

URL: <https://stvp.stanford.edu/blog/videos/the-best-money-customer-money>

Roizen talks about the importance of customers. She shares a story where an entrepreneur identified a problem, took time to develop a solution, and got real customers to pay him to make the product.



## Transcript

It depends who your customer is, right? It depends on what channel you can tap in to.. I'll tell you a classic case on how that works.. Classic case on how that works is, hi I work at Enterprise Software Company ABC.. And I keep telling them our customers are asking for X.. And by God, they just say, oh legacy is all important, we can't build that.. And I got so mad that I decided to quit.. And luckily I knew three of the customers.. And they said, sure we'll pay for you to build that.. So I spent a year building it and now that I've built it for those three customers, I think I could make a market selling it to the 5,000 other customers.. If any of you have one of those, please call me OK? So that's a really good way, right? Because you've identified a problem..

You came from the place, you understood that the company wasn't going to go after the problem, you took your own time and whatever.. You built it and you got other people, real customers.. The best money you can possibly get.. Much better than venture capital, actual customers paid you to write the product...