

URL: <https://ecorner.stanford.edu/clips/quality-over-quantity/>

ClassPass founder Payal Kadakia tells the story of when she knew her startup would take off. She notes that, early on, even a small amount of qualitative positive feedback can provide crucial reinforcement that you've found product-market fit.



Transcript

- When was the moment when you actually knew 00:00:04,788 that the product was working, that the company was- - Oh yeah, a few things happened.. 00:00:11,580 Well, we now had three products in the market 'cause we (laughs) kept iterating and we were trying to figure out which one would work.. But, we launched ClassPass as a membership in June of 2013.. And three months later, we basically started having that hockey stick growth that every entrepreneur is looking for.. And so obviously, the data was really great.. And I think one of the things I loved about it was I wasn't at like thousands of customers, I literally had like 200 customers, okay? It was not that many people.. But, I could tell in the growth rate, right, it was 50 to 200 to 500.. It was going up exponentially, which gave me obviously a ton of confidence, but the beauty was actually in the emails I received from the customers.. It was just a few, a handful of emails, I remember reading from customers reviewing the product and telling us that this product changed their life.. And really honestly, when they talked about it, I felt like I had given them dance, what dance was to me in my life..

And that was just a moment I will never forget.. And I knew we had created magic.. We had created something that didn't exist in the world.. You know, I didn't know how big it was going to get, but I very quickly saw that this was a behavior that many people were searching for in their life..