



Stanford eCorner

The Early Metrics

Leah Busque, *TaskRabbit*

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Video URL: <http://ecorner.stanford.edu/videos/3348/The-Early-Metrics>

Leah Busque, founder and CEO of TaskRabbit, discusses how performance metrics and customer traction were measured during seed-round fundraising. She says the key then was identifying the right metrics and figuring out how fast goals could be reached.



Transcript