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Leila Janah, whose social enterprise Samasource has allowed 45,000 people in sub-Saharan Africa and other parts of the world move out of poverty through fair-wage digital work, implores aspiring entrepreneurs to launch startups that have an impact beyond making “an incremental change in the lives of rich people.” In the long run, the most valuable companies will be those that make the biggest social and environmental contributions, Janah says.



## Transcript

- And if each of us here decides if we're gonna start a company we're not gonna settle for starting a company that like makes an incremental change for the lives of rich people.. Please don't do that.. (laughs) It's pathetic to me how much capital has been raised and deployed in Silicon Valley.. Like building, I mean not insult this company, building like a smart oven for rich people.. Like okay great, but like if you work at that company don't you wanna do something meaningful in your life? Don't you wanna make life better for someone like Ken? To me like we shouldn't be able to sleep at night knowing that there are people like this in the world and that there's so much money being spent on things that I think are really not that exciting problems.. And I will tell you, you may not make as much money in this kind of work in the short term.. I think in the long run this will prove out to be the most valuable companies will be those that drive the social and environmental impact...