

URL: <https://stvp.stanford.edu/blog/videos/endeavors-sustainable-economic-developments>

Bronfman describes how Endeavor, an organization dedicated to high-impact entrepreneurship, provides entrepreneurs with the tools they need to succeed across the globe. Because of the market-based focus of Endeavor, many of the companies it supports can uphold their own growth. Using the principle of real market vitality, Endeavor entrepreneurs have built sustainable economic developments world-wide.



## Transcript

Endeavor helps you with all the tools that you need to succeed.. But we don't invest directly in your companies.. You've got to go out and find that capital.. We help you find that capital.. We give you access to that capital in many instances.. But you're the one in the room pitching to borrow money or to get equity investors.. It's a market-based issue.. If the company that you're able to fund then gets traction in its marketplace, that's a market-based issue.. And that's, I think, the only sustainable way to have economic development, which is: real market vitality.. We can't create a false market..

We can't sustain a false market.. Well, the same is true for Endeavor.. What makes Endeavor powerful is that it's market-based.. And what's going to make it sustainable is its success breeding its own growth.. And therefore we ask you--and I know that we're really well on our way--but I want to make very clear that the entrepreneur-give-back program, from a global board perspective, is probably the single most important thing that we see, at least this year, in terms of proving to us that this is a model that really can grow and that really can grow, because it tells us that our customers appreciate what we're doing.. And frankly, it's also very important because if you're hesitant about doing it, it means we're not giving you the service that we think we are.. And then we need to figure out how we're going to need to improve that service to make what we do more valuable to you...