

Joe, the future-billionaire, gazed at his dog, Buddy. No matter how many times Joe threw the frisbee or how much Buddy panted, trying to catch his breath, the dog never grew tired of sprinting to follow the arc of the frisbee through the air, picking it up, and then pivoting quickly to return it.

As Joe stood in his backyard, wearing a neat pair of white sneakers, sweat pants, a sweatshirt, and a baseball cap, he reflected on what had gotten him to that point.

Joe was a 25-year-old high school teacher. He'd taken the job right after studying engineering in college, not knowing what else to do. While he enjoyed working with the students, he yearned for the excitement of industry. He didn't know exactly what his product would be, but he knew he wanted to be an entrepreneur.

*How could Buddy make me money?*

The dog, the bastion of pure joy, he figured, could be a capital-producing machine.

He glanced at his hybrid car then back at Buddy then back at his car and finally back at Buddy; an idea swirled in his head.

Like in a hybrid car, which stores the energy generated by braking and changing the direction of force to better power the car, the dog's quick direction change is sure to generate some energy that, unless harnessed mechanically, will be lost to heat, friction, or something else that is not useful or profitable. Up until this point, that energy has been wasted. However, it may be possible to harness the energy generated by the rapid acceleration and deceleration of dogs playing fetch to charge a battery that is attached to the collar.

10 years later...

*From the Wall Street Journal: eCollar is slated to join the S&P 500.*

*From Time Magazine: an interview with billionaire founder and CEO of eCollar, Joe James*

“...He continues to direct the company with an inventive, futuristic vision. Since the groundbreaking dog collars were introduced to the market 9 years ago, they have become a mainstay in American homes, making man's best friend truly profitable. The company has also pioneered cat collars generating energy from purring, electric hamster wheels, and so many more practical pet products...”

2 years later...

“...Journalists and animal rights activists have raised concerns over so-called "animal farms" cropping up to produce mass energy from recent energy innovations. Dogs are forced to play fetch all day on massive estates wearing the popular eCollars.”

3 years later...

*AP news reports: The sale and use of eCollars has been banned in the USA.*

“...Joe James had this to say of the legislation: "I'm an innovator looking for profit in the world. Why inhibit the practicality of the dog?"

Joe read the newspaper in disbelief for weeks after the ban. As he looked out on his estate from his third floor patio, he felt threatened by the headlines. Why had he been forced to close his business? It was so genius, so profitable.

It dawned on him, even though he was sheepish to admit it.

Buddy was not meant to make millions. He's expensive to take care of, time-consuming to get exercised, messy and muddy, but that's not what Buddy's purpose is. His purpose is happiness, joy, and love.