

# Rebel Paradigm Shift

----- Framework -----

## Abstract

We are all aware that the global economic system is in desperate need of reform due to its rising poverty rate and wealth disparity. Nonetheless, how are we to proceed? State capitalism and shareholder capitalism are the two primary economic systems currently in operation. Both have claimed to have contributed significantly to economic advancement during the last few decades. Yet they have exacerbated wealth disparities, income inequality, and opportunity gaps; as well as growing tensions between the wealthy and the impoverished. As a result of these, social difficulties have been intensified and we now live in a more dangerous world than ever before. We need a more sustainable large-scale solution that uses the power of capitalism and free enterprise; one that is not merely a profit-maximizing method, but that it also takes into account the requirements of the society, the economy and private individuals. The philosophy of stakeholder capitalism has gained traction in recent years as people try to resolve the shortcomings of both shareholder and state capitalism systems. However, stakeholder capitalism can create opportunities for large corporations and political actors to assert disproportionate control over the economy's resources, including private individuals. To establish an inclusive and sustainable system, we must rethink the balance of value that the public and private generate for the society and ensure that individuals are free to create value and enjoy the success of the economy. Nonetheless, how are we to accomplish this? How does it actually work? What were the flaws in these systems?

## Keywords:

Paradigm shift, capitalism, shareholder capitalism, state capitalism, stakeholder capitalism, free market, free economy, free market capitalism, blockchain

# Table of Contents

<b>1. Introduction.....</b>	<b>3</b>
1.1 The System.....	4
1.2 Proponent and Critics of Stakeholder Capitalism.....	5
<b>2. The Rebel Framework.....</b>	<b>7</b>
2.1 Free Market Economy.....	8
2.2 The Rebel Free Market Capitalism.....	9
2.3 Fundamental Principles of The Rebel Free Market Model.....	9
2.4 Ambassadors in the Rebel Free Market Model.....	10
2.5 Supply and Demand.....	11
2.6 Value Creation and Shared Value.....	12
<b>Conclusion.....</b>	<b>14</b>

# **1. Introduction**

## 1.1 The System

Our current shareholder capitalism is highly financialized, as it is focused and prioritized on debt, the profitability of the company, and the interests of the shareholders. Milton Friedman and the Chicago School of Economics championed the shareholder capitalism. They were however oblivious to the fact that the key beneficiaries of this capitalism are the financial intermediaries, instead of the wider society and the investors. The prioritization of shareholder interests has generated a congruently high-top pay within the financial sector, as well as contributing to a dramatic decline in wages relative to profits, which explains why the living standards of ordinary people failed to rise in line with economic growth.<sup>1</sup> Their profit-maximization efforts (in which capital is within the equation) resulted in the growth and expansion of centers of inexplicable powers, which could generate destructive environmental and social impacts.

In recent years, there has been an increasing interest in state capitalism. However, the concept of capitalism is fundamentally in conflict with this model. The twin cornerstones of capitalism are voluntary exchange and private property rights.<sup>2</sup> Nonetheless, in state capitalism, enterprises are owned by the government, and the government decides what is produced. Moreover, state capitalism is capable of managing large-scale infrastructure projects, as well as research, development, education, healthcare, and housing. Its theory is capable of resolving a significant issue in shareholder capitalism. Governments can incorporate safeguard measures to ensure that societal requirements take precedence over shareholder interests. It could even exercise control over public and multinational corporation interests, if required. State capitalism however has some basic flaws. Corruption is a perpetual challenge to the state's hegemony. Contract distribution (particularly in the extractive, construction, transportation and storage, and information and communication industries) and public procurement (for products and services in the health, education, and social services sectors) are breeding grounds for such practices.<sup>3</sup> Practices might be implemented arbitrarily due to a lack of transparency, norms, laws, regulations, and clear procedures governing procurement and contract distribution. The state has the potential to misallocate enormous amounts of resources with disastrous consequences to the economy. In addition, favoritism and dominance of one over the other is a well-known shortcoming of both state capitalism and shareholder capitalism.<sup>4</sup> The primary focus of shareholder capitalism is frequently on shareholders. State capitalism wields an inordinate amount of power, control, and bias.

