



Stanford eCorner

Customer Base: Paypal vs. SpaceX

Elon Musk, *SpaceX*

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Video URL: <http://ecorner.stanford.edu/videos/388/Customer-Base-Paypal-vs-SpaceX>

Musk talks about the difference in the customer base of PayPal and SpaceX: PayPal is a consumer product and SpaceX sells rockets, which have very few customers. SpaceX involves individual selling process and no viral marketing.



Transcript

Can you talk a little bit about difference in the customer base you have targeted in SpaceX that enforces experiences with PayPal how much challenge that presents? Yes. The customer base with SpaceX is dramatically different obviously from PayPal. PayPal is a consumer product whereas SpaceX we're selling rockets and the number of people who want to buy rockets is quite small. If anyone here has explained to everyone a rocket, I'd be glad to sell it to him. So it's much more of an individual selling process. There's a great deal more thought that goes to any purchase of a launch, much more so that signing up a PayPal account which doesn't really cost you much, and there's not a lot of viral marketing that's going to happen with a rocket I suspect. I'm hoping but I'm not counting on it.