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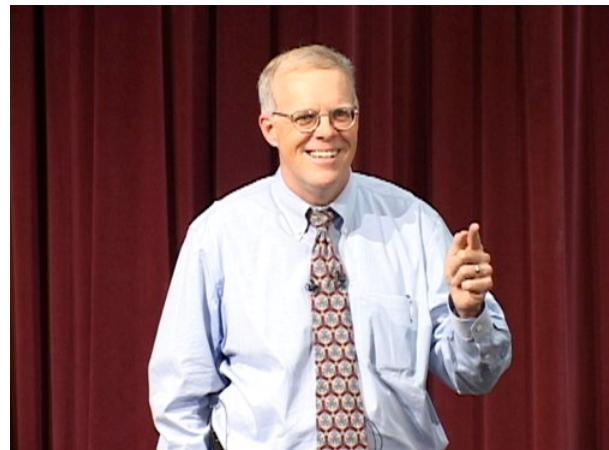
Opportunities in Social Entrepreneurship

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Video URL: <http://ecorner.stanford.edu/videos/931/Opportunities-in-Social-Entrepreneurship>

Hennessy talks about how entrepreneurship holds great potential for social endeavors. Entrepreneurs think about solving problems in different ways and therefore can offer unique and innovative solutions. Not all the lessons from business can carry over, but many will apply, he adds.



Transcript

I think there are great opportunities. People who have been involved in entrepreneurship think about solving problems in different ways. They are sometimes out of the box ways, they are sometimes bottoms up. There are ways in which you think about making an initial investment to build something and then you think about scaling it up. There have been so many great social changes that have occurred around the country where we have made progress in dealing with homelessness, joblessness, school reform and yet we haven't been nearly as successful as a country in taking the benefits of those experiments and scaling them up and changing the way we do things. I think there are wonderful opportunities to try to figure out how to make that work. So I really like the interest in social entrepreneurship. I think getting people who are interested in doing things in the non-profit sector and making sure that they can understand and learn from the lessons that we've learned in building business. Not all those lessons will apply but certainly some will apply and asking how do you do that I think can be quite a big help. So I am enthusiastic about that.

I think it's great that there is interest not only in the business school but across the undergraduate population as well and I think that holds well for the future and what we might be able to do in the future.