Participant 30 Interview Transcript

**Interviewer:**

First, before we begin our conversation, can I check having this interview for about one hour is still OK for you?

**Participant 30:**

Yeah, that's perfect.

**Interviewer:**

Great. Let me familiarize you with my research and the purpose of this interview. I'm currently in the third year of my PhD, as you know, at Southampton Business School, and I'm researching on entrepreneurial success and I look at it from a slightly philosophical angle. So looking at external factors that influence success in entrepreneurship. Umm, I'm currently writing my second academic paper, which is about uh ordinary people's perspectives towards, UM, extremely successful entrepreneurs. Uh and uh. My sample is based in the UK and thank you for volunteering to participate and a bit about the data protection measures. Your name is not going to be affiliated with any of the data that you give to me today. This video recording will be only used for transcription purposes and afterwards it will be deleted. And yeah, I'll be the only one who will be able to associate your name with everything that you say. And great. So to begin our conversation, can you tell me so I know you're full name, but can you tell me your age, occupation and educational level?

**Participant 30:**

Umm, I'm 30. I am a lawyer, almost training to be a lawyer. I work as a legal assistant to an arbitrator and I live in London.

**Interviewer:**

Great. And and can you tell me a bit more about your personal and professional life? Uh, anything that you feel comfortable sharing?

**Participant 30:**

Well, in terms of my professional life, I, as I said, I work as a legal assistant. I want to be an arbitrator and in the meantime, I'm planning on working in the law firm as a Council, so I have no understanding of business to the extent that it doesn't concern law, obviously, in terms of my personal life, I'm single. I like going out with friends. I like living in London, but I'm not sure I'm gonna stay here long term. Yeah, that's it.

**Interviewer:**

Right. Umm, let's pin a definition of an entrepreneur as someone who sets up a business or many businesses and is taking on financial risk in hopes of profits. What do you think about this definition?

**Participant 30:**

Yeah, I think it it's. It makes sense to me. That's what an entrepreneur is. I’m not sure what else to add.

**Interviewer:**

Great. And have you had any previous experience with entrepreneurship? Do you know of someone in your family or friends circle who has started their own business?

**Participant 30:**

Well, my mom, you could say it was an entrepreneur, entrepreneur to an extent because she started her own business. She was in the tourism business. She had her own restaurant and a small house where she was renting out rooms. So that's one example in terms of my friends, and let's say the modern definition of an entrepreneur, and I have a friend who a few years ago started a startup. He started in Paris and it was based on micro loans. So giving loans to people who would not be approved for a loan in banks and huge financial institutions. And he started as a small startup. Then he decided to move that to Lagos because he's originally from Nigeria, and now it's one of the biggest startups there. And it's actually quite successful. So I thought this was very nice because he wanted to support a developing country and give them something that it's usually only accessible in developed countries.

**Interviewer:**

That's very interesting. And can you tell me a bit more about your friend or what was he like in terms of his business if you know, you know anything in relation to what? What was he like running a business?

**Participant 30:**

Well, first, to give a little bit of context, we studied law together. So we had legal background, but he decided that the law was not for him. So what he did is he used the legal knowledge he had in terms of setting up a business and how to do it in different countries. And then for his masters, he actually studied business, law and economic law. And then he started working in a in another startup, where he learned all of the skills he needed to set up his own startup. And that was, I think, the startup he worked for was something like a venture capital. So what they did is they would discover small businesses and they would invest in them or they would listen to people's with ideas and they would help them develop those ideas into something. And that's how he gained lots of understanding of how to have his own company. But also he saw so many different ideas and he met with so many different people that I think he more or less gain understanding of the different markets, not only in Paris but elsewhere, So what are the demands? What's lacking? How to provide it and so on. And I think that helped him a lot in growing his own business.

