

University of San Diego

## Digital USD

---

Philosophy 332: Business Ethics

Philosophy: Student Scholarship & Creative Works

---

Spring 2018

### Oral History Conversation with Nick Sandoval

Kristina Overman  
*University of San Diego*

Parker Shultz  
*University of San Diego*

Courtney Coddington  
*University of San Diego*

Roc Beas  
*University of San Diego*

Follow this and additional works at: <https://digital.sandiego.edu/phil332>



Part of the Bilingual, Multilingual, and Multicultural Education Commons, Business Law, Public Responsibility, and Ethics Commons, Educational Assessment, Evaluation, and Research Commons, Entrepreneurial and Small Business Operations Commons, and the Philosophy Commons

---

#### Digital USD Citation

Overman, Kristina; Shultz, Parker; Coddington, Courtney; and Beas, Roc, "Oral History Conversation with Nick Sandoval" (2018). *Philosophy 332: Business Ethics*. 10.  
<https://digital.sandiego.edu/phil332/10>

This Oral History is brought to you for free and open access by the Philosophy: Student Scholarship & Creative Works at Digital USD. It has been accepted for inclusion in Philosophy 332: Business Ethics by an authorized administrator of Digital USD. For more information, please contact [digital@sandiego.edu](mailto:digital@sandiego.edu).



## ORAL HISTORY CONVERSATIONS WITH CHANGEMAKERS

By Students in PHILOSOPHY 332: Business Ethics | Spring 2018

NICK SANDOVAL  
(CREATE PURPOSE)

Conducted by Roc Beas, Courtney Coddington, Kristina Overman, and Parker Schulz

00:00:00.350 --> 00:00:06.410

This is an oral history conversation on social enterprise between students in business

00:00:06.420 --> 00:00:12.510

ethics at the University of San Diego and Mr Nicholas Sandoval, founder and CEO

00:00:12.540 --> 00:00:14.500

at Create Purpose. Nick, before we begin the conversation

00:00:14.500 --> 00:00:19.180

proper and just by way of an introduction to scholars

00:00:19.180 --> 00:00:23.320

who would be listening to the record of this conversation, could you give us

00:00:23.330 --> 00:00:26.350

a brief overview of what Create Purpose does?

00:00:26.350 --> 00:00:29.350

Yeah we focus on development programs for

00:00:29.350 --> 00:00:35.480

abandoned children living in orphanages. That's as brief as you get.

00:00:35.480 --> 00:00:40.210

So to start this off, we would like if you could take us back

00:00:40.210 --> 00:00:43.210

to a specific childhood experience

00:00:43.210 --> 00:00:44.800

that you might be able to connect to

00:00:44.800 --> 00:00:47.320

the kind of work you are doing at Create Purpose.

00:00:47.320 --> 00:00:50.090

What's your source of inspiration?

00:00:50.090 --> 00:00:51.290

Motivation?

00:00:53.240 --> 00:01:00.190

I think for me it was not one specific  
memory or experience it was the

00:01:00.200 --> 00:01:03.710

fact that I mean growing up I just had

00:01:03.720 --> 00:01:07.750

a lot of people who were  
rooting for me. I had

00:01:07.760 --> 00:01:13.820

a lot of, whether it was family or  
mentors, teachers or, you know, community

00:01:13.830 --> 00:01:14.960

organizations I was always

00:01:14.970 --> 00:01:21.960

a part of. It was really... it helped me,  
you know, be successful in whether was

00:01:21.970 --> 00:01:23.820

in college or my career, when I started

00:01:23.860 --> 00:01:29.800

a consulting business and when I had gone  
to the orphanages I realized that there

00:01:29.810 --> 00:01:30.300

was just

00:01:30.310 --> 00:01:37.630

a complete lack of that. It was complete lack  
of of sort of thinking about tomorrow

00:01:37.780 --> 00:01:41.480

and thinking about what happens after  
we leave these homes so we have

00:01:41.490 --> 00:01:46.670

a lot of mission trips and  
charity organizations that go and you know

00:01:46.680 --> 00:01:51.050

they do food and they give clothes and  
they give plastic toys that end up in the

00:01:51.060 --> 00:01:57.230

garbage the next day and we pile them in  
by the bus loads you know whether your

00:01:57.240 --> 00:02:03.980

a church or anyone you know. And I was  
as I was seeing this same sort of

00:02:04.020 --> 00:02:09.130

cycle for ten years with well intentioned  
people going for the day and you know

00:02:09.190 --> 00:02:15.430

playing with the child whether in Mexico  
or Africa. And then they leave feeling

00:02:15.440 --> 00:02:20.190

really good about themselves posting the  
photo on social media thinking that you

00:02:20.200 --> 00:02:24.620

know they changed the world for that day.  
Well if you're an abandoned child and

00:02:24.630 --> 00:02:29.360

specifically living in an orphanage, what  
happens on Tuesday morning when it's not

00:02:29.550 --> 00:02:35.200

you know when there's no group and it's  
just you and you know fifty other children

00:02:35.210 --> 00:02:42.210

with three other caretakers and no life  
skills and no one. The teachers

00:02:42.220 --> 00:02:48.070

were sort of you know write you off because  
you were an orphan... There was no mother

00:02:48.080 --> 00:02:53.650

that's fighting for you or father that you  
know is teaching you how to play catch. And

00:02:53.660 --> 00:02:55.110

I had all those things and yeah I had

00:02:55.120 --> 00:02:59.510

a lot of you know we all have  
family things growing up

00:02:59.520 --> 00:03:05.800

a lot of us are you know fortunate  
enough to have the the cookie cutter

00:03:06.750 --> 00:03:11.020

childhood and you know I didn't have it and  
I went through divorce and went through

00:03:11.030 --> 00:03:13.070

a lot of or you know my  
parents went through

00:03:13.260 --> 00:03:18.130  
a divorce and those hard and all these  
things. But I still had the community and

00:03:18.140 --> 00:03:24.080  
I still had family and I still had  
people and without those people I have no

00:03:24.090 --> 00:03:31.010  
idea where I would be right now and  
these children don't and after

00:03:31.020 --> 00:03:36.410  
seeing that like I said for year after  
year and thinking how fortunate that I

00:03:36.410 --> 00:03:43.120  
was and then seeing... I don't know, coming and  
seeing in the States just how fortunate

00:03:43.130 --> 00:03:48.630  
we all are. I mean, because even if we're  
born into bad circumstances there's always

00:03:48.650 --> 00:03:53.680  
a community program that we have access  
to. And going to Mexico, in Tijuana

00:03:53.690 --> 00:04:00.590  
a lot over the years it was... there's  
not that same access so you see

00:04:00.600 --> 00:04:07.480  
these children. They grow up and  
they end up in prostitution or

00:04:07.490 --> 00:04:14.080

they end up in the cartels or in jail or  
on the streets and it's funny because in

00:04:14.140 --> 00:04:18.630  
you know we're jailing them and and we're  
not thinking about the source of the

00:04:18.640 --> 00:04:25.470  
problem and so I just figured, you know,  
what was that saying... " if not me who and

00:04:25.470 --> 00:04:28.720  
if not now when?" and so we just gotta take

00:04:28.740 --> 00:04:34.340  
a leap of faith then started Create Purpose.  
Figuring it out.

