

# Intersection 2040

*"Five Points of Leverage"*



INTERSECTION

## 1 **America's Middle Class**

- Increase the % of population in the middle class
- Increase discretionary income that translates into purchasing power
- Support an educated electorate

## 2 **Primary Jobs**

- Definition: Product or /services sold to an national market where the profits come back home to the headquarters.
- Primary higher paying jobs lead to high paying secondary jobs.

## 3 **Mfg Companies and IP-Logistics... "IP" Corridor by 2040**

- Small companies create new higher paying jobs but can't always do R&D.
- Extract intellectual property from the reservoirs created by serial inventors.
- **Top-Line** growth is the objective for IP-Logistics & Mfg companies.
- Mfg companies need access to re-designed products for niche markets.
- Mfg companies need to generate 20+% of U.S. GDP for U.S. to be competitive.
- SME Mfg companies with 50-500 employees can scale & minimize risk.

## 4 **Shaping the Design Culture...2030 & IP-Logistics Skunk-Works**

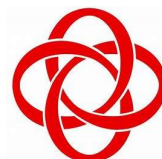
- "Location...Location...Location..." but here it is "Design...Design...Design..."
- Cities that shape a 21<sup>st</sup> century IP economy will thrive, e.g., Seattle & ???.
- Design impacts all industries and professions including "industrial design."
- Re-Design 50% of Walmart's products and license to a Walmart supplier.

## 5 **Inventure Equity v. Venture Capital**

- Grow a great company rather than flipping a company to create wealth
- Re-design of existing product-markets v. new products with huge market
- 8% to 12% annual growth compared to 30% compounded growth
- Growth from cash flow of existing operations not venture capital

---

Today, individuals, companies, foundations and cities approach projects as investments that must be self-sustaining over a reasonable time period not decades. Who are the local influencers and young leaders who would be 'uncommon friends' to revitalize America?



*Intersection 2040*  
William Wilkie  
501.226.5575  
wwilkie@IP-Logistics.com