

URL: <https://stvp.stanford.edu/clips/when-the-boulder-rolls-downhill>

According to Twitch co-founder Justin Kan, it's not hard to know when you're reached product-market fit: Instead of feeling like you're rolling a boulder uphill, you're suddenly racing to keep up with a boulder that's rolling downhill.



Transcript

- Most of the startup is like, 00:00:04,040 before you have product market fit, you feel like you're rolling a boulder uphill.. You're begging people to use your product.. You're like, you know, begging people to try it and give it a chance.. And eventually if you discover something that's really useful and differentiated, then people start to come to you.. Then you feel like you can't make it fast enough.. You can't keep the servers up, whatever, you know, that is for you.. You know, like you feel like you're rolling the boulder downhill.. You're just running after it.. And I think that's the difference.. And, you know, you can, I think it's really easy in Silicon Valley to cargo cult all the things that successful founders do that aren't working on your product, you know, like, oh, I need to hire like executives or raise a lot of money, but those things are irrelevant..

You know, they're downstream from having a product that everybody wants.. Right.. And they're pretty much irrelevant and actually detrimental to you discovering a product, you know, something that works that, that has product market fit oftentimes.. If you know, but it's easy to get distracted by them.. And I have in my career, you know, so that, that was one, probably the most important lesson, you know...