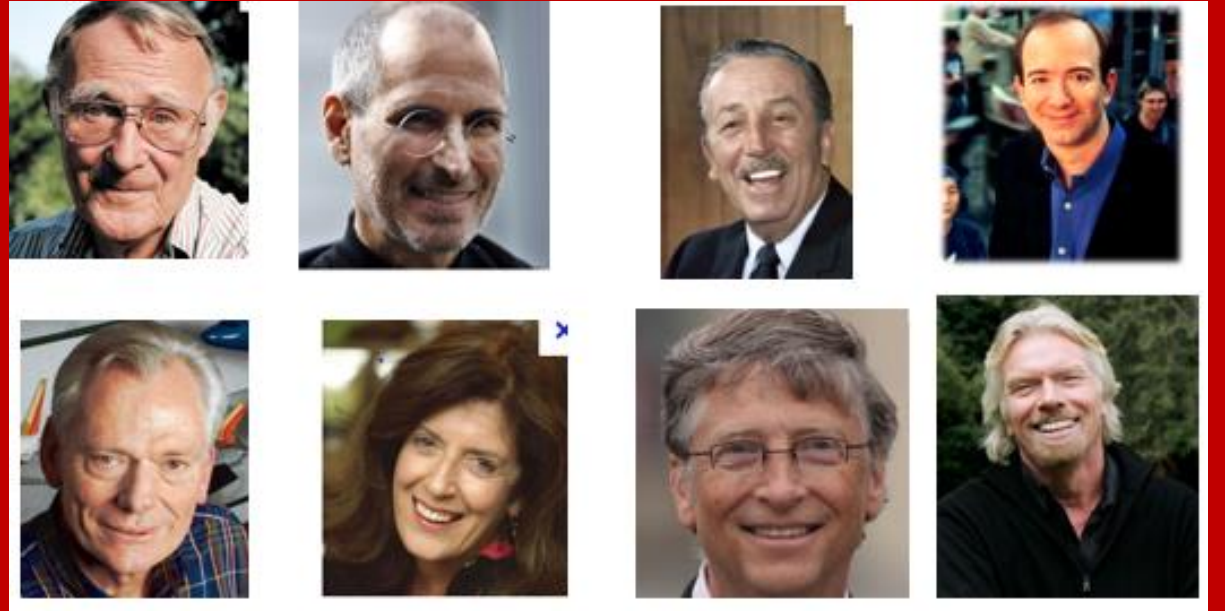


Creating Entrepreneurs



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Proposition 1

The US and Europe will continue to face slow economic growth.

- Economist Larry Summers expects secular stagnation in the U.S. and Europe.
- Economist Robert Gordon of Northwestern estimated a slow GDP growth rate in his provocative article in 2012.
- Peter Diamandis holds in his book *Abundance* that new technologies will help us eliminate world poverty and hunger.

Proposition 2

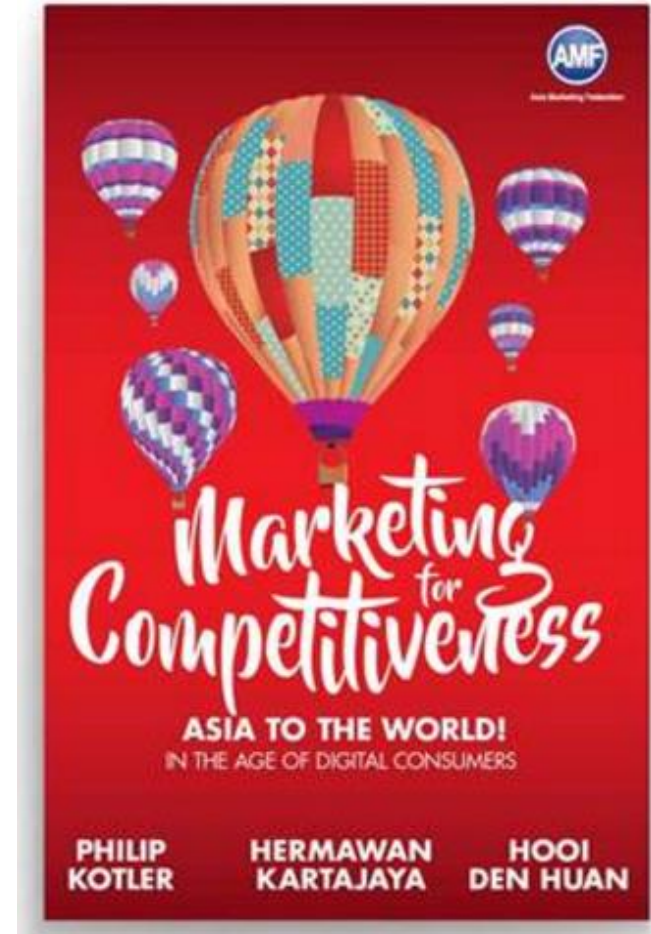
The Far East will exhibit higher economic growth than the West.

- Average world growth rate in 2015: 2 ½%
- Growth rates in the West: Germany 1.7%, France 1.2%, Italy 0.8, UK 2.3%, U.S. 2.4%.
- Growth rates in the Far East: China 6.9%, India 7.6%, Bangladesh 6.6%, Cambodia 7%, Laos 7%, Myanmar 7%, Pakistan 5.5%, Philippines 5.8%

World Bank estimates 2015

Proposition 3

Corporations from the West must invest more in the markets of the Far East.



Proposition 4

Of the 8 ways for a company to grow, entrepreneurship is the most promising.

1. **Build market share**
2. **Build more loyal customers**
3. **Develop more powerful brands**
4. **Innovate new products, services, experiences**
5. **Grow by international expansion**
6. **Grow by mergers, acquisitions, alliances, jt. Ventures**
7. **Build outstanding reputation for social responsibility**
8. **Grow by partnering with Government and NGOs**

Proposition 5

Business schools need to offer a choice between two business degrees:

- **MBA (Master of Business Administration)**
- **MBC (Master of Business Creation)**
- **MBC programs must train people in four core skills.**
 - Discovery
 - Testing
 - Raising money and pitching
 - Launching
- **Entrepreneurial students want to work in corporate venture groups, incubators, accelerators, or do their own start-ups.**

Proposition 6

The West needs more cities and more companies to be entrepreneurial.

- Chicago as an example of an entrepreneurial city.
- Whirlpool as an example of an entrepreneurial company.

Proposition 7

Countries with strong Capitalism and strong Democracy are the most admired and also are strong in entrepreneurship.

Best Countries overall

1. Germany
2. Canada
3. UK
4. USA
5. Sweden

Best Countries by Entrepreneurship

1. Germany
2. Japan
3. USA
4. UK
5. Canada

Source: “Best Countries” study

Proposition 8

Nation success needs to be measured by more than GDP. Here are other possible measures:

- Gross National Happiness Index (GNH) (started in 1972 in Bhutan)
- Gross National Well-Being Index (GNW) (started in 2005)
- Gallup-Healthways Well-Being Index (GHWBI) (started in 2008)
- National Accounts of Well-Being (NAWB) (started in 2009)
- Social Progress Index (SPI) (started in 2013)
- Best Countries Study (BCS) (started in 2016)

Proposition 9

A warning: “ Capitalism is eating into Democracy.”

- **We must preserve these two systems but they both must be fixed and improved.**

Conclusions

- **Look at business schools and assess whether they are doing a good job of preparing entrepreneurs.**
- **Look at your company and assess how entrepreneurial it is and should be.**
- **Look at the cities where you do business and assess how entrepreneurial they are.**
- **Look at your international investment between the West and Far East, and shift more investment into the Far East.**