Given the shortcomings of both shareholder and state capitalisms, Klaus Schwab, the founder of World Economic Forum has tried to push an agenda for stakeholder capitalism, which is essentially a global system.<sup>5</sup> He has recently gained more traction with the support of “the stakeholders on board”. To begin, it is a concept where everybody may decide and have an effect on the economy. The ideal economic measurements advance broader societal goals. Moreover, it balances and manages all stakeholders, and guarantees that no single stakeholder has an excessive amount of influence.<sup>6</sup> Corporations and governments both play a significant role in the economy, and in this

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1 Shareholder Capitalism (2022). A System In Crisis, *The Economics Foundation* [online]. [Viewed 22 May 2022]. Available from: [https://livingincome.org.uk/uploads/files/NEF\\_SHAREHOLDER-CAPITALISM\\_E\\_latest.pdf](https://livingincome.org.uk/uploads/files/NEF_SHAREHOLDER-CAPITALISM_E_latest.pdf).

2 The Investopedia Team, Capitalism, *Investopedia*. Available from: <https://www.investopedia.com/terms/c/capitalism.asp>, (Accessed: 25 May 2022)

3 OECD(2016) Preventing Corruption in Public Procurement [online]. *OECD*. [Viewed 22 May 2022]. Available from: <https://www.oecd.org/gov/ethics/Corruption-Public-Procurement-Brochure.pdf> (Accessed: 25 May 2022)

4 Schwab, K. and Vanham, P., (2021). Stakeholder Capitalism, A Global Economy That Works For Progress, People and Planet. *Wiley*. p.91

5 Ibid p.92

6 Ibid pp. 95-96

system. Although, their objective is profit maximization, it is not solely for financial gain. It has a broader aim, which includes the people and the planet. Having said this, the centralization of capitalism is the concentration of power of capital within any capitalist world system - and this is central to **THE REBEL PARADIGM SHIFT**.

## 1.2 Proponent and Critics of Stakeholder Capitalism

Stakeholder capitalism proponents argued that the core fundamental of business operation should focus on serving its stakeholders, and it is believed that this is the requirement to achieve a long-term success. In addition, they argued that stakeholder capitalism is both a business strategy and an ethical one.

According to Schwab, stakeholder capitalism improves the world by bringing together business leaders and governments to tackle global issues.<sup>7</sup> According to him, creating an economic system with such virtues is not impossible. In a similar vein, he discusses how most individuals aspire to do good in this world. According to Schwab, a moral compass is something that he possesses. A clear compass to guide individuals in positions of leadership<sup>8</sup> in our society and economy; in his opinion, this is something that has been lacking in recent decades.<sup>9</sup>

Unfortunately, the self-proclaimed compass of Schwab has more than one way north. Instead of focusing just on profit, Schwab believes that firms should strive to achieve the principles of environmental, social, and governance.<sup>10</sup> It is unclear what principles and criteria should be used to assess and balance these imprecise, comprehensive, and contradictory interests. However, it is important that one grasps the logic of the sequence of their principle of stakeholder capitalism ie. governance => environment => people => prosperity.

Schwab's notion of "Stakeholder Capitalism" has two major flaws: (1) all decisions are made by "the board", the election process of which is not specified; thus it is believed that members of "the board" would be the business and political leaders or other groups who support World Economic Forum and its agenda. (2) It views "the board" as "the best answer" to today's complex circumstances.<sup>11</sup> These are in conflict of the principle of democracy namely, citizenship and suffrage where leaders of a sovereign state are democratically elected and held responsible to the people who chose them. Further, in this economic system, everything belongs to the stakeholders, which does not only dilute and undermine the principle of private property, but it also diminishes the private sector's influence and authority.

