

**Past, Present, and Future Directions  
in Information Technology Entrepreneurship:  
New Opportunities for the Republic of Armenia**

### Abstract

Globally we can see yet another major information technology monopoly lose its ability to set the agenda for future entrepreneurs. How can lessons from the past help us make sense of the present? And how can we prepare for future changes?

Jason Paul Kazarian will argue that while IBM once monopolized hardware and Microsoft currently monopolizes packaged software, future opportunities require a service-oriented focus that no one party can dominate. This focus, fueled by explosive demand from economies growing world-wide, presents unprecedented opportunities for entrepreneurs willing to embrace both innovative, future business models and horse-and-buggy era ideals of customer service and support.

### Topics

Each of the following topics is approximately ten to fifteen minutes long and will be modified to suit student interest and allowed time:

#### 66 Years of IT History in 6 Minutes

Computing started as a series of World War II-era special projects. Twenty years later, there were dozens of commercial computer suppliers. Then for thirty years, IBM defined computing. Next, Microsoft rose to prominence in packaged software. Where are we going now?

#### Product is Passé, or Why Microsoft is no Longer Feared

When the technology bubble burst at the turn of the millennium, no capitalist would invest in a software venture for fear of being crushed by Microsoft. Today, in spite of their 24 billion USD in the bank, no future thinking capitalist seems to care. What changed in less than a decade? Our notion of what a technology product actually is. Brought to you by the letter S.

#### Back to the Mainframe, or Happy 40<sup>th</sup> Birthday, Cloud Computing!

OLPC (One Laptop Per Child), the Apple iPhone, and Google are contributing to a new IT infrastructure called cloud computing. But it's not really new: in fact, it's just a 1968 model for computing blessed by Moore's Law.

#### Global Hyper Capitalism, or Everything Old is New Again

In 1983, Paul Hawken predicted in *The Next Economy* that business growth (in the US, at least) had peaked and companies would start to break down into smaller and smaller units. He wasn't wrong, but he was 25 years too early. Today we have (in information technology, at least) a global cottage industry, resembling domestic production prior to the industrial revolution.

#### Know Your Customer Because She is King

In 1987, Hawken wrote another book, *Growing A Business*. He argued that small business has an unfair advantage: the ability to create an informative economy around customers who are welcome peers, not anonymous drones.

The Distribution of Business Buying Power

Telecommunication equipment suppliers divide customers into several groups, depending on how many telephones a business needs. These groups are less than six, 6-12, 12-100, 101-1000, and over 1000. Which group has the largest buying power?