00:04:35.470 --> 00:04:38.700  
So I kinda want to play off what you said,  
you said they come for a day

00:04:38.760 --> 00:04:41.840  
and you were telling us something  
to the affect

00:04:41.870 --> 00:04:46.490  
you have related your own experience  
of doing volunteer service trips in Baja,

00:04:47.010 --> 00:04:51.360  
and you mention how do you really realize that  
the stuff you were bringing to the  
orphans was kind of

00:04:51.370 --> 00:04:53.380  
only helping them survive

00:04:53.520 --> 00:04:58.590  
the day to day but not really as people.

I'm wondering where there any specific

00:04:58.600 --> 00:05:02.980

experiences in your own life where  
you felt difference between surviving

00:05:02.990 --> 00:05:06.950

and thriving and could you take us back  
to an instance like that?

00:05:07.840 --> 00:05:09.950

Uhh... not so much, I

00:05:09.950 --> 00:05:14.410

had I was you know even though  
the family sometimes felt like we had

00:05:14.420 --> 00:05:20.460

a bootstrap. I feel like I always had...  
we were never in survival mode.

00:05:23.910 --> 00:05:28.190

But I think going back to that it was because  
these I mean you know I was fortunate

00:05:28.200 --> 00:05:33.620

enough not privileged by any means but  
fortunate enough to be in the right

00:05:33.630 --> 00:05:40.440

schools and have the right teachers and  
to even if times got hard to

00:05:40.450 --> 00:05:46.740

have the I guess the emotional intelligence  
or the behavioral intelligence to, um, to

00:05:46.750 --> 00:05:53.320

get through it and to learn  
from it and to progress

00:05:54.290 --> 00:05:59.260

so I think that's the... Yeah, I don't think that was ever a thing.

00:05:59.260 --> 00:06:01.290

So it seems like

00:06:01.290 --> 00:06:04.600

you say that you've been thriving but if you maybe think of

00:06:04.610 --> 00:06:10.310

a point where you were able to determine that, "hey I've been thriving while others have just been

00:06:10.410 --> 00:06:16.610

surviving" or kind of just at what point did you recognize the difference in your natural

00:06:16.620 --> 00:06:20.300

at what you were given versus what others were.

00:06:20.720 --> 00:06:23.720

I was, um...

00:06:23.720 --> 00:06:29.580

So before I would you know chose abandoned children I chose orphanages or

00:06:29.590 --> 00:06:35.600

they chose me, I don't know. I would do the do the homeless and do the you know I go

00:06:35.610 --> 00:06:38.910

and volunteer in the with the homeless population or the veterans or old the

00:06:39.210 --> 00:06:42.530

retirement homes and you see I guess

00:06:42.540 --> 00:06:48.950

a little bit of that and all in all areas  
of need, in all vulnerable populations. But

00:06:48.990 --> 00:06:53.750

when I saw when I was like, all right I'm  
going to focus my efforts on abandoned

00:06:53.760 --> 00:06:56.030

children I joined

00:06:56.040 --> 00:07:02.440

a board of directors after I've gone some  
years volunteer ing where they sort of

00:07:02.450 --> 00:07:05.100

any time without an orphanage they  
rolled out the red carpet because

00:07:05.110 --> 00:07:08.530

a board member there then you know they  
need to see the numbers as they rolled out

00:07:08.540 --> 00:07:12.750

the red carpet and so I got a behind the  
scenes look at a lot of children's homes

00:07:12.760 --> 00:07:19.750

a lot of these orphanages and when I... I  
mean I would go every other week sometimes

00:07:19.760 --> 00:07:19.960

once

00:07:19.970 --> 00:07:27.040

a week. And when you see it over and over

and over again I mean it's obvious it's

00:07:27.050 --> 00:07:31.700

obvious where the need is obvious that,  
you know these children are having donuts

00:07:31.710 --> 00:07:35.770

for dinner no lunch and then cereal  
for breakfast so obviously there's

00:07:35.780 --> 00:07:41.750

a there's nutritional needs there's needs  
for support it's just staring you in the

00:07:41.760 --> 00:07:45.950

face they every time  
you go down there it's kind of hard not.

00:07:47.030 --> 00:07:52.090

To see yourself as privileged and I don't  
want to think by any or to come across

00:07:52.360 --> 00:07:57.470

by any means that you know, I was  
thriving or you know it but at the same time

00:07:57.480 --> 00:08:03.480

I knew that I was very fortunate and I  
knew to even just being born here being

00:08:03.490 --> 00:08:06.430

born into parents having a mother  
that you know that love me having

00:08:06.440 --> 00:08:12.890

a father that helped you know as part  
of the the my childhood. It's very

00:08:13.480 --> 00:08:17.600

obvious when when a four year old or

00:08:17.610 --> 00:08:21.570

a three year old baby two year old baby  
looks at you and calls you papa and the

00:08:21.580 --> 00:08:23.110

first time a you know ten minutes in

00:08:23.120 --> 00:08:28.550

a meeting him it's obvious when you know...  
When you hear the numbers that there's

00:08:28.560 --> 00:08:32.030

you know thirty thousand children living  
in orphanages in Mexico or four hundred

00:08:32.039 --> 00:08:38.909

thousand without without parental supervision  
or parental care so I think it when I

00:08:38.919 --> 00:08:44.690

mean this is this is for all of  
us I mean we all resonate with

00:08:44.700 --> 00:08:50.590

a cause or something and when it  
resonates it's just so obvious it does I

00:08:50.600 --> 00:08:57.220

mean it's you know I want that's what I  
choose I want to give back here. Because

00:08:57.600 --> 00:09:01.160

I don't know whether they're suffering or  
whether there's just, a need is there

00:09:01.160 --> 00:09:04.840

For me it was abandoned  
children.

00:09:06.340 --> 00:09:07.840

So your website features

00:09:07.840 --> 00:09:11.800

a quote about STEAM,  
the approach to education that  
you use in Create Purpose.

00:09:11.800 --> 00:09:19.410

It says: "STEAM re presents a paradigm shift  
from traditional education philosophy, based on  
standardized test scores,

00:09:19.410 --> 00:09:24.720

to a modern ideal which focuses on valuing  
the learning process as much as the results."

00:09:24.720 --> 00:09:27.310

Could you walk us through how you came to

00:09:27.320 --> 00:09:30.490

choose this approach? And could you  
elaborate on how STEAM

00:09:30.500 --> 00:09:35.430

differs from the traditional education?  
Maybe with some examples of your own

00:09:35.440 --> 00:09:42.090

experience from working with the child.

