**WHITE PAPER**

INTERNATIONAL SMALL BUSINESS NETWORK

WITH A GLOBAL FRATERNITY OF ENTREPRENEURS

INTRODUCTION

This commercial project is creating an international small business network with a global fraternity of entrepreneurs who share knowledge and pool resources to provide mutual support and foster a wide range of joint ventures and multilateral projects.

MISSION STATEMENT AND OVERVIEW

As a commercial venture and a humanitarian endeavor, this project serves to galvanize a partnership circle that brings a convergence of interests as multiple actors come together in a syncretic interaction that expands mutual opportunity through grassroots coordination. The revolving dynamic is based on versatile business models and an interactive network that apply advanced economic theory to everyday life as lateral communication and peer-to-peer interaction enable local participation in regional commerce and international trade. The evolving network amplifies the role of small and mid-sized enterprise by organizing this vast and scattered sector and by synchronizing the various functions of business in an expanding context as international business clusters render mutual support from counterparts who offer corresponding and complimentary knowledge.

The "Information Economy" and ongoing trends in technology provide an optimum public interest platform when there is a decentralized market that is influenced by consumers through direct interaction with decentralized business. However, decentralized business needs cohesion and coordination to connect with an expanding pool of consumers if the direct interaction is to work on a large scale. A new framework of lateral interaction is needed to coordinate economic activity for small and mid-sized enterprise which constitutes the largest percentage of business worldwide. Blockchain and Web 3 serve to decentralize, but the resulting fragmentation can lead to an isolation that has negative ramifications for business and consumers. So, the decentralization of economic activity requires modification through a corresponding system of coordination that overcomes the compartmentalization that results from decentralization. New paradigms loke blockchain need corresponding business networks with parallel functions to uniting business functions for economy of scale at the grassroots level.

The direct interaction between small business and consumers is based on mutual understading and empathy which can serve as the catalyst for true decentralization with pragmatic application for the real world that we live in. And the incubation of business through a coressponding incubation of markets provides the ultimate accelleration which comes about when there is an alignment of consumer interests with commercial incentive. This reciprocity provides lower cost and higher quality for consumers while expanding business opportunity for entrepreneurs as a more interactive approach to business serves to harness consumer feedback to create new opportunity that is based on an economy that is responsive to consumer recommendation. By enabling local representation in regional commerce and international trade, we provide a platform for small business autonomy and prosperity while offering wider consumer participation through more direct interaction with producers, more choices through expanding geographic parameters and the lower cost that comes from a lateral system of exchange. So, the overlapping interests create multiple opportunities for constructive interaction as an egalitarian paradigm promotes business by representing the needs of society through an economy of mutual engagement.

Small enterprise constitutes over 90 percent of business worldwide and small business produces over 50 percent of the world’s GDP. Moreover, small enterprise employs over 70 percent of the global workforce. But small business is a splintered community with many fragmented markets. While small enterprise thrives in a fragmented market, the fragmentation is a mixed blessing. On the one hand, a market fragment can stumulate specific economic activity and make it easy for small enterprise to gain traction and maintain a steady presence. Furthermore, growing markets create even more fragmentation and this presents many opportunities for new ventures and spinoffs to launch and extend the market fragment. However, the market fragment can also limit the potential of small enterprise by impeding the ability to expand as the narrow parameters prevent or restrict economies of scale. That is why it is useful to create widening aliances among small business so they can retain the advantages of splinered markets while overcoming the disadvantages. This is where networking comes in. Fragmentation can be overcome through a lateral system of interaction at the grassroots level as networking brings disperate enterprise together to create a unified small business community that can synthesize markets to enable an expanding consumer base that has exponential opportunity for growth. And, an international network can bring the greatest convergence because many more fragmented markets can come together in overlaping and complimentary form with the multiple variations that come with a vast geography. But extensive coordination is needed to align products and services in one location with consumer demand in other locations.

DECENTRALIZED SUMMARY FOR A DECENTRALIZED NETWORK

The small business network with an interactive fraternity of entrepreneurs can overcome compartmentalized markets, isolated business and disconnected consumers by serving as a comprehensive matchmaker among all three. We combine market research with product identification and branding to match consumer demand in one country with a corresponding supply from other countries. And we can match local entrepreneurs with products from abroad so they can provide local representation for overseas products while also connecting with local entrepreneurs in other regions for an reciprocity across a range of markets and categories. So, the multifaced approach to business matchmaking enables local market representation for overseas entities while enabling entrepreneurs in other regions to secue local representation to facilitate marketing of their overseas products and services.

Our project strives to expand the role of small business by extending the function of small enterprise as business model renovation enables economic innovation. We emphasize versatile business models that provide incubation and accelleration for a wide range of industries. The support system facilitates opportunity for conventional business as well as high tech innovation companies so that brick and mortar enterprises are also also recognized and represented. The flexible business models are pivotal components of a network that is based on entrepreneurship that is active and interactive.

With a business objective and a humanitarian purpose, the network emphasizes versatile business models, lateral interaction and international coordination to provide general economic benefit for local communities by stimulating small business prosperity through more direct local participation in regional commerce and international trade. The network also provides direct “relief” to local residents by “helping them help themselves”as they apply their knowledge and talent through entrepreneurship. Moreover, international networking and local entrepreneurship can enable the small business community to serve the wider community through enterprises that respond to humanitarian concerns and environmental issues.