



**Date:** Saturday, 01-24-2009

**Session Title:** The Four Conceptual Shifts – The Rise of the Enterprise Tribe

**Presenter:** Kevin Koym Twitter:@kkoym e: [kevin@techranchaustin.com](mailto:kevin@techranchaustin.com)

What should I take away from the session? (Summary):

1st Conceptual Shift: The Super Empowerment of the Individual. The tools are in place to make any person super-empowered

2nd Conceptual Shift: Shift to a Knowledge Ecosystem. Open source technologies feed a distributed ecosystem that can form when it is needed (rather than a top down perspective)

3rd Conceptual Shift: Attitudinal Shift Towards Work. Creativity is finding a home in entrepreneur. Major risks for large companies to attract top talent in the future.

4th Conceptual Shift: Social Superconductivity. These concepts will disrupt traditional product development processes and markets.

Take away - Pursue passion first, the rest will follow.

Notes (key points, book suggestions, website suggestions, etc)

This session builds upon the social network presentation from earlier in the day.

How will social networks impact entrepreneurship?

Reeds Law and Coases Law are drivers for the Social network for entrepreneurs.

Example: 17 year old entrepreneur who started a company with \$9 and now is a Millionaire .

1st Conceptual Shift: The Super Empowerment of the Individual. The tools are in place to make any person super-empowered

Kevin's example: TBPC project. A team of "Davids" vs. Vignette.

2nd Conceptual Shift: Shift to a Knowledge Ecosystem.

Books to consider: The Rise of the Creative Class and The 4 Hour Workweek. The Whole New Mind and The

Adventures of Johnny Bunko.

Take away - Pursue passion first, the rest will follow.

3rd Conceptual Shift: Attitudinal Shift Towards Work - follow the Millennial. What they are doing is driving entrepreneurial creativity.

Look at the Open Source Tech Crunch tablet. [www.techcrunch.com](http://www.techcrunch.com)

4th Conceptual Shift: Social Superconductivity. These concepts will disrupt traditional product development processes and markets.

Article from [WSJ.com](http://WSJ.com). The Next American Frontier. The USA is becoming a country of entrepreneurs.

How do we do this? New Social Institutions. The Enterprise Tribe: The institution that will support entrepreneurs. Tribes are economically and ideologically connected. "Enterprise" original definition.

How to: Coases Law: Cost of information determines the size of the firm. Low information costs can be yield very small firms.

1) Create your own ecosystem. 2) Lower the cost of info. 3) Super empower ourselves.

An example is Bootstrap Austin.

Entrepreneur = Product Manager.

Contact Kevin: @kkoyim, [Http://kevinkoyim.com/blog](http://kevinkoyim.com/blog)

If you want to take advantage of Tech Ranch Austin's startup services, contact [kevin@techranchaustin.com](mailto:kevin@techranchaustin.com).