Some of the problems of today's most prominent social issues, such as inequality, climate crisis, corruption, crime, and preservation of human rights, fall under the jurisdiction of governments. All these challenges are inherently difficult to resolve, and finding a commercialized fix that can address any one of them is nothing more than a pipe dream at this point. On the other hand, stakeholder capitalism would argue that it is "obviously the best answer" to these issues. As a result, businesses, rather than individuals should take the initiative. In that instance, all it accomplishes is to absolve the government of responsibility, while simultaneously bolstering its own authority in the long run. Besides, if governments are aware that someone else will perform their job for them and more effectively, what motivation do they have to continue improving?

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7 Ibid p.10

8 See <https://www.younggloballeaders.org/new-class> and <https://www.globalshapers.org/> for the next world leaders

9 Ibid p.83

10 Ibid p.95

11 Ibid p.96

Schwab, like other proponents of stakeholder participation, cherry-picks cases to bolster his arguments. Instead of drawing his views from the totality of available evidence, he states that shareholder capitalism is somehow ignoble or vulnerable to tragedy.<sup>12</sup> As Schwab points out, "society will prosper best when all of its people succeed, rather than when a tiny group of its people thrives."<sup>13</sup> In contrast, "thriving" as a democracy-born citizen involves having an equal say in developing social and moral norms.

The fact that multinational companies such as Amazon, Microsoft, and others have so much influence exacerbates the problem of lack of responsibility.<sup>14</sup> Not just from a business standpoint, but also from a political and social perspective. Having a small set of decision-makers making strategic decisions for their organizations is in principle a positive development.<sup>15</sup> On the other hand, stakeholder capitalism is in direct opposition to it. Since trustees making crucial social choices are made by a small number of people for many people.

It is worth pointing out that the stakeholder capitalism that Schwab is trying to push is an agenda of putting international organizations and the planet to becoming more valuable than human beings. He believes that the human being is just an individual and a human capital.<sup>16</sup> He also believes that the most influential and powerful stakeholders would be on the Board. Such belief stems from their utilization of shareholder capitalism, rather than the stakeholder philosophy. Thus, stakeholder capitalism is yet another attempt to engineer the society. The question is if stakeholder capitalism works, why are some parts of Africa remain so poor?

The private sector is made up of private individuals and privately own businesses. It is the largest share of the economy, making it the engine of economic growth and stability. It creates jobs, increases trade, provides goods and services to the poor; invests in public corporations, and generates tax revenue to fund basic public services, such as health and education. In spite of China's reputation as an exemplar of state capitalism, the private sector continues to be the primary engine of the Chinese economic growth. It accounts for 60% of the country's GDP and provides 70% of the country's innovation; 80% of urban employment, and 90% of new jobs.<sup>17</sup> Private capital also drives 70% of investment and 90% of exports." According to the official business group, the All-China Federation of Industry and Commerce, China's private sector now accounts for about two-thirds of the country's growth, and nine-tenths of the new jobs.<sup>18</sup>

Thus, what we need is a private sector led system, which is a necessary paradigm for a sustainable economy. This enables individuals and businesses to be innovative and competitive, which in turn stimulates everyone's creativity, work ethic, and vitality. Additionally, the private sectors should be protected. This will ensure that society benefits from economic growth. This is the sort and style of capitalism we should promote.

