

URL: <https://stvp.stanford.edu/clips/etl-alexandra-zatarain-clip-1>

Alexandra Zatarain, co-founder and VP of brand and marketing at Eight Sleep, shares how her company starts with qualitative research, having deep conversations with individuals to learn about their problems. Once they have enough information about a target audience to construct a profile, she says, they start gathering more quantitative data.



Transcript

- Can you describe when you know 00:00:04,173 you found product market fit? - Yes.. I always say that you feel it, 00:00:11,970 so it's not something you just see in the data, but you feel this shift.. At Eight Sleep, we've been through what we describe as a sort of like two very differentiated faces.. There's like the first five years, and the latter five years of the company.. And the marked difference is when we found, when you really found product market fit.. And it doesn't mean that we didn't make revenue pre-product market fit.. It just feels very different once you have it.. And what it feels like is that instead of you pushing this boulder up this mountain, you're actually being pulled by this force.. That's what you feel that difference.. You suddenly feel like you can't keep up..

There's this clear alignment of the stars.. And so for us in those first five years where I would say we did not have that product market fit, everything was really difficult.. It felt like every month we had to figure out a new way to make a dollar, right? And maybe you had a spike when someone wrote a press piece or when, you know, you posted on Product Hunt.. And you made this money, and you think you have product market fit, and then suddenly it just like goes away.. So that, you know it's not growing, it's not compounding.. And instead the last five years have looked very different.. So I would say that's the main thing.. You will feel it.. Are you're pushing it, or is it pulling you as a force?..