

URL: <https://stvp.stanford.edu/clips/opportunity-beyond-geography>

Amit Chatterjee, CEO and founder of Hara, pinpoints a shift in the startup game. It used to be that young businesses tapped their national market completely before heading overseas. Now, says Chatterjee, the focus is to approach multiple global markets simultaneously - for Hara, this meant reaching out to the UK, the Middle East, and Japan from the company's start.



Transcript

So what we did was we built a very successful business in the US market initially.. We've now expanded out into the UK market as well as the Middle East and Japan.. Very different when I had first started in startups, it was almost unheard of until you had basically tapped out the US market that you'd even look internationally.. But Thomas Friedman who wrote a couple of books has it right.. There is a lot of competition.. There are great ideas all across the globe because the world is flat.. But more importantly there are customers, because the world is flat, that can procure at the same time as Safeway which is in Pleasanton versus Reed-Elsever which is based in the UK, versus someone that is based in Japan.. And if you choose as an organization to simply focus on your one geography, you will miss a huge opportunity...