

Editorial**NOTABLE VENEZUELAN ENTREPRENEURS**

The world is undergoing times of radical change. The last few decades have witnessed economical, political and social changes as a result of the installation and deployment of new information and communications technologies.

Venezuelan researcher Carlota Perez, in her globally recognized book “Technological Revolutions and Financial Capital: Dynamics of Bubbles and Golden Ages”, (Edward Elgar, 2002), shows how humanity has developed in cycles of about half a century based on the emergence of new technological vectors. According to Perez, the world has witnessed five such technological revolutions since the “Industrial Revolution”, which have been responsible for the growth and transformation of the world economy along the last 240 years. Carlota Perez also argues that, in each of them, new technologies boosted a deep change in organizational strategies, management practices and occupational and social behaviors to successfully take advantage of the opportunities that each one of them offered. These changes were of such a profound significance that, in each occasion, they drove a total transformation of the nature and content of individual attitudes and behaviors, not only in the workplace but also in all areas of human activity; social, communitarian even personal. A change of such wide implications, that Perez has called the new techno-economic paradigm “a change of common sense”.

This previous foreword is important to put in perspective the present moment along the evolution of the current Revolution of Information and Telecommunications; a transformation process that the world has been undergoing since the beginning of the popularization of the personal computer and more intensely since the birth of the Internet. A process that, as any viral diffusion, begins in the thoughts and actions of pioneering minds who, be it by visioning capacity or acute intuitive sensibility, are capable of recognizing, adopting, demonstrating and diffusing the development opportunities associated with the new technological vector and with the changes in thinking and behaving that they demand.

Within this group of pioneering minds we recognize the likes of the original giants of the TIC revolution such as Steve Jobs and Bill Gates in the decade of the seventies and others, more recent, like Jeff Bezos, Elon Musk, Mark Zuckerberg, etc.

But innovative ideas and successful entrepreneurship that feed the diffusion of the technological revolution and the new paradigm are not limited to the world of TIC`s in the core countries of the revolution. In other areas of human endeavor and global latitudes also emerge pioneers proposing new and unusual practices; visions that are not fully comprehended at first and even flatly rejected, even though they are totally aligned with the new paradigm. Such has been the case with some visionary minds in Venezuela like, to name just two of the most notable, José Antonio Abreu in the socio-cultural sphere and Luis Alberto Machado in the world of education.

The “Maestro” Abreu and his idea of the Fundación del Estado para el Sistema Nacional de Orquestas Juveniles e Infantiles de Venezuela (FESNOJIV) only received wide, national and international, acceptance many years after the launching of the project in 1975. And only then, thanks to the conviction, perseverance and skills of Abreu, the project was able to overcome the skepticism and indifference of a great many Venezuelan institutions, public and private. It was Dr. Luis Alberto Machado, from the Ministry of State for the Development of Human Intelligence, the first person and the first institution, public or private, that understood and recognized in 1979 the potential value of Abreu`s proposal; at the onset, the virtues and potential impact of the new idea could only be recognized by another mind equally audacious, visionary and entrepreneurial.

In an article published in Globovision`s web page in January 2018, writer Juan Jose Peralta, remembered the first encounter between the projects of these Venezuelan visionaries, as follows:

“Unforgettable, the October 12th, 1979 concert, with the attendance of President Herrera Campins, under the sponsorship of the Ministry for the Development of Human Intelligence, of the Pemon indigenous children who, in only two months, learned to play violin using the Suzuki method, under the guidance of the “Sistema de Orquestas Juveniles e Infantiles”, important

institution created by Jose Antonio Abreu, who is applying principles of teaching music to children without any orchestral knowledge.”

Less than seven months after being created, the Ministry had started to provide evidence of the main ideas associated to the “Intelligence Revolution” proposed by Machado. Between disbelief and ridicule, people had started to talk about and seriously consider the democratization of intelligence on the basis of the three operative pillars of the project:

- “Programa Familia”, coordinated by Dr. Beatriz Manrique, directed to expecting mothers and early childhood
- “Programa Aprender a Pensar”, coordinated by Prof. Margarita Sánchez for school age children
- “Programa para Adultos”, coordinated by Psic. Corina de Machado

In summary, the message from Dr. Machado through his proposal was that from the mother`s womb until death, all human beings have the biological capability to learn and develop their intelligence. If we consider that the technological revolution has put the Internet, the most powerful tool to access all the knowledge generated by the human mind throughout history, in our hands and practically free of cost the Internet, we realize that we only need disposition, confidence and passion to conceive, develop and materialize the creative solutions that the country demands. We must regain our Creative Confidence; feel and recognize ourselves as capable of making real all our desires and aspirations, another component of the visionary and entrepreneurial message of Luis Alberto Machado.

We may not have been able to listen and comprehend those messages in the past, nonetheless we still have the opportunity to respond in positive to the words of another illustrious visionary and audacious entrepreneur; possibly one of the most universal and successful innovators born in our country, the great artist Carlos Cruz-Diez who, for some time has consistently declared that:

“All is obsolete and must be invented anew; a new political language that speaks of democracy, of ethical values, of freedom, of progress and social justice; we must reinvent

education and create a country of entrepreneurs, artists and innovators, a dignified country and sovereign state in the global context. In Venezuela we must reinvent everything.

!!! WHAT A WONDER !!!”

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