

“Do we live in a winner takes all economy?”

1% of the world's population owns the half of global wealth. With more detailed number, it is concretely said that 47 million people in the world have financial assets of at least \$1 million while more than 56% of the world's population live with less than \$10,000. With approximately 3,000 billionaires in the world that own more wealth than the rest of the population, and since this number is in constant evolution, is the world we are living in working as a Winner Takes All Economy, meaning that the richest people on the planet keep getting richer while the world's situation gets worse and worse year by year for the rest of the population and the poorest among us. Since the beginning of humanity, there always has been inequalities between the people, some were very poor while others had so much money, they did not know what to do with it, but is not it necessary when the people themselves that tried to act differently, like Communism, completely failed? This is what this essay is about, beginning with the billionaires in the world and why do they exist, followed by the example of the market world which reinforces this idea to end it on why it is necessary and how, in some ways, it helps the poorer and common people.

The introduction says it all and no one can admit the contrary that in 2021, we are living through this type of economy. Like it has been said above, less than 1% of the world's population owns the half of global wealth. One of the biggest examples is also one of the most recent one and it is the Covid Case and how it affected the economic situation of people around the world. If at first glance, we could think that it was a very harsh time for everyone, a time when people lost their jobs, when businesses had to shut down and when people lost all they had, it could be a pretty good description of what humanity lived through the year 2020, a good description except for a small group of people, the rich ones. Between March 13 and December 31 of 2020, global wealth of billionaires increased of \$3,900 billion while thousands of businesses closed, which clearly shows that even during times when the entirety of the planet is struggling the ones the economy helps are the ones that already possess everything.

Everybody can, at least, give the name of 5 billionaires they heard of, this is not difficult, and I am not speaking of worldwide celebrities like actors, athletes but billionaires like Elon Musk, Jeff Bezos or Mark Zuckerberg who only are CEO of their company. It is not hard to imagine that every CEO of each company are way richer than their employees and it is normal since it requires more knowledge and a lot more capacities to be able to maintain the company in the right direction, but why do people like Bill Gates, Jeff Bezos and a lot more are this rich by only being the director of their companies? It is because they are the best in what they are working in; Mark Zuckerberg, CEO of the Meta Verse, which includes Facebook, WhatsApp, Instagram and more which are daily apps people use on their phone, the best ones on the market for talking with friends. Jeff Bezos, CEO of Amazon, the most used and known online marketplace of all time that almost everyone already used at least one time to order something cheaper or not available. It could be endless to speak of them one by one, like Bill Gates and the creator of Microsoft, used on almost every computer in the world now, essential for society and each person in a developed country, but what is to be shown here is that they are known for their hard work, they are not simple businessman that invented something we use rarely, they are the creators of things everybody knows on the planet and that are used billions of times daily by the entire planet. They are the winners of their economic domains and so, the richest ones.

Billionaires are one subject concerning the Winner takes all society we are living in, but what about the market and the equivalent of the billionaires among people: The big societies that win it all.

Just like for the billionaires, there are brands that succeeded in many ways so that they now dominate the territories they work in. They knew how to gain the consumer's trust and used it for their good. The Winner Takes All Economy is still new in the history of humanity, just compared to the beginning of the 20th century, there were not such things like fast-food, and people were eating where they could when they could. But now, speaking of fast-food, the example of McDonald is perfect to illustrate this. Created in 1955, it is now the biggest restaurant chain of all time, with more than 39,000 restaurants all around the world, dominating any other local food chain in any country they are installed in. We can see it in France, where it has surpassed every other brand in only 40 years. It shows in everyday life, when someone needs to eat fast before going to work, if that person has to choose between McDonald or a restaurant, it will most likely choose McDonald because it is cheaper, faster and you know you will not be disappointed by the taste of what you eat. It is the same in many domains, what will a common person will choose between a bottle of Coca-Cola and another soda brand not so much known?

Unlike things that can variate in life, some brands were dominating, are dominating and will dominate the market for decades or even centuries. This is a world where it is getting harder for people to settle in markets dominated in this way, even if some brands stand out, they can not achieve what some giants have done which is the perfect representation of the Winner Takes All Economy where a slightly part of the companies (1%) take all the revenues (<90%). This is a world of no return, the companies were left free to move and got too rich and powerful, letting them do what they want, when they want. When a young and dynamic company enters the market, or when a young informatic developer with potential enters the employment market, they are directly "bought" by the giants that rule the world, proposing such big numbers that it is impossible to refuse, thinking of all you will be able to do for you and your close ones with all that money.

With all the examples above, it is difficult to escape this reality, but is it really something new we just started to live in, at the scale of humanity?

One thing that all the people have in common in this essay, is that they are very smart, to become rich, you have to be one of the smartest in what you work in and it is clearly the case for all the billionaires discussed about in this essay. The billionaires in informatic are genius from birth, same for the CEO of companies that have a knowledge of economy and strategy superior than most of the population. Jealousy always was a human feeling deep inside us but if there are rich people in the planet, mostly of them deserved it by working hard and being smart enough to achieve level that no one has reached. Plus, even If some of them are responsible for Climate Change, mentalities have changed and people like Elon Musk, Bernard Arnault and others are investing billions to make the planet more livable, just like it has been seen recently with Elon Musk proposing to sell Tesla shares to give \$6 billion to end world hunger. They are capable of things common people cannot, they can do as much as millions of people working together but alone.

The last example of this essay to give you the right idea about the society we are living in is that if there was no Winner Takes All Economy, they would not have this many rich people in the world. They exist because they propose products and services that help a large amount of the population. If it was not the case then nobody would have bought their products and they would remain the same as us but, in the end, they are better than most of humanity in what they work for and most of the people admit it by buying their stuff and not making them themselves. A winner

takes all economy also allows us to specialize in what we prefer, giving us more time for ourselves and also to work in what we like during the day, not doing multiple tasks to maintain a regular life.

To conclude this essay, with all the examples given, it seems obvious to say that yes, we live in a Winner Takes All Economy, the world has never been equal for everyone, while people are sleeping on mattresses made of bills, some are sleeping on the ground, without nothing to eat, praying to live another day. The situation can be seen as shocking and unfair, making a lot of people angry, but this people need to understand that billionaires also deserve the money they have, maybe not this much of course but they won it and all they need to do now is to continue to change mentalities from above, using this huge amount of money to make life easier and fairer for everybody.

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