

Stanford eCorner

The Early Metrics 21-05-2014

URL: https://stvp.stanford.edu/clips/the-early-metrics

Leah Busque, founder and CEO of TaskRabbit, discusses how performance metrics and customer traction were measured during seed-round fundraising. She says the key then was identifying the right metrics and figuring out how fast goals could be reached.



Transcript

English subtitles are not available for this media..