Can just a few people set a new social norm, one that drives marked change in behavior? We believe so, and that’s what Warren, Bill, and Melinda are doing with the Giving Pledge. They have inspired us to join the chorus and publicly state what we have long planned—to donate the majority of our financial bounty to driving social progress in the world.

Today’s opportunities for social progress are larger than ever before in history. We are lucky to live in a renaissance of entrepreneurship across the fields of human endeavor, and we believe that social entrepreneurs will drive progress on the great challenges of our time.

By supporting talented entrepreneurs, we are exploring:

- how natural behavioral incentives can be turned into engines of social progress;
- how innovation in education can make learning joyful; and
- how to accelerate meaningful treatment from the frontiers of discovery in the microbiome and big data.

While these are our current foci, we know they will evolve. Through it all, we will seek to understand how philanthropy can make the biggest difference in the areas that matter most.

It would be daunting to confront these challenges in isolation. We feel lucky to be part of the thoughtful minds that make up the Giving Pledge, and look forward to learning from the wisdom, experience, and collaborative spirit of those who have achieved so much. The challenge is too important and too formidable for us to do alone.

Scott Cook and Signe Ostby