Yeah well

I think it starts but I don't work with

00:09:42.100 --> 00:09:44.310

the children I am not qualified I am not

00:09:44.320 --> 00:09:48.680

a teacher. My Spanish is  
very "como así así "

00:09:48.680 --> 00:09:53.340

But it was it's I mean

STEAM's nothing new it's just

00:09:53.350 --> 00:10:00.490

a approach. Science, technology, engineering,  
art, and math that we've actually we've bought

00:10:01.160 --> 00:10:06.370

For our garden based learning program we've  
bought a curriculum developed by 4OH.

00:10:06.410 --> 00:10:11.790

And the University of Purdue that sort of  
weaves in all of those elements into our

00:10:11.800 --> 00:10:18.770

garden based learning program so how it  
does you have to talk to my team about that

00:10:18.780 --> 00:10:22.330

I know it's... It's not sitting in

00:10:22.340 --> 00:10:26.940

a classroom. It's not memorization for

00:10:26.950 --> 00:10:33.280

a test. It's project based learning  
it's hands on learning it's.

00:10:34.630 --> 00:10:35.650

Taking

00:10:37.190 --> 00:10:42.400

a garden from seed to harvest to

00:10:42.440 --> 00:10:48.250

astronomy to compost and in the construction  
of the garden you're implementing

00:10:48.260 --> 00:10:55.150  
mathematics in the measuring of it you're  
you're acting out the children are acting

00:10:55.160 --> 00:11:01.750  
out how a seed grows and or drawing  
the tree that's been that's been

00:11:01.880 --> 00:11:04.720  
a part of their lives you know that are  
from this is they've grown up that they've

00:11:04.730 --> 00:11:10.030  
never really looked at. It's I  
mean it's just weaving in these

00:11:11.260 --> 00:11:16.580  
these skills that we're going to need for  
the future. These skills that we have

00:11:16.840 --> 00:11:20.110  
STEAM exactly I can give you

00:11:20.150 --> 00:11:25.160  
a few examples. Really more  
than anything it's a it's just

00:11:25.170 --> 00:11:27.800  
a hands on approach to learning.

00:11:29.740 --> 00:11:37.400  
I have a question kinda going off of that.  
So you talked about previously

00:11:37.450 --> 00:11:43.310  
going and seeing that these kids needed  
more than material goods

00:11:43.310 --> 00:11:46.530  
They needed this kind of support and

now you have Create Purpose

00:11:46.960 --> 00:11:50.050

What kinda? What drove you to

00:11:51.190 --> 00:11:55.540

go from one situation where you're

00:11:55.750 --> 00:11:59.680

a volunteer to where you're actually  
creating a program for them?

00:11:59.680 --> 00:12:02.680

How did you incorporate those two?

00:12:02.680 --> 00:12:05.180

so I'm a business guy I was

00:12:05.190 --> 00:12:10.750

a business consultant. Since I thought  
that was going to be my path I was sort of

00:12:10.790 --> 00:12:17.160

building my network building my  
company and part of my network I was

00:12:17.170 --> 00:12:24.180

a rotarian. And so bless their hearts, you  
know, bunch of successful ninety year old

00:12:24.640 --> 00:12:31.370

men telling you. You know that we're  
sipping whiskey and beer and cigars

00:12:31.720 --> 00:12:36.980

over the fireplace and they knew what I  
was doing and they knew that my heart was

00:12:36.990 --> 00:12:41.080

there. Talked about all the time.

Back when I was consulting

00:12:41.110 --> 00:12:42.870

I maybe you worked six hours

00:12:42.880 --> 00:12:48.490

a week and we always found myself going  
down to Mexico that's where my heart was.

00:12:49.340 --> 00:12:55.630

And I remember a man, David Whitehead.

00:12:55.700 --> 00:12:59.260

David hope you're still alive haha

00:12:59.260 --> 00:13:06.140

Old man. Beautiful soul. We went down to  
La Paz, Mexico and didn't even know the man

00:13:06.730 --> 00:13:11.670

and he's asking "Oh what do you do?"  
We're just talking business and I was doing

00:13:11.810 --> 00:13:16.990

Energy Consulting but I was also I mean  
social media marketing you know a S.E.O.

00:13:17.640 --> 00:13:23.200

Also I was partners in a couple of other  
small businesses. He said man you're doing

00:13:23.210 --> 00:13:31.220

a lot! Imagine if you just put your focus on  
one thing and that stuck with me for a while.

00:13:31.220 --> 00:13:37.270

And then I saw... but I like champagne  
right? I mean I don't want to go into

00:13:37.280 --> 00:13:42.990

the nonprofit space, you know?  
I like to travel and like the finer things in

00:13:43.000 --> 00:13:49.640  
life right? And then I saw a TED talk  
The Way We Think About

00:13:49.680 --> 00:13:56.200  
Charities Is Dead Wrong by Dan Pollatta.  
And it blew my mind and it completely changed

00:13:56.210 --> 00:14:02.100  
the way that I think about charities, about  
giving, about nonprofits.

00:14:02.170 --> 00:14:05.100  
I say it like that just because nonprofit is such

00:14:05.110 --> 00:14:11.990  
a backwards way of thinking about this  
industry of love. It already puts us

00:14:12.000 --> 00:14:15.570  
behind the eight ball by saying non profit  
we're not supposed to make profit not

00:14:15.600 --> 00:14:21.210  
supposed make money. And I think for  
too long we've thought negatively about

00:14:24.240 --> 00:14:25.260  
What it means to be

00:14:25.270 --> 00:14:31.610  
a nonprofit how it means to  
serve the world and so after I

00:14:32.370 --> 00:14:35.640  
It's been sort of a series  
of open doors and God made it

00:14:35.650 --> 00:14:42.340  
very obvious to kind of. To start  
something that could change the world

00:14:43.000 --> 00:14:44.280  
to get I think people thinking

00:14:44.290 --> 00:14:49.970  
a little bit differently about how they  
give. To build sustainable results and so

00:14:50.060 --> 00:14:54.460  
to build sustainable systems so that we're  
not, people aren't constantly asking for

00:14:54.470 --> 00:15:00.390  
a handout. In the orphanage but also  
as an organization as an institution

00:15:01.380 --> 00:15:07.430  
so I think and I don't even know if I'm  
coming back around to your question but I

00:15:07.440 --> 00:15:14.310  
think it was that specific moment was when  
enough people who have made it and have

00:15:14.320 --> 00:15:20.650  
lived their lives and who you respect as men  
and as people and women I mean it was

00:15:20.660 --> 00:15:25.950  
incredible women who paved this way as well  
when enough of them tell you to sort of

00:15:25.960 --> 00:15:30.060  
follow your dream and it looks like this  
is your your dream and then when you kind

00:15:30.070 --> 00:15:36.870  
of put the pieces together and they  
all start falling into place. It's

00:15:36.880 --> 00:15:43.130  
just I don't think it was just one aha.  
That's when it all came together but I

00:15:43.140 --> 00:15:49.580  
think it was. I thought I could  
change the world. And I think I can I

00:15:49.590 --> 00:15:51.300  
think I mean we can.

