

URL: <https://ecorner-stag.tcg.stanford.edu/quick-dips/our-need-for-autonomy/>

Zillow Group Co-Founder Rich Barton describes how the desire for direct access to information is the underlying reason why consumer-facing platforms like Expedia and the various real-estate sites in his group have succeeded. Regardless of industry, people want facts that will allow them to make their own decisions, especially in deeply personal areas like finance and leisure, Barton says.



Transcript

- My story of start ups there's a common thread through all of them and that is power to the people.. And this is this fundamental thing zero acknowledgment that freedom is primal we want control.. We want all of the information we can, we want to make decisions for ourselves especially ones that are entertaining and ones that are financially important.. We want to make these decisions ourselves.. There is no industry where we the people, we consumers don't want to have more information in our fingertips so that we can be better informed.. And so Expedia is an instance of a start up that typifies this transparency of information idea.. And it ended up catalyzing a new technology driven industrial revolution in the travel industry.. And the travel industry has never been the same since..