

URL: <https://stvp.stanford.edu/clips/early-insights-through-corporate-work>

Bright Co-Founder Jonah Greenberger explains how taking a job at a large corporation before launching his solar-energy startup provided valuable industry experience and insights into how initiatives are executed at scale. Before Bright, he directed Chevron Energy Solutions, and appeared as part of a panel moderated by Tina Seelig, professor of the practice in Stanford University's Department of Management Science & Engineering.



Transcript

- I believe, Jonah, you had a passion for doing something meaningful in the solar space, but you made a really different decision about how to go about it first.. - Yeah, so, you kind of led me into this.. So, energy is an interesting field, you need some industry experience.. It's a very global industry with a lot of regulations.. So, when I was graduating, I did the Mayfield Fellows Program, and then I decided to go to the largest company I could to learn about business.. And, I had studied mechanical engineering.. So, I went to Chevron, which was doing some interesting stuff in cleantech, and I went there to learn the processes that make a company tick at scale, and what regulations work, and what makes a company successful in the energy industry.. And, I was there for longer than I thought, I was there for about five years, but I learned a ton, and then, started Bright right after that.. One of the reasons, actually, was, this is kind of a morbid quote, but I think on people's deathbed, the number one thing they regret is not taking a risk.. So, I read that once and it kind of haunted me..

And I was at Chevron, and it was haunting me.. And, once I felt like I'd been there, and I started to get enough courage, I just decided I didn't wanna be that person on my deathbed that had not taken a risk, and did what I wanted to do.. So, that's kind of how this all started..