

US Market:  
Breaking **Post**  
Socialist Mentality +  
RoboComuniZm

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What is the most successful case of adapting Ukrainian mentality for US Market?

# Carol of the Bells



1920



Mykola Dmytrovych  
Leontovych

Shchedryk



Peter J.  
Wilhousky

Adapted  
version



Carol of the Bells



Carol of the Bells



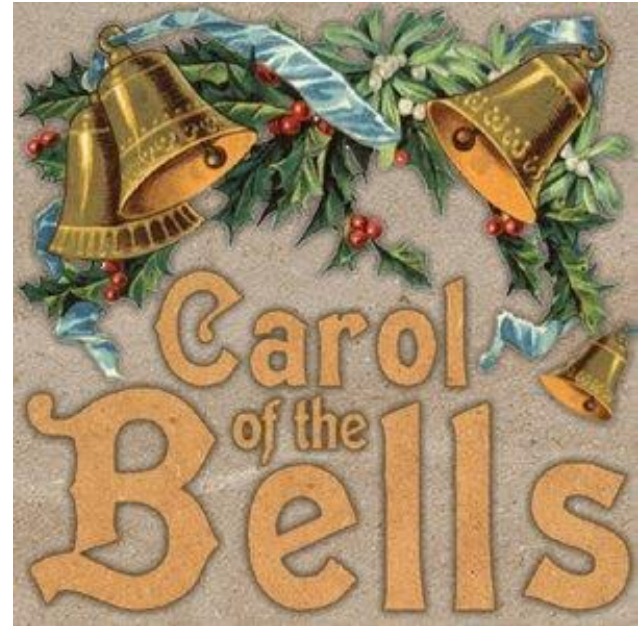
TV and Radio

# Business Model



# Conclusion

Story of “Shchedryk”  
is the greatest story of  
how we can adapt our  
mentality to US mentality  
to achieve success



# 1920-1991

Are you an entrepreneur? (1920)

You have 3 choices:

1. Leave the  
country

2. Change your  
occupation

3. To be killed  
by communists

# Main Weaknesses in 1991

“No Sales” culture

“No Entrepreneurs” culture

“No Soft Skills” culture

# Childhood - Ukraine





# Childhood - Ukraine



# Childhood - USA



# Childhood - USA



# How to adapt mentality to US market?

But there is a great proverb:





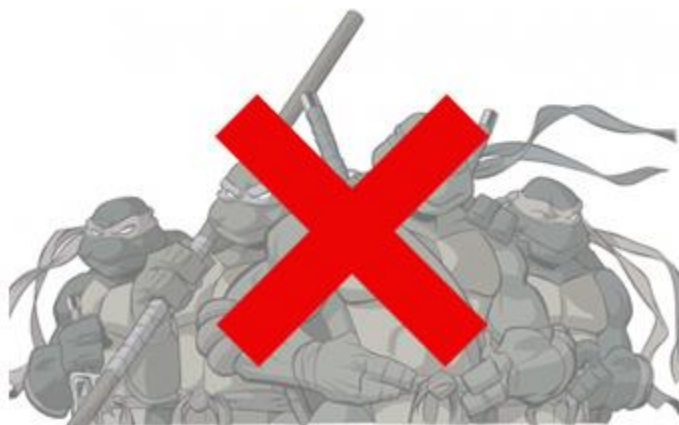
# How to adapt mentality to US market?

Understanding the US through its pop culture ...

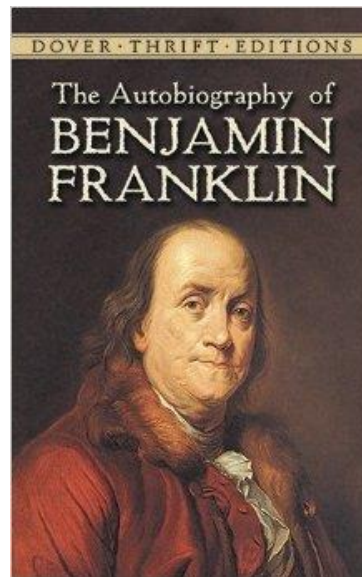


# How to adapt mentality to US market?

Understanding the US through its pop culture  
is the **BIGGEST MISTAKE EVER!**



# Deeper Cultural Levels than Pop



and so on



# Deeper Cultural Levels than Pop

You cannot establish good personal relations without knowing the culture and mentality.