**Interviewer:**

Great. That's fantastic. Now let's go on to explore your views on extremely successful entrepreneurs. So for the purposes of this interview, let's take extreme success to mean extreme financial success. Uh, just because success can be quite subjective, so every person has their own view of what's success is. Uh, for the purposes of this paper, I want to be as objective as possible, so that's why I chose financial success in particular. Umm, what or who crosses your mind when you think about and extremely successful entrepreneur?

**Participant 30:**

Well, if we are only to talk about financial success and nothing else obviously. Elon Musk. Bill Gates. Warren Buffett. Even Trump. So those were the people that I would name.

**Interviewer:**

And can you describe a little bit what you know about them, whether you like anything in particular about them?

**Participant 30:**

Umm, I can't say I like anything about them. I mean, I like the way they started. I like that. Except for Trump. I'm not sure how he started, but let's take into like, let's take a Elon Musk and then Warren Buffett and and Mark Zuckerberg. If you want. I like that the they started with the idea of creating something that didn't exist at the time. They didn't start with idea. I wanna be famous and rich. And that's my end goal. So I think that's why they're successful because they had a bigger purpose and then eventually money. Came when he followed, but other than that. Umm, I think they run their companies well. I think they've developed a lot. I like the fact that they don't stop regardless of how much success and money and fame they've reached. They keep looking for new horizons and they keep investing in other companies. Umm like that they invest in creativity.

**Interviewer:**

And what do you mean by investing in creativity?

**Participant 30:**

Well, for instance, they don't only look. To develop, to develop themselves in their own company, as in OK, what is the next product I'm going to develop? What they do is at least one of them is, they also look at other companies and they see small businesses and they buy those businesses and then they develop them further. Whether that's better for that particular business or not is another question. But at least they they recognize the fact that other people can be just as creative and just as good. They just didn't have the same means to success or whatever.

**Interviewer:**

And do you disagree or dislike with anything that they do or who they are?

**Participant 30:**

I'm not. I'm not that familiar with them to say if I disagree or dislike, I wouldn't say they're particular role models of mine. Like I wouldn't wanna be like them, cause I think that they could give more to the community than they do cause. Yes, it's really nice and helpful that they invest into developing like science and it and all of that. Obviously, it's helpful to the whole world. But, Umm, in terms of personality wise? Yeah, I don't. I can't. I can't say they're very likable. I think to me, again, going back to the definition of success, I just, I wouldn't, I wouldn't look up to them because I don't, I don't see the purpose of them doing that. I saw it back then. I can see it back then when they started that I wanted something and they're getting there. But now that they have all of this, I don't think they make the best use of what they have in terms of connections, fame, money to the, to the extent that they can contribute to the world, think they could do, they could make better use of that. It's just not their focus.

**Interviewer:**

And what would you like to see happening instead?

**Participant 30:**

Well, one thing that I like, particularly when Elon Musk did now, is when he helped you Ukraine with those drones when they didn't have a connection. I thought this was very nice and and asked for. He didn't have to. No one asked him to do it. He just did it because he thought it was the right thing to do. So I really like that. And it shows that he does have that mindset. He's just to focus on other things. I can't say I've seen Mark Zuckerberg doing thing for the community per se. I mean, I'm. I'm aware that they have philanthropic, they're doing a lot of, they're doing a lot of charity, but not to the extent that, not the extend that they actually make a difference and help, it's just part of the thing that you have to do because you're successful and you have money. So that's one thing that I would like them to do. And then. Another thing. Yeah, I'm not sure I can think of anything else. Sorry.

**Interviewer:**

Great. So it's really interesting. Your previous point about UM, the fact that they have to do some contributions. Do you see this as some kind of a PR stunt, or do you see it as a genuine act?

