



ENTREPRENEURSHIP FOR SOCIAL CHANGE

**LAB FOR ENTREPRENEURSHIP
AND DEVELOPMENT**

BRUNO S. SERGI • COLE C. SCANLON • LUKE R. I. HEINE

Entrepreneurship for Social Change

Lab for Entrepreneurship and Development

Series Editors: Bruno S Sergi and Cole C. Scanlon

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Entrepreneurship for Social Change

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Foreword

If you have a vision for how the world should be and you're an impatient person, entrepreneurship is probably the path for you. Everyday, we rely on mission-driven entrepreneurs to make our lives easier, safer, healthier, and more meaningful. They create new jobs, provide the lifeblood of our communities, and – a few times each decade – dramatically change how humans across our planet go about their everyday lives. Perhaps most importantly, entrepreneurs provide us all with ever-growing opportunities to find our own purpose in life.

We all owe the entrepreneurs who have come before us a great deal of gratitude for taking risks to drive society forward. While we may not be able to say thanks in person, we all have a way to repay them: betting on ourselves, our ideas, and taking risks of our own.

Rohan Pavuluri
CEO, Upsolve
Times 100 Recipient
Forbes 30 Under 30

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Introduction

A central theme of our contemporary period will be the ease of sharing an idea.

As more ideas come online, more factorials exist between the interfaces, providing an opportunity for innovation like never before. A child in Missouri and Malaysia can take online Harvard classes for free. In the comfort of your home, you can have a browser tab open to Shakespeare's work, another being used to pay your taxes, all while streaming a tutorial on chemical titration. Cheap, fast, and easy idea transfer has changed how you get to work, what and how you eat, and the language you use.

And far from confined to our phones, computers, the information age is now increasingly home in our physical one. For example, a car designer in India can send a CAD model to begin immediately printing in an office in Detroit, a pharmaceutical company in Switzerland can immediately change drug production with an automated lab in Boston.

Sixty years ago, our advances would have been considered fantasy. Now they seem almost blase. With our new tools have come new responsibilities. And it seems our odyssean journey today is wading through the outcomes of our own creations. We are living in an era where entire livelihoods are blooming, changing, dying, shrinking, and expanding along with the communities that comprise them.

The following chapters in *Entrepreneurship for Social Change* follow these changes and provide snapshots of innovation and entrepreneurship in the information age. This compilation of chapters is the second book of a series of works investigating our changing world made possible through LEAD, the Lab for Entrepreneurship and Development, a Cambridge-based worldwide network of both junior and senior researchers collaborating and exploring. Far from exhaustive, we hope that the following readings open new questions and explorations for the readers, along with continued interest and participation for researchers around the world in LEAD.

Bruno S. Sergi, Cole C. Scanlon, and Luke R. I. Heine