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12 Ibid

13 Ibid

14 Ibid p.71

15 Ibid

16 Ibid p.96

17 Guluzade, A (2019) The role of China's state-owned companies explained [online]. *World Economic Forum*. [Viewed 22 May 2022]. Available from: <https://www.weforum.org/agenda/2019/05/why-chinas-state-owned-companies-still-have-a-key-role-to-play/>

18 Yuan, L., (2018). Private Businesses Built Modern China. Now the Government Is Pushing Back [online]. *New York Times*. [Viewed 22 May 2022]. Available from: <https://www.nytimes.com/2018/10/03/business/china-economy-private-enterprise.html>

## **2. The Rebel Framework**

## 2.1 Free Market Economy

To understand the Rebel Framework, one first must understand what a free-market economy is. A free-market economy is one in which government intervention is minimized and the role of the market is maximized.<sup>19</sup> According to the principle of free market, private players acting in their own self-interest conduct transactions and set prices for goods and services in the most efficient manner. Government regulations, trade barriers, and labor laws are widely regarded as market distortions (ref). The forces of supply and demand regulate production, prices, and labor with little or no state intervention.<sup>20</sup> Those who believe in the free market say that it benefits consumers and producers alike, by creating more jobs and letting the market select which businesses will be successful. Critics assert that an unrestricted free market concentrates wealth in the hands of a few, which is unsustainable over time.<sup>21</sup>

In this globalized digital world, the free-market concept has however been modernized and expanded. It is implausible to believe that today's free market concept will be identical to that of the 1970s when everyone operated primarily within the national borders. However, free market capitalism in the twenty-first century can assist capitalist societies in thriving and surviving in this new era. How does it compare to 1960s and 1970s market?

The internet has increased global awareness of opportunities in emerging markets. Access to opportunities is thus a critical goal. Human beings are sociable creatures. Our interaction with others leads to opportunities, increased income, and an increase in spending to improve lifestyle. Throughout history, the majority of the people relied on the financial institutions. With the Industrial Revolution, it became a national reference point. The reference point expanded in the postwar years, to encompass countries inside the area of American influence. Nowadays, the emergence and dissemination of connective technologies have elevated people's reference points to those of their most advanced connectivity worldwide. Although global equality is a concept that has never existed in human history; however, in free market capitalism, global equality of opportunities is achievable.

The power of the free market creates both opportunity for innovation and obligation to harness its potential for the greatest good. The most critical element of today's free market capitalism is the increased economic globalization. Individual acts, and collective decisions are critical determinants to the health of the global economy. Governments, corporations, communities, and individuals contribute. Each individual takes ownership of their part in safeguarding the future. Similarly, when striving to pursue stability in the economy, freedom to participate in the economy and to own personal property, everyone must integrate or assimilate what was previously regarded as inefficiencies. Each one in the private sector, that is, each individual on the planet is a key player in this globalized economy. As a result, decisions about the economy should be taken in collaboration with all private individuals.

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19 Aikins, S. K., (n.d) *Political\_Economy\_of\_Government\_Intervention\_in\_the\_Free\_Market\_System*. [Viewed 22 May 2022]. Available from: <https://www.academia.edu/79008389/>

20 Ibid

21 Seabury, C., *The Cost of Free Markets* [online]. *Investopedia*. [Viewed 22 May 2022]. Available from: <https://www.investopedia.com/articles/economics/08/free-market-regulation.asp>



## **2.2 The Rebel Free Market Capitalism**

In our current physical society, there are four critical players, which are: governments, public, multinational corporations, and civil groups. However, as established above, publicly traded and multinational corporations attempt to maximize their profits. The basic objective of institutions and civil societies is to fulfill the mission or purpose of their organization. Governments seek to stay in control, and all of them feed off in one way or another from the private sector, which is made up of private individuals and small enterprises – this is the power of capital.

By adopting the Rebel Free Market Capitalism, the Rebel Society is not a society that influences people by shaping their belief systems, controlling their behaviors, determining the values, or profiting from them. Rather, it is a society that works within the bounds of law and is shaped and driven by its members' actions and skills which will influence the social and economic aspects of the society. Thus, the Rebel free market model is a private control free market capitalism; hence, it is a tiered paradigm where members have power to make their own decisions.

In this globalized digital era, the Rebel Free Market Capitalism is applicable globally. Private individuals, enterprises, and ambassadors are the three critical players in the Rebel Society.

