



Stanford eCorner

Dive Deeply into Problems and Solutions

Anand Chandrasekaran, *Aeroprise*

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Video URL: <http://ecorner.stanford.edu/videos/2008/Dive-Deeply-into-Problems-and-Solutions>

If the goal of the entrepreneur or the social catalyst is to catch a big fish, you've got to go into deep water, says filmmaker Anand Chandrasekaran. Live deeply and passionately and make a big splash.



Transcript

If the goal is to catch a big fish, if the goal is to go after something big, there's really no point in trying to swim in waters that are really shallow. So, you know, I think it was a David Lynch idea - that the whole notion is if you want to solve a problem at a certain level or whether it's business problem or social entrepreneurship problem it's really important to take it on at a very deep level because otherwise the problem and the solution are both shallow, and I don't think it really makes a huge difference.