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PUDM 3365 A

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Make-Up Assignment

Since we missed the class on 3/4 due to the snow day and in accordance with the university guidance for making up for this day I've created the following make-up assignment that you're asked to complete by April 29th.

You're asked to do the following:

Listen to one of the episodes of "How I Built This with Guy Raz", in which he Guy "dives into the stories behind some of the world's best known companies. *How I Built This* weaves a narrative journey about innovators, entrepreneurs and idealists—and the movements they built."

<https://www.npr.org/podcasts/510313/how-i-built-this>

Then answer the following questions:

- 1) What's the most important lesson you've learned from the conversation? What part of the entrepreneur's story you found most surprising?
- 2) Would you consider the entrepreneur you've listened to as a systems thinker? Please explain and provide references to the readings in the course if necessary.
- 3) Does the entrepreneur you've listened to seem to see value in sustainability? If so, how?
- 4) Write down one question (related to our course) that you would have liked to ask the entrepreneur you've listened to.

Additional resource: How Guy Raz Built 'How I Built This' -

<https://www.nytimes.com/2018/11/23/business/guy-raz-how-i-built-this.html>

Due date: Monday, April 29th. This is an individual assignment. Please submit on canvas. It should be 500-800 word long.

Grade: You will receive up to 2 bonus points for this assignment.

Notes: “Bumble: Whitney Wolfe”

- “Exploring and being okay with that”
- Cardify - hard to market because of too many moving parts
 - How/why you need this?
- Technology expands outside the walls
 - Instagram changed everything
- She personally would’ve used it
- Not a new idea (match.com), already existed
 - Idea: connect people around you
 - Unique: marketing to millennials
 - Test: SMU sororities and fraternities, then BYU (expectation to marry by end of college)
 - Basic flyers and pitches specific to gender
 - Teamwork
- Target of sexual harassment lawsuit, allegations, abusive comments
 - Robbed of confidence
 - Can kill confidence, but not drive
 - Traumatic
 - Thought “very bottom of barrel”
 - Didn’t want to get out of bed/live
 - The internet defined her for a moment in time
 - See that the problem wasn’t her, but rather lack of online accountability
- Passed up a huge job, “didn’t want to do it in dating”
 - Had an idea, but willing to listen to go back into the industry that hurt her
- “If you need us, we are one click away”
 - Easy reporting of bad behavior

Response: “Bumble: Whitney Wolfe”

1) What's the most important lesson you've learned from the conversation? What part of the entrepreneur's story did you find most surprising?

I think one of the most important lessons I learned was that you have to persevere and pick yourself up when you are down. Personally, I went through a difficult time in high school and I believe that most people go through that type of period at least once in their life. The true character of a person shows through when they are faced with an issue and how they react to it. Another important part was that she was willing to listen to someone with experience and go back into the industry that hurt her. She pulled from her own experience by what she wanted out of an app, being able to text first.

The part of the story that I find incredibly surprising was how and who they marketed to in the beginning. They were incredibly smart about their tactics. The fact that they tried it out on sororities/fraternities and BYU, a religious college that the students were expected to marry out of, was important because they were in desperate need for an app like this. They changed the

perception of online dating completely! She was able to turn the “training” that we learn since we are young, about roles, on its head.

2) Would you consider the entrepreneur you've listened to as a systems thinker? Please explain and provide references to the readings in the course if necessary.

Yes, I think that Whitney Wolfe is a systems thinker because she saw an issue within the dating system (twice, first with the perception of online dating/accessibility to meet people and with online accountability/harassment) and found solutions that fixed these issues. Instead of creating something that is incredibly specific, she looked at issues on the whole and a vast market/pool of users. Wolfe also specifically talks about “pain points” as to the reasoning behind the app/solution.

3) Does the entrepreneur you've listened to seem to see value in sustainability? If so, how?

I didn't hear anything specific to sustainability given that the company is more focused on personal relationships.

4) Write down one question (related to our course) that you would have liked to ask the entrepreneur you've listened to.

What kind of company culture did you have in mind for Bumble compared to Tinder? What kind of team did you surround yourself with when creating the company? How did you choose them? What kind of characteristics did you look for in partners? Why?