



P R O D U C I A

Business Plan

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# Executive Summary

According to renowned psychologist, Abraham Maslow, the ultimate need of a human being is to self-actualize, or to reach our full potential. At the top of Maslow's Hierarchy of Needs is Self-Actualization and basic needs are at the bottom. In today's society, our current economic system is the main barrier for the majority of humanity to gain the resources and experiences to undergo self-actualization. The costs of our basic needs are rising, while wages are staying flat. So indirectly, this means the majority of the population is staying at the lower levels of this pyramid, or as all of us are seeds, many of us are not getting the opportunity to flower.

Since our financial crisis in 2008, various solutions have been presented from our federal government to solve the multitude of economic problems that exist in our local communities. However, fast forward to 2011, we're in a worse predicament than before. We have an abundant source of people who have skills and want to work, but due to the constraints of our current monetary system there's not enough money to pay them.

Furthermore, government-sponsored social programs and self-organized non-profits that fill gaps left in our local communities are being cut or in danger of being so. With local residents facing layoffs and/or reduced pay, that loss trickles down to local merchants not generating enough revenue to stay afloat. These hardships particularly hit low income families the hardest, due to the multiple barriers to success they faced before the recession began.

Yet even in the toughest of times, social networking continues to grow. With Generation Y at the forefront, our lives are increasingly moving online. 90% of Gen Yers over the age of 18 use the Internet and 75% use social networking. Furthermore, with the rise of social gaming and alternative currencies, we're experiencing a decentralization that will change the way goods and services are exchanged forever.

Einstein said you can not solve a problem with the same kind of thinking that created it. It is time for us to play a new economic game. A game that is based on abundance instead of scarcity. A game where everyone has value. A game where people are passionately productive. And most importantly, a game where the creation of money is in the hands of the people. Ultimately, money isn't doing what it is supposed to do. However, local communities can legally agree to use other ways to track obligations between themselves, freeing up conventional money for economic exchanges outside the community. All the resources to make this a reality are available, with the Internet acting as the medium. Since Gen Y is leading the Internet Revolution, we feel its only suitable for us to pioneer this digital evolution of money at the local level.

Our youth-driven, idea incubator, The Illuminated Ventures Project LLC, has developed a fun, barter-based marketplace that will revitalize our local economies, create a breeding ground for emerging social entrepreneurs, help humanity live creative, purpose-driven lives in a sustainable world, and a host of other benefits. It will be structured as a not-for-profit worker/member hybrid cooperative. After our first

year of operation, we forecast that this project will create 10,000 jobs, generate 1.8 million hours of community service, and circulate a minimum of 10 million units of a barter currency called “Fini”. We intend to bring this new phenomenon initially to college campuses throughout the country, starting with the largest university in the state, Virginia Commonwealth University (VCU) in Richmond, Virginia, and then eventually open up to entire communities.

We have created a crowdfunding campaign ([Our IndieGoGo Page](#)) where we plan to raise \$15.2 million from supporters, mainly through the sale of our multimedia book “**The Producism Manifesto**” (*starting at \$3*) in order to launch our marketplace in 10 cities within the U.S (*\$1.52 million startup costs per area*). One third of funds raised from the crowdfunding campaign will cover Producia’s startup costs, one third will be used to seed fund our members’ social enterprises, and one third will be distributed to Occupy Movements, and partner non-profit and student organization partners. Crowdfund supporters will not only learn important information on how to self-organize a sustainable economy and planet, but also help implement it and further the causes of 100 non-profits organizations.

## Purpose

Utilize the principles of a new economic model called Producism to enable everyone to become an impactful social entrepreneur to eventually self-actualize.

## Producism Overview

After an intensive search into the cause of the majority of the problems in the world, Drew Little, the founder of The Illuminated Ventures Project LLC, had an epiphany. He realized that our current economic system is like a game that thrives off scarcity and concentrates power and wealth in the hands of the few. It also allows for the creation of money to be monopolized by central banks. These centralized institutions get to dictate how much money goes into the economy, how much is taken out, and where its allocated. With money being the medium for which people use to obtain their needs, this essentially leads to these central authorities indirectly controlling society’s livelihood. Furthermore, he realized how conventional money creates barriers for people to fully reach their potential by having financial gatekeepers to dictate what’s valuable and what’s not.

This lead to Drew asking himself the following questions:

**What if people no longer needed a third party to create their money?**

**What if this manipulated scarcity no longer existed?**

**What if people self-organized to get themselves out of the current economic turmoil?**

**What if everyone had the opportunity to self-actualize?**

**What if all of the promising new economic features were consolidated into one decentralized system?**

This led to the creation of an idea called Producism on Labor Day 2010.

Producism is an economic model that enables everyone to become an impactful social entrepreneur to eventually self-actualize. It gives people the opportunity to self-organize a sustainable economy and planet in an enjoyable way. It also is designed to create people-powered stimulus packages and sustainable local communities. Think of it as a decentralized social capitalism that is focused on localism, creative sustainability, and collective economic empowerment. Mutual Credit, Social Entrepreneurship, Cooperatives, Social Networking, Crowdsourcing, and Gamification is the foundation of this evolutionary idea.

Producism is all about helping humanity live creative, purpose-driven lives in a sustainable world.

