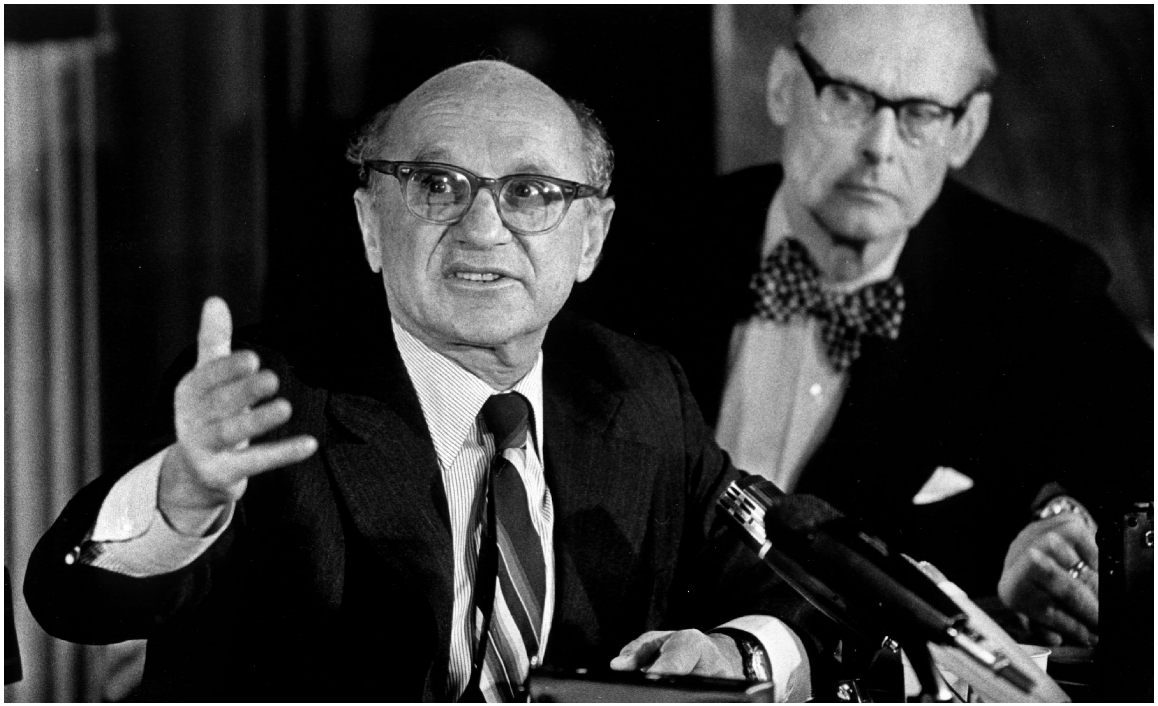
# RIVALS

MICHAEL WANG

# A business has one overarching objective: to increase company value



*There is one and only one social responsibility of business–to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition, without deception or fraud.*
— Milton Friedman, *Capitalism and Freedom*