00:15:56.570 --> 00:16:01.280  
So Nick, how did you get people to  
understand and believe in your vision

00:16:01.280 --> 00:16:03.610  
And the approach you're taking to

00:16:03.640 --> 00:16:10.010  
educate young kids for example what did  
local community leaders think about STEAM.

00:16:10.010 --> 00:16:14.530  
Could you walk us through the process of how  
you gained their confidence about the value

00:16:14.530 --> 00:16:17.530  
of this solution. Yeah that's the

00:16:17.530 --> 00:16:24.380  
That's always the battle but I don't think  
it's not whether it's STEAM or it's

00:16:24.390 --> 00:16:28.230  
or formal education no one's going to  
argue the fact that you've got to teach

00:16:28.240 --> 00:16:33.300

orphans education you've got to give  
education orphans. How people we're going

00:16:33.310 --> 00:16:39.110

to lift people out of poverty is through  
education. I don't think that's the sell

00:16:39.120 --> 00:16:45.020

here or come follow me or  
come I think what we're doing

00:16:45.600 --> 00:16:52.430

is building a community, an  
institution, that's focused on

00:16:52.470 --> 00:16:58.050

not only education but the method of it so  
whether it's STEAM or technology or art

00:16:58.920 --> 00:17:03.060

it's all it's all. STEAM is just, I mean  
science technology engineering art math

00:17:03.070 --> 00:17:06.620

you know it's all encompassing we just  
are going to do really cool things

00:17:06.620 --> 00:17:11.690

we're going to educate these children really  
cool ways. But then when you talk about

00:17:11.690 --> 00:17:17.470

data driven and we're working with you  
know several partners on both sides of the

00:17:17.480 --> 00:17:22.869

borders we're talking about not being  
an American company who's coming in and

00:17:23.090 --> 00:17:28.130

Oh, instilling our will into the city into the orphanage but it's working with the

00:17:28.140 --> 00:17:32.730

community. Talking with the orphanage What do they want? What do they need? It's

00:17:32.740 --> 00:17:38.280

working with the local you know Tijuana universities and say hey this research

00:17:38.330 --> 00:17:43.990

doesn't exist let's be innovators and let's get this let's get these numbers

00:17:43.100 --> 00:17:50.050

let's get this data and it's working with the local you know business leaders to

00:17:50.060 --> 00:17:55.470

say hey how you guys are giving right now I'm not saying it's wrong but it's wrong.

00:17:56.250 --> 00:18:02.990

I mean we're so focused on giving communities fish and it's funny that when I

00:18:03.000 --> 00:18:07.950

first went down and had my meetings I would say, I would talk about how I would give

00:18:08.380 --> 00:18:14.150

I gave the clothes, I gave the cakes, I gave the piñatas and the toys and there

00:18:14.150 --> 00:18:17.720

at the end of the meeting it's always, I mean I know that's what they're doing

00:18:17.730 --> 00:18:21.590

now I know that's what they were doing  
because that's how we're giving so it's easy

00:18:21.590 --> 00:18:27.340

to say hey I know how you're giving.  
That's not working, we've been doing it for

00:18:27.350 --> 00:18:33.390

decades. Let's try this through education.  
Let's work bi-nationally. Let's put

00:18:33.400 --> 00:18:39.730

a really smart people around  
orphans. Let's build processes and

00:18:39.740 --> 00:18:43.280

a program and scalable model, build a

00:18:43.290 --> 00:18:48.710

a scalable model so we can replicate this  
to different orphanages, different cities

00:18:48.720 --> 00:18:54.780

all around the world. Let's do that and  
it's not, it's honestly ... it wasn't that

00:18:54.780 --> 00:18:56.770

difficult of a sell.

00:18:56.770 --> 00:19:03.010

People are tired of the way  
that things are currently exist whether

00:19:03.020 --> 00:19:09.640

it's in business or politics or nonprofit.  
People want to see an impact.

00:19:09.640 --> 00:19:16.860

I think we've not been seeing impacts  
in these big nonprofits that we've

00:19:16.870 --> 00:19:22.240  
been that we've been supporting for  
a long time I also think people or

00:19:22.430 --> 00:19:27.910  
a little wiser these days I hope that we  
know that hey we're going to invest in

00:19:27.920 --> 00:19:31.470  
education but you're  
not going to see it in

00:19:31.480 --> 00:19:35.140  
a month. You're not going  
to see those results in

00:19:35.150 --> 00:19:41.190  
a year this is long term. But here's  
the numbers every step of the way.

00:19:42.570 --> 00:19:46.350  
And to be a little conscious coming from

00:19:46.360 --> 00:19:53.220  
a business background that people I  
mean they need to be pinged.

00:19:53.230 --> 00:19:56.260  
They need, Here's an e-mail  
here's a photo here's a

00:19:56.270 --> 00:20:01.170  
a you know here come here's an invitation  
to an event and just keep them in this.

00:20:04.080 --> 00:20:10.630  
Yeah just keep in their ear

this keep in their ear keep continually

00:20:10.640 --> 00:20:14.660

evolve but yeah I think it wasn't that it was that difficult. Educate orphans want

00:20:14.670 --> 00:20:17.740

to come? You had me at orphan so.

00:20:21.920 --> 00:20:27.340

Could you have elaborate a little more on the social impact of Create Purpose or

00:20:27.380 --> 00:20:32.260

How it has made a difference in the lives of the children who are currently in the program.

00:20:32.270 --> 00:20:35.350

Yeah I would love, that's funny I

00:20:35.350 --> 00:20:40.500

was just talking about this I would love to tell you that we've been able to see

00:20:40.510 --> 00:20:46.190

twenty five percent decrease in aggression in though in X

00:20:46.200 --> 00:20:52.610

Number of children. We've been able to increase efficacy by X percent.

