



NEVER NORMAL ERA EPISODE 4 INSIGHTS: FROM INCREMENTAL TO DISRUPTIVE INNOVATION, RAVI VENKATESAN

VIDEO TRANSCRIPT

Look, this green economy that people are talking about is going to create the next trillion dollar companies. So we're not talking about just doing good. We're talking about real hard economic opportunities for firms to go for too. And you raise the question who's going to do it. Usually it's not established firms that do it. You know, I think we were talking earlier - established firms are very good at one kind of innovation which is incremental or sustaining - lots of little, little things accumulating to something big over time. But the truly disruptive stuff of the kind that we need comes from startups. And so you need to see many, many more young people in particular going after these with a completely edgy mindset and lots of lateral thinking and that's what's so fabulous about the tiny country of Israel and the question is what will it take for, let's say India, since we're sitting here, to become a little bit more like Israel, in terms of the level of innovation and how widespread it is. Again, all the examples we talked are with what some firm is doing and usually these are well funded firms like startups which are venture backed or the larger established players.

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