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THE GREEN  
NOTEBOOK

THE PODCAST

*“I teach  
entrepreneurship  
as a methodology,  
not an ideology.”*

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**DANNY WARSHAY**  
Author of *See, Solve, Scale: How Anyone Can Turn  
an Unsolved Problem into a Breakthrough Success*

Joe interviews Danny Warshay, the founding Executive Director of the Nelson Center for Entrepreneurship at Brown University and author of *See, Solve, Scale: How Anyone Can Turn a Problem into a Breakthrough Success*. In this episode, Danny explains how entrepreneurship is a process that anyone can learn, and that anyone can use to turn a problem into a solution with impact. Joe and Danny talk about why large organizations have antibodies against innovation and how leaders can use the see, solve, scale process to address unmet needs wherever they work.

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## Meet Danny

Danny is first and foremost an entrepreneur. He began his entrepreneurial pursuits while an undergraduate at Brown as a member of the Clearview Software startup leadership team. Apple acquired Clearview in 1989, and since then, he has co-founded and sold companies in fields ranging from software and advanced materials to consumer products and media (acquired by Medline, Time, Belo Corporation, Sealed Air, Penton Media).

Since 2005, he has been teaching and leading workshops on entrepreneurship around the world. Brown's *Critical Review* has recognized his course ENGN1010, The Entrepreneurial Process, as the highest rated course on campus. Danny received an A.B. in History, *magna cum laude*, from Brown University (Junior Year at Hebrew University in Jerusalem), and an M.B.A. from Harvard Business School.

In addition to spending time with his wonderful wife (Dr. Debra Herman '87) and three terrific children, Danny loves the mental and physical challenges and rewards of vinyasa yoga. He is also an avid (and tortured) Cleveland sports fan.

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