Our hypothesis is that Producism will:

- End Poverty, Unemployment, & Money-Related Crime
- Create A Sustainable World
- Bring Enterprise Back To Its Original Purpose: Serving The Public Good
- Empower Humanity to Reach Their Full Potential
- Infuse Diversity
- Enable Everyone To Become A Passionate Social Entrepreneur
- Weave Communities Back Together
- Bring The Economic Power Back In The Hands of The People

## **The Producism Principles**

- 1.** Everyone should experience ownership and self-sufficiency; especially in a form of work that a person has a passion for.
- 2.** Profit should not hold more importance than people and the environment.
- 3.** Enterprise should provide exceptional value to its customers and teammates/shareholders while making substantial investments in making the world a better place.
- 4.** Mutual Credit will fill the gaps left by national currencies.
- 5.** The commons should not be commodified.
- 6.** Society should replicate the same principles as nature's economy for its money system so it is sustainable.
- 7.** Human happiness cannot be achieved either by spiritual uplift alone or material advancement alone,

both of these aspects have to be equally developed to acquire happiness.

## Market Research

This section will explain the economic woes of Generation Y, and the successful implementations of the 5 pillars of Productism - **Mutual Credit, Cooperatives, Social Entrepreneurship, Social Networking, and Gamification.**

### Economic Woes For Generation Y

Recent graduates, as well as those who will be obtaining their diplomas in coming months, face a brutal U.S. job market. Millennials, with or without higher education, have been hit the hardest by the recession and are struggling with what the former Director of the White House National Economic Council, Larry Summers, called a “jobless economic recovery.” A recent report published by the U.S. Labor Department shows that for every new job, there are four unemployed Americans for that position. That means that Millennials are competing for positions against more experienced candidates. Moreover, specific data on youth unemployment continues to paint a bleak picture. A briefing paper published on April 20, 2011 by the Economic Policy Institute states: “in 2010, the unemployment rate for workers age 16 – 24 was 18.4% – the worst on record in the 60 years that this data has been tracked.”

Although educated Millennials have a much lower rate of unemployment in comparison to their counterparts with high school diplomas, they too are struggling to make ends meet. That is because the vast majority of them took out student loans to cover expenses for college, the cost of which continues to increase exponentially (outstanding student loan debt is expected to hit \$1 trillion by 2012). To make matter worse, the class of 2011 are the most indebted of all graduates. Even if educated Millennials are able to find employment, there is yet another serious problem: most entry-level positions do not offer wages that cover the cost of basic living and allow them to make their student loan payments on time. A study published by the Institute for Higher Education Policy (IHEP) in March of 2011, for instance, shows that delinquency on federal loan payments has increased at an alarming rate, with the average college debt at \$24,000.

Indebted and unemployed (or underemployed), many educated Millennials are finding themselves making tough choices about their futures. For some, that means heading back home to live with mom and dad. TwentySomething, Inc., a consulting firm, recently carried out a poll and found that 85% of graduates are moving back home.

Furthermore about 46.2 million people are now considered in poverty, 2.6 million more than last year. The poverty rate for children under age 18 increased to 22% in 2010, meaning more than 1 in 5 children in America are living in poverty. Meanwhile, the poverty rate for adults ages 18 to 64 rose to 13.7%.

### Mutual Credit

Simply put, mutual credit is barter-based currency. The generic term is used to describe a group of

people who have agreed to create and utilize their own exchange medium. The purpose of every mutual credit system is to provide a means of payment that is separate from, and supplemental to, national currency, and that is created not in banks or government but in the community of members. What do the members have to offer one another in exchange for their goods and services? They have their own goods and services. However, a mutual credit system is designed to transcend the limitations of barter. Like money, it provides a medium that allows two parties to trade even though one of them may have nothing the other wants.

According to Thomas Greco (**author & thought leader in alternative currencies**), in a mutual credit system, the members empower themselves to do the same thing that banks have done for years. Members create their own money in the form of credit but save the cost of interest, while distributing the money themselves according to their own needs. In this type of system, having a positive balance proves that value has been delivered to the community while a negative balance indicates that a member has received that much more from the community than she or he has delivered. A negative balance thus represents a person's commitment to deliver that much value to the community sometime in the near future.

In our local communities, we utilize only a small portion of its resources and opportunities. Almost everyone has underutilized knowledge, skills, and time that can be used productively. Most businesses have underutilized machinery or capacity. Mutual credit is a creative way to enhance this untapped social potential. There are already over 2,500 different local currency systems operating in countries throughout the world, with some having been in existence 20+ years. The Internet is the missing link to combine mutual credit and social networking into a powerful outlet for economic empowerment.

One economic advantage of mutual credit is that the currency supply is self-regulating—the money supply expands and contracts as needed, without any managing authority. The availability of interest-free loans is a great advantage to members of the system.

One downside of mutual credit, as with any form of credit, is the possibility of exploiting the system by running up a negative balance and then leaving. This problem is often addressed by caps on negative balance which can be raised as balances are paid off, or by limiting the system to a small, close-knit community based on trust, where the community holds people accountable.

## Examples of Mutual Credit Systems

### LETS

**Local Exchange Trading Systems** (LETS) also known as **LETSystems** are locally initiated, democratically organised, not-for-profit community enterprises that provide a community information service and record transactions of members exchanging goods and services by using the currency of locally created LETS Credits. In some places, e.g. Toronto, the scheme has been called the Local Employment and Trading System. In New South Wales, Australia, they were known as Local Energy Transfer Systems.

Michael Linton originated the term "Local Exchange Trading System" in 1983 and for a time ran the Comox Valley LETSystems in Courtenay, British Columbia. The system he designed was intended as a compliment to the national currency, rather than a replacement for it, although there are examples of individuals who have managed to replace their use of national currency through inventive usage of LETS.

LETS networks use interest-free local credit so direct swaps do not need to be made. For instance, a

member may earn credit by doing childcare for one person and spend it later on carpentry with another person in the same network. In LETS, unlike other local currencies, no scrip is issued, but rather transactions are recorded in a central location open to all members. As credit is issued by the network members, for the benefit of the members themselves, LETS are considered mutual credit systems.

