



# Stanford eCorner

## What Services to Create

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Video URL: <http://ecorner.stanford.edu/videos/3312/What-Services-to-Create>

Deciding where to work or what to create can begin with noticing your own passions or the unique products and services you use, according to Tristan Walker, founder and CEO of Walker and Company Brands.



### Transcript

Like how I actually like realized Twitter and Foursquare were companies that I want to work for, again, it starts with the product, right? I was fortunate enough that I was able to identify those, like well before anyone else and it's only because I felt that those two services were fundamentally changing my life, right? Twitter at least on communication, Foursquare much in the same vein, and it allowed me to identify the use of those services before other people started using them, right? And one thing that I tell a lot of folks who come and ask me these questions, right, like how do I know which company I want to work for or how do I know which startup to create. I just tell them like, look at their phones and you'd be amazed by even on that like first page of your phone, the types of things that you use that other people do not and you start to get a very clear picture about like what you're most passionate about and what you have a view on that other people do not. And the reason why that's so important is because number one it allows you to identify things before anybody else does which allows you to be introduced to those companies at times when no one else is trying to compete for those same roles, right, and I've been very, very lucky to be able to find those things as a result of that. So, think about things you already use and the things that actually make your life better.