

URL: <https://ecorner.stanford.edu/clips/how-to-build-an-ethical-startup/>

Snap Inc.'s Global Head of Integrity & Compliance Legal, Nicole Diaz, advises startup founders to think about ethics from the very beginning. She urges them to ask questions like: What are the ethics of my product? How do I create a leadership style that drives awareness of impact on others? How am I serving all my stakeholders?



## Transcript

- What does this have to do with startups? 00:00:06,100 Or if say you and I joined a young company, five employees, maybe 20, you know, in its first year or two, still searching for product market fit though.. We've raised some high quality venture money.. And because our idea is venture scale.. So what can they do at that point? - Great question.. 00:00:23,200 - Or what could we do? 00:00:24,033 - Yes.. 00:00:28,220 There are actually a lot of people focusing on exactly that question.. They are in venture capital, you know, they are in, you know, think tanks and they are looking at the question of how do we embed ethics and ethical thinking into startups from the very beginning? And the reason that venture capitalists are interested in this is because they recognize, you can't wait until you're later, and you're bigger, to address these questions.. You have to be thinking about it from the beginning.. It is a question of strategy.. It should be a driver for your growth, not a constraint that you have to worry about later..

And so if it's a question of strategy, from the very beginning, you need to be thinking about, well, my, what are the ethics of my product, right? How do I create a culture and a leadership style that creates awareness of impact on others? How am I serving all of my stakeholders? Those are questions that you should be asking and answering from the beginning...