**Participant 30:**

Well, I think it depends. Indicate the example that I just gave with Elon Musk. I don't think this was a PR stunt. I think genuinely he saw it. He thought it was wrong and he did it. UM, whether it gained him points or not, it's debatable, right? Because the people who support this war and then there are people who do not. So I don't think that's necessarily because of peer purposes, but I do think that other people like Trump, for example, you can you we've all heard him, we all know his views, whether some of them are actually genuinely his views or it was part of the PR that he had to support is another question. But The thing is that I don't see him as someone who actually cares about others and wants to contribute or. Really fights poverty. Let's say I don't think he cares that much about it. I think he has it because his PR team told him you have to have that because it looks good. It looks good in your image. It would help with getting investors also for tax purposes is always good to invest in charities because it reduces the tax. So I think it really depends on the person and unfortunately most of those successful people do it because of the PR stunt more than anything else. At least that's the impression I get.

**Interviewer:**

Umm. And do you see that kind of, uh, you you say most successful people. Do you see that among most of the billionaire entrepreneurs as well? So do you think they're genuinely concerned about us or do you see this as a prevalent? PR stunt.

**Participant 30:**

I think it depends on the, UM, purpose, or rather the what their startup or a business is focused on. So one of the other two, there are two female entrepreneurs that come to my mind and one of them is Jessica Alba, who is more known as an actress and a producer rather than entrepreneur. But she also co-founded this company back. I don't know, like 10 years ago or something which was for non-toxic household goods and then wipes and diapers which turned into skin care products and the makeup. And the idea of starting up that business was first because she wanted to do good to the Community, and second, because she herself had separated from various diseases when she was little. And she explains that when she started acting, she was 12 or 13. And then they started applying all the that sort of makeup that it was needed for the role, which eventually some of it goes skin reactions and then other more serious diseases. So when she grew up, she realized how much we are damaging our health with things that. You know, first glance, it doesn't look that harmful, right? It's just a cream. What can you do is just skin, but it actually can damage. And it had damaged her. So what she. Thought was OK. I wanna set up something. I want to make a better world. So I want when I have kids, my kids to be safe in terms of the products I use for them and that's why she started the company. So when you have someone who actually thought of adding, adding value to the community as a whole, not just to themselves, I think there there is an argument that, OK, see, they're thinking about she's thinking about us. She wants to make money. But the whole idea is not the making the being rich. It's OK. I wanna use something that's safe for me that's on my kids. And then the rest can use it. So there I think it's more obvious. Starting Facebook, I don't see that it's the community. I mean, obviously in terms of communication is great, but that's about it. There is a limit to it. What can you do more than this and if as we've seen recently, it could also be damaging because then how do you restrain the press that actually spreads harmful things and hatred and discrimination, so…

**Interviewer:**

That's very interesting. And what do you think differentiates people from your examples like Jessica Alba, Mark Zuckerberg? You mentioned Facebook, Bill Gates, Elon Musk. So what differentiates that group of people with entrepreneurs who are just at a mediocre level of financial success, let's say?

**Participant 30:**

Maybe they did. They started for the wrong reason. A lot of people now want to be entrepreneurs because they see that success comes relatively quicker than with other professions. That it can be really, really rich. Why would other profession there is limit more or less like with doctors or Umm with lawyers? It depends on a lot of things and it requires a lot of work actors as well, I don't know. And if they don't have, I think it's all about purpose, right? If you don't have an idea that you're really, really passionate about and you're ready to put a lot of lots of hard work and not give up when someone says to, you know, once or twice. Then you successful how long it's gonna take is another question. But. Think that's what differentiates them. I don't think they stopped and I think they sacrificed a lot in their OK with Jessica Alba. She was able to do this because she was an actress before that. So she struggled to become an actress. She became an actress. She had her big breakthrough. And then she decided to use that for another purpose with Elon Musk. I think they just worked really, really hard and they didn't give up. And most of them made it in their 30s. If I'm not wrong. Well, now we expect to be successful in their 20s, which is crazy. I mean some are. But how I mean. How often that happens?

**Interviewer:**

And what do you think feeds that kind of UM way of thinking among our generation, younger people? To become that extremely successful uh in entrepreneurship. What do you think inspires them?

