On October 17, 2007, MBA Club welcomed **Mr. V. V. Kim**, a Stanford graduate and an entrepreneur, to our club meeting. Kim and a number of Stanford graduates founded the Institute of Design, which they simply call the “d-school” right at the heart of the Stanford campus.

The institution deals with the real problems of daily life as well as those of businesses, and in that respect adopts a solution-based mission, such as ‘to advance innovation’ and ‘to tackle messy problems.’

In his presentation, Kim also exemplified the d-school’s viewpoint of approaching and dealing with problems of any kind. In their projects, they use the benefits of technology and software to a great extent, and eventually come up with practical and user-friendly projects, such as “Stop drunk driving” , ”Build better elementary schools” , “Develop environmentally sustainable offerings”, as well as highly innovative and creative ones, such as “ Make waiting in line fun” and “Make commercial airplane travel less oppressive.”

The website of the d-school is [www.stanford.edu/group/dschool](http://www.stanford.edu/group/dschool)

After the presentation, which the club members listened and participated with great interest, in the Q&A session, our guest speaker answered the questions of the MBA students regarding a wide range of topics from software industry to starting one’s own business.

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**Photos from d-School**:



   

 