This article, titled “The Economic Future Just Happened”, by Dane Stangler, provides an optimistic spin on the recession that just occurred. Instead of focusing on the darker spots of the recession, namely higher unemployment, low GDP, slow growth, and more, he focused on the brighter spots, namely the absence of correlation between budding new companies and slow economic growth. By looking at a large number of different data points he is able to conclude that successful companies will be created and regardless of the general market trends.

One key data point that he analyzes deeply is the fact that more than half of the companies on Fortune 500 were formed in either a recession or a bear market, and just under half of the 2008 inc. list began during a recession or a bear market. This essentially shows the artilces main point very clearly, and that is that recessions and bear markets have no effect on the development of successful businesses.

One chart that I think showed this fact very clearly is the chart below, titled “Startups, and Economy sans Startups”. This graph shows net job creation for the economy, not including startup job creation as black bars, and startup job creation as grey bars. As seen in the graph which spans 1977 to 2005, the net job creation sans startups is very erratic, and this is where you can see the effects of economic trends such as recessions and expansions. But the startup job creation stays very consistant in comparison. This very clearly shows the main point of the article, which is that recessions and bear markets have negligible impact on the formation and survival of new businesses.