**Participant 30:**

Obviously those people inspire them. All those successful people. I would also say that social media plays if you throw. I'm not sure to what extent people were that inspired before social media cause you didn't have the access to that much information. You didn't really know who is doing what. So you were just focused on your own thing and thinking, OK, what is it that I wanna do? And then that's how you kind of figure it out. Now you have access to so much information to so many things that I'm I'm not sure if that's inspiration or sometimes it also creates confusion. So yeah, I would say social media.

**Interviewer:**

So apart from so we mentioned hard work and you mentioned the right reasons for starting up a business. And you also mentioned the idea, so you need to have, uh, probably a marketable, interesting new idea. So what else do you think stands behind extreme success apart from these three factors? You can talk in general or you can talk specifically about entrepreneurship.

**Participant 30:**

Well, yeah, as you said, hard work purpose, dedication, I think luck plays a role as well. It's all about timing sometimes cause you might have an amazing idea put up the work you have everything that's needed, but it's just not the right time. Yeah. And I think it's resilience, so you shouldn't, you shouldn't give up. Obviously, no one is gonna like you. No one is gonna like what you do. No ones gonna agree. Not no one, but a lot of people would not agree with what you're doing. A lot of people would not understand you, but you should know that that's OK, because as long as you know what you're doing and as long as you're focused on it and you believe in it, you shouldn't let other people define you. You should listen. To see if there is something that you could use for yourself, you should always listen to advice, but I don't think you should let them decide for your influence. You, I mean, I know it's easier said than done, but I think it's important because otherwise you'll just give up if they keep telling you know all the time and then you're like, OK, maybe I should change.

**Interviewer:**

So what I gather from your response is that there are internal factors that entrepreneurs need to exhibit. They need to work hard, they need to have be resilient, et cetera. And you mentioned luck. So this is probably an external factor. What do you think about the external environment as a contributing factor to extreme success?

**Participant 30:**

I think it plays a role and in a lot of situation it plays a huge role to the extent that it could be defining. Because if you're not in the right environment, it would feel like you're going against the rescaled against the draft. You're. It would feel like you're going in the wrong direction because people would not understand what you're doing, and I can give you an example. For instance if. If an entrepreneur is surrounded like my friend, for instance, who was, uh, he studied law. He didn't know why he studied law and he he saw that he doesn't fit. He was very good student. But that just because he worked really hard and he started, he passed all of his exams, great grades, amazing. But then he graduated from law school and he realized that it's not his thing, but he couldn't figure out what his thing is because he's surrounding like his environment. Everyone was a lawyer. Everyone knew what kind of law they wanted to do. So he just couldn't explore. There was no one to talk to that could give him a different advice. So the moment he changed, he moved to another country, he decided he's gonna try something different. And he found an environment within which everyone was talking about different sorts of business that they were starting. Then he was able to explore ideas. He was able to find support. He was able to find community where he could actually grow because he could associate with him. He could see the same interest or similar interest. And that helped him grow a lot. I don't think he would have managed to do that had he stayed with his law, friends doing law and continue to doing law. So external factors play huge role.

**Interviewer:**

Great. And what do you think about the aspect of control, so to what extent do you think entrepreneurs were in control over achieving their extreme success?

**Participant 30:**

I think you're in control to the extent that you're acquired the necessary skills and knowledge, and you do the work. You're in control to the extent that that, uh, you decide when to launch the business, even though that’s also a bit controversial, because sometimes you just have to write for the time you have to wait right timing. But other than that extreme success, I don't think it can be controlled. I mean, once you're successful, I think it could easily go out of hand and it's very hard to put it back in control because too many people get involved. I mean, the bigger your company becomes, the more complicated it becomes. Then obviously there is a difference how many shareholders or investors you have because it's usually you're not the only one who owns the company. I mean, even if you are, then you have to comply with other things. So I think it gets very complicated at some point.

