

# Jeremy Stoppelman

## Quotes

*People, Thinking, Writing, Maintaining, Data, Moving, Nice, Demand, Islands,  
Open Minded, Transition, Critical, Accountability, Entrepreneur, Ranking,  
Consumers, Hands, Ideas, Succeed, Empowered*

Starting a company, your success is going to be very dependent on how you adapt. You're going to make decisions, you're going to make bets; most of them are going to turn out to be wrong.

~Jeremy Stoppelman

On mobile, what are the core apps? It's basically messaging, mapping and review data.

~Jeremy Stoppelman

The entrepreneurs that really make it are the ones that start with an idea but are ready to change it at a moment's notice.

~Jeremy Stoppelman

You have to be very nimble and very open minded. Your success is going to be very dependent on how your adapt.

~Jeremy Stoppelman

Everyone is panicked about the transition to mobile. I don't lose any sleep whatsoever.

~Jeremy Stoppelman

Yelp is in a very nice spot: local data, and especially review data, is one of the killer apps on mobile phones.

~Jeremy Stoppelman

I think with every successful consumer Internet business, there will be lawyers that are interested in going after your company, especially when they think that there's a financial incentive.

~Jeremy Stoppelman

Consumers are empowered by Yelp and tools like it: before, when they had a bad experience, they didn't have much recourse. They could fume, but often nothing else other than tell their friends.

~Jeremy Stoppelman

Maintaining the trust of the consumer is critical to our business

~Jeremy Stoppelman

In the very beginning, Yelp started as a service where we really didn't think people would write reviews for fun. The whole concept of user-generated content was pretty nascent in 2004.

~Jeremy Stoppelman

There are so many businesses that are succeeding on Yelp that don't pay us a dollar, and we're really excited about that.

~Jeremy Stoppelman

When Yelp first took off, our rankings on Google would fluctuate wildly.

~Jeremy Stoppelman

A lot of what Groupon is generating is demand for something people didn't know they wanted.

~Jeremy Stoppelman

Choose something you are passionate about - or a pain point that has affected you and that you feel really needs to be changed.

~Jeremy Stoppelman

The biggest thing is to create a product that consumers find useful. As more and more people like something, it becomes harder and harder to have a conspiracy theory about it.

~Jeremy Stoppelman

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