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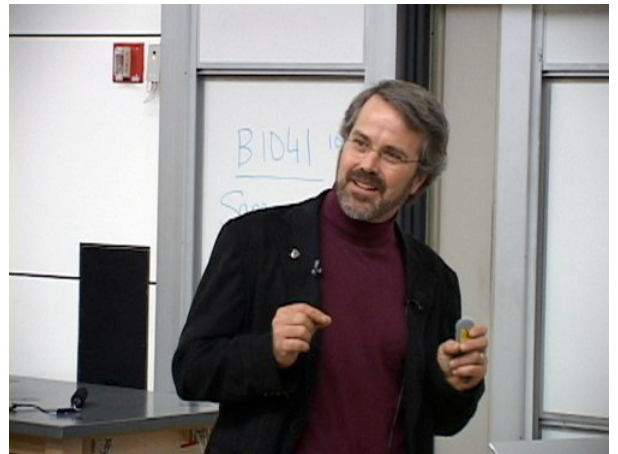
Do Something Meaningful

Martin Eberhard, *Tesla Motors*

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Video URL: <http://ecorner.stanford.edu/videos/1860/Do-Something-Meaningful>

Martin Eberhard talks about his first lesson - Do Something Meaningful. Martin believed that he would be successful only he worked on something that he really cared about. He believed that providing a solution to oil consumption was an issue that needed attention. He talks about how he began his journey by building a solution to this immensely important world economic problem.



Transcript

I'd like to start off with just my first lesson which is to do something meaningful. When I started my previous company making electronic books, it was an era when the Sand Hill Road investors were investing in websites, and they were valuing companies based on click counts, and I was making a piece of hardware and trying to sell that. It was nearly impossible. Now, imagine walking up and down Sand Hill Road and going into a venture capitalist and saying we're going to make cars. You can hear the laughter around the Valley. That found funny sound you heard about four years ago. That's what that was. To me, the only way that I could ever be successful at something is to work on something that I should care about. This time around, that something meaningful I cared about was oil consumption. It was becoming, to me, increasingly clear that we had to do something about our oil consumption both from a global warming perspective and from a national security perspective.

It was interesting to note as I got to ask around and talk to people and so on that this is a problem that appeals to both ends of the political spectrum.