

## ENTRE 579: Grand Challenges for Entrepreneurs

Bill Gates and Melinda French Gates credit eight words with leading them to start the world's largest philanthropic organization: *"Dad, maybe we can do something about this."*<sup>1</sup>

In 1962 John F. Kennedy catapulted the United States into the race to the moon not by edict, but by issuing a Grand Challenge, stating: "We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills..."<sup>2</sup>

Many things we take for granted today arose from grand challenges many decades ago—from Velcro that came from the space race to self-driving cars which were spurred by million-dollar prizes offered by the U.S. Defense Department's DARPA program.

ENTRE 579, or "Grand Challenges for Entrepreneurs", provides helps students to better understand the big problems facing the world in order to identify, dream up, and to attempt to design and implement effective solutions. In class you'll learn about important global goals, such as the United Nation's top 17 Sustainable Development Goals, which are seek to "end poverty, protect the planet and ensure that all people enjoy peace and prosperity."<sup>3</sup>

Solutions to these massive challenges can be researched, validated, and potentially implemented using entrepreneurial such as design thinking, ideation, and business models. Entrepreneurial frameworks can also be wonderful ways to think about, design and implement new solutions using a variety of approaches including social movements, governmental initiatives, for-profit businesses, or NGOs.

From corporate technology "moonshots" to social workers audaciously seeking to end homelessness, this course will expose you to out of the box thinkers and risk takers seeking to better humanity, and will provide a forum that challenges each of us to consider doing the same.

### Details about this Course:

This is an graduate level class that will meet for **five sessions** during the second half of the Winter 2024 quarter. No pre-requisites are required.

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<sup>1</sup> [Our Story](#). Bill and Melinda Gates Foundation.

<sup>2</sup> ["John F. Kennedy Moon Speech – Rice Stadium"](#). NASA.

<sup>3</sup> [The 17 Goals](#). United Nations Department of Economic and Social Affairs.