Participant 34 Interview Transcript

**Interviewer:**

Before we begin, let me familiarize you with my research and the purpose of this interview for a bit. As you know, I'm currently in the third year of my PhD and this is going to go towards the 2nd paper that I'm writing about…so looking at extreme entrepreneurial success from the perspective of people who are not entrepreneurs and people who have never dealt with anything related to entrepreneurship. And a bit about the data protection measures that I have undertaken. Uh, so your participation is fully anonymous. Your name is not going to be affiliated with any of the data and only I will be able to see whatever you share with me today. This video will be deleted after I transcribe it and the transcription will be held for a year and afterwards it will be destroyed after I finish my paper. So to begin our conversation, can you tell me a bit more about your personal and professional life so you can start with age, occupation and educational level?

**Participant 34:**

Yeah, sure. Yeah. So 35 and occupation, head of customer success, which is basically like account management type role, uh, education masters level in business.

**Interviewer:**

OK, that's great. And uh, you can share anything from your personal or professional life that you feel comfortable sharing?

**Participant 34:**

Yes. At in terms of. Share in terms of what?

**Interviewer:**

How about anything that comes to your mind, really.

**Participant 34:**

In terms of to do with entrepreneurs or just generally right?

**Interviewer:**

Uh, so professional life with your current career and personal life, whatever you like, sharing like a hobbies, for example, or anything that you like doing.

**Participant 34:**

Oh, sorry professional. Oh, sure, just a bit by me. Yeah, yeah, yeah, yeah, sure. No problem. Yeah, so. Uh, yes, it's, yeah, like personal life. And I Irish. I moved to the UK few years ago to join my partner. We now have a child and I've… I initially in my undergrad studied languages. I did French and Italian. I've lived in both of those countries. I enjoy different countries, different cultures, meeting people from around the world. Uh, hobbies wise would be quite sporty, quite active, UM and quite its food. Enjoy eating, cooking, going out to eat. But yeah, I am a people person. I like. People like whether work or social like had to gravitate doing things with people. Work wise then I kind of had so lots of different things really since finishing my undergrads but spent a big stint working in a recruitment agency. Was back in Dublin through there. I also got involved in like events and they ran quite a lot of it's kind of them initiatives for other businesses that I was quite involved in and more recently I've been working in a technology startup. And so that's, yeah, I've been quite different and. Yeah, this is kind of an overview.

**Interviewer:**

That's very interesting. Umm, at the absolute let's pin a definition of an 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 34:**

Sure. And it's interesting because I remember in school I did business studies for the end of school exam when I was 18 and it was like one of eight subjects that I did. And I remember, I think it was like that definition. It was like it was real that that course was you had to do learn definitions and was like, not how they probably would do teaching and learning nowadays. But there was, yeah. There was a. Remember was like an entrepreneur is somebody who takes the risk and has the initiative to set up a business, which is kind of, I guess, yeah. It's essentially the same as yours, so. Uh, yeah, I think that. That kind of satisfied, right? Did you say with the girl with the financial goal of financial?

**Interviewer:**

Yeah, in the hopes of profits.

**Participant 34:**

And hopes of property? Yeah. I mean, I think that is right, I mean some OK, especially nowadays you might have like social entrepreneurs as well. It's not necessarily solely about the profits. That's probably broadened over time and increasingly, you know the reasons why people are trying to do different things and maybe that that definition is broadening a little bit nowadays to be a little bit more not just profit oriented but you know sustainability and everything else.

**Interviewer:**

Ohh yeah yeah, for sure. That's certainly and. Uh, it's interesting that you mentioned that you work for a technology startup. So do you have any friends or relatives that are in business and doing something related to entrepreneurship? Or can you tell me a bit more about the company that you work for with the entrepreneurs in there?