LETS are generally considered to have the following five fundamental criteria:

- Cost of service — from the community for the community
- Consent — there is no compulsion to trade
- Disclosure — information about balances is available to all members
- Equivalence to the national currency
- No interest

How LETS Work:

1. Local people set up an organization to trade between themselves, often paying a small membership fee to cover agency costs
2. Members maintain a directory of offers and wants to help facilitate trades
3. Upon trading, members may 'pay' each other with printed notes, log the transaction in log books or online, or write checks which are later cleared by the system accountant.
4. Members whose balances exceed specified limits (positive or negative) are obliged to move their balance back towards zero by spending or earning.

LETS is a fully fledged monetary or exchange system, unlike direct barter. LETS members are able to earn credits from any member and spend them with anyone else in the network.

Benefits of LETS:

LETS can help revitalise and build community by allowing a wider cross-section of the community—individuals, small businesses, local services and voluntary groups—to save money and resources in cooperation with others and extend their purchasing power. Other benefits may include social contact, health care, tuition and training, support for local enterprise and new businesses. One goal of this approach is to stimulate the economies of economically depressed towns that have goods and services, but little official currency: the LETS scheme does not require outside sources of income as stimulus.

There's currently [42](#) different LETS around the world.

## The WIR Bank

The Swiss WIR Bank is the best example of a successful large-scale mutual credit clearing system that has stood the test of time and continues to thrive. The **WIR Bank**, formerly the **Swiss Economic Circle** or WIR, is an independent complementary currency system in Switzerland that serves small and medium-sized businesses. It exists only as a bookkeeping system, with no scrip, to facilitate transactions. WIR was founded in 1934 by businessmen Werner Zimmermann and Paul Enz as a result of currency shortages after the stock market crash of 1929. Both Zimmermann and Enz had been influenced by German libertarian economist Silvio Gesell/

"WIR" is both an abbreviation of *Wirtschaftsring* and the word for "we" in German, reminding participants that the economic circle is also a community.[1] According to the cooperative's statutes, "Its purpose is to

encourage participating members to put their buying power at each other's disposal and keep it circulating within their ranks, thereby providing members with additional sales volume."

Although WIR started with only 16 members, today it has grown to include 62,000 — among whom is traded approximately CHF 1.65 billion annually (as of 2004). The available money supply (currency code CHW) was 839 million equivalent Swiss francs (as of 2005).

The WIR bank is a not for profit bank. It serves the interest of the clients, not the bank itself. It is a very stable system, not prone to failure as the current banking system is. It remains fully operational even in times of general economic crisis. WIR may have contributed to the remarkable stability of the Swiss economy, as it dampens downturns in the business cycle.

## IRTA

The *International Reciprocal Trade Association (IRTA)* is the global trade association for the modern trade and barter industry. 400,000 businesses across the world are involved in organized barter through barter exchanges. There are approximately 600 commercial and corporate barter companies serving all parts of the world. Approximately 100 of the most professional trade exchanges are members of IRTA. IRTA estimates that the 400,000 participating businesses transacted \$12 billion globally in 2009/2010 — and it is anticipated that the trade volume will grow another 5 to 10% in 2011.

A barter exchange acts as a third party record keeper for its participating business clients. These member businesses buy and sell products and services on a barter basis using trade dollars to account for each transaction. Barter exchanges practice third party bartering, meaning the seller does not have buy from who he or she sold to, rather, the seller's account is credited the market value of the sale in trade dollars. This modern trade and barter method is different than the ancient "direct trade" when people swapped one thing for another. Modern trade and barter has evolved into a sophisticated alternative way for business owners to increase sales and revenue, conserving cash, move inventory, maximize their excess or unused capacity to improve their financial bottom line.

Most trade exchanges are members of international trading networks that provide them with opportunities to access larger, global marketplaces. IRTA provides its own international clearinghouse platform for member trade exchanges called Universal Currency (UC) [www.ucci.biz](http://www.ucci.biz) - UC is the largest industry owned international trading platform in the modern trade and barter industry.

[\(View more Mutual Credit Case Studies\)](#)

## Cooperatives

A cooperative (also **co-operative** or **co-op**) is a business organization owned and operated by a group of individuals for their mutual benefit. A cooperative is defined by the International Cooperative Alliance's Statement on the Cooperative Identity as "an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through jointly owned and democratically controlled enterprise". A cooperative may also be defined as a legal entity owned and democratically controlled by its members. Members often have a close association with the enterprise as producers or consumers of its products or services, or as its employees. They can be unincorporated associations or business corporations such as limited liability companies or partnerships. Cooperatives often share their earnings with the membership as dividends, which are divided among the members

according to their participation in the enterprise, such as patronage, instead of according to the value of their capital shareholdings (as is done by a joint stock company).

Cooperatives are based on the cooperative values of "self-help, self-responsibility, democracy and equality, equity and solidarity" and the seven cooperative principles:

1. **Voluntary and Open Membership**
2. **Democratic Member Control**
3. **Member Economic Participation**
4. **Autonomy and Independence**
5. **Education, Training and Information**
6. **Cooperation among Cooperatives**
7. **Concern for Community**

Cooperatives may be classified as either *worker, consumer, producer, purchasing or housing* cooperatives. They are distinguished from other forms of incorporation in that profit-making or economic stability are balanced by the interests of the community.

The Rochdale Society of Equitable Pioneers, founded in 1844, is usually considered the first successful cooperative enterprise, used as a model for modern co-ops, following the 'Rochdale Principles'. A group of 28 weavers and other artisans in Rochdale, England set up the society to open their own store selling food items they could not otherwise afford. Within ten years there were over 1,000 cooperative societies in the United Kingdom.

