

# The Orange Capital Partners Principle Stack

Our Mission:

*Generate Wealth by investing in fundamentally new concepts and engineering practices with large impact*

We execute against our mission by implementing the ideas from four books. In particular we believe that the measure of wealth is freedom and the only way to generate wealth is to exercise freedom. It goes both ways.

Orange Capital Partners is built around principles described in four books:

## 1. Zero to One by Peter Thiel

Principles:

- Be unique
- Be a monopoly of one
- Build something unique that other people don't even know they want because you're the only one desperate to find a solution
- Education is the accumulation of knowledge, not a rat race. Focus on finding your own path to agency and autonomy
- Invest time and resources in something you are good at, others don't bother and where you can generate value for yourself. If you can't capture the value, don't bother.

## 2. The Innovation Stack by Jim McKelvey

Principles:

- Innovation is not a choice, it's a necessity
- Create a company around a problem you personally care about. Don't bother about competition. Since the problem is not solved yet, you don't have competition
- Solving problems creates new problems. Keep solving them. This is how you build an innovation stack which is your ticket to longterm sustainable differentiation

## 3. The Innovator's Dilemma by Clayton Christensen

Principles:

- Disruption is a theory about competitive response
- Disruptors are not taken seriously by incumbents because they either attack a small part of the existing market or are building a completely new market
- Disruption only works if incumbents don't take you seriously. If they fear you, you are not a disruptor, then you are market entrant

## 4. The Beginning of Infinity by David Deutsch

Principles:

- Progress enables wealth creation which drives freedom
- Progress is finding a solution to a problem for which no algorithm exists yet
- Progress is finding new explanations for questions we encounter in nature or in abstract forms such as math
- Progress only happens if we construct our own, unique explanations which then get tested in the market place
- In order to be unique, you have to exercise free will

- In order to exercise free will, you need agency and autonomy, i.e. you have to do something with impact and do it in your way, otherwise it's not free