**Participant 34:**

Yeah, that's can tell you about both, I suppose, like within my own immediate family, my dad set up his own business long time ago. Now he's an accountant and and he's in his mid 70s now and I think he went out on his own, maybe just before he turned 40. So let's say, like 35 years ago and grew that and and his brother in law got involved and, you know, would have got to a point where they had maybe 10 employees and but so I suppose. Without really thinking about it, they only know that I'm, like literally here something to you like, you know, my dad set up his own business, so he did. He took that risk and went out on his own. So I suppose I've, uh, kind of growing up, you know, with that as a parent. But then. I then, then within my own work then? So when I worked in the recruitment agency, they they had been around for about 10 years by the time I joined so fairly well established, and then the currently at the start up, I think they were in their…maybe their third or third year when I joined them, so still fairly new and they were very much growth based. So very interesting. I work very closely with now with the two co-founders and on our friend, this is worth noting as well maybe. I've a friend, a good friend back home in Dublin, she set her own business as well. It's a she's Australian and she set up a drive through coffee shop in Dublin, which at the time didn't exist. There was no drive through coffee places. I've never even heard of it as a concept. And I remember thinking she was absolutely mad to do it. Go out and around and I think that was the biggest example for me of seeing how brave it is to go and be an entrepreneur and that actually your whole personal reputation is on the line and and then also. And I suppose just to see, like, you know, she's done extremely well, but even doing really well, it's such a worry. Like, there's so much. It's constant. Like, even for her to go in holidays, you have to have, like, good managers that she can trust. So that for me is actually been one of the, personally, you know, almost that's almost informed me more than, let's say, my dad's experience because she's a she's a peer. And that makes me go, oh, God, no. I enjoy working for somebody else and knowing that I can leave at the weekend and not have to worry about things. So yeah, I've kind of got, I suppose, the few different. Areas and I've got six failures here, like entrepreneurs at that sort of level.

**Interviewer:**

That's very interesting. And how about your friend? What? What is the outcome of her venture in entrepreneurship?

**Participant 34:**

Yeah, she's doing great. I and. She's gone on. I mean, they're they're but her and her husband's. They are kind of an entrepreneurial couple. He's kind of grown a bit of of property portfolio as well and seems to manage that. And two kids and everything else. But I mean, she tried to expand to do a kind of almost like events, coffee catering as well. That didn't really work as well. So she stopped, you know, and it's like she's experimental. She's trying were things she I know she's keen to open up a second shop. Which she hasn't done yet. And so I guess. Uh, so the venture she has does really well. You know, she employs like, there's probably, you know, three or four people on at any one time. They're like, they're making a lot of coffees and said, yeah, it's very successful, but it's not easy. Definitely. She loves it. Like she's brilliant. Addison. But I I wouldn't. Be envious of like it's. I think it's very tough. I think people look at it and go oh, that'd be good. I could do that. And people come up to and they're like and we'll say like ohh hey I'm interested to do something similar. Can you tell me about it? She's like no, I'm not gonna give you my business plan to go in search of a competitor.

**Interviewer:**

Yeah, yeah, that that's absolutely true. And have you ever thought of starting your own business?

**Participant 34:**

I haven't. Not really. I see myself very much. I'm like quite a like generalists in terms of my skill set. I think I I I feel like for an entrepreneur, maybe this isn't fair because my friend who has successfully done it is a bit similar to me, but I feel like you have to be really like specialist maybe, maybe not. And sorry I didn't have I ever thought about it. It's never something that I've really wanted to do to go set up my business. I don't have that hunger for it and but every now and again I might go ohh. You can see the appeal of it, you know, like ohh, I'd be your own thing. You'd have the freedom bus. No, I don't have a a great appetite for it. And I think partially that might be because, you know, as you like, get to know yourself, let's say and self awareness and all that. Like I know that I need to have like boundaries around work like that. I. I know that I can work really well and work hard, but I can also burn out and I need to like work like structures, areas of a day. Let's say it doesn't have to be like super structured like you know, that's fine, but I need to like be able to leave and work done and I need to go and do like my sports and my social and like have balance in my life and and I I think it would be very hard to be an entrepreneur. For me anyway, I don't like not completely lose that balance, and I sometimes think even about my dad. And I think when it. Like what we'd be going on holidays when we were like kids or whatever, and we'd be like waiting for him to finish up and we literally like be in the car downstairs and he finished up in the office type thing but uh, but then he left and and, you know, he left work, you know, from Mark covered. Take a couple of days to unwind. But he one thing that he's really into and he plays a lot of bridge. You know, the card game and I think. That that's for him, because it's a real high concentrated thing that he focuses on. I think that's like his mindfulness or that's where he goes to, like, completely remove himself from whatever \*\*\*\* is going on in work or the business or whatever. And. And yeah, I guess something. It's something that you get better at. So I wouldn't rule it out that I would never do it. But it's not my dream, I think quite a few people are possibly having like ohh I just love to see that. So I tend to look at things and go. Running restaurants actually really hard or running at you know that is really hard and you have to steal people issues. I'm quite a realist generally, so I don't like glamorize it too much, kind of the running your own business.

