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 to foster a wide range of joint ventures and multilateral projects.

BIG IDEAS FOR SMALL BUSINESS

As a commercial venture and a public interest endeavor, this project serves to galvanize a partnership circle that brings a convergence of multiple interests as a syncretic interaction serves to expand mutual opportunity through grassroots coordination.

The revolving dynamic is based on a multifaceted interface that invokes flexible business models and a versatile system of networks to apply advanced economic theory to everyday life as lateral communication and peer-to-peer interaction facilitate local participation in regional commerce and global trade.

Internatiional networking serves to amplify the role of small and mid-sized enterprise by organizing the vast and scattered sector as global interaction at the grassroots level creates an international community of small business.

The interactive network serve to multiply local opportunity through international coordination that extrapolates business activity in a shifting context as regional business clusters provide mutual support through interaction with international counterparts who offer corresponding and complimentary knowledge.

The "Information Economy" and ongoing innovations in technology provide an optimum public service and widespread business opportunity 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 with consumers is to work on a large scale. So, a new form of lateral exchange is needed to facilitate interaction among local economies so that localnomics can bring expanding opportunity for business and the public.

The coordination of local economic activity serves to expand opportunity as wider parameters are created to synchronize grassroots economics and to galvanize consumer participation in a more widespread system of exchange. An international network in conjunction with a system of interconnected local networks can create a form of mass interaction that brings syncretic benefits through a direct interface with consumers that is based on direct coordination among the international small business community. Global participation can boomerang back to enhance the autonomy and prosperity of local communities as parallel economics serves to synchronize economic opportunity.

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DECENTRALIZATION AS A MEANS TO AN END

Perhaps the concept of decentralization should be regarded as a means to an end rather than an end in and of itself. And maybe we need to guide the process of decentralization so that it serves an ultimate purpose with goals such as interactive interaction, autonomy, reciprocity, public particpation, and local representation? Blockchain and Web 3 serve to decentralize economic activity and this is a very positive trend, but there are some negative side effects that come with economic splintering.

Consumers can become isolated from markets and grassroots business activity can become disconnected from supply and demand when the economy does not adapt to decentralization. Decentralized economic activity requires modification through a simultaneous system of lateral interaction that overcomes the compartmentalization that comes with the decentralization. New and evolving paradigms like the blockchain economy need corresponding business networks with parallel functions to unite local business activity and to connect with a wider base of consumers through an economy of scale at the grassroots level.

Decentralization is only as good as its implementation and the ultimate deployment of decentralized economics comes when local business is completely engaged with wider markets through lateral interaction among peers along with active and spontaneous participation from consumers in an expanding marketplace with a reciprocity of benefit.

THE SPECIAL RECIPROCITY OF CONSUMERS AND SMALL ENTERPRISE

The direct interaction between small business and consumers is based on mutual understanding, common interests and a sense of empathy. This direct interface 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.

The reciprocity of localization 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.

Consumer interaction with small business constitutes the bridge that links economic goals with public interest purpose as business activity becomes synchronized with the needs of the wider society through a platform that amplifies the role of small enterprise to bring an allignment of economic interest with the priorities of the average citizen.

A unified small business community creates an expanding consumer base as converging markets enable an expanding pool of consumers who have more access based on a synthesis of multiple locations with many markets and market fragments.

When the small business community is organized, the market becomes unified by synthesizing the consumer base or we could say that a unified small business community can synthesize many markets and expand the consumer base by creating a large and interactive pool of consumers and business.

And, another way of looking at it would be that lateral interaction creates a unified small business fraternity and this brings an expanding consumer base by synthesizing wider geographic parameters that encompass many markets for a growing base of business that can bring about burgeoning opportunity for economic growth.

By enabling local representation in regional commerce and international trade, the network provides a platform for small business autonomy and prosperity while offering wider consumer participation through more direct interaction with producers as well as the increasing options that come with 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.

CREATING AN INTERNATIONAL SMALL BUSINESS COMMUNITY

In a complex and rapidly shifting society, we all need to pool resources, share knowledge and encourage active participation from local people who bring perceptive analysis and insightful perspectives that are based on direct experience. And we can engage locally by harnessing the creativity of grassroots entrepreneurship to identify opportunities and respond to challenges. With unique insight and imagination, small business propels big ideas and this offers a spectrum of possibilities.

