Cumulative Advantage

The Theory of Increasing Returns

The greatest momentum is built up through constancy of purpose. Believe in your mission and goals, and stick to them.

Look for bigger, better and more capable partners. Look for alliances with bigger and stronger companies. Call the top VC's.

At some point you'll be heard and recognized. Influencers will repeat your story and amplify your value proposition. Gather as many influencers as possible – they provide **social proof** to others of the validity of your value proposition.

CONSTANCY There's always an advantage, a skill, some unique knowledge, a consumer need you understand better than others, a spark of creativity, INITIAL REACHING a trend, timing. Be alert ADVANTAGE to advantage wherever it UP appears. You can create a seam wherever you imagine an opportunity that some other THE market participants also see. SEAM SONIC A market or a channel opens, a partnership suggests BOOM itself. Follow your curiosity and embark on an active, energetic quest.



Choose Austrian Economics To Grow Your Business.

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