**Interviewer:**

OK. That's fantastic. I think it will be interesting to hear more about your views on uh on entrepreneurship later in relation to this glamorization. Now let's go on to explore your views on extremely successful entrepreneurs in more detail. So for the purposes of this interview, let's take extreme success in its economic sense to mean having earned a huge amount of money out of entrepreneurial activity. So, you know, success can be quite subjective. I want you as objective as possible so that I I took this financial criteria to measure success.

**Participant 34:**

Sure. OK. Yeah.

**Interviewer:**

So my question is, what are who crosses your mind when you think about an extremely successful entrepreneur?

**Participant 34:**

For what would cross my mind is like the international ones and then like maybe some of the Irish ones as well. So I'll just briefly touch on like the Irish ones. So there's always like Michael O'Leary who is behind Ryanair, he wasn't the original person that found it, but he's like the, he's the, the very guy, he's a real personality, he's a real person, business personality and he's a controversial. So he's always kind of in the limelight whereas by contrast. And we have another big entrepreneur in Ireland called JP McManus, who I actually years ago, saw him speak at university and he is very kind of more discreet, kind of more like soft spoken, very successful. I can't even remember what he made his money in, but he actually owns a load of race horses. And then if you watch horse racing at all, which which we do, you'll see his colours a lot like, oh, that's JP McManus. But then the the extreme ones that jump like that comes to mind. Are going to be like it's like your, you know, your US tech ones really like, appreciate the moment It's like Elon Musk just seems to be everywhere or be your bike Steve Jobs or, you know, like those types, let's say, or Zuckerberg. There's types and, or you know everything in Britain. Then I guess it's lots of space with your Richard Branson is like the classic one as well. So that, yeah, I guess they come to mind.

**Interviewer:**

Great. And what do you like about them, if anything? Well, the different groups of entrepreneurs.

**Participant 34:**

I'm I'm very cynical, so when it comes to like the American ones, I probably like and. What do I like about them? OK. We'll start like with the, let's say with the probably fight the British and Irish once they mentioned there might more, more likable, let's say and. And and what I like better. Let's say Michael O’Leary you like that he does have that personality and isn't afraid to challenge things like he'll challenge the government, for example, or he'd be like he would have been like, oh, the government are like they have to release restrictions or get rid of the…and… The yeah test to fly or all this and at one point he was even saying that, you know, Ryanair. They'll charge you for everything like these days. There was a point that at some point he was saying that they were going to charge to use the toilets for in flight or something, which they were never going to do. But it gets headlines. So it's kind of like he's entertaining in that way. And so, yeah, I suppose the entertainment value sometimes can be interesting, but I wouldn't necessarily say that this that I'm like drawing that like them necessarily.

**Interviewer:**

And what do you dislike about?

