

**BACK TO THE FUNDAMENTALS**

Searching for Sustainability in Entrepreneurship Fundamentals

**MERC**  
Mason Entrepreneurship Research Conference

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Where am I going to go?



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**BACK TO THE FUNDAMENTALS**

Stories, history, a mix of both

**STORIES OF OLD**

**MERC**

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### Summer of 1966



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### Story: Fausto Zapata



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### Story: Barry Commoner



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### Two Technology Booms



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### And the Black Swan Depression



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### Hot, Flat & Crowded



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**BACK TO THE FUNDAMENTALS**

Ask now, pay later

**SOME OBVIOUS QUESTIONS**

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Are we trapped in our future?



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Are you trapped in your future?



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## And Future Humans?



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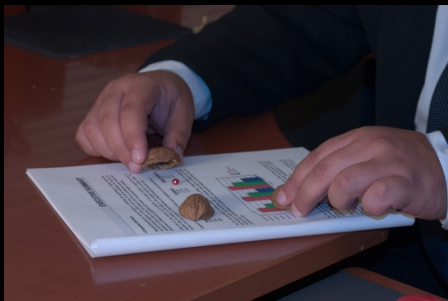
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## What About Entrepreneurship?



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## BACK TO THE FUNDAMENTALS

Searching for sustainability

## FUNDAMENTALS



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### Dollars and Cents



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### Starts with needs & wants



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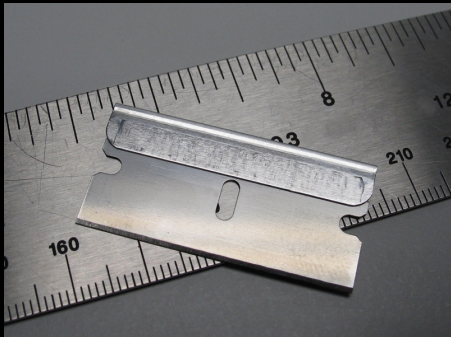
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### Less Costs and Expenses



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### Believes in Basic math

Sales	Assets
- COGS	- Liabilities
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Gross Margin	Capital
- Expenses	
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Profits	

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### Story: "Your Boxes Suck"

© 2009 University of Texas

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### Story: Stockholders Rule



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**BACK TO THE FUNDAMENTALS**

Your research is about answers ... all I have is questions.

**QUESTIONS**

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**Will this solve itself?**

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**Maybe the Math is Wrong**

Sales	Assets
- COGS	- Liabilities
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Gross Margin	Capital
- Expenses	
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Profits	

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# Do the customers care?

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# Story: Green Buying



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# Example: The Prius Boom



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### Are we better?

- Violence
- Fairness
- Equality
- Give us our space

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### Has perception changed

- Good of the commons
- Self interest

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### Do we learn?

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### Story: On the Plane Here



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### Maybe the Math is Wrong

Sales	Assets
- COGS	- Liabilities
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Gross Margin	Capital
- Expenses	
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Profits	

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### How do we calculate costs?



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### How do we calculate loss?



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### How do we calculate anything?



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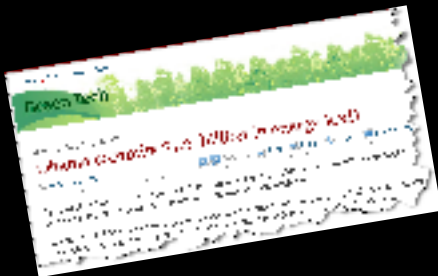
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### Does Investment Slant the Field?



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## Story: Jurlique



How do we take care  
of ourselves, the  
community and the  
earth?  
-- Eli Halliwell  
CEO

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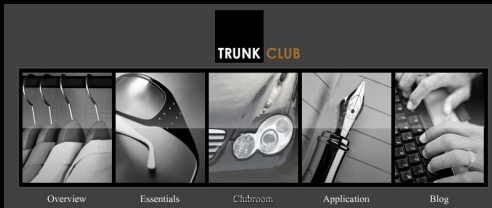
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## Story: the Trunk Club



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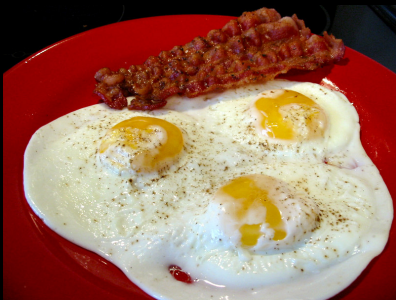
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## The chicken and the pig



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For you to answer: Salvageable

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Yes, there is great loss already

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Is it too late

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**BACK TO THE FUNDAMENTALS**

New Fundamental Principle

**VERY LONG TIMEFRAME**

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**BACK TO THE FUNDAMENTALS**

New Fundamental Principle

**COUNT CORRECTLY**

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**BACK TO THE FUNDAMENTALS**

New Fundamental Principle

**COLLECTIVE VALUES CHANGE**

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**BACK TO THE FUNDAMENTALS**

Questions, comments, etc.

**Q & A**

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