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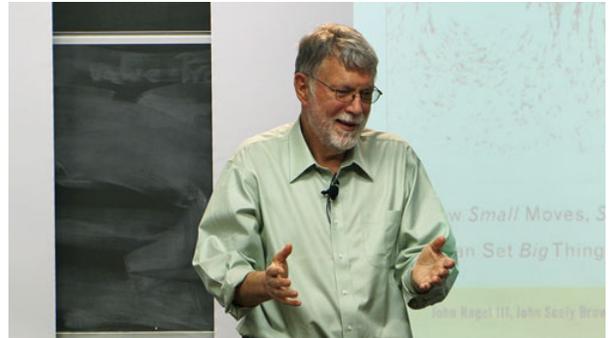
Material Science Start-ups in the Modern Age

John Seely Brown, *Deloitte Center for Edge Innovation*

April 14, 2010

Video URL: <http://ecorner.stanford.edu/videos/2427/Material-Science-Start-ups-in-the-Modern-Age>

With just ten people and as little as \$50,000, new garage-based enterprises that used to require hefty start-up costs and infrastructure can grow larger and more productive with fewer resources than ever before, says Deloitte Center for the Edge Independent Co-Chairman John Seely Brown. Entrepreneurs in the 21st century need to think about taking advantage of advanced tools like cloud computing and social media to progress at a pace - and with such lean, muscular resources - previously unimaginable.



Transcript

I'm sure you guys have had many talks here about how Silicon Valley is now finding ways to do materials science in the garage. I happen to be connected with several companies, basically started out in garages, that do fundamental work in material science. And how do we do it? We kind of use cloud computing. We actually grab electron scanning microscopes on the 'net and ten or 20 people can make this company actually work, which is, you'll also know, that means I don't have to spend my precious funds in Series A or angel funding in order to buy infrastructure. I actually pay for it as I use it, and I kind of reach up there and pull what I want. I just came from spending the day with Singapore. Singapore now expects to start a company with \$50,000 all based on the use of the clouds. Now, they get a lot for \$50,000 but just think about what this means. I saw 40 new companies that have been started in that little nation state the last year or so. So this game is changing, and we have to think about, in terms of being entrepreneurial, how we might use social media to be able to spread some of this.

How social media and tacit knowledge might actually work together, and how cloud computing might change the game.