00:20:53.420 --> 00:20:58.290

But we're not there yet. But I know that's what it is that's where we're going

00:20:58.300 --> 00:21:01.160

that's why we're going to universities because the really smart people are putting

00:21:01.170 --> 00:21:06.120

those numbers together and we're figuring that part out so by the time I watch this

00:21:06.120 --> 00:21:09.520

and you guys dig this capsule up out of the ground that you're going to be buried in

00:21:09.530 --> 00:21:16.110

for one hundred years. Hopefully we have some really great quantitative data. What I

00:21:16.120 --> 00:21:22.160

do know are the stories I know that the director of the orphanage is telling us

00:21:22.480 --> 00:21:26.100

that they're collaborating more and that they're getting along better they're

00:21:26.700 --> 00:21:30.500

they're not getting in trouble as much in school that they're connecting what

00:21:30.510 --> 00:21:34.970

they're learning in the garden to what they're learning in school I can tell

00:21:34.980 --> 00:21:41.560

you that one child in our technology program. They for six months when we started

00:21:41.570 --> 00:21:46.250

the program they would never enter the program our class our programs are not

00:21:46.260 --> 00:21:51.330

mandatory you want to come kid come and most come but one didn't we found out

00:21:51.340 --> 00:21:55.770

later that it was because he was the most  
behind in his academics and he was he

00:21:55.780 --> 00:22:00.750

didn't want to feel stupid you know because  
it's just more of the same you know

00:22:01.660 --> 00:22:05.690

after six months he finally came into  
one of our class in this was about nine

00:22:05.700 --> 00:22:10.830

months ago and today he's the  
best coder in our program.

00:22:12.230 --> 00:22:17.090

So I know you know I don't come from an  
education background I don't come from

00:22:17.100 --> 00:22:18.910

a community development  
background I come from

00:22:18.950 --> 00:22:25.580

a business background but I know that when  
I know stories like that matter you know

00:22:25.590 --> 00:22:28.670

I know that when you can get

00:22:28.680 --> 00:22:35.530

a child to be like men you've got no shot.  
You have no program you have nobody and

00:22:35.540 --> 00:22:41.700

you put and you empower him it's been  
beautiful to see to see that growth and I

00:22:41.710 --> 00:22:46.950

know we're making that change and that's not enough for me you though I know that we

00:22:46.960 --> 00:22:50.830

are going to data. I know we are going to have to tell those stories to

00:22:50.840 --> 00:22:55.500

a bigger audience right now we're working on our marketing though so give us

00:22:55.880 --> 00:23:02.510

a break. How many children comprise of covert our first

00:23:02.520 --> 00:23:08.030

cohort. How many do we our first orphanage that we worked with or when we first

00:23:08.040 --> 00:23:14.720

went down to our villages right now. Eighty children in our programs. As

00:23:14.730 --> 00:23:21.040

a garden based learning program and technology program. And what. Were

00:23:21.430 --> 00:23:25.760

receiving before create I mean they go to public school actually and

00:23:25.770 --> 00:23:32.310

some of them even go to private school. But they're going to need some

00:23:32.630 --> 00:23:39.630

extra help and I mean the public school system in Mexico. I mean it is just

00:23:39.630 --> 00:23:46.050

is what it is. I am not in on the comparing. If  
I don't know if it's even better here I

00:23:46.060 --> 00:23:49.600

know it's not up to par and they're not  
getting what they need and there's even

00:23:49.620 --> 00:23:54.410

these home with life skills so we just come  
and supplement what they're learning in

00:23:54.420 --> 00:24:00.560

school with with after out of school  
programs. So yeah they're getting

00:24:00.580 --> 00:24:07.520

an education, it's just not good  
enough. Would you be able to share

00:24:07.530 --> 00:24:14.330

and stories what they think or feel about  
Steam compared to who and in the current

00:24:14.340 --> 00:24:18.030

schools in. I don't know stories...

00:24:18.850 --> 00:24:25.380

a measure of I tell you story stories  
but. I'll tell you that they run to

00:24:25.390 --> 00:24:31.170

class. They run to class. It's the most  
beautiful thing when you hear that bell.

00:24:32.270 --> 00:24:36.970

And so at the bell an orphanage usually  
means order play whatever you're doing you

00:24:36.980 --> 00:24:43.500

file up and zoom and you know for it whether

it's shower or your meal or whatever

00:24:43.510 --> 00:24:50.150

it is cleaning, homework time. They'll line up and so you give they get that bell

00:24:50.160 --> 00:24:54.170

they lined up and they know they're going to create purpose class. It's crazy to

00:24:54.180 --> 00:24:59.880

see these smiles and enthusiasm and I mean they run to class you know and it's

00:25:00.030 --> 00:25:06.600

it's beautiful to see their home and their energy. Yeah

00:25:06.740 --> 00:25:10.340

,they just love being outside they love being in the garden. They love learning it in

00:25:10.350 --> 00:25:14.370

front of computer. They love access to technology so.

00:25:17.260 --> 00:25:23.650

How you were able to impact these children and I'm wondering

00:25:23.650 --> 00:25:30.140

what have you been able to learn from them through this. Where they any specific insights

00:25:31.070 --> 00:25:33.990

that made you change how you do things in the organization?

00:25:39.310 --> 00:25:46.170

I mean I've learned alot. From the kids

00:25:46.540 --> 00:25:53.020

from our staff, from the orphanage  
itself, from the community, from the

00:25:53.030 --> 00:25:59.570  
kids.... I mean I've. I've always learned from  
them, that ,that's the easiest they're the

00:25:59.580 --> 00:26:06.210  
best teachers I mean they're  
the... You last humility, go to an

00:26:06.220 --> 00:26:12.510  
orphanage. If you lack, if you want to be  
inspired, you know just look at their face

00:26:12.520 --> 00:26:16.380  
if you if you lack gratitude,  
which a lot I mean

00:26:16.780 --> 00:26:22.410  
a lot of us I think do. Go to an  
orphanage and you'll see what.

00:26:24.130 --> 00:26:30.960  
The hope and just these beautiful.  
Opportunities in front of you. I

00:26:30.970 --> 00:26:37.690  
I think where I've learned  
more is from just facing

00:26:37.700 --> 00:26:38.850  
this beast of

00:26:38.860 --> 00:26:45.640  
a monster of poverty, and education and  
buying nationalism or by national work, and

00:26:47.710 --> 00:26:52.080  
I mean that would be WAY longer than what

you got, the time that we have to sit here.

00:26:52.900 --> 00:26:56.710

I think what I've learned most. And

00:26:57.580 --> 00:27:02.360

I am a little disappointed I didn't learn it when I was in business when I was. You know

00:27:02.370 --> 00:27:08.850

in the for profit industry is community organizing, and more specifically

00:27:08.860 --> 00:27:14.440

consensus organizing, and creating win-win situations. Whether for the child, whether

00:27:14.450 --> 00:27:17.930

it's with the orphanage itself, or others with the government or in on whether

00:27:17.940 --> 00:27:24.710

it's the with the university It doesn't matter because when when your values

00:27:24.890 --> 00:27:31.020

align with different organizations or people and and

00:27:31.630 --> 00:27:35.540

your entire values don't have the line of as an organization but there's going to

00:27:35.550 --> 00:27:42.420

be this sweet spot where which you guys want and what we want, a line. And if

00:27:42.430 --> 00:27:46.980

we can work right there and not forget about all the rest were right there and then

00:27:46.990 --> 00:27:47.290

you get

00:27:47.300 --> 00:27:52.750

a bunch of different organizations to do  
that you can make some beautiful magic.

