

URL: <https://stvp.stanford.edu/clips/build-value-that-matters>

Jessica Jackley, founder of Kiva and founder and general partner of Untapped Capital, urges entrepreneurs to create value in “currencies” beyond money. By thinking about risk and opportunity in broad terms, founders can create and spread more value.



Transcript

- When you do create value out there, 00:00:04,140 when you now, but in the future, near or far future, when you're building, when you're deciding the kind of value, on large, that you want to create, you're deciding who you wanna serve and what you wanna make and how you want to go about making and building, you all, of all people on this Earth, I beg you to set the bar really high and to think about risk and opportunity in the broadest possible terms and to create value that doesn't just show up in your own bank account, to work for and to create value in other currencies, beauty and joy and empowerment and collaboration.. My favorite work, my best jobs, have paid me fine financially, but have made me downright rich in terms of meaning and creative expression and purpose, so please, please, please build something that will matter to more than just a small segment of already privileged human beings.. I see so many people do this and I say it in a very selfish way.. There's so much more value that you can capture.. That's another funny word that's used, right, that you can capture, but that you can create and that you can spread to so many people, so build things that consider the wellness of and the benefit of the whole of life on this planet..