





The Five Principles

Quality Responsibility Mutuality Efficiency Freedom

Mutuality

A mutual benefit is a **shared benefit**; a shared benefit **will endure**.



A Decade of Research

30+ 
case studies

 **10+**
geographies

Involving 
10+ academic
institutions



ECONOMICS HISTORY

Business involves **four** forms of capital that are **equally** important



NATURAL

SOCIAL

HUMAN

FINANCIAL

Globally, Consequences Are



**Distorts the Positive Role
of Business in Society**



**Widening
Wealth Disparities**



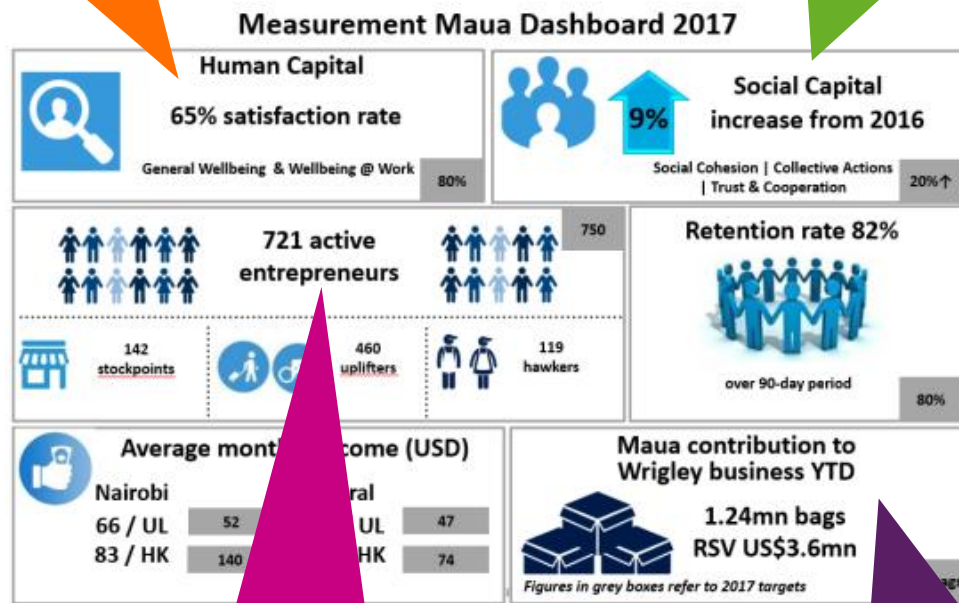
**Environmental
Degradation**



MAUA Case Study

Regular Human Capital surveys of entrepreneurs to measure their general wellbeing and wellbeing at work

Social Capital measures the links between entrepreneurs and their communities, including their social structures, relations and norms



Entrepreneurs are recruited by being offered livelihood opportunities and retained by being offered training on their personal and professional skills

Maua's contribution to the Financial Capital of the overall business is regularly tracked