00:27:56.330 --> 00:28:02.680

Could you walk us through with what you came up with the ideas for pilot and expansion programs?

00:28:03.870 --> 00:28:09.130

I call it the proof of concept program was  
an occupational therapist from Orange

00:28:09.140 --> 00:28:16.050

County going to an orphanage on Sundays  
for you know four, five hours shout out

00:28:16.060 --> 00:28:22.340

Sarah Harmon. Who. To see  
do these kids even care.

00:28:23.600 --> 00:28:26.790

They're sitting in front of the T.V.

00:28:26.800 --> 00:28:33.210

On Sunday, on weekends or playing soccer  
or or being zoo animals for the gringos

00:28:33.220 --> 00:28:35.240

that go down and you know want to take

00:28:35.250 --> 00:28:41.670

a selfie and saw and they're and  
yet we're battling with the pinatas. Hamburgers

00:28:41.680 --> 00:28:48.200

and clowns. And do these kids even care?

00:28:48.420 --> 00:28:49.820

What happens if we give them

00:28:49.830 --> 00:28:56.740

a computer? And then about two... when  
we went from proof of concept

00:28:56.750 --> 00:29:03.550

to OK let's let's get started was, Sarah our  
occupational therapist stayed the night at an

00:29:03.560 --> 00:29:07.320

orphanage one day and says she's  
in a do an in-depth just kind of

00:29:07.330 --> 00:29:13.490

a lot more one on one with the kids. Goes to  
bed on Saturday. Great day, learning she

00:29:14.010 --> 00:29:20.320

wakes up on Sunday and she's getting the  
room set up her room you know the room set

00:29:20.330 --> 00:29:24.310

up I don't know if she's putting  
alphabets or something but there's

00:29:24.320 --> 00:29:30.400

a gate and then stairs and then there's the  
room and they all knew that she was gay

00:29:30.410 --> 00:29:37.300

in the room set up and one of the youngest  
kid there, Jose, she was still setting it up.

00:29:37.340 --> 00:29:43.700

He's banging on the gate from the from  
the stairs reciting is A.B.C.'s what they

00:29:43.710 --> 00:29:47.830

had learned to get the day before a B. C.

00:29:47.870 --> 00:29:54.770

It was the ,I mean they were begging to go upstairs, you know and it was working like

00:29:54.780 --> 00:30:01.550

these kids are thirsty for something, for anything, or just believe in me.

00:30:02.200 --> 00:30:05.730

You know, something give me sure give me a computer sure give me

00:30:05.740 --> 00:30:07.470

a paintbrush or you know

00:30:07.480 --> 00:30:13.610

a garden, OK. Doesn't matter, just give them something and yeah

00:30:14.450 --> 00:30:15.620

so I think that is

00:30:15.660 --> 00:30:21.180

a proof of concept and our expansion programs. I mean we're in it right now. We have

00:30:21.190 --> 00:30:24.570

a garden based learning program, technology program. We do garden based learning

00:30:24.580 --> 00:30:31.310

because they... Every home, lacks nutrition. Doesn't matter

00:30:31.800 --> 00:30:36.090

what, where you're at around the world, if you're in orphanage you are I don't want

00:30:36.100 --> 00:30:41.450  
to say one hundred percent of them, but  
majority of them are reliant on donations. So

00:30:41.460 --> 00:30:41.540  
in

00:30:41.550 --> 00:30:48.890  
a lot of those the donations are not the most  
nutritious. So seeing that norm across all

00:30:48.900 --> 00:30:55.050  
of the homes that I had seen. OK let's  
focus on nutrition they and then sort of

00:30:55.840 --> 00:30:59.710  
you know, went into agriculture industry to  
me because we have this beautiful garden

00:30:59.720 --> 00:31:04.470  
that's our classroom is sort of just  
naturally evolved into the and to cool

00:31:04.480 --> 00:31:09.950  
projects. And technology  
program because they needed

00:31:09.960 --> 00:31:14.970  
a practical life skill. When they grow  
up, when they leave the home and we were

00:31:14.980 --> 00:31:21.020  
a little naive when we started that the  
program. We called it a coding program and

00:31:21.060 --> 00:31:24.460  
a lot of these kids I mean it's their  
first time touching a computer so you know

00:31:24.470 --> 00:31:29.860

it's they're learning how to turn around  
and how to paint and it's fun but

00:31:29.870 --> 00:31:33.560  
a lot of kids are coding and so  
what we've since change the name to

00:31:33.570 --> 00:31:38.110  
a technology program which is giving children  
access to technology. I mean if we're

00:31:38.120 --> 00:31:41.660  
going to talk about education, we can't  
tech, we can't talk about or leave out

00:31:42.810 --> 00:31:49.400  
technology these days. And  
so in your TedX talk

00:31:49.400 --> 00:31:55.850  
You mentioned that create purpose works with local experts and industry experts. Could you walk

00:31:56.210 --> 00:32:03.000  
us through the process of how you build and maintain relationships with these experts....We pay them.

00:32:03.010 --> 00:32:06.270  
that's always a good way. I  
think what separates us from

00:32:06.280 --> 00:32:11.190  
a lot of this volunteer work or this "feel  
good" work, they're paid professionals.

00:32:12.310 --> 00:32:12.650  
I'm

00:32:12.790 --> 00:32:19.590  
a volunteer. But to volunteer  
work. You get volunteer work.

00:32:20.420 --> 00:32:25.930

You know life, or your kids, or your class  
or your car broke down or your car broke

00:32:25.940 --> 00:32:30.760

down you've got to get there, you've got to  
get to work. So I think when it comes to

00:32:30.770 --> 00:32:36.930

the professionals that's the easy part but  
it's their universities really that what

00:32:36.940 --> 00:32:43.520

we want. So those are not we want  
sort of the icing on the cake

00:32:43.860 --> 00:32:49.750

and so that means that we have to build an  
institution ourselves so and so you have

00:32:50.340 --> 00:32:57.280

wanting to, Yes building an institution  
and to partnering with other institutions

00:32:57.290 --> 00:33:03.940

you want research, we have an un-researched  
population. You guys want hours in Mexico,

00:33:03.950 --> 00:33:07.840

I was telling you guys in Mexico in order to  
comply to graduate from university you

00:33:07.850 --> 00:33:13.330

have to complete five hundred hours of  
community service. Great. You guys need your

00:33:13.340 --> 00:33:17.930

students to do community service? We have  
this great place where they can serve. And

00:33:17.940 --> 00:33:22.790  
as opposed to them getting coffee or you  
know, filing or doing some mundane tasks

00:33:22.800 --> 00:33:28.540  
that they don't want to. They're making  
this, incredible impact. If you're

00:33:28.550 --> 00:33:30.130  
a engineering student or

00:33:30.140 --> 00:33:36.200  
a computer programming student, you and  
you're teaching an orphan to code, like

00:33:36.210 --> 00:33:41.280  
That's gangster! Hey, you know, that it's  
you're using what you're going to school for

00:33:41.640 --> 00:33:44.330  
and I mean, that's really special.  
And they're really having

00:33:44.380 --> 00:33:51.370  
a really good time.  
is the transition experts

00:33:51.700 --> 00:33:54.810  
of the finance like where you  
stand when it comes to meeting

00:33:54.830 --> 00:34:01.430  
a funding goal. Oh, Parker So  
far far away you know where

00:34:01.690 --> 00:34:04.790  
where  
we stand we don't have

00:34:04.800 --> 00:34:09.300

a very big budget right  
now where we don't need

00:34:09.310 --> 00:34:14.210  
a lot we're building our pilot program for  
our current garden program and technology program.

