



# Stanford eCorner

## One Wild Monday

Akshay Kothari, *Pulse*

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Video URL: <http://ecorner.stanford.edu/videos/3139/One-Wild-Monday>

Pulse Co-Founders Akshay Kothari and Ankit Gupta share the roller coaster of emotions they experienced on the day Apple's Steve Jobs called out Pulse as one of his favorite apps for the iPad, which led to their application being pulled from Apple's App Store after a complaint by The New York Times.



### Transcript

But actually on the legal side we did have a really fascinating day in June I think, we were still in school. So this was after the New York Times actually wrote about us and in terms of more on the editorial side. And so, but I think this was Monday, I think it was sometime in June, early June. It was the WWDC conference and Steve Jobs was going to actually release the iPhone 4 which was a huge improvement. And then before he actually launched the iPhone 4, he talked about five or six apps that he loves. And we had no idea, Apple doesn't tell you anything until you actually see it. And so, I was watching this in the dorm here and Ankit was actually in New York. So he is like let me show you some iPad apps that I like and there we were. We were the first, Pulse was the first app that he talked about. And I was just like, did that really happen.

Am I dreaming here? But, anyway, so this is like 10am Monday morning, I am kind of going berserk. This is probably like the highest high, it's probably like the happiest I've ever been. Come like maybe five hours later, 3 o'clock, 3:30 to be precise, Ankit and I get an email from Apple saying that, you know, New York Times has complained and we've taken your app out of the store, five hours later. So when they talk about rollercoaster, you know, the entrepreneur's life being a rollercoaster, that happened in five hours. I think a lot of things that happened - and then we were back into the store the next day morning, but that was one of the craziest Mondays I've ever had or we've ever had.