Cristina Mirasol Carino,
Bloom Uplifter since 2016



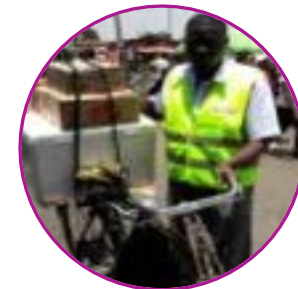
Mekar Hawkers
in introduction session



Entrepreneur recruitment
session in Jakarta July 2017

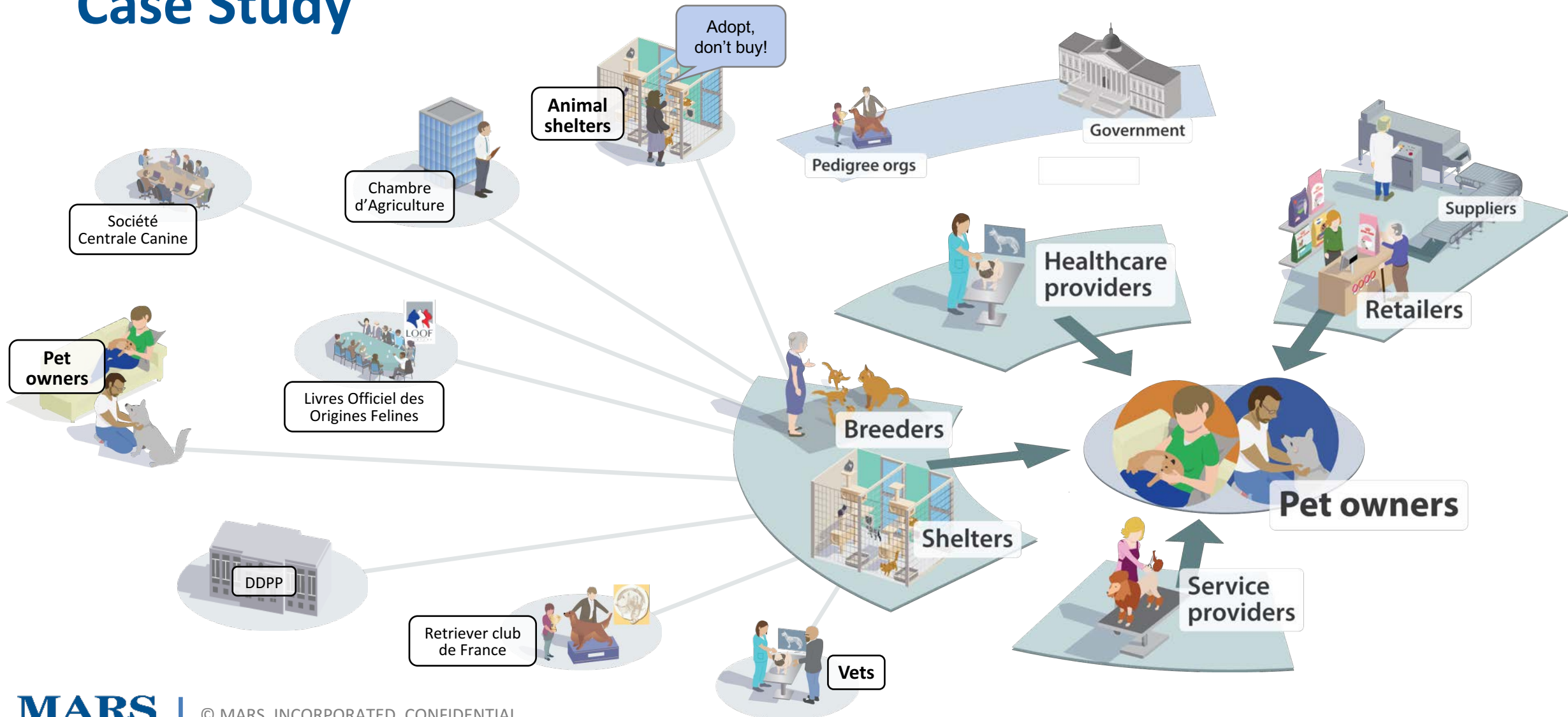


Lenny Nasimiyu,
Stockpoint owner in
Bondeni-Nakuru area



James Solomon,
Maua Entrepreneur since
December 2016

ROYAL CANIN® Case Study



The Trinity Model



Objectives



Decisions & Behaviors





Thank You

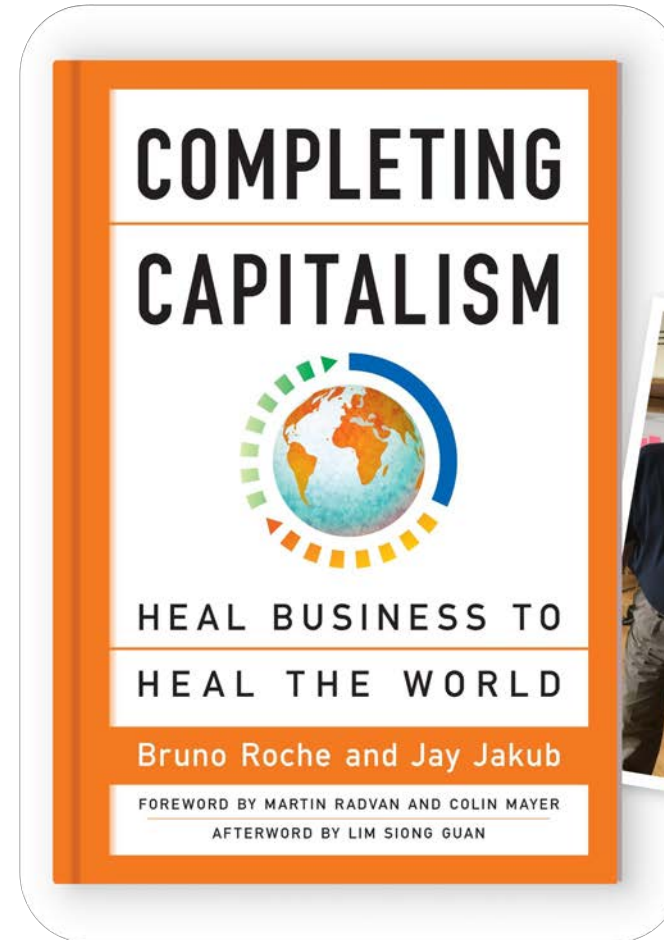
Visit economicsofmutuality.com



Economics of Mutuality
COURSE OFFERING WEEK OF JUNE 10th



We can offer an early bird discount!



Available Now On Amazon
amazon.com