00:34:15.350 --> 00:34:17.570  
But. We next year we have

00:34:17.580 --> 00:34:23.960  
a lot bigger budget. We've taken three  
years to incubate to figure out who we are

00:34:23.969 --> 00:34:28.139  
and what the heck we're doing so we  
went from I mean our goal is is not

00:34:28.150 --> 00:34:32.620  
a big one it's one hundred thousand dollars  
this year and we are eighty percent

00:34:32.630 --> 00:34:39.580  
away so. That you know we  
just started we just started

00:34:39.590 --> 00:34:41.420  
asking why before we have

00:34:41.429 --> 00:34:47.710  
a great board of directors that really  
support us and up until now and now it's my

00:34:47.719 --> 00:34:51.710  
job to will after the three year mark it's  
kind of nice because that's when grants

00:34:51.719 --> 00:34:55.130  
will take a serious look  
at you. So now it's

00:34:55.139 --> 00:34:59.220

a lot of great writing to start because  
rents are good seed capital for whatever

00:34:59.230 --> 00:35:02.630

you do for social business. So when  
you're looking for donors do you mainly

00:35:02.640 --> 00:35:07.090

look in the United States? I do but I'm  
trying not to because there is

00:35:07.100 --> 00:35:10.570

a lot of money in Mexico and we have

00:35:10.580 --> 00:35:15.150

a really I mean there is and so they're  
trying to change my mind and I'm kind of

00:35:15.160 --> 00:35:16.880

letting them because  
of that border is such

00:35:16.890 --> 00:35:23.850

a pain in the butt, man. And have any of these prospective donors expressed their willingness to

00:35:23.870 --> 00:35:29.280

support the project effected by the fact  
that your venture is located in Tijuana and not in

00:35:29.280 --> 00:35:35.930

the United States? When I was in Redondo  
Beach, yes. So I started this from

00:35:35.940 --> 00:35:41.050

Redondo Beach I'm thinking I could do it  
online and when you're so removed from the

00:35:41.060 --> 00:35:41.880

project

00:35:42.170 --> 00:35:48.730

a lot of the conversations it was very  
frustrating were about puppies and trees and

00:35:48.740 --> 00:35:53.580

I really appreciate puppies and I love trees, but  
we're talking about human element and

00:35:53.590 --> 00:35:59.070

it just frustrated me but I think  
when now we're down here and now

00:35:59.080 --> 00:36:03.710

a lot of the conversation I'm having  
about funding is in San Diego they're

00:36:03.720 --> 00:36:09.220

a little closer to the reality that these  
children when they leave the homes

00:36:09.890 --> 00:36:13.330

they're coming here you know. There's no  
opportunity that they're going on the

00:36:13.350 --> 00:36:19.340

streets there. I mean, they're looking for, you know,  
America and I think if we

00:36:19.340 --> 00:36:24.770

educate them, donors get that. Donors  
get that. And this is something I just thought of on the spot but have you ever thought of

00:36:28.030 --> 00:36:33.230

using what you've been building and what the  
children have been using to, like, maybe

00:36:33.230 --> 00:36:38.160

have them start a YouTube Channel or film themselves because, you know, you

00:36:40.640 --> 00:36:47.010

taught them how to code. Have you ever thought they you know, if one orphanage ran their own video or.. So it's an interesting..

00:36:48.100 --> 00:36:53.520

If you guys are our Facebook or our website there's no faces and

00:36:53.530 --> 00:36:58.510

that's purposeful because these are children are wards of the state and

00:36:59.090 --> 00:37:05.260

a lot of them are hiding from situations so it is illegal for them to put their

00:37:05.270 --> 00:37:12.230

faces on social media. So that was my

00:37:12.720 --> 00:37:15.030

been as a having

00:37:15.040 --> 00:37:21.020

a background in marketing it's very difficult because that face says it all.

00:37:21.840 --> 00:37:25.200

So we've had to get creative and yes I'd love to have

00:37:25.210 --> 00:37:30.740

a You Tube channel with the kids doing it. Nothing would make me happier but we

00:37:30.750 --> 00:37:37.700

can't. So it's getting creative is developing. It's really I'm looking

00:37:37.710 --> 00:37:42.430

forward to develop the right relationships  
in the Mexican government as well to

00:37:42.440 --> 00:37:47.860  
service the people who make those laws to  
not get around them but to work together

00:37:47.980 --> 00:37:52.810  
on how we can do something  
like that, but we can't yet.

NOTE Paragraph

00:37:54.840 --> 00:38:01.690  
Before we started, you had asked us what we thought this role

00:38:01.860 --> 00:38:08.400  
was in social problems and I'd like to hear your answer  
to that question. What do I think

00:38:08.580 --> 00:38:15.360  
business's role is...great  
question Christina. I

00:38:15.370 --> 00:38:21.960  
don't see it as well, I think, that'd be I think naive if I said I don't,

00:38:23.530 --> 00:38:24.610  
I don't see it as

00:38:24.620 --> 00:38:30.880  
separate. I believe business will  
pick up the developing world. I

00:38:30.890 --> 00:38:36.850  
think our youth is getting

00:38:38.230 --> 00:38:39.270  
just wiser,

00:38:39.280 --> 00:38:46.220

a little more conscious of  
their health and the health

00:38:46.230 --> 00:38:53.170

of this country of this world depends  
on the weakest link and those

00:38:53.180 --> 00:38:57.810

weak links. So I think, we're for  
instance we're starting to show

00:38:57.820 --> 00:39:02.170

a lot of when you ask millennial young  
people you know where they shop they wanted

00:39:02.180 --> 00:39:02.810

to have

00:39:03.700 --> 00:39:10.690

a social alliance or you know social  
impact and that's why Tom was so great. And

00:39:10.700 --> 00:39:14.490

I think the social part  
of this social business has evolved

00:39:14.500 --> 00:39:21.400

a lot since the Tom's model, the one for one  
model. But what do I think business's role..

