



## Stanford eCorner

### The Benefits of Working in Clean Tech

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Video URL: <http://ecorner.stanford.edu/videos/2436/The-Benefits-of-Working-in-Clean-Tech>

A small impact with a broad reach, or a pressing impact on a select few? Only the former offers the capability to solve big problems and make a lasting impression, says CEO of Miox Carlos Perea, and the field of clean tech is extremely attractive because of it. Entrepreneurs working to solve problems in power and water have the capability to be truly effectual on a massive scale - and thus the payback on this investment has the potential to be enormous.



#### Transcript

The reason most people choose to be entrepreneurs is because they want to have an impact. They want to make some kind of impression. Just as a quick digression: Impact really has a couple key dimensions. And what I mean is, you can have a very profound impact on a small number of people and have a significant impact. Or you can have a very small impact but on very broad reach and also create quite an impact. But in reality and one of the reasons I think clean tech is so compelling, is what a lot of entrepreneurs look to do is have world changing ideas on a very large basis or platform. And clean tech just flat out offers more of these opportunities than just about any technology area that I can think of. Or put in completely different terms: Does the world need faster downloads? Probably not, but we certainly appreciate them. Do we need better social networking sites? I don't need them. Do we often value them very highly? Of course.

But we do need power. We do need water. We need these things to continue the quality of life. So there really aren't small plays, or maybe niche plays, but there really aren't that many small plays in the whole clean tech environment.