

California CEO - Former Google Exec Finds Niche in Murrieta

CEO Steve Espinosa of Puzzle Piece, discussed his efforts to create easy access to tablets for families with autistic children.

MURRIETA, CA, USA, August 12, 2015 /EINPresswire.com/ -- In an interview for [California CEO](#) business magazine, CEO Steve Espinosa, the founder of [Murrieta](#)-based [Puzzle Piece](#), discussed his company's efforts to provide tablets to families with autistic children for their learning needs at an affordable price. Espinosa is a Forbes and Inc. Magazine award winning entrepreneur who has received national recognition for his work. He graduated from high school at 16-years-old and immediately got into tech start-ups.

"I was just really good at design, learning how to find my niche. My niche in high school was helping people get fake IDs. And after that I was helping people market and get websites." Espinosa.

At 19-years-old, Espinosa was offered a chance to speak at a Search Engine conference in New York. This was followed by the founding of his first company, Buzzspot. According to Espinosa, he built the company up to

16,000 dollars in revenue per month after five months and sold it to have the money to buy his own house by the time he was 20-years-old. From that time on, he continued to create new companies that succeed in making 1 million dollars in revenue within the first year.

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Google Executive CEO Steve Espinosa of Puzzle Piece



Puzzle Piece Screen shots

His newest company, Puzzle Piece, was founded in April 2014 in his hometown of Murrieta, California. Espinosa credits the city for helping him build his new venture close to home, thereby eliminating his need to commute to a tech job in the Bay Area.

“They’ve been tremendous. They introduced us to the school district to help us get the product in there. The city is very business friendly. It’s so easy to get a lunch with someone who is a decision-maker really, and that’s the biggest thing. You can go there, and say, ‘I’m a new business, and I need a little bit of help—can you point me in the right direction?’ and they will absolutely do so,” Espinosa said.

Puzzle Piece sells its tablets strictly to families to help educate their autistic children for only \$10 per unit. “These are the kind of families that need that kind of price.” Espinosa said. For an additional 30 dollars a month, children can have access to over 200 apps designed specifically for those afflicted with autism.

Espinosa said the idea for his company began to germinate during his time at Google when he wondered how much it cost to manufacture a tablet. “When I was playing basketball with the Android team, I asked them how much does it really cost to make one of these things, and I started to realize that it’s really up to the individual components that make these things expensive.” Espinosa said.

Certain features such as the HD screens and 5 megapixel cameras drive the consumer price up according to Espinosa. He said that he was aware of the impact that technology has on the ability for autistic children to learn and interact with the larger world, and that their needs are counterintuitive to the needs of general consumers. “Kids with autism don’t need HD screen. They don’t need 5 megapixel cameras. They just need really good processors and intuitive software.” Espinosa said.

The success Puzzle Piece has had since its inception in 2014 has surprised Espinosa. “It’s something that has evolved so quickly and it’s made me change the way I think about products,” said Espinosa .

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Steve Espinosa