



## Stanford eCorner

### Product Solves Business Problems

Chinedu Echeruo, *Constant Capital Partners*

May 13, 2015

Video URL: <http://ecorner.stanford.edu/videos/3535/Product-Solves-Business-Problems>

Serial entrepreneur Chinedu Echeruo shares why his obsession with product proved beneficial in solving numerous business challenges during the founding of HopStop.



#### Transcript

Product matters. Products solve so many problems in so many ways. So it helps you retain and grow your user base. It helps you get PR, when someone in the press reuses it they won't write up a product that they aren't are actually in love with. It helps with the viral growth of your business obviously with the existence of the social graph there are much more efficient ways to engineer the kind of virility you want in consumer facing products, but back then it was really kind of press and kind of really old fashioned kind of word of mouth. So that was like the early days and I was obsessed about the products and so my wife would look at me and wonder why I would stare at the screen and HopStop by the way was only three pages. So you enter your homepage, you enter your directions and you get the results. There isn't that much to think about, but there is so many elements of that experience that I absolutely obsessed about and I think one of the reasons we continued to grow even after Google started competing with us was because we had such a loyal user base going forward. So again products matters, products solves so many problems going forward.