

# They Will Be Giants: 21st Century Entrepreneurs at the Purpose-Driven Business Ecosystem



Most contemporary books on business ecosystems, especially those originating from the Mecca of entrepreneurship, Silicon Valley are focused on what might be called a top-down approach. These books address how other geographic regions can try to build the next Silicon Valley in their part of the planet. Giants takes a very different tactic, one that we call a bottom-up approach. Giants is written specifically for the individual entrepreneur who is seeking to increase her/his probability to succeed in their start-up or early stage business idea, thru an innovative new methodology called Purpose-Driven Business Ecosystems. The 21st Century marketplace has already taught us that Business Ecosystems are becoming the new organizational design model. The open market is increasingly rejecting large enterprise products and services in favor of giving preference to collectives and special interest groups consisting of individual businesses that have chosen to join into organized, well-planned groups. The basic idea is that the productive output of these well focused networks is a result of the combined actions of all the businesses working cooperatively and productively together. In todays contemporary parlance, we refer to this collective, result-generating aggregate as a business ecosystem. For entrepreneurs, the functioning of their business ecosystem can literally make or break their individual business success. In this light, our book contains specific methods, tools, and other compelling information to support the 21st Century entrepreneur. Some of the most popular questions from Entrepreneurs are answered in Giants: 1) How can entrepreneurs substantially improve their chances for success, using assets they already possess? 2) How can entrepreneurs avoid giving up equity for funding in early-stage startups? 3) How can entrepreneurs avoid the six

classic challenges of early-stage startups?  
4) Why is an outstanding network not enough? 5) How can my customer, actually perform like my business partner?  
6) How do I start in developing a purpose-driven business ecosystem? The end game of Giants is to enable and empower the reader to create and maintain strategic relationships with other businesses, groups or individuals who offer specific, tangible value for her/his own team. But more importantly, this ecosystem-derived value should largely be realized within the context of the purpose of your own business. Thus your business ecosystem becomes highly focused, and purpose-driven.

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