As we have established all other capitalisms focus on dominance and profit maximization except, for the individuals. It is necessary that we strike a balance and ensure that each private individual can participate and compete in the economy and maintain their rights to property. Furthermore, given the fact that we live in a world that is highly financialized, it is also necessary that we penetrate into the financial sector. With the advent of blockchain and its purpose and potentials making it an ideal prospect in achieving more within the financialized system. However, the blockchain technology industry is still in its infancy, discussions about mass adaptation, governance, and inventions that can help bring about economy prosperity and stability, which would be highly necessary. Further discussions about co-operations, opportunities, and new markets are also beneficial. If our common goal is to ensure a fruitful economy, these intellectual discussions will lead to something great.

## **2.3 Fundamental Principles of The Rebel Free Market Model**

Now that we have identified the economic key drivers, we can examine how the free market model applies to it. The effectiveness of such a free market model is decided upon by how it is perceived by persons at all levels, from global to local. Individuals are more connected to their communities, and they have a greater level of trust in the people with whom they work and live. This reinforces their ties and motivates people to make investments that benefit the entire community, not just for themselves. Although there is more at stake in the economic system than ever before, and any implementation strategy will be more localized.

In 2020, South Korea's capital city, Seoul, redesigned its citizen participation platform—Democracy Seoul, by adding blockchain technology to prevent referendum voting fraud. Democracy Seoul was launched in 2017, and it has received 5,963 civic proposals, with 59 of them

becoming policy in Seoul, according to the Seoul Metropolitan Government's media channel.<sup>22</sup> The platform was redesigned by the city administration in order to speed up and increase the execution of proposals. Hopefully, the data linking to citizens are shielded.

Blockchain technology can also be used for logging bidding for government contracts, bid evaluation and its results. Furthermore, it can be used to track and record statistics, welfare spending, foreign investments and other activities by the governments, international organizations and large corporations. Case uses can also be implemented in the areas of state-funded research, education, and social services.

This is a possible assignment, as it builds the connection between individuals and their communities. Their affection for and commitment to others and places in which they reside improves. As such, local communities will have a sense of political empowerment. With this model, any corrupt practices, plots, and schemes will be exposed in a massive way, and those involved will be held accountable.

## 2.4 Ambassadors in the Rebel Free Market Model

Ambassadors are important for implementing the Rebel free market model successfully. This principle should be immediately recognized in light of the current economic situation. Basically, this is a matter for making the society stronger.

Freedom from state interference on production of value or conflicting interests produce tensions between the exploited who want to maximize their economic rights and control against the interests of those exploit who want to maximize their profits and maintain control over the exploited.

In capitalism, objects are turned into marketable goods. As a result, goods become the form of production, consumption, and social interaction. On the other hand, issues of identification, individual responsibility, and even ideological distinctions have lost much of their significance. It is important to state that ideological differences have lost their value. Humans are increasingly being treated as “chattels” or human capital as Schwab would put it. Thus, humans became the product of this exploitative system,<sup>23</sup> and capitalism is the subject, while the nature (in all its forms of interpretation) is the object for domination. Those who can work become mere costs of production in the pursuit of profit. Those who cannot are stripped from any organic connection to the work and other people. According to Karl Marx, this turns workers into mere cogs of a machine that separates them from their comrades, the products of their labor, and their own potentiality as individuals.<sup>24</sup>

Creating profit becomes the all-consuming purpose of all forms of capitalism, and as a consequence social bonds vanish. Conversely, a form of isolation arises, from which the individual feels deprived and alone. Indeed, it produces a world in which the products of labor escape the control of their producers, and render these producers incapable or even unconcerned with

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22 Raj, S (2022) Using Blockchain To Prevent Voting Fraud [online]. *Blockchain Academy*. [Viewed 22 May 2022]. Available from: <https://blockchainacademy.asia/blog/seoul-using-blockchain-to-prevent-voting-fraud/>

