within like a country. And they also because they do need like labor, they need people to work for them. So I guess they also like create workplaces, whether it's like as I said like a warehouse or like even offices. Like manager, stuff like that. I think I cannot think of anything else off the top of my head right now.

**Interviewer:**

Great. That's good. Uh, if you could change their contribution, what would you like to see happening?

**Participant 26:**

Again, uh, because like this is the freshest memory in my head. Like when I said like the Not quite. Amazons like warehouse situation. Because this is like also an influence, this is something that they can change. This is something that they can actually like. Because they have. This is literally their company. So if they really are such a good company and like they care about their staff and stuff like that, they would actually listen to their staff and. Helped them like talk with them and try to figure out a plan that would. Be ethical from like their point of view and also it would get the work done so. I I think that it wouldn't be bad if this will happen because a lot of people would. Actually. Enjoy. Maybe not. Enjoy, but at least not feel completely exhausted, like burnout and stuff like that from just going to their workplace. So I guess that this type, I think from the things that I said is like the creating workplaces, maybe kind of goes it kind of connects to that. Maybe what I said like them trying to fix the unethical parts of like their businesses.

**Interviewer:**

And what are your thoughts on money and wealth being an indicator for how much an entrepreneur has contributed to our society?

**Participant 26:**

Well, again, as I said, like I don't really know much about economics, but I'm assuming that from that point of view it would be good that there's like more money flowing around. From another point of view, again, I think that it's not that they only contribute with like their money and like this contributes like to their success and stuff. I mean it does but. And it's just like the success stories that you constantly hear online actually inspire a lot of people and, like, give them ideas and, like, encourage them to try and seek out more, try to. Be the better version of themselves and like give them that when their mindset that I mentioned earlier. So I don't think that it's only the money that contribute like from the entrepreneurs to like the society.

**Interviewer:**

Great. And the next question may sound a bit controversial to some people, but you did mention luck has a role. So I want to go a bit more in depth into your thoughts about luck. So some people would say that luck plays a very important role in extreme success and some of them would even hold the very extreme view that entrepreneurs like Bill Gates and Jeff Bezos don't deserve their profits because they were just lucky to have them. So what are your thoughts on that? How would you respond to those people that think that?

**Participant 26:**

I mean. I mentioned earlier for luck is that it's it's not only luck like you need to actually allow that luck to come to you, because if you are constantly thinking negatively, if you constantly let's say stay at your house and like don't interact with people like don't do anything like for example as I said like just watch movies like I watch I like watching movies because that's that's not all I do. But if you don't allow opportunities to come your way, then there is no way that this luck is going to appear for you like you need to actually go out and talk to people because you don't know who you might meet. You don't know, like what you might see or like. What idea might come across your mind. So what I'm trying to say is that. If you are a bit open minded, if you try to pursue stuff, eventually this luck is going to come your way. But again, if you keep thinking negatively, let's say, and even if that luck comes your way, you're not going to see it as luck. You're just going to kind of like dismiss it and you're literally ignoring your chance, let's say. This is how I feel about it. This is how what I've been thinking especially recently is that if you allow good things to happen to you, like they're just gonna keep more and more good things, they're gonna keep coming your way. And you, you keep thinking, ohh, this is luck, but I I've come to realize that it's not quite like that. It's more like you're actually leaving your comfort zone, maybe even like you're actually allowing yourself to do more things, and because you're doing those things like because you're doing more things, whether it's in your comfort zone or not, you are just expanding your horizons and that way you are allowing more opportunities to come your way and through those opportunities, maybe one of them is your luck. I guess that's how how I would say it.

**Interviewer:**

Uh, you mentioned luck in relation to taking some action. Is that your definition for luck?

