



Stanford eCorner

Start Local, Scale Global

Reid Hoffman, *LinkedIn*

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Video URL: <http://ecorner.stanford.edu/videos/2772/Start-Local-Scale-Global>

Serial entrepreneur Reid Hoffman describes the importance of entrepreneurs learning how to start a company with local focus and then scaling the offering on the global stage. In this clip, he shares an example from LinkedIn to illustrate this idea. Hoffman also suggests one of the best ways to learn this skill comes from sharing knowledge through networks of entrepreneurs.



Transcript

One of the things that I think is, kind of, most interesting and the challenge is "How do you both build something really strong with a local focus, and then also how do you participate on the global stage." Now, I have done that with two very easy things because I say, "Well, I focus on the consumer internet," so you can have your servers there, and then that can very quickly scale globally. For example, we launched LinkedIn with 13 countries in the list and I think it got to the full country list within about four months, because as each person complained that their country wasn't in the list, we added it in as a way of doing it. Then the second is, because one of the benefits that we have, starting with a local market in Silicon Valley and going out to the U.S. is the U.S. gives you a very strong base of doing that aperture. But I think that's a skill that everyone needs to learn in terms of how you play out on the global stage. I think the sharings of information through these networks of entrepreneurs between Silicon Valley and other place in the U.S. and other places in the world, and other places in the world, I think the skill set is going to be evolving at very fast rate. That's part of the reason we do things like this.