



Stanford eCorner

Act Globally with Partners

Warren Packard, *Thuuz*

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Video URL: <http://ecorner.stanford.edu/videos/2893/Act-Globally-with-Partners>

Warren Packard believes in the startup tenet "think globally, act locally." Here the Thuuz co-founder talks about the need for solid partnerships when executing a global strategy, using Thuuz's current efforts in this area as an example.



Transcript

Another great tension that we learned from investing internationally at DFJ is global versus local and this comes up a lot here. And I think this is actually captured in that same that you need to think globally and act locally. I got to be careful if I say that the wrong way. We - it's a global economy. There is no doubt that whether - what's going to happen with the U.S. economy or the European economy or whatever. It's going to happen. It's going to happen beyond your control. But in the final analysis, it's all about the global economy, which is critical, what's happening in Asia, what's happening in Africa, what's happening in Europe and the U.S, you have to be prepared for what's going on. But at the same time, getting back to the focus, you need to realize that you've got to think locally because if you're going to expand your business into some of these regions, you have to know what's going on in those regions.

In fact, just the other night we had a call with the Royal Challengers of Bangalore in the IPL, Indian Premier League Cricket, and cricket is one of the sports that we covered, it's a great sport. It's not one that I know very well, but huge following and IPL has got a great following and I guess the Royal Challengers have a great following as well. We're talking to them about how we integrate our service with theirs and one guy very astutely on the call says, well, I looked at your app and it's all, it's kind of focused on U.S. sports and you have U.S. service providers and all the stuff, yep, yep, we admit it we're guilty, but the focus part of our business is we don't even know where to begin with when it comes to India. But the global - thinking globally and thinking big part says, we need to be involved with cricket, we need to be involved with rugby, we need to be involved with international football, the real football. And if we're going to get into India, if we're going to get into China, into Japan, Korea, Germany, Britain, whatever, we need to have partners there who help us out because it's a very complex landscape. But we have to be thinking about heading into that direction because that's an important part of our future, and so we're laying the seeds now for our ability to execute on the international landscape, and hopefully, the Royal Challengers will take us up on their offer and help us into India. And hopefully, we'll get a call from Bayern Munich to get ourselves into Germany. And from an EPL team to get us into Britain.

We'll see how these things play out, but we've to have some patience.