



Stanford eCorner

Science as Inspiration

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Larry Page, co-founder of Google, reveals that basic research and good ideas are the key components to creating a tremendous opportunity in the tech market. A lot of new knowledge is being created all the time and much of it can be used as the foundation for innovation.



Transcript

I'm going to start with science as inspiration and I think this is something that companies often miss and can be a really big deal. How that can give you huge opportunities to succeed entrepreneurially. I can't overstate this enough that, there's a tremendous opportunity for you using some basic research and some ideas that you or other people have. Little bit about invention, entrepreneurs have been and then finally about Google because we'll get asked about it anyways. So, I recently saw this at a conference and I just want to show it to you guys. So, this is a robot. You see, it does pretty well getting over that obstacle. If you change the timing a little bit, it kind of gallop on and in fact, he can even go through this obstacle course which looks pretty imposing. Now, it looks like, this is a pretty cool thing. I've never seen anything quite like this before and it turns out it's also about 10 times cheaper than all other robots like it.

The reason is, instead of having intelligence, like electronics in the robot, all those legs are just spinning and in fact the intelligence is under designed, the legs are actually springs. It turns out this is the way cockroach has work and a lot of different animals and they found the living cockroach is actually. But if you have spring legs, you don't need to have controls. And the way? It's kind of strange, right? You wouldn't necessarily assume that. And the way they figure this out is that, when they look at cockroaches, they found when they went through a maze - like going on the right, it actually didn't slow down. And you think we're also reacting and deciding where to go, we probably slow down and they don't. The reason is that their legs are springy and so mechanically, they just move over. You can imagine this has great implications if you're building robots for example. My point is that, there's a lot of great innovation out there, there's a lot of new knowledge that comes along all the time and if you find one of these things and use it as a foundation for a company or for innovation and general entrepreneurship, you're in a much stronger business position. That's a good place to be, if you're starting a company.