The vast majority of innovations are produced by small business at the local level in communities around the globe. Over ninety percent of the world’s business is small enterprise and over seventy percent of the global workforce is employed by small business. Small enterprise also produces over fifty percent of the Gross Domestic Product in countries worldwide. And, small business is on the scene in our communities, so they are uniquely qualified to perceive reality, recognize potential and respond to exigencies.

But small business is a widely dispersed community with many fragmented markets and compartmentalized industries. 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.

On the other hand, a 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 drawbacks. And this is where interactive 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 with exponential opportunity for growth.

And an international network can bring optimum convergence of interests because many more fragmented markets can come together in overlaping and complimentary form as multiple variations come about through a vast geography. But extensive business coordination is needed to align products and services in one location with consumer demand in other areas.

THE BUSINESS MATCHMAKER

A versatile 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. With this innovative fraemwork, we combine market research with product identification and branding to match consumer demand in one country with a corresponding supply from other countries.

Moreover, we can match local entrepreneurs with unique products from abroad so they can provide local representation for overseas products and services and we can match entrepreneurs in other regions with local products and services for a reciprocity that extends across a wide spectrum of markets and categories.

The multifaceted approach to business matchmaking serves to facilitate local representation for international economic acitivity and international representation for local economic activity in a unique exchange that is based on small business interaction on a global scale as expanding reciprocity is enabled by peer-to-peer coordination…a novel form of grassroots international trade that unites small business while galvanizing consumer participation in an interactive process with broad consideration and wide application.

ECONOMIC INNOVATION THROUGH BUSINESS RENOVATION

Our project strives to expand the role of small business by extending the function of small enterprise as business model renovation enables economic innovation and as flexible networks create a springboard for economic participation. We emphasize incubation and accelleration for new and existing enterprise across a wide range of industries as startup entrepreneurs and established enterprise work together in a multifaceted business fraternity with an international membership. The network combines talent and creativity with knowledge and experience to foster escalating opportunity for everyone involved, including the brick and mortar companies that comprise the vast majority of enterprise in countries around the world.

Non-technology small business have a vital role in the community and they have a crucial economic contribution that should not be underestimated. So, it is important that we provide an interactive support system that facilitates the lainching and expansion of conventional business as well as high tech innovation companies as brick and mortar enterprises are also recognized and represented. With a focus on community enterprise in conjunction with a wider extrapolation for international interaction, our grassroots system deploys flexible business models that are combined with versatle networking as localization serves to promote entrepreneurship that is active and interactive.

BUSINESS FUNCTION AND HUMANITARIAN PURPOSE

With a business function and a humanitarian purpose, the versatile network emphasizes multiple goals that can be reached through a combination of lateral interaction and international coordination. Among other things, the fraternal network can provide general economic benefit for local communities by stimulating small business prosperity through startup and accelleration programs that revitalize neighborhoods while also enabling more direct local participation in regional commerce and global trade. And local networking provides the lattitude and autonomy to ensure that there is no dependency associated with business development. This approach considers the concept of business structuring and ownership as crucial to the level of independence in a society. Local people recognize that economic autonomy has a vital role in assuring self determination for the individual, the community and the culture.

Our goals also include a focus on providing direct “relief” to local residents by “helping them help themselves”as they apply their knowledge and talent through entrepreneurship. Supporting grassroots entrepreneurship is crucial for contending with humanitarian exingencies, alleviating poverty and improving the general quality of life by enabling local residents to control their own destiny and resolve their own challenges in their own way. Entrepreneurship is a deeply engrained tradition in countries around the world and business activity is integral to the way of life in local communities in both developed and less developed countries. Grassroots tradition and cultural mores are often mingled with local business participation across a range of economic activity…including agricultural production. So, the method of business deployment is crucial for supporting an independent society through peer-to-peer interaction that serves to guarantee local autonomy.

The combination of international networking and local entrepreneurship can alleviate serious humanitarian problems and provide much needed remedies through a multifunctional approach that enables small business to serve the wider community through enterprises that are created for the specific purpose of responding to humanitarian concerns or environmental issues. Local business can harness the vast potential of grassroots networking to work with other local communities around the region as a pooling of resources and a comparative approach can discover the best local responses to a range of humanitarian exigencies.