The Global 300 co-ops had total revenue of nearly \$1 trillion in 2004. If they were a nation, these 300 co-ops would have the 10th largest gross domestic product in the world, ranking just behind Canada.

The United States is home to more of the Global 300 than any other nation, with 62 (or nearly 20 percent of the total list). It is followed by France, with 45, then Germany with 33 and Italy with 28 co-ops on the list. Cooperatives in these four countries represent more than 50 percent of the Global 300.

### **List of Successful Cooperatives**

The Cooperative Group (UK)  
Mondragon Cooperative Corporation (Spain)

(US)  
ACE Hardware  
REI Equipment  
Navy Federal Credit Union  
Land O' Lakes

## **Social Entrepreneurship**

A social entrepreneur recognizes a social problem and uses entrepreneurial principles to organize,

create and manage a venture to achieve social change (a social venture). While a business entrepreneur typically measures performance in profit and return, a social entrepreneur focuses on creating social capital. Thus, the main aim of social entrepreneurship is to further social and environmental goals. Social entrepreneurs create for-profit companies that have a non-profit soul.

The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton the founder of Ashoka: Innovators for the Public, and others such as Charles Leadbeater.

To further justify this new way of doing business, according to the 2010 Cone Cause Evolution Study, 80% of Americans are likely to switch brands, about equal in price and quality, to one that supports a cause. Furthermore, when asked to name leading issues they think companies should address, the largest percentage of consumers said economic development (***such as job creation and income generation***).

Ninety-two percent of American's took action for social change this past year, according to the Social Change Impact Report from Walden University. 80% of respondents believe technology is getting more people involved in social change than ever, and 65% of adult respondents say that social media is not just a fad.

List of Successful Social Enterprises

**Tom's Shoes**

**Kiva.org**

**Greeman Bank**

**Fundly.com**

## **Social Networking**

A social networking service is an online service, platform, or site that focuses on building and reflecting of social relations among people, who, for example, share interests and/or activities.

Social networks seemed poised to take over the Web. This year, Facebook reached 800 million users. LinkedIn went public in a blockbuster stock offering. Twitter produced a billion tweets per week. And Google launched its own social network, Google+, attracting 25 million users in one month. According to Nielsen, Americans spend a quarter of their time on social networks. Reports [currently state](#) that "90% of Gen Yers over the age of 18 use the Internet, with 75% using social networking. Facebook will generate \$4.27 billion in revenue in 2011, more than double the \$2 billion made in 2010, according to research firm EMarketer Inc.

With the success of the mentioned social networks, there is a huge untapped opportunity. Much emphasis is placed on gaining as many users as possible in order to increase advertising revenues. These are general purpose social networks. The new growth area is premium, purpose-driven social networks that are local focused (decentralized). People want to know what's going on locally, shop locally, and network locally. Location-based services make it easier to engage and market to a local community. Premium social networks give like-minded users the ability to connect with each other with many other

value added services included for a small yearly fee. General purpose social networks that do not charge a fee, have a Do-It-Yourself approach, where the users have to post content, create their own events, and connect to people on their own. Furthermore, most social networks only have a web-based focus.

There isn't a company on a large scale focusing on bridging the gap between online and offline social networking while providing online and real world services in order to create positive social change. With the trends showing how much people love engaging in social networking, combined with local-focused, premium social networking being untapped, has created an amazing opportunity for Producia to capitalize on.

## Crowdsourcing

**Crowdsourcing** is the act of sourcing tasks traditionally performed by specific individuals to a group of people or community (crowd) through an open call.

Jeff Howe established that the concept of crowdsourcing depends essentially on the fact that because it is an open call to a group of people, it gathers those who are most fit to perform tasks, solve complex problems and contribute with the most relevant and fresh ideas.

For example, the public may be invited to develop a new technology, carry out a design task (also known as **community-based design**, refine or carry out the steps of an algorithm, or help capture, systematize or analyze large amounts of data. The term has become popular with businesses, authors, and journalists as shorthand for the trend of leveraging the mass collaboration enabled by Web 2.0 technologies to achieve business goals.

Some examples of crowdsourcing are the Linux operating system, Wikipedia, and 99 Designs. You can view more examples [here](#).

## Gamification

Gamification is using the art of game design to solve real world problems in a playful attitude. It creates an enjoyable journey for players to reach a desired outcome. To keep players motivated to continue the journey, you need subtle intangible & tangible forces

- **Game Dynamics** (Intangible Motivations - A System of Player Actions & Game Reactions)
- **Game Mechanics** (Tangible Motivations - Points, Badges, Leaderboards, etc)

In short, just about everyone is playing games. As of 2010, there were 500 million global gamers, with projections of a billion more emerging by 2020. Gamers span virtually every demographic, according to a May report from Forrester: 65% of Xbox gamers are male, 59% of "social gamers" are women,

and mobile gamers are split right down the middle. They are also spread evenly across generations, especially social gamers — 23% of whom are Boomers between ages 45 and 65. Gamers tend also to be more motivated than non-gamers to be connected to others, and they display a higher than average propensity to interact with brands on social networks. Gamification can be leveraged to drive adoption, engagement, loyalty, sharing, even sales.

Gamification works because of progress. In 2010, *Harvard Business Review* reported on the results of a study into what motivated people at their jobs. Hundreds of people kept daily diaries over several years to identify what really kept them motivated day-to-day. The answer, overwhelmingly, was a sense of progress.

Game mechanics are essentially a collection of tools that measure and report statistics. Those statistics represent progress. Collect five more points to level up. Check in at two more locations to get a badge. If nine more people agree to purchase, they'll all unlock a deal.

Currencies are the rewards at the end of the rainbow — perhaps recognition on a leaderboard, a donation to a cause you care about, or a coupon. They measure your overall progress, as well.