**Interviewer:**

That's very interesting and for me to fully capture your thoughts on entrepreneurial success, I have another question. And so what is Elon Musk or Mark Zuckerberg or any of the people that you mentioned, Jessica Alba. So you talked about their contribution already to our society. But what are your thoughts on money being an indicator for how much they have contributed to our society? So for example, the richer someone is, this would necessarily mean they have contributed a lot. What do you think about this statement?

**Participant 30:**

Obviously, the richer someone is, the bigger ability that person has to contribute, but whether they do or not is another question. I don't necessarily think that just because someone is rich, they've contributed more, even if they, let's say, each year someone donates 1,000,000 because they can afford it and they do it. I wouldn't necessarily say that this counts more than someone who focuses their whole life on helping others like let's say, volunteers who just go to developing countries and then they teach kids there or they help fight poverty or something else. I think that matters more because you're investing your time, your life, everything you are, you have to help other people. Setting aside of million out of the 100 millions you have fine, you know I wouldn't define this as a particularly charitable also because client, you're giving the money, but you don't know. I mean, how many of them actually monitor how those money, how that money is being used? We don't know that. And then we have examples of charities that have abused the money and that people eventually take it for themselves or they they never reach the end user. So I I can't say that the richer you are, the more you contribute. Obviously it's controversial and it depends on. As I said, I think it goes back to your personality, to the purpose of you being successful and yeah.

**Interviewer:**

And what do you think is the meaning of entrepreneurship to our society in general in the West or in the East?

**Participant 30:**

The meaning as in how we perceive it or.

**Interviewer:**

The meeting, as what is the value of entrepreneurship?

**Participant 30:**

But I think they do add value. Obviously. Uh. Even if it's not in terms of charity, they've developed different sectors and they give jobs to people and they also, by developing such certain sector, they allow other sectors to develop and follow them, they show that having an open mind helps and it's actually encouraged that you shouldn't just follow whatever everyone else is doing that it's OK to be different. It's OK to think differently and explore different areas, so I think they do add a lot of value to the to the world. To western society.

**Interviewer:**

And do you think that differs to the value they add in eastern societies?

**Participant 30:**

And by eastern societies you mean.

**Interviewer:**

I mean as Asia. The global east.

**Participant 30:**

I think I can't say of. Yeah, well, let's put it that way. I think that a richer, wealthier society could see the benefit of an entrepreneur in a different way than a poor society, because I don't think that people who struggle with having enough food or water care about, you know, the development of the IT sector. I mean, that's great, but how does that help me? I'm still hungry. I'm still thirsty. So I think obviously they have different understanding. And for them that would not be the main area of concern, which makes sense. The the reason it's so developed in Western societies is because it's more advanced. We don't have the first world problems that other countries face, so we are able to focus on that more and develop it

**Interviewer:**

Great. That's very interesting. Umm, the next question may sound a bit controversial, but you did mention luck, so I want to explore your thoughts on lock a bit more. And some people would say that luck plays a very important role in entrepreneurial success, and they would even say that people who are extremely successful don't deserve their profits because they've been lucky. What do you think? What is your response to this?

**Participant 30:**

I do think luck plays a role, but I don't think it's true that those who are very successful got really lucky. I think they got lucky in terms. Again, as timing, I associate luck a lot with timing. Uh, because I think that what luck does is it it makes it quicker. Like your success, it make you successful maybe quicker because. How they put this? So I think I don't think you can be successful without having the skill knowledge or put the work. I mean, we're not gonna discuss Kim Kardashian because that's another question. But in general, I think that everyone that it's really, really successful like those people like Elon Musk, Trump and then Mark Zuckerberg, they really put a lot of hard work and they they work 24/7 and they sacrificed a lot in terms of their social life, their personal life, their invested everything they owned just to develop it. So I don't think they got lucky. They got lucky to the extent that at the time they were doing it, no one else had done that. So from that point of view, yes, maybe you can say that was like, but other than that, no, I think they were creative, they worked hard and they made it and same with Jessica Alba. I mean in that case she didn't create something that didn't exist before, right? She didn't create something that it's unheard of non-toxic beauty product. Everyone has heard of it, everyone wants it, but not everyone does it. What she did is she took the idea and she made it accessible to people and she made it affordable. And then she explained the idea in a in a way that people were actually able to associate it with her. At to associate themselves with her, so that helped her business grow. So Umm yeah, I I do consider luck important but not the most important thing. And I don't think we'll be successful without. I mean just by pure luck. I think maybe one example where luck play the role and that's influencers, I don't think 10 years ago we would have thought that just by posting pictures you can become successful and that's not to say that I don't think they they do a lot of work they work hard cuz some of the biggest influencers like Chiara Ferrani and then in in, in in. Uh, where is it? In Lebanon and Dubai? It's Karen Wasen. They've actually built huge name for themselves and they've used that name and money and fame, and now they've become entrepreneurs and they have collaborations with different huge brands and they're investing in they become business women and everything. So obviously you can you can create a profession out of this. But I think that was luck. I mean, you just started by posting something you had no idea that it's gonna turn into this.