# In the case of publicly traded companies, individuals impact company value:

Through the purchase of the company's products and services

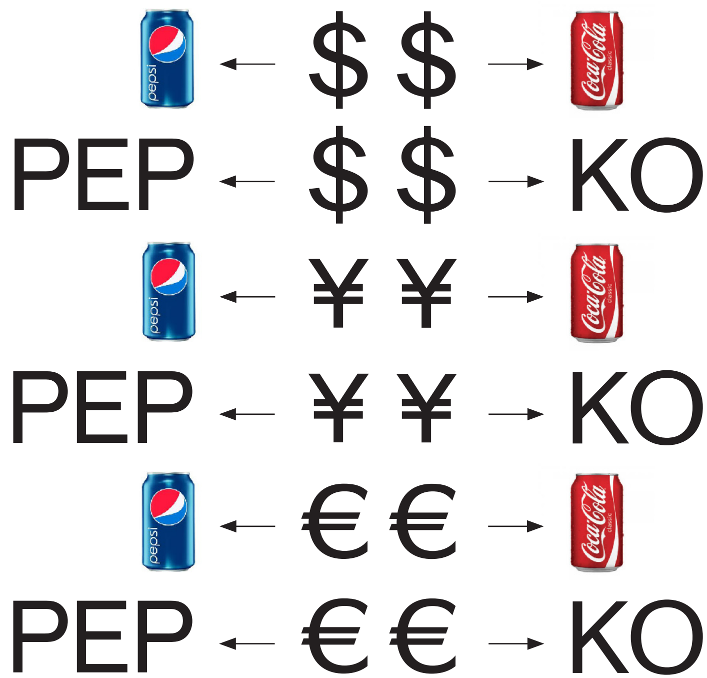
$ →


Through the purchase of common stock in the company

$ → KO

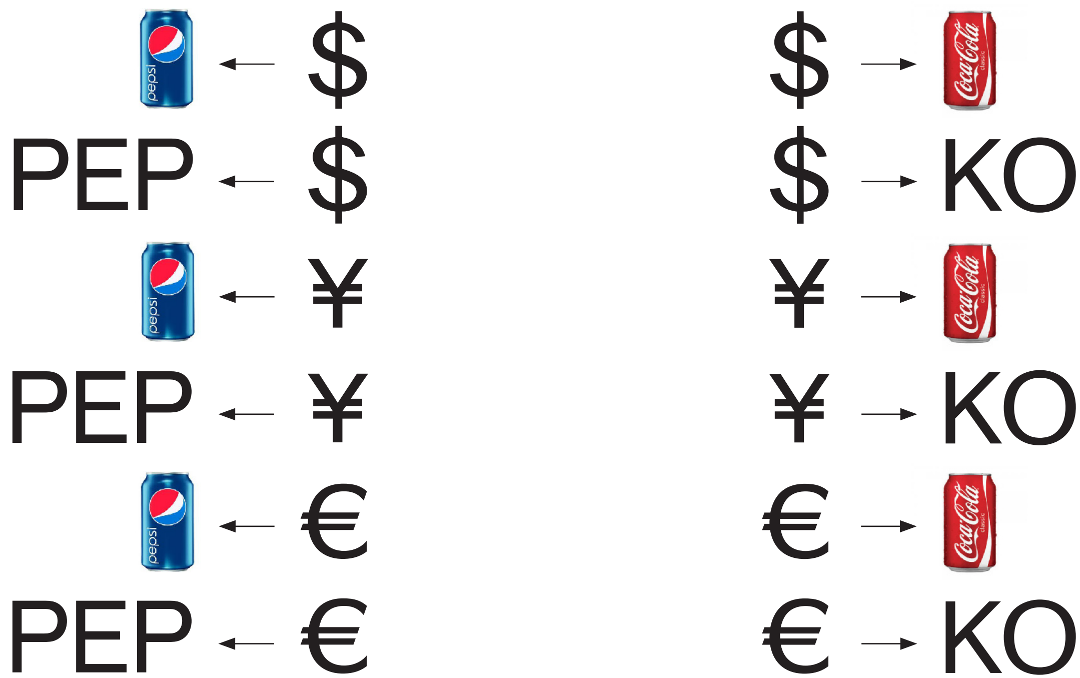
These modes of impacting company value function within the structure of the corporation, and do not include activist positions that aim to affect external factors, e.g. lobbying for a change in regulations.

## Businesses are in competition for these consumers and investors




When consumer and investor groups overlap, firms are in direct competition.

Competition for market share results in the growth of successful firms and the shrinkage and irrelevance of lesser firms



# The drive for expansion tends to produce a handful of very large firms in direct competition

vs

The field is often narrowed to two key competitors.

