



Stanford eCorner

The Big Things Matter

David Friedberg, *The Climate Corporation*

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Video URL: <http://ecorner.stanford.edu/videos/2795/The-Big-Things-Matter>

CEO David Friedberg shares his desire to make an impact on the world. He also explains why entrepreneurship is the best means for achieving this goal.



Transcript

None of the small things that you succeeded doing will matter, what's going to matter are the big things that you achieve in life. And for some people that's about having a family, for some people it's about leaving kids behind, for some people it's about writing a great book, for some people it's about changing the lives of a few people. For me, I want to know that I affect the world in an impactful way and in a meaningful way that lasts, and that it is going to last once I'm gone. So, the only way I'm going to be able to do that is through entrepreneurship and that's why I call it existential entrepreneurship because for me, I find meaning in life by doing what I'm doing, because for me, my life is - when I look and say, what is it I want from my life, I want to leave a lasting impression on the world, I want to leave a mark on the world. And the only way I can think about doing that and having a big enough impact is to be entrepreneurial. And so, I want to be able to look back at every day and say that I made the effort to do that, even if I fail, that's the decision that I'm making every day to live an entrepreneurial life.