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.

.

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.

LATERAL INTERACTION AND THE DIGITAL MARKETPLACE

The reciprocity between consumers and small enterprise can serve as a catalyst for a shift to the digital economy as a direct interface at the grassroots level facilitates interaction with the online marketplace through multifaceted exchange across a spectrum of online commercial activity. This grassroots interaction could be the pivotal factor that influences adoption of digital commerce in many emerging economies because small enterprise has a special rapport with consumers and there is a syncretic interaction based on mutual understanding, common interests and the perceptive insight that comes from ongoing feedback about the latest trends in the marketplace. As we indicated previously, consumer interaction with small business constitutes the bridge that links economic goals with with public interest purpose as business activity becomes synchronized with the needs of society. And this allignment of interests also encourages a shift into the digital realm as small enterprise links consumers with the online marketplace through multifaceted interaction.

A calibrated small business community can galvanize consumer participation to cultivate a decentralized online marketplace for an interactive economy that is responsive to public demand. The shift toward digital commerce in emerging markets represents one of the most significant economic trends of our time and open access for small business runs in tandem with consumer representation. There is a unique opportunity for multiple benefits when consumer activity is facilitated by small business interaction as the expansion of the online marketplace has far reaching ramifications. The evolution of consumer activity through participation in the digital realm is crucial for shaping access to economic resources as the process of interaction shapes the nature of exchange on a macro scale. So, the cultivation of a vast digital marketplace can serve as a unique catalyst for a paradigm shift toward a more interactive and egalitarean economic framework that is propelled by the grassroots interaction between small business and consumers.

The encouragement of consumer interaction with the online economy can be facilitated by evolving technologies that create an interactive interface that would work in conjunction with a versatile network to activate the online marketplace by fostering business model innovations that enable the amplification of small enterprise at the local level. The reciprocity between local enterprise and the digital sphere of commerce can stimulate a dynamic online marketplace while also giving impetus to creative entrepreneurship that brings far sighted economic innovations.

The best way to galvanize public participation in the digital marketplace is to create a dynamic intersection of consumers and small enterprise by facilitating lateral interaction among small business for an expanding economy of scale at the grassroots level. A grassroots network organizes small business through lateral interaction in an expanding context as business to business interaction enables business to consumer exchange with a rising level participation that comes with the scope of mass adoption.

The interactive interaction between small enterprise and consumers is amplified manifold when business activity is organized through lateral coordination that enables an expanding role through a wider scope of geographyand the linking of business practice across a wide spectrum of economic activity. An international small business network serves to calibrate grassroots entrepreneurship on a massive scale and this expanded role enables small enterprise to have a versatile function by serving as an intermediary between consumers and digital commerce. A multifunctional network can coordinate grassroots economic activity in a shifting context and facilitate local participation in an expanding sphere of commerce. This interactive network can organize local business across a wide geography and facilitate consumer participation in the vast online marketplace that is emerging.

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. The larger a company grows, the narrower its focus becomes with an increasing emphasis on generating the most profit for the fewest people at the top. 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. With a larger 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 set of goals 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 the specialist as a large structure becomes isolated from public feedback and more reliant on one dimensional experts who wield general influence through the specific functions of a sprawling organization.

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 with an emphasis on escalating revenues within a short time frame that does not allow for the nurturing of full potential for the company or complete benefit for the public. The original owner gradually loses control over the mission and the direction of the company because increasing complexity and rising cost causes routine administration to take precedence over thoughtful 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 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 uniformity of thought 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 within superficial criteria of accomplishment. 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 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 in the quest for short term returns. Corporate expansion and the corresponding distortion of organizational culture can damage the personality of the entrepreneur and override the public interest by undermining the original thinking and multifaceted purpose that launched a prosperous business through responsive interaction with the public.

Small business networking solves the problems mentioned above by creating 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. The expansive networking serves as an equalizer to give smaller enterprise parity with larger business through synchronized activity that serves as a large scale resource. All of this is facilitated by peer support and flexible business models that are 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.”

In our view, 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 large organization replaces small structure and centralization creates a stiffling uniformity that discourages active participation and hinders 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 in whatever is produced and consumed.

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 products and 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. And 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.

