

URL: <https://stvp.stanford.edu/clips/learning-from-science-and-business>

Lisa Dyson, founder and CEO of Air Protein, describes how her experience as a scientist helped her apply the scientific method to business problems. In turn, learning the pace of problem-solving in business helped her become an entrepreneur.



Transcript

Interviewer How do you think having that background 00:00:05,250 in theoretical physics, which is like highly technical, impacted your experience as a founder? And I'm also curious what that mindset transition was like from research, which is very conservative and cautious and detail-oriented to the startup space which favors a lot more boldness and risk taking and kind of grand idea.. - So for me, the transition happened 00:00:23,100 at the Boston Consulting Group.. Where after getting my PhD, I was thrust into a room with executives from a large company helping them plan their international expansion strategy.. And so what I realized is that the scientific method can be applied to many things, almost anything.. So you gather your data, you do your re.... You start with your hypothesis, of course, you do your research, hypothesis, data analysis, conclusion, and you keep the cycle going.. And that was a really good moment for me to really experience.. How I can help these executives from these global organizations solve business problems that I had never studied.. And so that was a good transition.. And the other thing was the whole 80-20 rule, that's definitely not what a physicist focuses on..

What, 80-20 is getting 80% of the answer, doing 20% of the work.. And just diving deep and getting as far as you can quickly and then coming and forming your hypothesis or editing your hypothesis as a result of that.. So I think that was BCG served as that great transition for me to get to what you're we're talking about and ultimately launching businesses...