

The New Entrepreneurial Economy

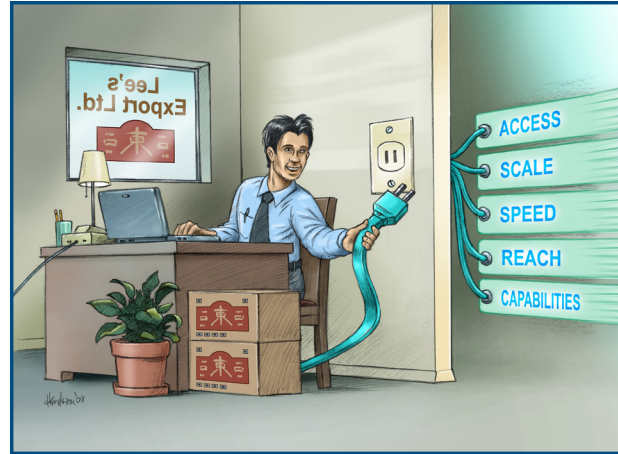
With lower barriers to reaching new customers and markets, and a global market open for business, small businesses are poised to compete in any industry, anywhere in the world.



BIG OPPORTUNITY

Small business brain will meet big business brawn, creating an increasingly complex and symbiotic relationship that will expand opportunities for small business success.

- ▣ Don't wait, innovate: Entrepreneurial firms will see their ideas come to life, as large companies increasingly tap small businesses for innovation. In turn, small companies gain access to big business scale and reach.
- ▣ Niche knowledge: Small businesses' agility, flexibility and deep customer knowledge will make them ideal partners for big businesses looking to serve niche markets with highly customized products.
- ▣ R-E-S-P-E-C-T: Although most corporations historically paid little attention to small business, large companies have begun to recognize the small business sector as a fundamental supplier, partner and customer base.



PLUG-IN POWER

Entrepreneurs will amplify their capabilities with lightweight technologies and plug-and-play infrastructures, making it easier than ever to run a successful small business.

- ▣ All-access pass: The ability to plug into large-scale infrastructure, such as Amazon's e-commerce storefronts and UPS' distribution and supply chain logistics, will allow small businesses to enter and compete in industries formerly served only by big business.
- ▣ Business anytime, anywhere: Lightweight technologies, such as online software applications, will allow small business owners to manage business growth with less time, money and technical skills.
- ▣ Family room factory: Advances in production technologies, such as inkjet manufacturing, will allow entrepreneurs to develop and market customized products and will enable them to drive a new wave of product innovation.



BORDERLESS BUSINESS

Small businesses will no longer be confined to Main Street, or the mainland, as online storefronts and social networks help small businesses drive a new wave of globalization.

- ▣ One world, one market: U.S. small businesses will serve international markets almost as easily as their local customers. Similarly, foreign entrepreneurs will increasingly enter the U.S. market.
- ▣ Global networking: Professional and social networks, both online and offline, will mute soft trade barriers, such as language and cultural differences, and fuel cross-border trade.
- ▣ Immigrant insights: Entrepreneurs with foreign market knowledge and unique cultural perspectives will be better able to identify and customize products for new and previously undefined market niches.