**Participant 26:**

Well, I think that I've been thinking about what luck is recently quite a lot. I I wouldn't say exactly, but I think that. If you just if you're stuck in the same routine. And in that routine, you don't normally do too many things. Different variety of things. Let's say at one point like you're going to exhaust the opportunities that you have with within this routine. So from time to time, you need to actually kind of like step outside a little bit and. You, as I said, like you never know what's gonna happen. This is luck. Yes, but you also need to. Go to places or like do more things in order to find that look. I don't know how to explain it in order to make sense in my head it makes sense. But yeah. What I'm saying is what I'm trying to explain is that. OK, I will give an example. It's a bit different, but I I was feeling a bit down in January and in the beginning of February and I met this girl like in a in a society in my university and she asked me if I wanted to go like to this event with her. It happens every Wednesday and I was really curious. I really wanted to try it. So I went with her and I really enjoyed it and after that. I started being a bit more active. I started meeting more people and because I was meeting those people, I was like expanding my horizons in a way like I was learning more things. I started going to more places and like just that one. OK, I'll come with you. I will accompany, you know, stuff like that. This one thing allowed me to. Experience so many more other things that within those things, I believe that it's not even. I got lucky. It's more like I allowed those good things to happen to me because I decided to say yes and after that like as I said like I met so many people had so many amazing conversations. And it's just I kind of got myself into this more positive mindset. And because I like I got into this more positive mindset. I first of all feel better, second of all. Do more things like. I feel more active, I feel more productive and like that also shows like in my study I am I'm studying a bit more now and it's like it feels better. And So what I'm trying to say is like if you compare it to that situation, if you allow yourself if you say yes to some things, even if it's a little bit outside of your comfort zone. You are allowing yourself to go to a place where you have so many other options to take that. At the end of some of them, there might be some luck that we were talking about, so yeah. Does that makes sense?

**Interviewer:**

Yes. Yes, that's very interesting. And how do you assess whether luck had role and to what extent luck had role in extreme success? How to how do you think about it in your mind?

**Participant 26:**

Yeah, well. I'm gonna keep going back to this, I guess, but like there is like luck as like just a random event that happens. You're like, Oh my God. Like, this is actually helping me and stuff like that. But in order to. Yeah, you might even start off with luck or like later on like get some luck like as I said for example with like a if you are lucky to create something that the market is actually going to want before your competitors, I guess that is luck as in like with the timing, you are lucky that you created something before your competitors. So like you're going to have like that kind of like start up like boost stuff like that but I do believe that definitely it's not only luck you need to really work hard on it. You need to, as I said earlier as well. Yeah, you need to have the mindset for it and you need to have ideas. And if you have those ideas, if the right people see, like, see those here, those ideas, then they might want to invest. And then from there, like you're going to like, you might be able to keep expanding and get to where, like, you want to be or maybe even beyond that. But I definitely don't think that it's just luck. It might play some role in all of it, I guess probably, but it's it. In the end, it's like hard work and like just perseverance and. Yeah, I guess hard work is more than luck.

**Interviewer:**

Great. That's very interesting. Thank you for sharing all of your thoughts. Am I really appreciate your willingness to express your opinions on this topic, which is sometimes difficult to elaborate on and you're helping me understand the phenomenon in question. So that's the most important thing. So I've got one last question. Is there anything else about extreme entrepreneurial success that you would like to share? And I didn't ask.

**Participant 26:**

The thing that I can't really think of anything right now, but like we talked about, I mean I talked about like a lot of things and I think that. How people influence other people is very important because how we treat each other again is very, very important and that's why I kept mentioning stuff like how the way like the path did to their success, like how they talked about it and actually like could motivate other people. And also I kept mentioning as well like the unethical way of like managing the warehouses. And I think that it has a really big influence and how you talk to people, how you treat people. Umm, so yeah, I I don't know. I really believe that. You as a person. Can influence a lot of people like there's some people that even buy those specific influencers brand just because of the influencer. It's not like just that they like what they're selling. I guess I didn't really mention that that much, but yeah, basically it it's important. The persona is quite important as well. So yeah.

**Interviewer:**

Great and well, thank you. A lot of my interviews have been with people like you and I would really like to go in depth into this. So if you have anyone that you could refer me to that has absolutely different views to you or the same views as you feel free to put me in touch.

**Participant 26:**

OK.

**Interviewer:**

I really appreciate that. Thank you. I will stop the recording now.