



## Stanford eCorner

### Launching Too Early

Jessica Mah, *inDinero*

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Video URL: <http://ecorner.stanford.edu/videos/2858/Launching-Too-Early>

Jessica Mah, co-founder of inDinero, relates the impetus behind her company's initial launch. While quick to market, Mah now believes inDinero launched too early, succumbing to pressure to launch. Mah examines some of these peer pressure points, in conversation with entrepreneur and investor Steve Blank.



#### Transcript

Yeah, we've launched really early like we wanted to be the first company out of our Y Combinator batch to launch on TechCrunch because we feel good about ourselves and we did and it felt great but the product which is not there yet like people would find out and they've complained about bugs and problems and they fall off. And I wished we had waited longer. Say that last part again. I wish we waited longer to launch... Why? ...and we didn't have till it publicly launched to get user feedback. I thought that's what you're supposed to do. We could have just talked to our friends and early customers and have them use the product and just use that for a longer period of time. But you wouldn't have been part of the cool club. You wouldn't have been but I'd rather not lose your money than to be cool. That's an interesting lesson, isn't it? And could anybody have convinced you with that early on, honestly? Possibly, but I felt like there was just a lot of peer pressure to do otherwise.

I think so. Like when you're surrounded by a bunch of other companies who are rushing to launch and your investors really want you to launch, you're just going to do it. Cool, interesting. So you just have to figure out like what you want to do and even if your investors tell you to do otherwise, you have to decide what's right for you.