

*An Applied R&D Lab Serving Solo and Family-based Entrepreneurs
in Rural and Distressed Urban Communities*

The “War College” of the Small Is Good Business Revolution

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FOR IMMEDIATE RELEASE

**SOHODOJO AND SOYAWAX PARTNER ON
CHANDLER GUILD MICROENTERPRISE NETWORK**

**Web Site To Feature Innovative Business Model and E-Commerce
Marketplace Supporting Soy Wax Candlemakers**

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4 March 2003, Des Moines IA – Jim Salmons, co-founder and research director of Sohodojo, and Michael Richards, co-founder and president of Soyawax, today announced a strategic partnership to create and evolve the Chandler Guild, a microenterprise network of soybean wax candlemakers. The Chandler Guild will revolutionize the candle industry as much as Soyawax’s invention of soybean wax has already shaken up an industry in the midst of a significant consolidation of manufacturers and distribution channels.

“This is very much a case of what’s old is new again,” said Jim Salmons, a microenterprise network pioneer and social entrepreneur. “The candle industry is huge with a small number of entrenched mega-players. When you can’t beat them and you don’t want to join them, you have to make an end-run around them to reach your customers. That’s what our partnership will do. The Chandler Guild is a 21st century spin on a medieval village enterprise and the craft guild.”

“By working with Soyawax to create an Internet-based microenterprise network powered by a story-driven and game-oriented marketplace, Sohodojo will make it possible for us to realize our vision that revisits and reinterprets the medieval enterprise of the village chandler, or candle-maker,” Richards said. “Internet communication technologies, especially freely available Open Source software technologies, make it possible for a small lab like Sohodojo to work with an emerging business like Soyawax to create industry-reshaping technical and business model innovations that will have traditional candle companies going back to their drawing boards.”

The Chandler Guild community and its web site are in the early stages of development. To learn more or to get involved, visit: **www.chandlerguild.com**.

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Sohodojo is a 501(C)(3) non-profit applied R&D lab with an education and research agenda dedicated to the exploration and development of innovative “Small Is Good” business models and their associated software technologies supporting solo and family-based entrepreneurs in rural and distressed urban communities seeking sustainable futures.



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