



Stanford eCorner

Growing the Early User Base

Leah Busque, *TaskRabbit*

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Video URL: <http://ecorner.stanford.edu/videos/3347/Growing-the-Early-User-Base>

Leah Busque, founder and CEO of TaskRabbit, describes how her business rapidly grew out of a hyper-local beta test: on 600 mothers in her hometown. She also discusses closely tracking customer analytics as a way to guide product development.



Transcript