23 To find out how we have become more vulnerable to this system, please read Global Poverty Trap – COVID-19

24 Socialist Worker (2018). Karl Marx showed why workers have the power to change the world. Socialist Worker[online]. *Socialist Worker*. [Viewed 22 May 2022]. Available from: <https://socialistworker.co.uk/features/karl-marx-showed-why-workers-have-the-power-to-change-the-world/>

subordinating their creations to their control.<sup>25</sup> This created a world beyond the control of those who created it. This “system” undermines solidarity, social identity, and the extension of democracy.

The result is obvious; cultural and social advancement has been accompanied with economic and political decline. Furthermore, legal and social equality, political rights, and rights pertaining to the public sphere have obviously become far more important than ever before.

World War II sparked a societal focus on individualism and identity. Jean-Paul Sartre was certain that individuals should accept responsibility not only for their "freedom," but also for their "situation".<sup>26</sup> Coming to grips with this, in the first instance, there has been an increasing call for the reintroduction of the idea of capitalism as the ultimate system involves private control over profit maximization.

Ambassadors and movements have the ability to assert rights of the private individuals and change the paradigm.<sup>27</sup> As we have established, the power of capital depends on each private actor and thus, change requires unity among the private sector and coalition among ambassadors. There is even no longer a sense in what the target of resistance might be: the corporations, corruption, the system are all worthy of our attention.

Unity in ambassadors' representation can assist Rebel in enhancing its objectives and goals. This is a critical area that requires attention. These ambassadors should be multicultural, such that each of them must determine which actions and solutions are most appropriate for their unique circumstances. The overarching goal is to increase the diversity and representativeness of ambassadors. This will in turn result into a stronger and more prosperous society.

## 2.5 Supply and Demand

Governments, corporations, and institutions must put an end to profit maximization and start allowing actors to participate in decision-making. They should consider more holistic value indicators rather than focusing on making profits from these private actors. In today's environment, we must abandon GDP as financial indicators in favor of longer-term indicators that provide a more accurate picture of the financial state of individuals and spending power. To produce value within the Rebel Society, supply and demand is the core indicator of the success of its economy. The Rebel Society is influenced by the power of Rebel coin (RBL), which focuses on the ancient laws of supply and demand, and how price moves in a free-flowing market. The foundation of this strategy is that the amount of transactions that are taking place, the number of users, and the desire of buyers as it drives the price.

Rebel Society is best described as a meeting place of members of common interests to transact, interact, collaborate, and many others. The Rebel free market capitalism is a system in which the distribution for resources is determined only by the supply and the demand for RBL. The RBL market equilibrium occurs at the price where buyers' willingness to demand is equal to the sellers'

25 Bronner, S. E., (2010). Capitalism, Identity, and Social Rights [online]. *Logos Journal*. [Viewed 22 May 2022]. Available from: <http://www.logosjournal.com/capitalism-identity-and-social-rights.php>

26 That-Which (n.d). Sartre on Freedom, Condemnation, and the Situation [online]. *That Which*. [Viewed 22 May 2022] Available from: <https://that-which.com/sartre-on-freedom-condemnation-and-our-situation/>

27 Shah, S.,(n.d) Social Movements: Meaning, Causes, Types, Revolution and Role. *Sociology Discussion* [online]. [Viewed 22 May 2022]. Available from: <https://www.sociologydiscussion.com/social-movements/social-movements-meaning-causes-types-revolution-and-role/2248>

willingness to supply. In other words, the relationship between the demand and the supply determines the equilibrium position of a particular transaction with RBL in the market place, where no economic forces are being generated to change the situation. For an increase of value of RBL in the market, there should be more demand for RBL than supply, and in other words, supply should be lesser than demand.

