



Stanford eCorner

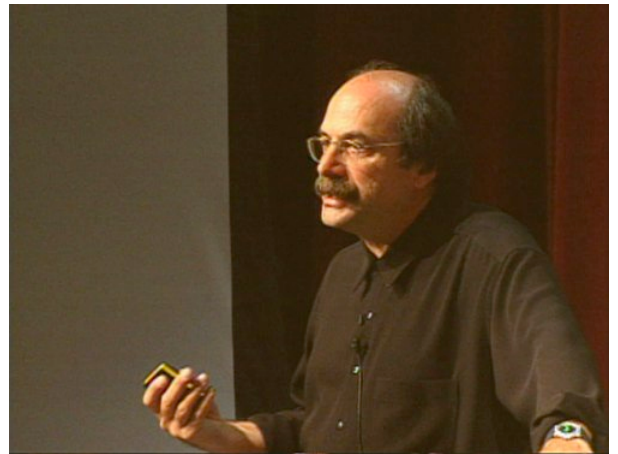
IDEO Ventures Fund

David Kelley, *IDEO*

October 03, 2001

Video URL: <http://ecorner.stanford.edu/videos/690/IDEO-Ventures-Fund>

Kelley is pleased with the Ventures Funds he has started: "OnSet" and "IDEO Ventures". He raised these funds in reaction to his observation where designers are not valued as much as lawyers and management consultants. The fund allows IDEO to invest and/or participate in new interesting projects which operate on different business models than IDEO's.



Transcript