People in Silicon Valley often talk about failing fast. But what exactly does that mean? In this pilot episode of STVP’s new podcast series, Stanford Innovation Lab, Professor of the Practice Tina Seelig interviews serial entrepreneur Alberto Savoia, who describes how to fail smart. Based on his experiences founding two companies, as well as his time at Google and Sun Microsystems, Alberto discusses different types of failure, and how specific practices can be used to fail faster and more efficiently using a concept he calls “pretotyping.”

Transcript