THE KEYSTONE AND THE CATALYST

The business community can be viewed as a microcosm of society and a catalyst for shaping interaction across a spectrum of human activity. With a pivotal function that shapes opportunity for everyone, business has an influential role in determining our quality of life and economic security for every member of society. The organization of business acitivity determines how interactive the economy is and the level of economic responsiveness depends on the degree of participation within the business community itself as this determines the level of interaction between business and consumers. Decentralized business brings a decentralized distribution of resources for a decentralized economy and the decentralization of business is enabled by flexible business models that create versatile functions for smaller enterprise. When there is active participation from smaller business, there is interactive participation from consumers and this creates a bridge of reciprocity between economy and society. The process of interaction that produces economic activity also determines the strength of our society and how the economy is shaped has a direct impact on how well we live.

John Wesley’s 18th Century vision of a business community that serves the interests of society can be realized in the 21st Century as an interactive economy comes about through communication venues and information technology that synchronize economic activity for the majority of businesses. Anything is possible if business is reorganized for grassroots participation and responsive consumer interaction. But this new system of interaction needs to come from the source through a groundswell of economic activity across a vast geography of local communities. A decentralized business organization facilitates an egalitarian paradigm by harnessing the talent of entrepreneurs to respond to the needs of the community in a complex reciprocity that draws on consumer interaction with small business to allign business priorities with the requirements of society. As an international fraternity of entrapreneurs, this small business network contributes to that responsive economic model by providing a multifaceted interface that enables lateral coordination to galvanize a global market for local business.

The international small business network puts principle into practice on a large scale as local enterprise creates a pool of talent that provides impetus for endeavors that are based in the community. The interaction of multiple communities brings practical results when business takes the lead with a partnership circle that revolves around the priorities of entrepreneurs in conjunction with the needs of society. When the local circles overlap with an international circle, there is an exponential growth of opportunity that is implemented through a process of comparative insight with community feedback from multiple locations. The local guidance for international interaction creates responsive initiative through a flexible network that creates economic activityin syncretic form. Broad consideration brings wide opportunity and local autonomy encourages direct participation as individual intitiative and responsive interaction create an economy that functions within the parameters of society.

This project creates an international COMMUNITY of small business entrepreneurs by faciltating the pragmatic application of KNOWLEDGE through venues of COMMUNICATION that enable the coordination of TALENT along a versatile NETWORK that has an interactive FRATERNITY with a global membership. The network serves as a tool for talent as local knowledge is pooled and applied through an expanding system of support that provides lateral coordination among peers as well as options for a cascading mentorship based on experience in business.

As a MARKETPLACE OF IDEAS, our platform enables a connvergence of knowledge for the incubation of economic opportunity. We nurture existing business and foster new enterprise as talent is adapted and ability is recognized for startup enterprise as well as the extension of existing commercial endeavors. It is important to recognize that talent development and economic vitality are mutually interconnected and crucial for the well being of society. This dynamic interaction is pivotal for individuals, business and the community, so the network supports specific talent for particular business opportunity and for general economic benefit.

The platform also serves as a MARKEPLACE FOR COMERCE that enables business to business coordination and business to consumer interaction through a more direct form of exchange. The fraternal network creates a dynamic interface that links small and medium sized entrepreneurs with one another and this brings business and consumers together in a trilateral exhchange with ongoing interaction and continuous feedback. It is all for one and one for all as business and the public come together through the KC Bridge…Consumers are the KEYSTONE and small business is the CATALYST as the two communities work in tandem to unite economy with society. This Dual interaction depends on the trilateral exchange that comes with lateral coordination among smaller enterprise because direct interaction with consumers can only occur on a large scale when there is grassroots coordination within the business community.

This project puts theory into practice in an expanding context and with ongoing feedback and comparative analysis for continuous readjustment. The network can be considered to be a business venture that is also an academic project because of business model innovations that expand the role of small business by extending the function of small enterprise. So this project can serve as a prototype that represents a composite of several dimensions of economic activity and each enterprise along the network can serve as a case study for the practical application of economic innovation.

Talent serves as the impetus that propels a versatile network and lateral communication is the vehicle that drives a global fraternity of interactive entrepreneurs as incubation provides the momentum that sustains an expanding organization of entrepreneurs. The expanding pool of talent creates a revolving circle of multifaceted knowledge which serves as a catalyst for business creation that is based on community interaction through local entrepreneurship with international access. And the revolving circle of knowledge supports an expanding economic exchange as mutual interaction creates an extrapolation of opportunity across a spectrum of endeavors.

All of this comes about when an international business circle interacts with local circles or business clusters that work in tandem with consumers and in conjunction with employees as each contribute to a growing pool of knowledge. The convergence of knowledge and the combination of resources enables the formation of large scale projects for small business as entrepreneurship is amplified by broader collaboration and closer coordination to create the most opportunity for the largest number of people.