

Intersection 2040

“Five Points of Leverage”



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 of a Primary Job: Products/services sold to an national market where the profits come back home to the local 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 reservoir 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

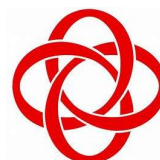
- “Location...Location...Location...” but now it is “Design...Design...Design...”
- Cities that shape a 21st century economy will thrive, e.g., Seattle & ???.
- Design impacts all industries and professions including “industrial design.”
- Re-Design 10% of Walmart's products and license to a Walmart supplier.

5

Inventure Equity v. Venture Capital

- Grow a great company or flip a company to create wealth
- Re-design of existing niche product-market or new product with huge market
- 8% to 12% annual growth compared to 30% compounded growth
- Growth from cash flow of existing operations or embrace venture capital

Today, individuals, companies, foundations and cities approach projects as investments that must be self-sustaining over a reasonable time period. Who are the local influencers and young leaders who would be 'uncommon friends' to revitalize America?



IP-Logistics
William Wilkie
501.226.5575
wwilkie@IP-Logistics.com