The problem with technology... So what happens is all these problems when you look at them retrospectively get solved by technology. But what that tends to overlook is that the fundamental challenge of technology isn't just to innovate it, but it's to diffuse it and how to get it actually to scale. (00:44) There are many examples of this. The catalytic converter was invented in 1924. The hybrid car was invented before that. It takes a particular set of social and economic conditions to get to the adoption of that technology, and that's what involves changing values, changing institutions, changing the laws and so on.