URL: https://stvp.stanford.edu/clips/people-plus-software

Pilot CTO and founder Jessica McKellar explains that customers generally prefer to invest in solutions, rather than just buying "another tool.". This insight, she adds, led Pilot towards bundling data-driven insights with human expertise, to offer customers a complete solution rather than a software product that clients had to manage on their own.

Transcript

- One of the very earliest observations was that, 00:00:06,070 businesses don't want to buy more software.. They want their problems solved.. So, in general, folks are not interested in like yet another tool that they need to like set up and manage and like use day over day or month over month to accomplish some finance or accounting task.. They just want to know that the problem is solved by someone they trust, who has their back if they have questions so that they can like a focus on, you know, you start a business, like bring something into the world, right? You wanna mostly focus on that.. So for the parts that are kind of the low level, kind of compliance oriented parts, let somebody who's better than you do it and how they do it almost doesn't matter, like the fact that we use software to accomplish this and that gives you a better work product and like these insights that you don't get anywhere else.. The how behind it almost doesn't matter.. What you care about is the end result.. Which is like you have great clean books, useful insights and you have like a person who you, you know, and you trust, you can ask questions of.. And then on top of that though, we can also be the strategic partner to you, like a person who can get on the phone with you and help you plan and make better decisions about your business based on the data and based on data that, you know, we're getting that nobody else is gonna have access to.. So it was always gonna be people plus software and the interfaces will solve the problem for you..

We're not selling you yet another tool...