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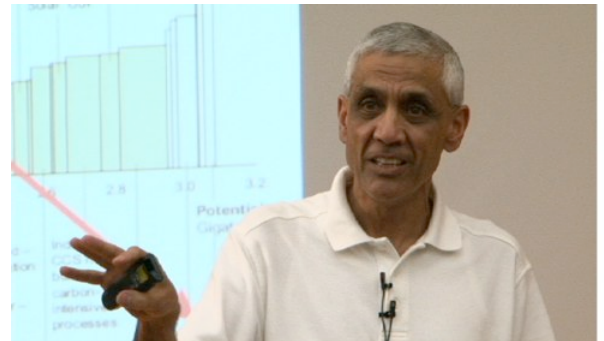
Problem-Solving Paradigm

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Video URL: <http://ecorner.stanford.edu/videos/2083/Problem-Solving-Paradigm>

Take a big problem, apply the best minds to its prospects, add the fuel of entrepreneurial energy and a touch of capitalist greed, and one has the perfect recipe for solving any social, environmental, or cultural dilemma, says Khosla Ventures' Vinod Khosla. Mere good intentions are not enough to invoke real change. But the course of industry can only be altered when all angles of the problem-solving pyramid are in place.



Transcript

My general approach, this is my view to solving any problem, almost anything. Take a big problem, add the best minds, add the power of ideas, the fuel of entrepreneurial energy, and a touch of capitalist greed. All those are essential components to solving problems. You know, and people often ask me how I got into this environmental movement. I've worried about the environment for a long time. And in the 90's I started taking my kids to the Amazon Rainforest and diving in Palau and into those, looking at whale sharks and things like that. And I worked closely, I did trips with the Nature Conservancy and Conservation International and all these groups. And I realized that they were all really well intentioned, all doing important things in terms of preserving the forest or preserving the corals. But nothing they were doing was going to change the course of industry, and that was the root problem. They were working on the fringes trying to save some corals - which are really important, I love diving.

But it wasn't going to solve the problem by worrying about the corals. We had to worry about our energy infrastructure. We had to worry about material things.