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At the beginning, says One Concern CTO and co-founder Nicole Hu, they didn't focus on getting their technology perfect. Instead, they engaged with their future clients to further understand the problem at hand while they worked with a barebones web application. She advises entrepreneurs to avoid getting wrapped up in technological intricacies too early.



## Transcript

- One last component I wanted to talk about was don't look too much into the details.. When we started a company the technology was very very scrappy.. We just build a bare bones application.. Actually a machine learning, I got a temporary math lab, a math sublet.. I didn't really care about let's find the most latest technology, and let's make it the coolest app ever.. What we instead focused on was let's work with the cities and really figure out what exactly should this be.. And now obviously that's not the case.. We have a very secure, a lot of micro services and we did invest in technology.. But don't overthink that.. Focus on what really matters which is is the problem even something you want to work on...