

VALUE MITOSIS- A METHODOLOGY TO DEVELOP COMMUNITY EMPOWERMENT

Michael D. Whitt, University of Notre Dame
Nathalie A L Duval-Couetil, Purdue University
Rodney G. Handy, University of North Carolina Charlotte
Satish C. Boregowda, Sandia National Laboratories
Patrick Senarith, St. Jude Medical

[dx.doi.org/10.18374/JIBE-13-3.12](https://doi.org/10.18374/JIBE-13-3.12)

ABSTRACT

The value mitosis initiative (VMI) is a concept through which any community's socioeconomic status can be improved by leveraging the latent and visible entrepreneurial competencies already present within it. The basis for the model is the physiological cellular mitosis process through which a single cell is able to replicate itself numerous times without an external stimulus. VMI effectiveness can be quantitatively observed through either third order polynomial or four parameter symmetric power mathematical relationships between Total Entrepreneurial Activity (TEA) Rate and Gross Domestic Product (GDP) per capita or through changes in any state's Robin Hood Index. The success of the first concept within any community and VMI entity structure are of significant importance to the initiative's success. Many successful products in the marketplace have resulted from lead user development. Harnessing the latent abilities of the entrepreneurial pioneers within a community can not only provide a source of wealth creation, but can also achieve an important social mission.

Keywords: *lead user, value mitosis, total entrepreneurial activity, gross domestic product.*