Local startup companies and established enterprise can also have a pivotal role in the implementation of international releif programs as well as the deployment of innovative technologies that enhance humanitarian responsees. Among other things, lateral coordination at the local level can mitigate food shortages while counteracting inflationary prices by facilitating the implementation of green agricultural systems that reduce cost while improving sustainable food production. This could include the adoption of Micro grids and smart grids which can be introduced through local enterprise as the latest overseas technology serves to enhance affordable, self-sufficient and sustainable energy at the community level. And international green growth initiatives can amplify the pace of adoption for sustainable agriculture by introducing a systematic approach that balances vibrant economic development with long term environmental sustainability.

WORK LIFE BALANCE AND A MULTIFACETED PURPOSE

This fraternal network recognizes that creative ideas and constructive initiative come largely from interaction at the grassroots level. So, we provide a framework of lateral support and we encourage entrepreneurs to think big and stay small so they can continue with the commitment and clarity of purpose that is derived from direct participation in our communities. The network serves to convert insightful concepts into prosperous enterprise by enablling small business to extend the scope of the business and expand the scale of the market while retaining the streamlined function, ease of management and dedication of purpose that comes with a smaller organization.

There is an inverse relationship between the level of complexity of an organization and the degree of commitment to multiple considerations as a larger organization with a more elaborate structure is focused on a simpler and more limited purpose that restricts the public service role of the business. A larger organization becomes disconnected from its mission and isolated from its “constituents” as the purpose of generating income by serving the public becomes obscurred in the complications of magnitude. When the structure of an organization grows larger, the influence of the founder diminishes and the level of public interaction declines as a large organization becomes internally focused and increasingly oblivious to its surroundings.

An expanding organization also causes a diminishing range of consideration because size compels the owner to delegate to specialists who look at particular administrative functions in a limited context that does not considering the broader role of the company. Moreover, the cost of running a larger organization multiplies and brings pressure on the owner to produce instantaneous profits or secure additional loans to cover expenses. The upward spiral of growth causes a downward trajectory of consideration that undermines the responsiveness of the company. The mission becomes obscured as inreasing financial burden and a growing reliance on experts with a limited focus replaces interaction with the wider community for shaping the direction of a company.

The inversion of purpose and size compromises the multifaceted mission that responded to the public demand for the company in the first place as a large and complex organization becomes increasingly removed from the community in a devolving interaction that replaces dedicated proprietorship and responsive decision making with benchmarks of achievement that are based on one dimensional revenue streams. A large organization relies on specialists who apply a narrow perspective to administer the various functions while a smaller organization needs the broad view of a generalist to consider the wider perspective that guides the company. The magnanimous perspective and long range consideration of the founder is superseded by short term thinking as a growing contingent of managers with specialized roles emphasize immediate returns that can be easily quantified and calibrated for further expansion. And with the shift from general consideration to specific thinking, the company loses sight of obligations to customers, clients, employees and the community.

In the process of expansion, the specialists assume leadership over the general direction of a company by synchronizing multiple functions through a particular goal that serves as a common denominator to enable multifaceted coordination. And, the predominance of specific roles create a particular perspective that influences the general purpose of the organization as the company is reduced to the singular goal of generating maximum revenue in minimum time. The broad view of the generalist yields to the specific angle of external experts as a large structure becomes isolated from public feedback and more reliant on specialists and special interests who wield general influence through the specific functions of a sprawling organization. External influence over the company shifts from community need to special interests feed when an organization becomes compartmentalized through growth.

So, with a large and complex organization, process takes precedence over purpose and specialized knowledge supersedes general wisdom and broader consideration as the wide view that launched a prosperous business is replaced by the limited thinking that comes from compartmentalized roles. The original owner gradually loses control over the mission and the direction of the company because escalating complexity and rising cost prompt specific administration to take precedence over general guidance as growth becomes a burden that can override the advantages of large scale “Success.” In the process of expansion, prudent management is replaced by convenient administration and responsible planning yields to short term strategies that jeopardizing the long range viability of the company.

An expanding organization can also create rising cognitive dissonence for the original ownership and management of the company as corporate goals begin to clash with the mission that launched the company and propelled its original momentum. Moreover, ongoing demands from increasing processes creates an escalating burden on those that lead the company as particular benchmarks begin to supersede general goals. Larger companies tend to become increasingly acquisitive in focus and cumbersome to administer as complexity and a sprawling organization can swamp the owners with unrelenting exigencies that require continuous attentiona that is time consuming, stressful and distractiing for those who are in charge of the company.