**Interviewer:**

So it was more or less like a gamble. It's interesting that you mentioned Chiara Ferrani. She was mentioned in another interview as well as a very successful entrepreneur. So what do you think makes her an entrepreneur? Or influencers in general.

**Participant 30:**

And well, I think in her case, because I think she's often cited as one of the first ones or the main ones because she said the stage more or less for the rest. Well, clearly she has this business mind because she knew how to use whatever was thrown at her in the best possible way and to exploit it. But in a positive way. She she she used all of their opportunities and she created this staple because now let's say the collaboration she did with Nespresso, this I think is so iconic for her that you could never, ever got it wrong in the moment. You see it even if you don't know who she is, you know that it's associated with her and I mean. You cannot get it wrong, so I think she has the business mind for that. I don't know if someone helped her or not, but she's done so many things and she continues creating and developing different businesses from skin care to that thing with Nespresso to I don't know what else she did it. She did this movie with her husband. So you know, she takes everything and she can make money out of it. So I think that's a good entrepreneur. You have the business mind and you know how to do it and you're doing it.

**Interviewer:**

OK. And you also mentioned Kim Kardashian, but you didn't talk about your opinions about her. So what do you think is the role of luck with Kim Kardashian?

**Participant 30:**

Well, I I because it's hard to say right before I thought she doesn't do anything and she just famous for who she is or because of that video tape that she denied to have leaked, whether she leaked it or not. I don't know. I just. I mean now that I see how many things they do, obviously it's very shallow and I've never maybe I watched one episode of The Kardashians. Uh, in, in, in and they make money out of it, but then again. Why are they to blame that they’re successful who made them successful? Who is watching them? Who is supporting them? Who is buying everything that they produce? It's the consumer. So they made them successful. You cannot get angry at her because she's rich. You're buying her products, you're buying her skin care. You're watching her shows. You would subscribe to whichever platform it's on to watch it. So then who's fault is it? She's just giving people whatever they wanna see. And I think that's the problem because not the problem. But I think that's the whole reason for her to be successful. She understands that at the end of the day, we're all basic on a certain level that we wanna see gossip, we wanna see drama, we wanna see what the life of famous and rich people look like, so you're bound to watch it, and then once you watch one or two episodes and then you get addicted to it and then you want to see what happens in the next episode. So again, I think she was lucky because not everyone that leaks a sex tape becomes famous. But from there on, she knew how to play this and how to use it in her advantage. And from there in in the whole family afterwards.

**Interviewer:**

And you see that happening with other entrepreneurs like Elon Musk or Mark Zuckerberg, do you think other people are? What makes them extremely successful?

**Participant 30:**

What they are? What? Like her.

**Interviewer:**

Yeah, yeah. Do you? Do you think so? You you mentioned that other people, the consumers are the ones who make Kim Kardashian successful. Do you think it's the same with Elon Musk, Mark Zuckerberg, or the tech entrepreneurs?