According to *Forbes*, Groupon is the fastest-growing company ever. It's also an example of a company that uses game mechanics (a progress bar showing how many people have bought and how many are needed to activate the deal), game dynamics (you get a great deal because others have unlocked it) and currencies (the deal itself).

**"A game can be more fun when you get the chance to act and be like your ideal self."** explained Dr Andy Przybylski, a contributing researcher into why people love to play games. **"The attraction to playing video games and what makes them fun is that it gives people the chance to think about a role they would ideally like to take and then get a chance to play that role."**

The study looked at players' emotion and motivation to play and found that the enjoyment element of video games were higher when there was the least overlap between someone's actual self and their ideal self.

We added a game layer to Producia to give our members various incentives to sustainably and passionately produce their dreams and make a positive impact on their local community. Essentially, we're providing a platform for members to manifest their ideal self in the real world. We feel if people spent the amount of time they do playing virtual games like Farmville and World of Warcraft on real world collaboration to develop social enterprise projects they're passionate about, a lot of problems can be solved in our local communities while significantly boosting local economies as well. Our solution provides the framework for that to happen.

## Producia Overview

### Problem:

The U.S. Dollar is manipulated to be concentrated in the hands of the few, as studies show the top 20% of the population controls 93% of the nation's wealth, while the bottom 80% only controls 7%.

This hoarding of financial wealth stops a lot of production from happening and creates a host of socio-economic & environmental problems in our communities. In other words, this currency is based on scarcity, so there's not enough to go around to meet everyone's needs.

### **Solution:**

A fun, barter-based marketplace/social network/startup incubator that has an ambitious goal of helping everyone become an impactful social entrepreneur to eventually self-actualize in a sustainable world.

It uses gamification to incentivize local production, consumption, and social good within communities. Simply put, we help guide our members to give their talents to the community as a social entrepreneur for the goods and services they need and want.

Producia is “the new business operating system for society.” It’s about evolving money, enterprise, education, and social networking for social good. It’s a platform that is localized, worker and member-owned, cause-driven, and merges online with the real world. We give our members the opportunity to create wealth and positive change from their passions.

The game layer is based on passion, collaboration, sustainability, wealth creation, education, crowdsourcing, innovation, and activism. The goal is for members to team up with others in their local area to create projects they have a passion for that serves a market-based need and solves a social and/or environmental problem in their community (**social entrepreneurship**).

Members, partner businesses, and organizations will accept and exchange “Fini” -- the marketplace’s barter currency (**sometimes with US dollars as well**) for the products/services they need, and channel a substantial amount of profits to social and environmental efforts to improve their local communities.

Teams that make a positive financial and social/environmental impact on their communities gain user points and Fini to scale their operations, receive status badges, be featured on the leaderboard and the Producia blog, receive special rewards from sponsors, unlock special content and features, and other benefits.

It combines the models of Craigslist, LinkedIn, IRTA, Kickstarter, and Unreasonable Institute with a focus on local and social good. Members will have access to a variety of local multimedia content and check-in options, and will be able to exchange Fini with each other from the web and mobile phone. It will be an open source platform.

### **Features**

- **Direct credit-clearing among buyers and sellers**
- **The use of the Internet to create Web-based marketplaces**
- **Transparency in Web-based accounting, information, and exchange systems**
- **Strong identity verification**
- **Secure encryption of information over the Internet**
- **Social networking**
- **Reputation ratings of vendors and buyers that are continually updated and available on-demand**
- **The reemergence of mutual companies, co-responsibility, and localized Web-based markets**
- **Utilizing gamification to increase engagement and loyalty among members**

## **Products & Services Offered**

### **Services:**

Connect members to people who can help them reach their full potential

Open accounting system for members to track obligations between each other

Crowdfund Marketing

Connect local buyers and sellers

Social Enterprise Development & Seed Funding

Personal Development

Knowledge Inventory Management

Affiliate Marketing

Skill Share Classes

Co-Working Hub

### **Products:**

Merchandise (Apparel, Wristbands, Flags, etc.)

Books

Videos

## **The Gamification of Producia**

## ***Project Intro***

### **What Are We Building?**

A fun, barter-based marketplace by and for social entrepreneurs.

### **Why?**

Our current economic system is unsustainable and it concentrates power and wealth into the hands of the few. It's bound to crash our economy, it diminishes social relations, and it's ruining our planet. So we feel it's an opportune time to create the infrastructure now before it's too late.

### **For Who?**

This marketplace network is for those who want to reach their full potential by participating in the evolution of money, enterprise, education, and social networking for social good. Initially, we will target college campuses then eventually open up to entire communities.

### **Key Benefit?**

We're removing the financial barriers for humanity to reach its full potential so we can live in a equitable society.

### **Where's the fun?**

We bring the main reasons people play video games to real life; manifesting their ideal self by experiencing autonomy, mastery, and purpose with like minded people. This is a rarity to the majority of the population within our current form of society because our current economic system doesn't support it.

## ***Player Journey***

### **What's the core experience/system in your game?**

Members sustainably and passionately produce and consume local goods and services using a digital barter currency called Fini, and channeling a mutually-beneficial amount of the profits to solve social or environmental problems in their local area.