So, growth in organizational structure is often counterproductive for the owner as increasing size undermines the basic purpose of owning a business. Business ownership is intended to secure independence and improve the quality of life for the owner while providing products or services that benefit consumers and serve the community. Yet, rising success often brings increasing discontent for business owners as they become unhappy with their lives because of the stress involved in managing a sprawling structure and because of guilt over a failure to fulfill the original mission of the company. The more a company grows, the less control the owner has over the company and over the priorities that were integral to its formation. So, the proactive and highly motivated entrepreneur becomes a frustrated adminsitrator who is preoccupied with all of the headeaches of a large structure while losing the sense of accomplishment that came with the smaller company.

The shifting of a small enterprise into a large corporate entity with an impersonal character can disrupt clarity of thought and distort the personality of a small business owner as a synthetic organization brings an overriding regimentation that limits spontaneous initiative while the narrow focus and ongoing projection of image create an artificial worldview that smothers the imaginative thinking that creates and sustains constructive business opportunity. A large organization with regimented process and artificial thinking can skew the perspective of the owner and distort the mission of the company. The inate motivation to create and produce is replaced by a contrived mentality that emphasizes symbols of status and acheivement in a superficial organization that becomes obsessed with tributes to money and power. This over emphasis on image can stiffle the sense of service and responsibility that brought fulfillment in the beginning as business owners trade commitment for “success” and lose their sense of purpose in life.

For an entrepreneur, the sincerity of purpose, clarity of thought and perceptive analysis that come from spontaneous public interaction is diminished in the process of expansion as the community feedback that comes from local business is reduced. The instinctive comprehension of consumer needs becomes paralyzed as the essence of informative communication is replaced by the image of persuasive communication on a one way trajectory that creates a fabricated form of interaction. The artificial process of persuasive commmunication undermines authenticity of thought and this compromises the dynamic and multifaceted perspective of a founder as the broader vision is curtailed. So, the bold and imaginitive thinking that guided the entrepreneur is subjugated by synthetic communication as well as the endless reviews and segmented process of corporate administration as long range potential is stiffled by the quest for short term returns. Thus, organizational expansion and and the singularity of focus that it entails can damage the personality of the entrepreneur and override the public interest by undermining the multifaceted purpose that was created by the original thinking that launched a prosperous business through responsive interaction with the public.

By contrast, small business networking creates a positive dynamic with open exchange through an incubation and accelleration system that emphasizes a dynamic form of decentralized economics that is enabled by the organizing of small and mid-sized business through lateral interaction. This is facilitated by peer support and a flexible business model that is characterized by a modest form with a broader function as we expand the parameters for small enterprise to enable increasing income with a limited structure and minimual overhead. The reciprocity of interests and the parity of scope makes it possible for the owner to “work to live rather than living to work.”

The profit motive is a very positive influence because it encourages individual initiative to improve our quality of life by unlocking our own potential and it prompts us to strive for autonomy and security by harnesing our talents through entrepreneurship. But it is important to keep the proprietorship local and independent because there are negative ramifications for the original owners and for the public when business becomes consolidated on an enormous scale. The autonomy of profit turns into economic colonization and need becomes greed when a large organization replaces small structure and centralization creates a stiffling uniformity that discourages participation and public representation. Economic consolidation lowers the quality of life for entrepreneurs and for consumers as the trend toward monopoly of economic activity only serves to inflate prices and lower the level of quality.

The concept of a large scope and scale with a small or moderate structure enables the business to continue with the original owners who can guide their own destiny while also remaining true to the original mission of the company. The sharing of knowledge and the pooling of resources brings lateral coordination that enalbes small enterprise to generate substantial income while responding to the needs of their neighbors as business serves a crucial function in our communities. Local business has a keen understanding of society and a strong sense of obligation to a surrounding community that depends on the services provided by the local entrepreneurship that is created through interactive engagement. A small business represents the dreams of the owners and it responds to the needs of society as a multifaceted function provides a public service while enabling individual autonomy by generating monetary profit for the owner. It is possible to increase the income for the owner and enhance the ability of the owner to serve the community by expanding the role of small business through parallel interaction among an interactive fraternity of entrepreneurs.