## 2.6 Value Creation and Shared Value

A society thrives when all of its residents thrive. These principles laid the groundwork of the United States of America. President Lyndon B. Johnson delivered a speech to the nation on the Great Society, where he said a society is a place where each child could learn information that would help him improve his life and develop his talents.<sup>28</sup> It is a place that satisfies the body's physical demands, the needs of commerce, and the desires for interaction and community stability. Thus, what is "socially necessary" in capitalism is a paradigm that produces value. If we can harness this perspective, then we will appreciate that people should be free to buy from, sell to, and invest with whomever they choose to, and they can achieve far more than when governments attempt to control economic decisions.

As applicable to businesses, the concept of shared value can be seen as practices that enhances the competitiveness of the society, while simultaneously advancing the economic and social conditions in communities where one resides. Shared value creation focuses on identifying and expanding the connections between societal and economic progress.

Mariana Mazzucato argues in her book—*The Value of Everything*, that value is extracted when someone produces revenue without generating anything new but by charging prices that are higher than those set by competitors, typically by taking advantage of a dominant position.<sup>29</sup> This value extraction has diverted funds from areas that might boost long-term growth, such as research and staff development, to sectors that exacerbate inequality between the 1% (whose compensation is tied to stock price swings) and the other 99%. (whose rewards are linked to investments in the productive economy).<sup>30</sup> Value extraction is rewarded over value creation. On the other hand, efforts and contributions of each individuals have been undervalued. It is critical to re-balance this and establish a system that will ensure this.<sup>31</sup> To do so, our free market model must ensure that:

- individuals benefit from the system and the society;
- individuals get to influence and shape the social and economic aspects of the society, as we have seen in Seoul;
- peer-to-peer infrastructures allow individuals to communicate, self-organize, and ultimately co-create non-rivalrous use value, in the form of digital commons of knowledge, software and design;
- the necessary blockchain-based decentralized applications for checks and balances of governments, international organizations and public corporations;
- the appropriate economy indicator of the health of the society and economy must be applied.

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28 Johnson, L. B. (1964) The Great Society. Social Justice Speeches [online]. *Social Justice Speeches* [Viewed 22 May 2022]. Available from: [http://www.edchange.org/multicultural//speeches/lyndonjohnson\\_great\\_society.html](http://www.edchange.org/multicultural//speeches/lyndonjohnson_great_society.html)

29 Mazzucato, M., *The Value of Everything Making and Taking in the Global Economy*, p.15

30 *ibid*

31 *Ibid*, p.50

Expanding the circle of people with whom we transact, and larger markets allow enterprises to profit from innovation, specialization, and economies of scale; thereby lowering prices and increasing variety, as well as improvement in quality of goods and services. Prosperity depends on free markets, and expanding them as much as possible boosts that prosperity.

# Conclusion

The fundamental flaw in shareholder, state and stakeholder capitalisms is the domination of public and multinational corporations,(states and the Board) over the private actors, thereby creating a controlled economy. With the birth of the Rebel Society, we can move into a free market, where private actors are allowed to trade, interact and control the economy, as well as to gain dominance over public and multinational corporations, states, “the board” and influential institutions.

Rebel ecosystem will be the primary driver of the transition from a public-controlled economy to the private-controlled free market economy of the Rebel Society, where it grows power of capital, power of relationship, and power of the people. Although the innovative technology of the Rebel ecosystem has a role to play in the shift, it is only one of the several factors that will contribute to the paradigm shift.

Recognizing the factors that will contribute to the success of the society necessitates the transition from the other capitalisms to the Rebel free market economic environment. The focus should be on fostering members of the Rebel Society, by providing an environment where they are free to collaborate, coordinate, connect, communicate, cooperate, co-create, and share value all for a circular economy. A more extensive and comprehensive approach to stimulating the Rebel Free Market should be prioritized. Ambassadors have the ability to extend the parameters of the Rebel Society. There is little doubt that this shift requires mass adoption. With this, it brings about the power of capital to RBL holders to leverage against other economies.