



## Stanford eCorner

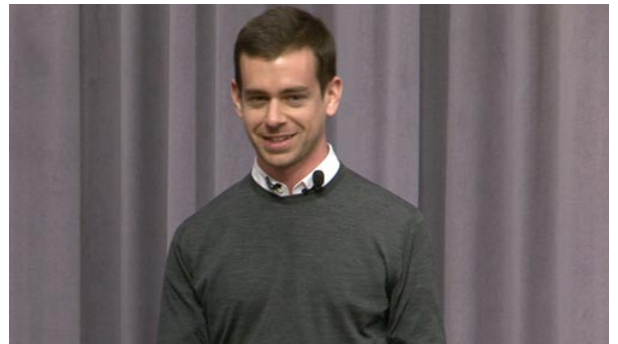
### Show Investors a Working Product

Jack Dorsey, *Square*

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Video URL: <http://ecorner.stanford.edu/videos/2641/Show-Investors-a-Working-Product>

Square and Twitter Co-Founder Jack Dorsey urges all entrepreneurs to show investors a working version of their product or service. Dorsey explains how this was done with Twitter, and how it made the telling of the product's story easier. He also shares the amusing (and money-making) technique he used when presenting Square to investors.



#### Transcript

The thing that really inspires people is a working product. When you're pitching someone, the best thing you can do is show them something that works. We did this with Twitter. We had a great number of users. We had a great number of mass. We had a lot of used cases. And we had investors who were coming to us who were already users of the product. Their families were users of the product. So, the story became very, very easy to tell. They could easily see why this was something that was powerful.

Square was the same but it was a little bit more tangible because I could actually take their credit card and take money off of it and then say, "Go to your Chase account right now and look because I just took \$3 from your account," or in some cases \$50 if I don't really like the VC.