### **What journey are you taking players on?**

#### **NOVICE LEVEL**

##### **1. Successfully Pass Certification Program**

- Learn Rules & Goals

- Self-Evaluation (Personality Test, Strength Finder, Passion Finder)
- Awareness of the Pressing Social & Environmental Problems
- Understand Features & Principles of Producism

## **2. Create or Join a Project**

- Develop Mini-Business Plan or Explore Idea Bank for Project Ideas (for creators)
- Explore Knowledge Inventory For Recruiting Purposes (for creators)
- Explore Projects Directory (for joiners)
- Develop Board of Advisors (for creators)

## **3. Test Business Model in Informal Marketplace**

- Gain 1000 time dollars within 30 days
- Contribute a minimum of 15 hours of service to improvement club of choice

## **4. Become a Formalized Company**

- Receive seed funding to acquire startup resources

## **EXPERT LEVEL**

### **5. Offer Product/Service to the Formal Marketplace**

- Gain 50 sustainable transactions as a company within 90 days
- Reach financial and social milestones

## **MASTER LEVEL**

### **6. Pay It Forward**

- Mentor a minimum of 8 new members
- Invest & Advise a minimum of 8 startups.

### **What does it mean to play well?**

Create a sustainable social enterprise co-op and assist a minimum of 8 others to do the same

### **What is the intrinsic motivation behind the game?**

Autonomy, Mastery, Meaning, Love, Learning, Fun, and Group Identity

## ***Preferred Play Style & Social Actions***

### **How will players engage with each other?**

Collaborate, Discuss, Teach, Create, Share, Challenge, Nurture, Inspire, Trade, Sustain

### **Who are they playing with?**

They're playing with fellow members of Producia who form social enterprise projects to improve local communities and build a career they're passionate about.

### **What is their social style?**

Groups and Crowds

### **What key social actions will engage them?**

Exploring, Expressing, Sharing, Trading, Helping, Rating

## ***Visible Progress***

### **What techniques are used to track and visualize progress?**

Missions, Progress Bar, Badges, Personal Stats, Global Leaderboard, Social Leaderboard.

## ***Engagement Loops***

### **What will pull players back into the game at different stages of their journey?**

Missions, Continuing Education, Levels, Helping Others, Creating & Curating Content, Events, Marketplace

## ***What Does This Game Incentivize?***

**Self Awareness and Awareness of Current Social & Environmental Problems**

**Local Production & Consumption**

**Join or Create Social Enterprise Co-ops**

**Collaboration**

**Continuous Learning**

**Social Good**

**Civic Involvement**

**Creativity**

**Innovation**

The challenges of the game is:

- **Can only utilize your natural talents for an enterprise that you create or join**
- **Serve a market based need/want and solve a social or environmental problem as well**
- **Source the majority of your resources locally**
- **Collaborate with a minimum of 4 other enterprises within the area**

## **Rules of the Game**

- 1. Before members can participate in the game, they have to gain their certification at Producia University**
- 2. Must create or join a project that serves a market-based need and solves a social or environmental problem**
- 3. Must designate a minimum of 5% of your project's profits towards a social/environmental aim**
- 4. Must gain a minimum of 1000 time dollars (tax-exempt) before you can begin to accept and exchange Fini (taxable)**
- 5. You can not spend more than 3x what you produce unless you're receiving investment funding**

## **Gaining Points**

Below are some various actions that members take to gain user points which can be redeemed for Fini

- **Gain certification via Producia University and continued education**
- **Volunteering for social good in local communities**
- **Create or join a startup**
- **Referring members**
- **Creating content & gaining optimal amount views**
- **Setting up events**
- **Purchasing merchandise and services from Producia**
- **Voting & discussing community issues**
- **and many more actions**

Every 10 user points can be redeemed for one Fini

### **Novice Members Needs:**

Welcome  
Goals Setting  
Progress

### **Expert Members Needs:**

Fresh Content  
Activities  
Networking

### **Master Members Needs:**

Exclusive Activities  
Access  
Unlocks

## ***Tracking & Defining Progress***

**XP (Experience Points)** - Only Goes Up - Reflects Persistence & Skill - Earned via Player Actions

**User Points** - Rewards Based on Successful Actions - Redeem for Fini or Producia Items/Services - Earned via Player Actions

**Fini** - Currency of Producia - Redeem for Local Goods & Services - Earned by Bartering in the Marketplace

**Badges** - Are Gained When Members Level Up - Promotes Status Within Game

**Feedback Ratings** - Social Points From Customers

## **Producia University**

Producia University is an online/offline hub for our members to learn the following:

- **Self-Evaluation - (Personality Test, Strength Finder, Passion Finder)**
- **Pressing Social & Environmental Problems**
- **Fundamentals and Principles of Producism**
- **Develop Startup Idea, Explore Idea Bank, or Browse Projects Directory -- Recruit team members through Knowledge Inventory**
- **Continuing Education On Chosen Field of Business & Social Cause**
- **Learn New Skills Through Skill Share Program**

Producia University is based on personalized and game-based learning. We will use Schoology.com as our online platform and use the Producia Hub and other venues for our skill share classes. We will invest in startup social enterprise co-ops that pass the Producism Certification Program with \$5000 in US Dollars, 5000 Fini. If they need more funding, we will assist them in developing a crowdfunding campaign.

## Knowledge Inventory

The knowledge inventory is the place for members to recruit team members for their projects. Think of it as a “library of people” instead of books. It is broken down into 3 types of knowledge, **intellectual** (the ability to share facts), **creative** (the ability to create ideas), and **social** (the ability to communicate ideas and organize people).

## The Producia Hub

Co-Working Space/Clubhouse/Offline Marketplace for our members to collaborate on their projects, trade with each other, network, take skill share classes, and attend various types of events.

Locations:

### *Initial Targets:*

College Campuses in the areas of

- **Richmond, VA**
- **Washington, DC**
- **New York, NY**

- Durham, NC
- Atlanta, GA
- Houston, TX
- Chicago, IL
- San Francisco, CA
- Portland, OR
- Seattle, WA

First Campus: **Virginia Commonwealth University**

Then eventually open up to entire communities.