00:39:22.200 --> 00:39:28.950

I mean when you talk about corporate  
social responsibility, it's just gotta be

00:39:28.960 --> 00:39:35.560

there. I mean it's not even  
for the poverty stricken

00:39:35.600 --> 00:39:41.930

whatever community you're trying to lift up.  
It's for your own health of sales. It's

00:39:41.940 --> 00:39:48.840  
for, man. What do I think is the...  
I don't know and I can

00:39:48.850 --> 00:39:53.200  
I would I would like to speak more  
on that and when we dig this up in

00:39:53.210 --> 00:39:59.800  
a hundred years, but I mean you...We can't  
separate the two anymore and it's and we're

00:39:59.810 --> 00:40:06.310  
not which is great we're just realizing  
that one begets the other and one has to

00:40:06.320 --> 00:40:08.790  
include, business has to include C.S.R.

00:40:09.370 --> 00:40:16.270  
Business has to lift up the the poverty

00:40:16.280 --> 00:40:17.640  
stricken community that it has it's

00:40:17.650 --> 00:40:23.420  
plant in. It's got to and it's  
it's getting that it can't source

00:40:25.520 --> 00:40:28.300  
child labor cotton for the T-shirts

00:40:28.310 --> 00:40:35.080  
anymore. One because now you're  
probably going to get caught I think so it's

00:40:35.190 --> 00:40:40.710

I think out of necessity that is going to they're really going to start getting

00:40:40.840 --> 00:40:47.670  
better and we're seeing that more and more I mean everywhere. So, I

00:40:47.680 --> 00:40:48.580  
don't know. I didn't fully answer your

00:40:48.590 --> 00:40:59.820  
question but...Do you have any questions for us

00:40:59.830 --> 00:41:03.940  
or any last remarks? Three minutes? Do any of you guys want to start

00:41:03.950 --> 00:41:09.650  
a social venture and have you guys thought about it before? I've thought about it before

00:41:09.660 --> 00:41:14.810  
My mom actually used to work for a non-profit called OneHead and it's based of micro financing

00:41:14.820 --> 00:41:18.540  
and it started with, I can't remember the protagonist's name but a

00:41:18.550 --> 00:41:23.310  
what would happen was their village would all save up their money and give the loan

00:41:23.320 --> 00:41:26.590  
to one person so they could buy something and his mom got

00:41:26.600 --> 00:41:30.200  
the loan and that's left over money.. So you thought about it whatdid you want to

00:41:30.210 --> 00:41:37.210  
do? Or what have you, where  
is your heart? I think the micro finance

00:41:37.250 --> 00:41:43.880  
part is real because... They pay it back?  
I think there is a way to do for the

00:41:43.890 --> 00:41:47.970  
beneficial for profit C.S.R. work

00:41:48.010 --> 00:41:54.600  
that you've been talking about where you  
can either industrial- or bring. They

00:41:54.610 --> 00:41:59.220  
naturally that they make it beautiful  
hand willing clothes you can find

00:41:59.230 --> 00:42:05.540  
a balance of taking that product and riding them to the markets  
and internationally if so be to

00:42:05.820 --> 00:42:10.840  
people get profit from what they're doing...like i think the underlying  
goal has to be to not just

00:42:10.850 --> 00:42:12.500  
industrialize like

00:42:12.510 --> 00:42:19.230  
a unique form of our tradition. I just think that there  
is ways to connect people together and

00:42:20.480 --> 00:42:26.830  
Create value from what's one person's local good.  
You know, one man's trash is another man's treasure and

00:42:26.840 --> 00:42:33.190  
someone might not think that, Oh yeah we make these by hand.

These are just what we wear around here but you know in

00:42:33.280 --> 00:42:39.300

the United States, someone might find that attractive and  
kind of just connecting buyer and seller...

00:42:39.540 --> 00:42:44.430

And or maybe you another way to think  
is one man's treasure someone's willing to pay

00:42:44.440 --> 00:42:47.710

a lot more for that across the globe  
because they do

00:42:47.720 --> 00:42:51.590

value those. They do, I mean  
they take a lot of time to be

00:42:51.600 --> 00:42:56.590

a purse maker. Whatever it is but someone in Coronado is going

00:42:56.600 --> 00:42:56.820

to pay

00:42:56.830 --> 00:43:03.200

a lot more for that bag then you know yeah  
I agree. I think the value like might not be economically feasible

00:43:03.210 --> 00:43:09.220

to specialize in making purses in your village,  
however when you are able to connect

00:43:09.230 --> 00:43:09.620

people to

00:43:09.630 --> 00:43:15.180

a market where the market demands a rate at which you  
can then specialize which will then over

00:43:15.190 --> 00:43:20.780

time you know decrease your operating cost of you for more efficient. Actually

00:43:20.870 --> 00:43:26.450

in the long term will make the community better because the profit generating. So it's good to find

00:43:26.460 --> 00:43:30.550

a way that is just an individual in that community that benefits from it. Community.

00:43:30.860 --> 00:43:37.570

In the community you could all come together and if you structure it correctly through that area of specialization then

00:43:37.610 --> 00:43:39.960

each person could specialize in the supply chain

00:43:40.000 --> 00:43:46.740

and then the whole community could benefit from what they like to do. And they don't have to focus on

00:43:46.850 --> 00:43:51.330

oh we all need to get our food for the day and then do these basic tasks before we can get to what would actually be

00:43:51.340 --> 00:43:58.130

a profit driver instead of just something they had to do to survive. Well, I think I think just like to close out

00:43:58.890 --> 00:44:04.460

what we're looking for these days is to do something that matters. I mean we were

00:44:04.470 --> 00:44:09.020

just we're tired of feeding the beast you know, being in this rat race and whatever

00:44:09.030 --> 00:44:14.410

industry we choose and I mean I did it I  
was making the money I was doing and it lacked

00:44:14.420 --> 00:44:21.270  
a purpose so I think when purposes is  
found when we're able to give back and so

00:44:21.280 --> 00:44:25.570  
what I would encourage is whatever we do  
whatever whatever path you go down be

00:44:25.580 --> 00:44:28.090  
an ambassador. Find

00:44:28.130 --> 00:44:32.610  
a vulnerable population that you love and  
be an ambassador in your company and like,

00:44:32.620 --> 00:44:36.950  
"Hey we need to give back! I suggest we give  
back to these people who I love!" and

00:44:36.960 --> 00:44:37.240  
find

00:44:37.250 --> 00:44:43.150  
a way how it coincides with the vision of  
the business and how it's a win-win situation

00:44:43.160 --> 00:44:48.370  
for everybody and market it so that you know  
they get the love and start working but

00:44:48.410 --> 00:44:53.000  
also start fulfilling your own  
purpose because man to make money is just

00:44:53.040 --> 00:44:59.930  
a little time I mean it's nothing. Money  
is easy you know it's it's something's

00:44:59.940 --> 00:45:02.280

bigger out there so, that's all.

— End of Transcription —