# Competition creates codependence

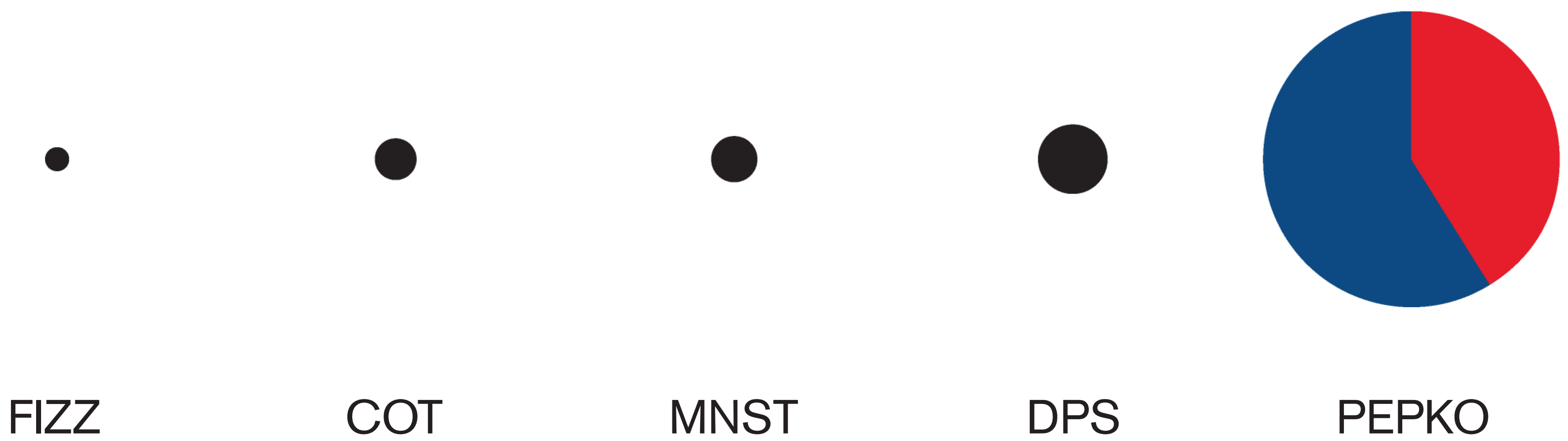
Rival firms rely on each other to grow and change.