VS





# Trust Strangers with Your Home

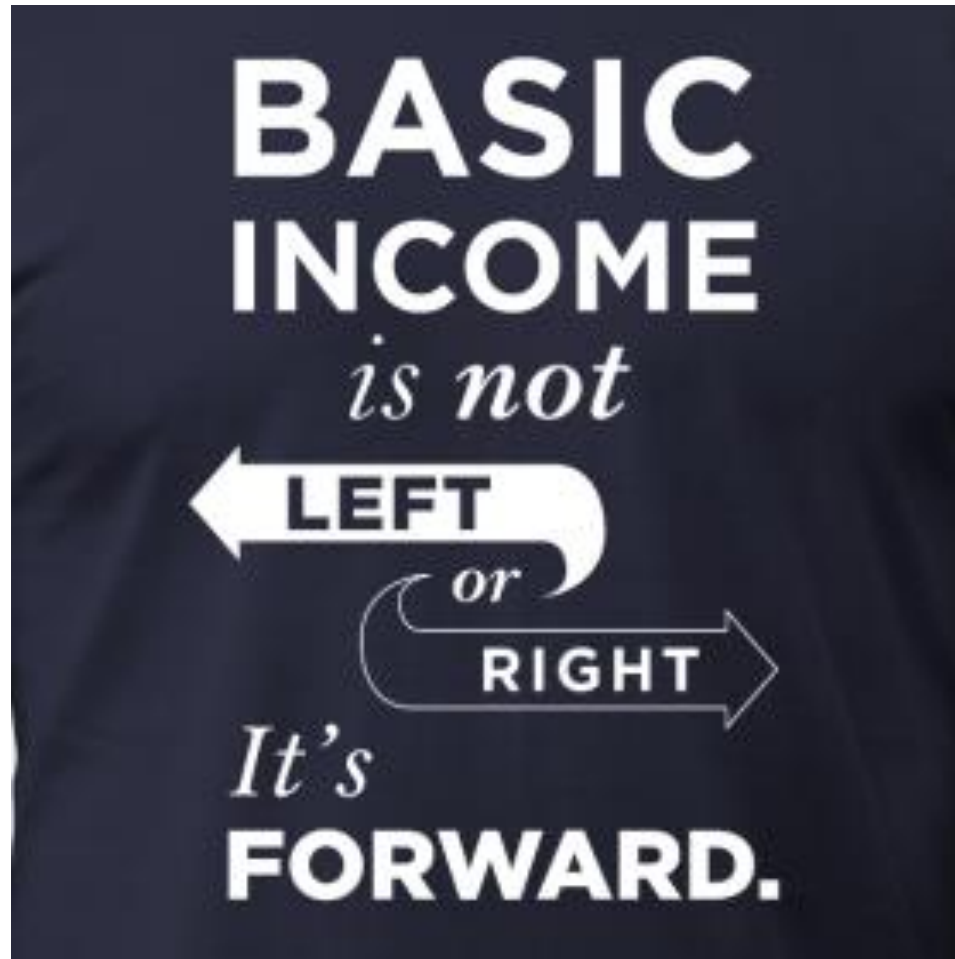


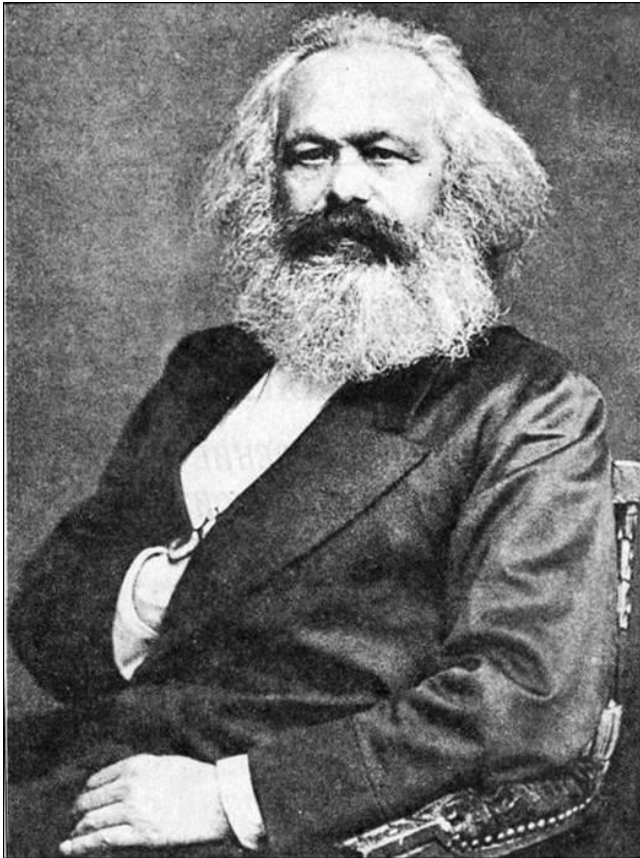
VS



I can tell you even more from my experience,  
that Americans are more “communal” than in  
our post-communist country :=)

# AI, Robot Revolution and Labor





“From each according  
to his ability, to each  
according to his needs.”  
Karl Marx

# RoboCommunizm in the USA?



# RoboCommunizm in the USA?

Since 1991, Ukraine is constantly shifting from a communist to a capitalist country like the USA, which most likely will happen in 10-20 years, but by that time the USA will become a socialist country for the majority of its population.

# Thank you!

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