

URL: <https://stvp.stanford.edu/clips/overcoming-the-first-mover-advantage>

Splendid Spoon co-CEO Elise Densborn observes that a first-mover advantage isn't as important in her industry, compared to tech or the supply chain. By creating a unique brand and product that delivers value to the customers, she says, innovative companies have space to grow.



## Transcript

- What are some of the competitive advantages 00:00:04,900 that allow your company to build a moat outside of first mover's advantage from larger companies like Amazon, who can potentially mobilize really quickly? - Yeah, totally, totally.. 00:00:20,583 Oh, it's such a good question.. So I mean, I have a little thesis or philosophy that there isn't really a first mover advantage when it comes to the hearts and minds of consumers, so it isn't the same.. Sure, there's timing, always matters, and sort of like momentum definitely matters.. That is true and like capturing demand is definitely true.. But there's something a little bit different when you are sort of like speaking to an individual about a product, about a brand, about a lifestyle that does sort of transcend that.. Like you can have a new brand at any time that it, if it is more relevant, if it is more like meeting of a customer expectation, they will switch.. And so it's a little bit different than like a technology or a, sort of like a supply chain first mover advantage.. And so we actually, I mean, that's how we think about our competitive moat.. We think a lot about our brand equity and our innovation process and skill and just our ability to make better food, a better product..

It's sort of like the fundamentals, like we talked about brains and bronze, it's kind of going back to like those basics of customer, of brand, and of product.. And if you get those three things right and it is unique and just delivering more value, there's less of a timing or sort of like space.. There's more space.. It will grow.. And our market has grown and that has been our experience as more people have entered the plant-based space.. It's also made the market bigger.. So we credit things like Impossible Burger and Beyond Meat for like really widening our market.. And they're not, you know, we don't use their products, but we use, you know, meat alternatives in some of our products...