



## Stanford eCorner

### Keep Investing in the Future

Alon Cohen, *Houzz*

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Video URL: <http://ecorner.stanford.edu/videos/3463/Keep-Investing-in-the-Future>

Houzz's Alon Cohen discusses the importance of investing in a business's future to remain competitive. In addition to exploring new technologies that could enhance product, Cohen says his company strategically researches what additional needs current customers have that aren't yet being met.



#### Transcript

So we have had a lot of copycats in the last few years and we had anywhere from sites in China that copied like our entire site including the JavaScript, including they copied the videos and they just put voice over and so obviously - and there were copycats also in the U.S. including by some larger companies. And so it's always important that you keep, right, investing in the future, right? And so that's really the thing that keeps us ahead of the game and we try to allocate, we kind of work on a - put forward a strategy, right, in terms of what we invest in and we try to allocate some significant amount of resources to kind of building the next thing and helping solve the next problem. And looking at both from the needs perspective and the technology perspective, so on one hand, you want to look at what problems are there in remodeling and design that we haven't solved yet. And on the other hand, we try to look at what new technologies exist. For example, around images, for example. There's a lot of things we're trying to do around graphics and figuring out what's in the image and things like that. What can we do around that and then figure out how it will work its way into the product.