**Participant 34:**

I thought the question was gonna come next. Ohh, it's just like the arrogance. Oh my God. And so Hey, let's say like the big ones. They attach ones like, OK, yes. They are very successful but like. Yeah, there's start their sense of self and and like. But I used to work with tech companies, they would have been my clients and I was working in recruitment and Dublin as well. And they knew that everyone wanted to work for them and but it gives it gives them so much power like and how they could treat their employees as well. But anyway, that's where the companies get back to the individuals. Yeah. I just think they just see themselves as like God-like and and it's probably unfair because I think there's a lot, you know, a lot of some entrepreneurs who don't. But at that level of success and the ones that you often see. And come up again and again. And they were trying to advise the world and how everyone should live. And like I hate their like ohh. I get up at 5:00 AM in the morning and I do this, I do that. And that's how you be effective and blah, blah, blah, blah blah. And you know, it's the preaching and it's the. Uh, it's the sense that they are saving the world and actually they are, like, often damaging the world in many ways, and it doesn't seem to necessarily be much recognition of that.

**Interviewer:**

Great. And does that explanation of your views apply to all extremely successful entrepreneurs, or do you think it's just restricted to those individuals that you mentioned?

**Participant 34:**

I think it's restricted those individuals. I don't think that it would be across the like let's say if you said to me and I Bill Gates, I would be like ohh, I know there's like the Bill and Melinda Gates Foundation as they do loads of like philanthropy and you know, so I I think that's almost more like you're, you know, you're 2022. Umm. Let's say ones that are some of the ones that are in the headlines, but no, I wouldn't necessarily paint everyone with like that same brush.

**Interviewer:**

Umm, great. And what do you think are the differentiating factors between those billionaires that you mentioned and the entrepreneurs who are just at mediocre level, they don't achieve, you know, huge millions in financial profits?

**Participant 34:**

Umm, the difference in in in? And why some do and some don't or just the different OK

**Interviewer:**

Yeah.

**Participant 34:**

I mean, I guess like I said. It's gonna provide the different factors like, OK, like what? Is there business? What's their idea and? And. How quickly? Like that grows or like what the need is in the market for it or what people? Either they surround themselves with like, whether within their own like organization, or you know who they like. It's a partner with or. And like it it only get all just comes down to that like one individual. Although I don't know, I haven't. I haven't met any of them and. Yeah, I mean there must be. And I think they must. I don't know. I was gonna say I think they must have, like, really strong personality types. But then equally I think there must be really successful entrepreneurs who actually are, like, not just this, like extreme type A personality who can really like pivot to different than maybe, you know, they they might build more, like, slow and steady. But actually, like, very effectively. And I really like, you know, 10-20 years get a great success. So I think I think of varies across. And I think, yeah, I don't think he like just say, OK, the super successful ones are always this and the other ones are always that, UM. I think. I'd. I'd wouldn't even necessarily say that the super successful ones are more determined, because I think there's heaps of people with loads of determination. I think there's lots of people with lots of determination who fail. I think you absolutely have to have loads of determination to succeed, think everybody does. But I always think this would, even with things like the Olympics and stuff like, yeah, the the people who got their trained, really hard. But the people who didn't get there trained really hard too, you know? So it's like, yes, you have to do that to get there. But it doesn't mean that there aren't loads, people. At who were really determined and who had ideas. He didn't get there. And so, yeah, just depends on you don't like some people have. I've good insights and they are spotting, you know, like the good sense of the market or what's likely to happen and they catch on to things early or you know, like my friends, you know, she saw this has worked. This is a proven concept in Australia. It just doesn't exist in Ireland yet. Like the likelihood there is quite higher. Where's the first person that ever did that drive to coffee shop? That's it. A bigger risk. And whereas and then let's say, let's say for my friend then then she it was kind of suburban everyone working from home or everyone's more. In the suburbs, more says she's gonna even do well. Better out of the pandemic, busier than ever. And so, yeah, I mean, it's you. Like the unforeseen events as well. Someone could do very successful and you know, like whoever's running zoom or whatever else, you know, out of unforeseen events. Definitely you have to have like good insight on spot things well. But again I don't think that's enough. You know it's more than just determination and it's more than just having good instincts.

**Interviewer:**

So what I hear from you is that there are some internal factors like personality, some personality types, but that's obviously not enough. And there are some external factors as well.

