

URL: <https://stvp.stanford.edu/blog/videos/starting-a-new-company-in-an-inefficient-industry>

Dell explains where he would look to start a new company. According to him, there are many companies that are slow to innovate. He would focus on creating a company in a large, fast-growing, yet inefficient industry that is not keeping pace with change.



## Transcript

If I were starting a new company, I would look for some large, fast-growing industry that was inefficient, and was not keeping pace with the changes that are possible.. There are still plenty of them out there.. You'd be amazed at how slow many companies are to change.. And we see this, because a lot of these companies come to us because they want to see if they can learn this from us.. I'm not going to name any company or industries, because they're all our customers and they'd be upset.. But they constantly show up and they say, "We've brought our team of people, and we want to learn." And it's just very hard to change something that hasn't changed very much.. Yes?..