

URL: <https://stvp.stanford.edu/clips/first-build-a-reputation>

Working for other companies and building a strong professional network before launching a startup can earn you trust with both customers and investors. Honeycomb CEO Christine Yen observes how her co-founder Charity Major's name recognition on the software engineering conference circuit gave Honeycomb an edge when they launched, and even helped them raise funding.



## Transcript

- Because Charity and I had done our time, worked in a number of different companies, because Charity had for the last, I think two years that she spent at Parse, really invested in doing the conference circuit and talking about Mongo and becoming sort of a domain expert in Mongo reliability engineering, she was sort of more of a known quantity, and especially when early stage startups also involve bringing customers and getting folks to pay attention to you, that was very much a point in our favor when we were raising our first seed round.. And I actually remember one of my first conversations with one of our early investors.. He was sort of a casual acquaintance.. And I was like, hey, I wanted to catch up.. How's it been going? He's like, "Oh, I'm so glad you reached out.. "I heard Charity Majors left Facebook.. "Do you know what she's doing next?" And I was able to just sit back and kind of crack up 'cause I was like, oh, well, I'm glad you asked.. We're working together on a startup.. I hear you have money...