

WHY DO NEOLIBERALS CHANGE OTHER PEOPLE'S LIFE?

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Some have considered Neoliberals as somewhat close to a psychopath, incapable of thinking or caring for others. However, I once heard the inventor of fire was not thinking about what benefits it would bring to others but to himself/herself. This made me wonder, is it unethical not to think of others? I will ponder upon this question by describing three different people.

The first character is Jan Koum, Whatsapp's Founder. Koum argues against advertising and complains about his experience at YAHOO, he also talks about the future and new business models. However, Koum does not talk about helping humanity, having a social impact or creating a legacy. Inequality, poverty or gender are not in his vocabulary and the only donation the public knows about was one to a hackers organizations of about 17 employees, which reduced his taxes.

3.571 miles away, Mirna Pastora also known as La Pastorcita, sits at her fruit and vegetable stand in Somotillo, Nicaragua. I met Pastorcita two years ago whilst searching for fresh fruit at a market. She stood up within the crowd as her stand was stunning, her team wore corporate t-shirts (the only ones in the area) and the variety of products was incomparable. Seven employees, they are all driven on sales (revenues are divided within the team) and have impeccable client relations, cross-selling without you even realizing. After this user-experience I share my amazement with my partner in the field who tells me that Pastorcita is actually our client in Microwd, as she has received a microloan from us of USD 400 in order to start her business exactly six months before. Pastorcita sells through social media (Facebook) and WhatsApp and as she claims, "Whatsapp has come to help us a lot"1. With this app's arrival came an improvement in Pastorcita's model, where suddenly she could reach clients from afar and offer a delivery service. After texting and sending daily photos to her customers of the fruits and vegetables of the day, Pastorcita pays a moto-driver to deliver their orders. We must note she used to own a zero-emission business and nowadays spends around 5% of her total revenues in oil. However, clients (as employees) are multiplying, and Pastorcita could not be more grateful for technology having integrated in her communities. When asked about her future goals, she responded: Growth and growth, naturally.

The third and last character I wish to present is a Microwd investor who lives in Portugal. With 20.000 Euros invested in women in Latin America, Maria engages with the different investees through WhatsApp. Microwd offers the option to connect directly with entrepreneurs and every week, Maria takes this experience she appreciates as unique, transparent and as an action that increases both her and her investee's commitment. It was this especial characteristic that convinced Maria to invest in Microwd as being able to share a conversation with a woman in a rural area on the other side of the planet who has the objective of improving her live, would be impossible without a specific technology.

I believe WhatsApp is the fire of our Century. Taking a look at my company alone, this app has helped 2.000 women emerge from extreme poverty and has created 10.000 jobs, mainly for women. This impact has been brought by a technology built by an entrepreneur who saw an opportunity to create something that (maybe egotistically) society would use. Are we witnessing a Neoliberal? And would you say he is a destroyer or a creator?