Our goal is to launch in 10 cities every 8-10 months.

**Ultimate Goal:** A federation of sustainable local communities around the world

Our beta phase will have a limit of 1000 members per area, and roll out more invites on Labor Day 2012.

## Goals, Outcomes, and Outputs

Our first year goal is to get **10,000 members** who commit to **15 hours** of community service per month (**180 per year**), and generate a minimum of **1000 Fini** (barter currency).

Our projection is the membership growth rate will, at minimum, **triple** each year.

*Every new member is a new job created in local communities.*

### Year 1

**10,000** Jobs Created  
**1.8 Million** (10K x 180) Hours of community service rendered  
**10 Million** (10K x 1000) Fini Exchanged

### Year 2

**30,000** Jobs Created  
**5.4 Million** Hours of Community Service Rendered  
**30 Million** Fini Exchanged

### Year 3

**90.000** Jobs Created  
**16.2 Million** Hours of Community Service Rendered  
**90 Million** Fini Exchanged

### Year 4

**270.000** Jobs Created  
**48.6 Million** Hours of Community Service Rendered  
**270 Million** Fini Exchanged

### Year 5

**540.000** Jobs Created  
**97.2 Million** Hours of Community Service Rendered  
**540 Million** Fini Exchanged

**Goal: *Activating the Local Market***

**Outcome(s):** Boosting local economies

**Output(s):** Increase Local GDP

**Goal: *Enhancing Human Potential***

**Outcome(s):** More innovation and self-actualization

**Output(s):** Develop a high GNH (Gross National Happiness)

**Goal: *Create Gen Y Social Entrepreneurs***

**Outcome(s):** Spur job creation for one of the hardest hit demographics in this economy

**Output(s):** Create A Movement of Gen Y Social Entrepreneurs

**Goal: *Community Development***

**Outcome(s):** Help the residents of impoverished areas to improve their quality of life

**Output(s):** Substantially reduce crime and the amount ex-convicts re-offending

**Goal: *Cooperation & Reciprocity Among Members***

**Outcome(s):** More collaboration, less cut-throat competition

**Output(s):** More joint ventures, develop a co-working space

**Goal: *Encouraging and Rewarding Volunteers***

**Outcome(s):** Non-profits will have more resources to make positive change

**Output(s):** Substantially Increase volunteerism

**Goal: *Exchanging Knowledge / Education / Ideas***

**Outcome(s):** More awareness on important issues, more innovation, tailored learning programs

**Output(s):** More productivity, job creation, higher graduation rates

**Goal: *Micro / Small / Medium Enterprise Development***

**Outcome(s):** More self-sufficiency, job creation, federation of sustainable producers  
**Output(s):** Viable Local Economy, consistent exchange of local goods/services

**Goal: *Youth Poverty Alleviation***

**Outcome(s):** Less crime/homelessness, more tax dollars can go to other needed areas  
**Output(s):** Reduce youth poverty in local communities

**Goal: *Reducing need for National Currency***

**Outcome(s):** Less debt accumulation, more self-sufficiency  
**Output(s):** Trading volume of local currency will outpace national currency

**Goal: *Reducing prices to consumers***

**Outcome(s):** Use scarce US dollars for non-domestic products services  
**Output(s):** Reduce local prices, local businesses gain more volume than non-domestic corporations

**Goal: *Social Integration***

**Outcome(s):** Infuse diversity  
**Output(s):** Increase minority/women-owned businesses

## Activities

We will develop a host of online and offline activities that will help our members connect, learn, and exchange with each other. These are all about building the community and building the local economy. Below are some of the following:

- **Grant & Micro-Lending Program**
- **Organize a Weekly Marketplace**
- **Setup an Information Exchange in the Community**
- **Potlucks**
- **MeetUps**
- **Demo Days Competitions**
- **Producia University Certification Classes**
- **Documentary Screenings**
- **Cocktail Parties**
- **Art Showcases**

# Team (Agency of Producia)

## **Drew Little, Founder/Executive Director**

Drew Little attended Virginia Commonwealth University from 2001-2003. He has 6 years of experience in Sales & Marketing. He also served as the Director of Sales & Marketing for a local mobile advertising startup in Richmond, VA during his young career. He's self taught in Social Media, Internet Technology, Social Entrepreneurship, and Alternative Economics.

## **Alicia Seay, Co-Founder/Director of Public Relations**

Alicia Seay is a recent graduate of Virginia Commonwealth University and majored in Public Relations. She currently serves as the head of Public Relations at the Center for Cultural Experiences in Prevention at Virginia Commonwealth University.

## **Waheed Adegbite, Community Organizer**

Waheed Adegbite is a recent graduate at Virginia Commonwealth University and an aspiring community organizer. He majored in Urban Planning.

## **Stephen Davenport, Treasurer**

Stephen Davenport is a senior at Virginia Commonwealth University expected to graduate May 2012. He is pursuing a double major in Philosophy and African American Studies. He is currently working as a project coordinator in the President's Office at Virginia Commonwealth University.

## **The agency consists of the following:**

- **Programmers/IT**
- **Connectors**
- **Design**
- **Media**
- **Planners**
- **Finance**
- **Law**
- **Administrative Assistants**

We will host a contest to fill in the rest of the positions. They will need to create a video, show past work, explain why they want the position, and why they're the most suitable.

For work that's not covered by the agency, we will contract it out via currency issuance.