**Participant 34:**

Yeah. I think I mean the the individuals reputation as well must be very important because there's hardly anyone that can build a business…and even if they, let's say they would have a bad reputation that people might say that think that they're shrewd or something, there must be somebody that is beneficial to who's buying their products, so they like they have to be building like their own personal brand as being good at what they do like you can't really. It's like somebody is buying it. So uh. Yeah, a reputation is definitely. Yeah, just something that's important.

**Interviewer:**

Great. And what do you think is the role of other people in in that success apart from the individual?

**Participant 34:**

This is interesting. I think it would depend on the person's, uh, the entrepreneur, but some may require more than others and… I think they need like a good sounding board, they need… They're like, you know, somebody that can challenge them. But maybe that's coming out of my…maybe that's me. And Curly at the moment trying to do that with some entrepreneurs, like trying to challenge them and actually maybe maybe that's not it, like maybe they were successful entrepreneurs just believe so strongly in their vision that they just like, aren't challenged and that that worked out for them and they've they've done OK. And but like, I think they I think entrepreneurs. They probably quite a lot of uh. Yeah. They're like, they're very unflappable. OK, so they're like, they're not. Even when there's plenty of reasons that could point to like why I couldn't work, which would be what I would jump to. And I'm not like risk averse, I don't mind risk, but I'm quite they, you know, they'll shoot for it anyway like this. It's almost like they don't even see the risk and and then if if like that risk happens to get them. Oh, that was an awful nasty surprise. But if it doesn't, they aren't even aware that they avoided it. I think they I think there can be a bit of that. And. Yeah.

**Interviewer:**

And what do you think about the aspect of control? So to what extent were people like Bill Gates or Mark Zuckerberg? And to what extent were they in control over achieving this huge success?

**Participant 34:**

Well. They obviously got like Intelligence. And there and that's applied to the they're in the right industry doing the right thing. And when it then takes off. And. Or, you know, they're creating it, so. Yeah. Uh, so took control. And. I don't think they're in control, I think. I think it's like out of their control really. Umm, but I suppose they're spotting what changes they need to make, so that's what they can control. It’s like, OK, we seem to have a better momentum here with this. How can we grow it? So I guess that's where the control comes in. Is, are they, like kind of consciously making decisions? Uh to go like let's maximize this and it's that side of our control as to what how big it can get but we can put the framework in place to like maximize our chances I suppose. So I guess that's what they can control is like being observant of what's going on or what they need to do and like kind of planning accordingly.

**Interviewer:**

It's interesting you mentioned chances. So what do you think there is? Something that they can't control, which are and which is left to chance.

**Participant 34:**

Yeah, because it couldn't even be like. I mean, let's say. And. With social media, with whatever it is, let's say there was like some new platform and it could be that. It's not so much like what that platform does, but let's say some user has shared something on it that's just gone absolutely viral and it's like broad everyone's attention to that particular platform. And you know it all, it just grew from there, let's say, like whatever it might be. So that is more like, oh, lucky that that. But that happened in that way and. But again, I suppose they created the opportunity for that to happen. And but you just. Don't know like where that great success is going to come from? UM. I mean maybe. It said it to the the ones that were really quickly, do they just started as like something simple but not really, not necessarily and. But yeah. I never need to know more control, right? I'm getting. I'm losing the thread of my conversation about that.

**Interviewer:**

That's OK, you can just mention your thoughts when they come back about this, so that's fine. Umm, what about hard work? Do you think they work really hard?

**Participant 34:**

Yeah, I think they work really hard. I think there were, I don't think they're all workaholics, but I think they will be close to workaholics. I I actually am. I I can't fathom how they do it to be honest and I think. I think hats off to them and and I think some of them work hard and that's their everything and some of them work hard but also like live hard too like do manage to do loads in their lives as well and the going back to like just the example of my dad like he would be that way. He would just be like this. He would just have this amazing work ethic and like great social life as well. And, you know, do everything. So I but that's he's able to do that. And for us. But the Super entrepreneurs, let's call them the big ones, I absolute I think they live to work and I think they love it and would know how not to be doing it like realize just like how they are, yeah.

