

## **Stanford eCorner**

**Growing the Early User Base** 

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## URL: https://stvp.stanford.edu/clips/growing-the-early-user-base

Leah Busque, founder and CEO of TaskRabbit, describes how her business rapidly grew out of a hyper-local beta test: on 600 mothers in her hometown. She also discusses closely tracking customer analytics as a way to guide product development.



## Transcript

English subtitles are not available for this media..