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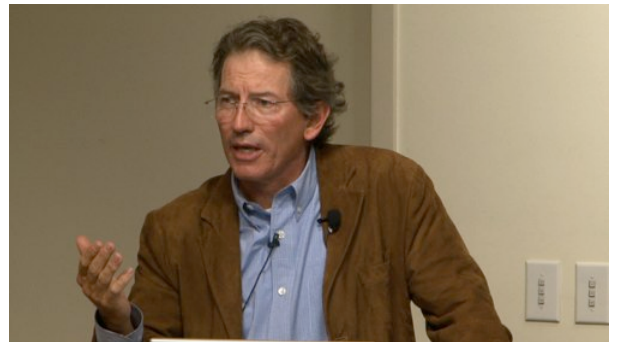
Snapshot of Culture and Commerce: 2010-2030

Tom Siebel, *First Virtual Group*

February 11, 2009

Video URL: <http://ecorner.stanford.edu/videos/2182/Snapshot-of-Culture-and-Commerce-2010-2030>

Forward-thinking entrepreneurs should consider government restrictions in their long-term business planning, says First Virtual Group's Chairman Tom Siebel. They should also be aware of the opportunities that exist through population growth and a growing demographic of the aged. And they should be thinking about solving the energy problem, and the provision of clean food and water for the planet.



Transcript

This is kind of the Moore's Law of our lives. This chart we're looking at right here. The big picture, the government is going to be your new partner. Get used to it. The population growth has gone from a billion to 6.5 billion, now it's going to 9 billion and it's getting old. It's particularly getting old in places like Germany and China. Healthcare markets are going to go crazy, energy is a problem. The interesting problems that I think we will solve in our lives that many of you will solve, I'm beyond this. But many of you will solve in your lives, where you will have the opportunity to change the world, to make the world a better place, to build some great organizations and feel like you made a difference, I believe are going to be related to food, they're going to be related to water, they're going to be related to healthcare and they're going to be related to energy.