**Interviewer:**

And that's very interesting. And if we take two people who work equally hard. UM towards achieving something, so one is probably a billionaire and one is just an ordinary entrepreneur. Uh, do you think hard work has a significant role or is it more external factors?

**Participant 34:**

No, it's not just hard work because both are working really hard and it could be that that person is working at that exponential level, but the person who hasn't got there, they might have worked at that level doesn't mean that that that they're like hard work is definitely not enough. It's definitely that thing of like you need to work smart and whether it's they, they've got, their entrepreneurs definitely have some really strong capabilities in certain areas. And so you know in some it might be, you know, just like their creative problem solving or and, you know, another might be that they're just really good at, like spotting opportunities or spotting, OK, that's the brand that we need to get in with, get in with that. You know, just like I suppose there's strategic thinking. Like, I definitely think they do excel in certain areas combined with, you know, hard work as well. And yeah, I I definitely don't think you can just, yeah, work work your way to be. And in the same entrepreneur, I think that's just like one of the ingredients.

**Interviewer:**

Great. That. That's great. So far we're almost. Ohh through with the questions. I've got two major questions left. Umm, so the next question is important for me to fully capture your thoughts on this topic and what is the people from your examples contribution to our society. You can start with Irish entrepreneurs and the American entrepreneurs.

**Participant 34:**

Yeah, they're contributions to society and well, they generate employment. And so, you know, they're you're gonna have. However, many people working underneath them and they're, you know, producing something, whether it's a product or a service and you know that's whoever they're end consumer is you know. Wouldn't exist. Wouldn’t exist without them. UM. There and yeah, like they're often is some sort of uh philanthropic activity as well you would hope anyway, that there would be not always and the uh, I suppose they're like role models as well, like potentially. And so I kind of thinking of like the Irish ones there and then you know the US ones then are like the whoever else, kind of, yeah, similar roles as well and I suppose. And you know, then they they can. When they get really big and powerful, they can play this role then of like influencing how society works or how governments work and and being able to influence things like elections or whatever else and so that's fairly fundamental and in terms of in terms of, yeah, there. Their influence.

**Interviewer:**

Great. And if you could change that kind of influence that they have, what would you like to see happening?

**Participant 34:**

Yeah, it's interesting, I mean. I do think that that does need to be more regulated and. It's nice and it's not easily done and. But it doesn't. That doesn't mean that it shouldn't be done and. And I think it's crazy how. Freely we give up like so much information about ourselves, just so we can have convenient like apps on our phone. UM. And. Yes. So I suppose it's like, yeah, it's governance really coming from from governments and coming from international organizations that hold some of the entrepreneurs to greater accountability. And. I think, yeah, I think. What else? If they just grow to have this enormous power? And. Yeah. Why didn't they? Will? Well, government, but also individuals like we have to decide as well. Like how? You know, we don't have to use products just because they're convenience or whatever else, and so yeah, I guess we have to make those decisions as well and which. Well, maybe be interesting to see and kind of future generations. How? How that seemed to be more plugged in, maybe with some of their decision making them generations that have come before and and how they like, you know, where they spend their money or what products they do use or and may go against or may not. Some of these type of entrepreneurs.

**Interviewer:**

That's great. And what are your thoughts on money being an indicator for how much someone has contributed to our society? So, for example, if we take Bill Gates, he's a billionaire. This would necessarily mean he has contributed a lot to us, like products, services. And if we take someone who is less successful, less financially successful, this would mean that they contributed less.