**Participant 30:**

Yeah. No, I don't. And I think that's why I would say when if we connect this back to the question of luck, that's why I would say that what Chiara and then Kim Kardashian and then other influencers did this. They got lucky by becoming famous and from their own, they knew how to use it and work hard to get where they are. Whereas with Mark Zuckerberg and Elon Musk and Trump, if you wish they didn't get lucky. They actually had to work really hard. To get where they are and they've created something that the consumer didn't even know they want to unmute because it was an existent. So then once you had it, you started asking for more and then they use it. But that's why I don't think that for them luck played as much role as for the others. Because they created the demand, they didn't just use it while the rest used it. That makes sense.

**Interviewer:**

Yeah, that, that that's really interesting actually. I really appreciate your willingness to express your thoughts on this topic, which is quite difficult. UM to elaborate on because of obviously we don't know these people. It's what we gather.

**Participant 30:**

Yeah, we're just speculating.

**Interviewer:**

Yeah. So I've got one last question. Is there anything else about entrepreneurial success that you would like to share and I didn't ask.

**Participant 30:**

I…maybe one thing that I thought about and only because I I could see my friend doing it. I think it's very difficult because there are no guidelines. No one’s telling you what's the right thing to do and what's not. No one's telling you whether you know. It's not guaranteed like it is with certain professions that have existed for such a long time. And I make the difference between me and him because let's say I know that to become a lawyer and need to have undergrad degree, I need to have master's degree and then I need to pass the bar. And from there on, I can practice. He doesn't know what is it that he needs to do for him to become successful or his company to pick up or his business to develop. He's exploring a lot of things. He's risk… He's taking a lot of risks and at the end he just hopes that something works out. So I think that's a huge difference between entrepreneurs and and other professions and have huge respect for them because I don't deal well with uncertainty. Yes, I need to know what's happening next.

**Interviewer:**

That's very interesting and, well, many entrepreneurs would actually say that there are some guidelines or there are, uh, like, uh, an entrepreneurial formula or something like this that one can follow to become extremely successful. So what do you think about that? So do you not think that exists?

**Participant 30:**

Well, no, I don't, because I mean first as we said, I'm not so familiar with this and entrepreneurship and I don't know how it works. I've never studied the field except for that one friend we took who I talked to. I don't have any other views, but from what I've read and seen, like I've watched interviews of Bill Gates and then Warren Buffett and Elon Musk and everyone's asking him, asking them the same question, right. How did it become so successful? And all of them say the same thing. All of them say there is no formula. I cannot tell you what to do, not to do. You know to to be successful. Obviously they share habits that help them create discipline to get where they are, where they are, like waking up at 5:00 AM. OK. But then the other one said I wake up at 6:00 AM and then the third one says 4:00 AM. So when do you wake up? I think it's bizarre for you to start doing exactly what they're doing and thinking you'll reach the same result. I think you have to adjust what you could do is and what my friend had done and what I even do in my field is you pick someone that you like and it could be a role model. Like if if you're an entrepreneur, it could be a long less give it something else and then study how he got successful. But study in a way that OK he had first he came up with this idea that no one else had. OK, fine. Then he put up the work. How did he put up the work? Well, you have to invest your time in terms of, you know, not going out until 5:00 AM are you willing to sacrifice your social life and your private life? Because that's gonna happen if you're in a relationship, you have to know that it's gonna impact your relationship. Are you willing not to see or talk to your family that often? I mean, are you willing to invest all of your money and risk having nothing just to get into that business so you could see what they've done to get there? But then you have to decide for yourself if you're able to do that, and then if you're not, that's OK because you could still find a way around it. I mean, nowadays, as I said, you have access to so much information that if something doesn't work for you, just look for another way, because there is always another way. That's why I don't believe that there is a formula. Maybe there is certain like general guidelines like work hard. This, but I don't think no one like even those people cannot tell you. OK to do this one thing and you'll be successful as much as I am.

**Interviewer:**

Great. That's really interesting. I thank you again for participating in this interview. I will stop the recording now.