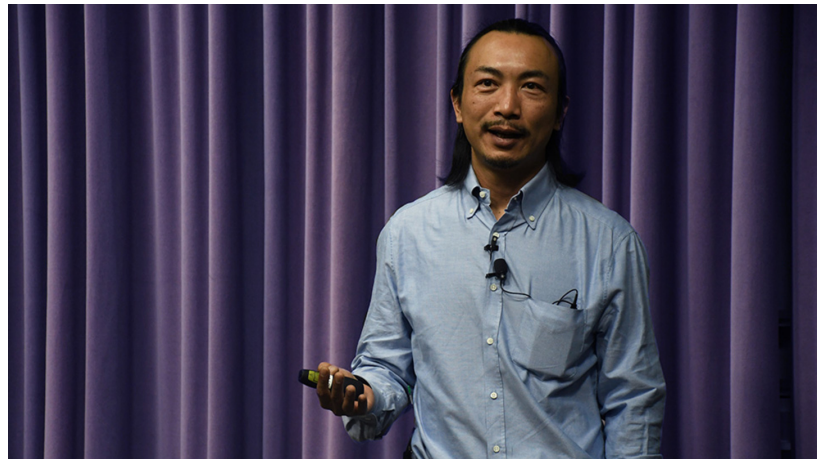


URL: <https://stvp.stanford.edu/clips/marketing-isnt-everything>

Brad Bao, co-founder and executive chairman of Lime shares how his company generates millions of trips organically without investing heavily in marketing. He explains that ensuring accessibility at an acceptable price point was beneficial to their success.



## Transcript

We launched the first market in June last year, and we're roughly about one year and four month ever since we launched the first market, and now we're in over 140 markets.. As I mentioned, that we're in 12 countries already, and we're rank really high in almost all the countries we launched with.. This is based on zero marketing.. We don't even have an internal marketing team.. A lot of people ask me, "What is your CAC?" Anyone in entrepreneurship that it knows what CAC is? What is your cost of acquisition? (laughs) My answer is zero.. We don't have user acquisition cost.. But I think that is really focusing on the real world challenge, that really focus on the value addings is the best user acquisition strategy...