**Participant 34:**

Yeah. I mean, it's kind of a commentary in the the state of the world, isn't it on what we value and like. No wonder there's a widening gap between rich and poor when we're just trying to encourage the wealth wealthy to amass more wealth and. And it is it's, you know, people say, oh, they're very successful or. Yeah, they're doing really well or. Yeah, they're very on the big salary. And I think I think it's probably changing a little bit, but it is still like when you hear the. How much UM these people are worth? Like just listening to, I haven't followed it closely. But like the Elon Musk when he bought Twitter and he did something at the weekend. I was reading where he didn't know. So this the poo emoji just to see this. And it was like he said about the deal. It's like unlikely to happen now. And he just literally tweeted the poo emoji and you're like. This is I. I mean maybe was like a little bit more plugged into it because I needed this was coming up as well. I was like this is like. Whatever I didn't either, please update one of the richest men in the world. And that's how he’s communicating like that is professional communications too, like that's not a role model for anybody and this, but they're by walking away from the deal he was already in some clauses that it was gonna be something like a billion penalty if he just walked away or whatever. But like, that doesn't matter to him. So again, it's just like, sickening amounts of money, I think. Yeah, and you don't. Get that much money without being like fairly ruthless along the way. And then it was something that struck me quite a lot on when I was on maternity leave because I was just on like standard statutory maternity pay, which is pretty terrible in the UK. It's one of the worst of Europe. I said no, like top up from my from my company and like it is really hard like, you know, being with baby all day looking after is like work. I remember just being like Oh my God, this is probably the hardest job I've ever done and it's the worst pain I've ever gotten. And I was like, God and it like. Just, you know, like my mother-in-law. And there's no Umm, she does a lot of she minds running two days a week. She minds her other grandson's little bit. She her own mother is still alive and she doesn't laugh for her. And she's, you know, she's retired herself as like, Oh my God, she just so much unpaid care work, you know, like and why. And like, yeah, I just so I say it's probably something I've started to think about more with age as well as like, you know, like there's so many people doing really hard work and study that is so undervalued or not valued at all. Like, literally like, you know, in terms of financially not value at all. And then we can, you know, I've got, like, friends or relations or whatever. Like someone will have big jobs and or big paycheck like ohh. I'd like two of my cousins and their brothers. And one is like a CFO and a big company and the other is an art therapist and like both great at their jobs grow both great guys, they're they're salary difference is probably 100 grand in the difference you know and like. Who is the more challenging job? The price of that deals with corporate people in suits, which were the person that's dealing with teenagers with like loads of different like learning disabilities. And I mean, I'd much sooner walk into the boardroom with suits and handle that then having to, you know. And so, uh, yeah, think this. It's a. It's a bit strange and a bit sad how we look at the world, why I guess since we're a young age where that's, you know we're shown is like uh. And that kind of mad love? Uh, money is happiness and or, you know. No, I'm not saying that. I've only been turned last, but there's certainly a lot of that in society in Western society anyway.

**Interviewer:**

And the the next question may sound a bit controversial, but you did mention chance, so I wanted to hear your thoughts on lock. So some people would say that luck plays an important role in extreme entrepreneurial success and some of them would even say that people like Mark Zuckerberg and Elon Musk don't deserve their profits because they've been lucky to achieve that extreme success. What would you say in response to those people?

**Participant 34:**

I think luck must play a role, especially in the early stage of like when it's becoming like and paying like that kind of early, like let's say whenever it goes through that like big period of like. Fast growth, if there is one of that, there must be luck involved, but then equally. Uh, you know, to not to, not just go, like, boom, bust, boom, bust, boom. But like to actually continue if you're sustaining success, I think there must be more than just luck because like, even like I say Zuckerberg like there where there was other social media things there before him, you know like wasn't. I've always had on Bebo was the first thing that was why we were on when we were doing our underground before Facebook. I remember saying joined Facebook and I was like no, no, no. But I'm a Bebo. I don't need Facebook and I'm not on Bebo anymore. Just about still on Facebook so. That's it. I you know, I think there is more than just luck. I think there's some luck involved that maybe has helped them at moments. Uh, but like. But like with any one really also as well there's gonna be like bad luck too. So for the ones who are like super successful for like a long time forever. Like it's not just oh, you got lucky. You definitely had to react to stuff too, and how you've dealt with that or how you've approached things has led to that ongoing success. It's yeah. Keep it maybe like winning success. Luck can help you win success, but to maintain it and definitely more than just luck.

