Pioneering Entrepreneurial Innovation in the Midst of National Crisis

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1. Introduction

1.1. Background

In this time of unprecedented uncertainty brought on by the COVID-19 pandemic, building a business from scratch has never been more risky then it is right now. The American public was told that it would take "fifteen days to slow the spread", triggering governors across the nation to shutter non-essential businesses and travel. What began as a unified front against SARS-Cov-2 virus quickly soured on many working Americans, as weeks became months and with some states still locking their citizens (and businesses) down.

1.2. Problem

Recent news and events have introduced other looming threats to small businesses and their employees, including a significant hike on corporate taxes, renegotiation of global trade agreements, stricter public health measures, increased unemployment, draconian seizure of constitutional civil rights and violent unrest. How could a new business project success in times like these?

Would a new craft brewing business do better in downtown Portland or other locations in the surrounding area? Which location would project the greatest possible success?

1.3. Interest

Why would anyone take on the burden of researching, planning, marketing and building a new business when the coronavirus pandemic rages on across the country, prompting many local and state government officials' rush to re-impose lockdowns, quarantines, social distancing and restrictions on movement?