**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.

THE ECONOMIC CATALYST

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 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 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. And a new form of lateral exchange is needed to facilitate interaction among local economies so that localnomics can bring significant opportunity.

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. A system of interconnected local networks creates a form of mass interaction that brings syncretic benefits through a direct interface with consumers that is based on direct interaction 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 responsive 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 decentralization. New and evolving paradigms like the blockchain economy need corresponding business networks with parallel functions to unite local business activity and 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.

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.

By enabling local representation in regional commerce and international trade, we can provide 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 products from abroad so they can provide local representation for overseas products and we can match entrepreneurs in other regions with local products and services for a reciprocity across a spectrum of markets and categories. So, the multifaceted approach to business matchmaking serves to facilitate local representation for international business in a unique exchange that is based on small business interaction through peer-to-peer coordination…a novel form of grassroots international trade that unites small business while galvanizing consumer participation in the process.

EXPANDING THE ROLE OF SMALL BUSINESS

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.

The vital role in the community and the crucial economic contribution of non-tech business should not be underestimated. So 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, 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 OBJECTIVE WITH A HUMANITARIAN PURPOSE

With a business function and a humanitarian purpose, the versatile network emphasize multiple goals that can be reached through lateral interaction and international coordination. Among other things, we can provide general economic benefit for local communities by stimulating small business prosperity through more direct local participation in regional commerce and international trade. 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. And, the combination of international networking with local entrepreneurship can serve to alleviate problems and provide much needed remedies through a multifunctional approach that enable the small business community to serve the wider community through enterprises that respond to humanitarian concerns and environmental issues.

WORK LIFE BALANCE AND A MULTIFACETED PURPOSE

The incubator of ideas is the foundation for the creation of business with high potential, so we are focused on the cultivation of concepts and connecting the creators with the support needed to see their ideas materialize. This fraternal network recognizes that creative ideas and constructive initiative come largely from interaction at the grassroots level. So, we provide 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 constructive 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 all of its multiple obligations as a more elaborate structure creates 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 by the complications of magnitude. The influence of the founder diminishes and the degree of public interaction declines as a large organization becomes internally focused and oblivius to its surroundings.

An expanding organization also causes a diminishing range of consideration because size compels the owner to delegate to management specialists who look at specific 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 instant profits or secure additional loans to cover expenses. The upward spiral of growth causes a corresponding downward spiral of obligation that undermines the autonomy of the company and limits interaction with the wider community in which the company functions. So, the owner gradually loses control over the management and the mission of the company as growth becomes a burden that can overide the advantages of large scale “success.”

With larger corporations, there is a standardized process and regimented revenue goals that take precedence over complex consideration and multiple interactions with the community at large as the singular purpose of generating revenue to cover expenses and maximize immediate profit becomes paramount. The inversion of purpose and profit disables the multifaced mission that responded to the public damand for the company in the first place as a large and complex organization becomes removed from its constituents in a devolving interaction that replaces dedicated proprietorship and responsive interaction with benchmarks of achievement that are based on one dimensional revenue streams. So, prudent management is replaced by convenient administration and responsible planning yields to immediate returns while sacrificing the long range viability of the company and losing sight of obligations to customers, clients, employees and the community at large.

An expanding organization can also create rising cognitive dissonence for the 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 on the decision makers creates an escalating burden on those that lead the company. Larger companies tend to become overly commercial in focus and cumbersome to administer as complexity and a sprawling organization can swamp the owners with unrelenting exigencies that require constant attentiona that is time consuming, stressful and distractiing for those who are in charge of the company.

The growth in corporate structue is often counterproductive for the owners 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 massive structure and because of guilt over a failure to fulfill the original mission ot the company.

The shifting of a small enterprise into a large corporate entity with an impersonal character can inflict severe psychological damage on small business owners as a callous and distant mentality brings an overriding regimentation that restricts independent thinking while a stiffling workplace culture brings a conformity that degrades creativity. Moreover, large corporate organization are often characterized by an over emphasis on symbols of status and acheivement which can smother 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 clarity of thought and sincerity of purpose that comes from public interaction is diminished in the process of expansion as community feedback is replaced by the one way communication of public relations. Authenticity is compromised and insight is reduced when informative communication is replaced by persuasive communication as information is conveyed through the framework of PR. The personality of a founder becomes diminished and warped through a loss of sincerity as perceptions become skewed and thinking is distorted through a loss of commitment and isolatetion from society as a company grows and loses the community interaction that comes with a local base. The dynamic and multifaceted mentality of an entrepreneur becomes paralyzed by a very specific focus on the singular objective of generating maximum revenue as creative thinking and public service are cast aside in the pursuit of instant reward.

With a growing organization, specialized knowledge is needed to manage various divisions and this need for particular insight begins to take precedence over general wisdsom and broader consideration as the magnanimous perspective that launched a prosperous business is replaced by the limited thinking of compartmentalized roles. The long range consideration of the founder is superseded by short term thinking as a contingent of specialized administrators emphasize instant returns that can be easily quantified and calibrated for further expansion. In the process of specialization, the growing organization becomes internally focused and increasingly disconnected from society as the pursuit of maximum revenue in mumimum time becomes paramount in an organization that has become insular and disconected from its mission.

The focus on immediate returns will often compromise the long term viability of the company and the emphasis on organizational expansion alters the role of the entrepreneur, so there is no one to correct a misguided company as internal incentives override external feedback to propell a long range trajectory that may or may not sustain over time. Whether or not the company succeeds over the long run, the adversarial interaction with the public as well as the emphasis on corporate benchmarks and artificial process within the organization are anathema to the thinking of an entrepreneur. The perspective of a large corporation contradicts the inspiration and imagination that launched the original business as the bold and imaginitive thinking that guided the entrepreneur is subjugated by the endless reviews and segmented process of corporate administration. So, corporate largess and singularity of purpose can damage the psychology and the personality of entrepreneurs while overriding the public interest by undermining the original thinking that launched a prosperous business through responsive interaction with the public.

In our view, the profit motive is basically 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 enourmous scale. Profit turns into economic colonization and need becomes greed when large organizations co-opt small business and monopolization creates a uniformity of purpose that supersedes business interests and denies public representation. Economic centralization lowers the quality of life for entrepreneurs and consumers as the monopoly of business only serves to inflate prices and channel income into the hands of a few.

By contrast, small business networking creates a positive interaction 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 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 within 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 concept of large scale with a small 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. Small enterprise enables us to generate substantial income while responding to the needs of our neighbors as business serves a crucial function in our communities. Local business has a keen understanding of society and they have a strong sense of obligation to a surrounding community that depends on the services provided by the local entrepreneurship that is created through responsive interaction. A small business represents the dreams of the owners and it responds to the needs of the community 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.