**Interviewer:**

That's very interesting. And what kind of understanding do you have of luck in that those kind of situations? How would you define luck or generate?

**Participant 34:**

I suppose I'm thinking of it is like something happening and. Like. External factors like in the economy or something that could, UM suddenly really help you, or let's say UM in the other company goes out of business for some completely unrelated read like let's say just like their factory burns down and yours is the factory that's you know it's suddenly it's all you know you get this huge order and then that order enables you to have the cash to do everything else. So I guess you know something like that like in external factor and I suppose it could be something internal as well like. Let's say to sustain that success, you could hire someone and then they could have the next great idea, and then you're still like the entrepreneur at the top. But actually you made a good hiring decision there. So it's not totally luck. Yeah, no luck for me is more. I’m trying to think of a good example and, but yeah, I think they're being like serves demand in your market or like let's say, let's say you're making. Something I didn't know, like some sort of designer and luck would have it that some. Beyoncé happened to like see it like it and post it and like and then suddenly you're successful because she's giving you access to her followers type thing. So I guess those type of things would be like some examples of luck, I suppose.

**Interviewer:**

And do you think that happens often with people like Mark Zuckerberg, Elon Musk or Richard Branson?

**Participant 34:**

I do kind of think it's like make your luck make your luck as well. Like I do think. You have to be putting yourself into those situations for luck to happen, but then going back to kind of what I'm saying earlier, like I think they're all hard working. I think they're all kind of, yeah, equally like putting themselves out there to. Like I think there's for. For those lucky things to happen there's also loads of. And things that aren't coming off as well, you know that it's like it's not just like, oh, that thank God, that one good thing happens because there was nothing no other union. You're you're making loads of gambels everywhere maybe and you’re, yeah. UM. For there to be, like, catapulted to success. And yeah, there could be something that like. Yeah, you really did, like, get lucky, but it could have been that happens with something else as well, because you were also keep an eye on that as or you're able to like shift quite quickly to be lucky, like you're putting the kind of groundwork in place so that you can be lucky and like roll with this or to.

**Interviewer:**

Great. It's really interesting to hear your thoughts about luck because it's quite a controversial topic. I really appreciate your willingness to share your thoughts on this Umm and I've got one last question. So is there anything else about entrepreneurial success that you would like to share? And I didn't ask.

**Participant 34:**

Just trying to think. And one day, they're like, you know, the individual to. They just feel quite like compelled to do it, you know, like, could they, could they not be an entrepreneur? You know, I feel like that that almost, like, have to be if they're able to have very able to, like, get the money together to do it. And like, I sometimes wonder what, you know, the same my own company. If, if if we were to no longer exist, what would those like 2 entrepreneurs, what would they do like, would they go? Would they get involved in the startup or go try something else? Or would they go and, like, go work for somebody else? I think. And it's hard to imagine them, you know, not being there and year I wouldn't necessarily envious. I think it's like they're mine. They must have very busy minds. Or maybe that's a misconception, and that's how my mind works. So I don't like I recently asked one of them. Oh, do you find it hard to switch off from work? And they said no, not at all. And I find that hard to believe. I'm like, I can't believe they're running a business that's not yet really, you know, like totally successful yet. And you're able to switch off, but maybe they are. So yeah, interesting. I think the super entrepreneuers there. It's so it's just it's just like they just playing like a giant game of chess or whatever and they just thinking of the next move and that's what. Yeah, that's what they live for. So I think they're probably, I think that they’re driven by different things and I think some maybe it's because of like the product for the service that they really believe in or maybe some, it's the. By wealth and some, it's, uh, because they want to do something for society or I do think there's. Yeah, they don't know that any of the same motivation. But they definitely have a lot of motivation. All of that, that definitely common threats.

**Interviewer:**

Great. Uh, it's been great so far. Everything that you mentioned is very relevant to what I study. So thank you again.

**Participant 34:**

No.