

What we need, I think, is another kind of strategy. And we really need a new set of tools to enable companies, as they **mature**, as they really become **essential** pieces of our lives, of our **digital economy**, to become community-owned by **whoever** really relies on them the most.

- Why is this different from something like a credit union?

- It's a similar **destination**. A credit union is a **cooperative** financial institution that's owned by the people it serves and that's **fantastic**. But the credit union model grew on the basis of **replication**. It grew at a time, you know, the model's really **instantiated** in US law in the 1930s, at a time where you had local banks all over the country and you basically had a model, and you could just **replicate** it wherever you went. Today, in a **digital economy**, where you could have one business that serves the entire country or beyond, you have to have a strategy that's able to recognize that every new **startup** is in many ways trying something new.

English for Business

**New Academic Word List.**