URL: https://stvp.stanford.edu/clips/connecting-passion-to-progress

"It's not about selling product; it's about creating lasting meaning," says designer and entrepreneur Scott Summit. As the co-founder of Bespoke Innovations, Summit is excited to be fulfilling a boyhood passion by participating in a space full of developing technologies making real impact on the lives of customers.

Transcript

What sparked off the passion in this area? I actually really think it was watching the $6 million man as a kid.. That wasn't just like to get them laughing joke.. That was real.. I think the $6 million man was this promise that with funding and some creativity you can do anything and you can augment a person in ways that you hadn't imagined.. And what I think is exciting is that we are seeing that happen now maybe not the Steve Austin and the leisure suit thing, but we are seeing Oscar Pistorius running at Olympic speeds, we're seeing Aimee Mullins as a supermodel, we're seeing any number of people who are doing these unbelievable things, climbing Everest and doing extreme sports of all kinds.. And that's exciting.. That changes the way we perceive it altogether because it's hard to say what are they if they just ran past you in the Olympics.. So, there's a lot of changing of our frame of reference that's happening right now.. And I think it's kind of exciting to be a part of that.. We are not doing the biomechatronics that's getting people running at high speeds, but we are doing the other component and what happens when they are walking around town and getting into some of the psychology of it a little bit..

So, my passion is partly driven by being an industrial designer and looking for the ways where industrial design can really create meaning in somebody's life.. It's not about selling product, it's about creating a lasting meaning.. And I think at the end of the day that's far more significant and important and more satisfying to work with, yeah...