



## Stanford eCorner

### Advice to eBay (the acquirer)

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January 21, 2004

Video URL: <http://ecorner.stanford.edu/videos/1034/Advice-to-eBay-the-acquirer>

Peter's advice to eBay for the future of Paypal is to keep scaling the business. At the beginning, it made sense to integrate Paypal's product closely with eBay, but now they are starting to develop applications outside of eBay and these should be vigorously promoted.



#### Transcript

I think it's continuing to just scale and scale. It's continuing to grow at a very rapid clip virally. The first year made sense from the focus on integrating it tightly with eBay. I think the advice going forward would be that the larger market is off eBay and they should develop a lot of product features and functionalities that enable point-to-point payments in a non-eBay context. That will be the summer version. I think they are trying to figure out the right balanced strike right between how much deposit is to be geared towards eBay and how much should be geared off eBay.