**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.

OVERVIEW

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 networking 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. International networks 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 enterprise. The interactive networks serve to multiply local opportunity through international interaction that coordinates business activity in an expanding context as regional business clusters provide mutual support through a reciprocity of talent that comes from coordination with international counterparts who offer corresponding and complimentary knowledge.

The "Information Economy" and ongoing innovations 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 global system of local ecosystems can bring converging opportunity through an expanding scope of business practice and a wider sphere of consumer participation.

A new framework of lateral interaction is needed to coordinate economic activity for small and mid-sized enterprise so that wider parameters are created to synchronize grassroots economics and to galvanize consumer participation in a more widespread system of grassroots exchange. A system of interconnected local networks creates a form of mass interaction that brings syncretic benefits through a direct exchange with consumers that is based on a direct interaction among the international small business community. With a wider scope of networking, global participation can boomarang back to enhance the autonomy and prosperity of the local community as parallel businesses serve as international satellites for remote implementation of various management, marketing and distribution functions.

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 of responsive interaction with visionary goals such as 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 because consumers can become disconnected from markets and grassroots business activity is susceptible to isolation from systems of supply and demand. So, 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 through grassroots interaction with consumers.

THE SPECIAL RECIPROCITY OF CONSUMERS AND SMALL ENTERPRISE

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 corressponding 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.

CREATING AN INTERNATIONAL SMALL BUSINESS COMMUNITY

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 widely dispersed 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. 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 that has 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 coordination is needed to align products and services in one location with consumer demand in other locations.

THE BUSINESS MATCHMAKER

A 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. 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 multifaced approach to business matchmaking enables local market representation for overseas entities while enabling entrepreneurs in other regions to secuee local representation to facilitate direct representation for their overseas products and services.

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 versatle 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 low tech companies that comprise the vast majority of enterprise. The vital community role and economic contribution of non-tech business should not be underestimated and our support system facilitates the lainching and expansion of conventional business as well as high tech innovation companies as brick and mortar enterprises are also also recognized and represented. With a focus on community enterprise, flexible business models are combined with versatle networking and a localization of economic activity 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 and fraternity 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.

BIG IDEAS FOR SMALL BUSINESS

As an incubator for ideas as well as business, the network recognizes that creativity comes from the grassroots level, so we encourage entrepreneurs to think big and stay small. The network enables smll 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. Larger companies tend to become overly commercial in focus and cumbersome to administer as complexity and a sprawling organization demand ongoing attention that is time consuming and stressful for owners and managers. This is counterproductive to the purpose of owning a business which is to improve the quality of life for the owner by providing products or services that benefit the community and the consumers who interact with the business. All too often, business owners become more unhappy with greater success as mounting tasks create an increasing burden. A small business enables the owner to work to live rather than living to work and it is possible to increase the income by expanding the scale while retaining the modest structure of an SME. The small enterprise also accommodates multiple purposes while the larger a company is often characterized by an inverted sense of responsibility as the bigger it becomes, the smaller its consideration and the narrower its aim diminishes to a singular role of generating maximum revenues while often losing sight of obligation to customers, clients, employees and the community. So, our incubation and accelleration system emphasizes a modest form with a broader scope and wider scale to enable increasing income while retaining a limited structure with minimal overhead. This enables the busines to continue with the original owners who understand the needs of the community and can remain true to its multifaceted mission over time.

TRIFECTA

Local business needs to be organized and unified to replicate the advantages scale that are characteristic of large corporations. The multifaceted network serves as an equalizer as it facilitates a wider scope with an expanding scale through mutual exchange that is based on an interactive system of local interaction with international counterparts. Everything depends on three dynamic actors that propel the interactive ecosystem as a network/fraternity is combined with a corresponding communication venue and an incubator that runs in tandum. This highly synchronized trifecta serves to optimize the potential of small business by creating an international platform to amplify the role of grassroots entrepreneruship as lateral communication and peer-to-peer coordination create a new paradigm for business.