Taken together, competing firms can be seen as a single entity

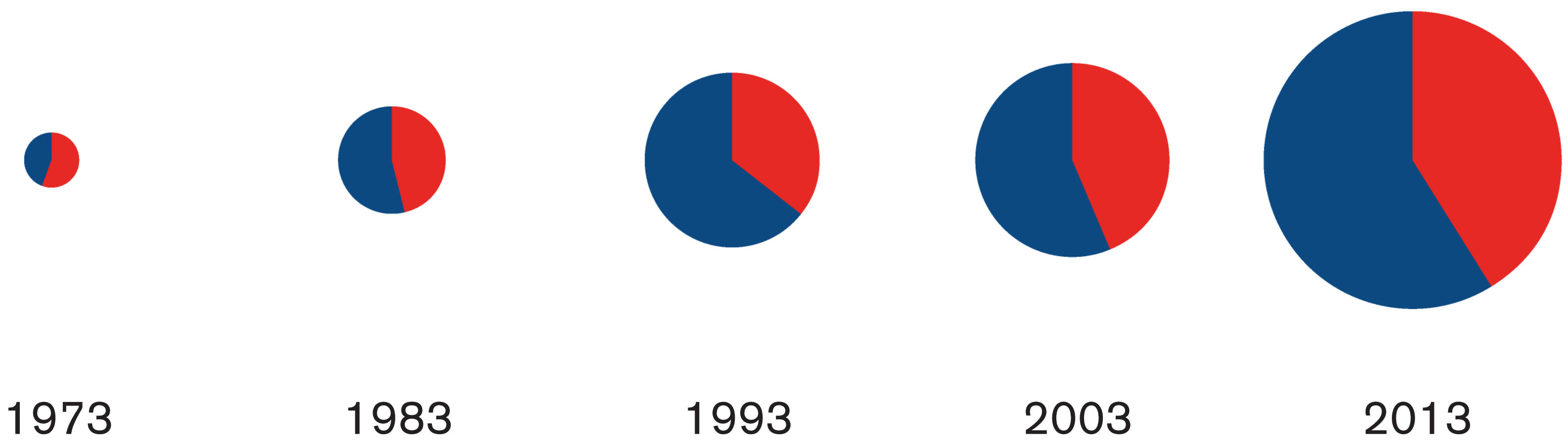
pepsi + Coca-Cola

Competition becomes an *internal* engine of growth.

## As a single entity, competing firms would often constitute a monopoly

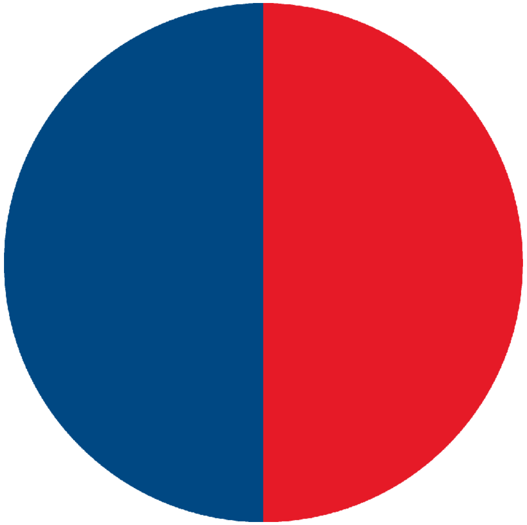


# Competition is the engine of capitalism




The growth of these firms drives an increase in overall market size.

# Neutralizing competition



“Rivals” enacts a symmetrical investment in competing firms.

# An equal investment

15 shares / 1.5 billion shares outstanding

44 shares / 4.4 billion shares outstanding

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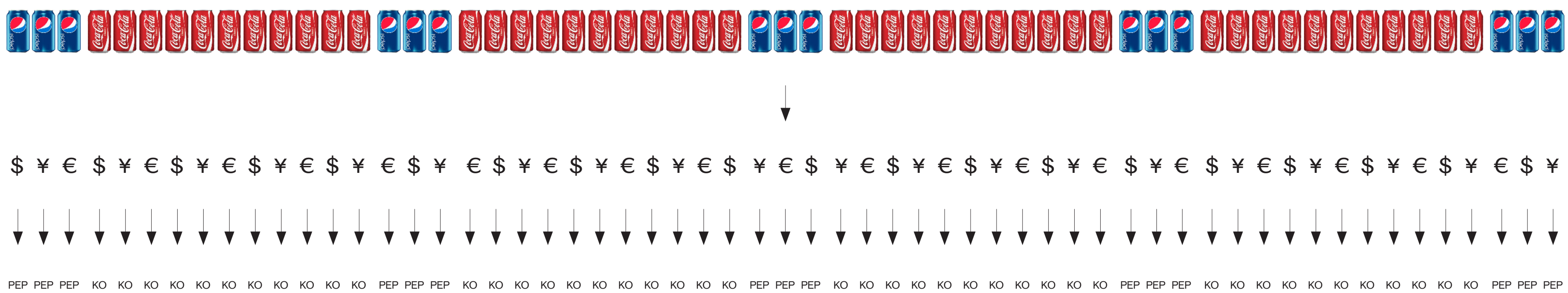
A single work invests in one millionth of one percent of the total investor-owned shares of each rival company.

# Funded by the sale of an art object



# Drawn from the product portfolios of each company


The number of products that comprise the art object corresponds to the number of shares acquired from each company.

# The work is both object and transaction

Collector

+

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Artist

The artist as investor

pepsi

# PEPKO

Coca-Cola

With the sale of the art object, the artist becomes a one millionth of one percent owner of both companies.