# Incentives and Advantages

To encourage potential members to participate within Producia, we will effectively communicate the advantages and incentives for doing so that the decision to join is easy. There are three types of incentives:

## Moral Incentives

- Empowers people
- Truth in local advertising
- Ethical investment as the bottom line
- Spiritual resources and caring relationships are valued

## Social Incentives

- Provides basic needs
- Promotes self-reliant communities
- Alleviates poverty during crises
- Promotes cooperative sharing and trust
- Supports volunteerism
- Grassroots human resources dominate
- Collective economic empowerment
- Waste products are recycled to maintain local ecology

## Financial Incentives

- Values local production over globalization
- Creation of money in the hands of the people, not 3rd parties
- Borrowing at no interest stabilizes prices
- Consistent exchange of goods and services
- Capitalization of local business under local control
- Growth of small businesses
- Higher employment potential
- Savings on purchases via Group-buying

# Unit of Value

We will have 2 forms of mutual credit (barter currency):

**Time Dollars** - Peer to Peer (Transactions in Informal Marketplace), Non-Profit Oriented, Each Dollar Based On An Hour of Service, Tax-Exempt

**Green Dollars** - Business to Business (Transactions in Formal Marketplace), Treated As Cash, Taxable

The currency will be called "**The Fini**" - In reference to the currency being abundant or having an infinite amount available for needed resources.

## Method of Currency Issuance:

The Fini in our marketplace will be issued to members/co-ops in four ways:

- **Contract Work for Producia**
- **Exchanged for Goods of Value**
- **Startup Seed Funding to Members' Social Enterprise Co-ops**
- **User Points**

For the seed funding program, Producia will invest \$5,000 USD and 5,000 Fini in startups that pass the certification program. Producia will receive a small royalty payment from the sales of the startup until the funding amount is paid back 1.5X. This will ensure funds will be available for future startups that join the network.

Another example is when members/co-ops join Producia, they will have the option to receive a certain amount of Fini in exchange for discounted gift certificates of their goods or service. This helps new members/co-ops gain exposure in the network. Producia places the exchanged gift certificates in the Producia Auction, which effectively back the issued Fini. Other members/co-ops can redeem their Fini in the Producia Auction. The prices of the gift certificates will be discounted and in limited supply (Groupon Model) so it's not negatively affecting the marketplace.

Members/co-ops will also issue Fini as well for exchange of a good or service created by another member/co-op in the Producia network. Members/co-ops will have a cap on how much Fini they can issue based on what they produce. The maximum amount is 3X the amount they produce. This is meant to keep the economy sustainable.

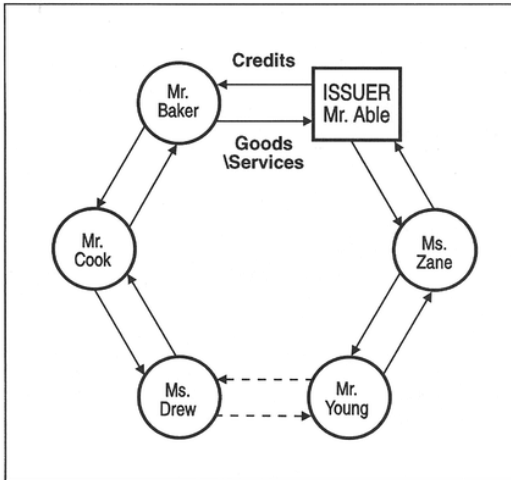


Figure 12.1: The Mutual Credit Trading Cycle

Source: *From "New Money for Healthy Communities" by Thomas H. Greco*

The Fini will have [demurrage](#) attached to it, which is a cost associated for holding currency over a given period of time. This is to offer an incentive to circulate the currency (**instead of hoarding it**) by exchanging it for local goods & services or investing it into other members/co-ops.

## Type of Organization

Producia will operate as a not-for-profit worker/member hybrid cooperative. The legal entity will be a non-stock corporation.

## Revenue Streams

- Service Fees - (Advertising, Recruitment, etc)
- Co-Working Space Rental
- Event Admissions
- Annual Fees

- Transaction Fees
- Merchandise
- Affiliate Marketing
- Crowdfund Marketing

*Fees will be in US Dollars and Fini*

## Sales Forecast

**Minimum Projected Revenue Per Member Per Year = \$200**

**Annual Membership Dues - \$20**

**Affiliate Referral Fees - \$80**

**Service Fees - \$20**

**Event Admissions - \$40**

**Merchandise - \$40**

**Total:                \$200**

### **Minimum Projections**

Year 1

**10,000 Members = \$2 Million in Revenue**

Year 2

**30,000 Members = \$6 Million in Revenue**

**Year 3**

**90,000 Members = \$18 Million in Revenue**

**Year 4**

**270,000 Members = \$54 Million in Revenue**

**Year 5**

**810,000 Members = \$162 Million in Revenue**

### **Milestones**

**\$1,596,400,000** in yearly profits if we get only **10%** of the Gen Y population (**7,982,000**) in US to become members

**\$60,000,000,000** if we get only **10%** of the Gen Y population (**300,000,000**) in the world to become members

## **Profit Distribution**

**30% = Agencies**

**20% = The Startup Fund** (Gives startup funding to our members to scale their businesses)

**15% = Local Non-Profit Projects** (Similar To Pepsi Refresh Project)

**10% = Re-Invest**

**15% = Membership Dividends**

**5% = Annual Prize For Top Teams & Members**

**5% = Board of Advisors**

# Diagrams

**The Producia Marketplace Model**

[Link](#)

**The Producia Membership Process**

[Link](#)

**Organizational Structure & Products/Services Offered**

[Link](#)

**The Game Flow of Producia**

[Link](#)

**The Flow of Money in our Current Economic System**

[Link](#)

**The Flow of Money in the Model of Producism**

[Link](#)

**Various Software Applications of Producia Framework and Features**

[Link](#)

# Video

**Producia Mock Up Demo (Before we rebranded Producia, new one coming soon)**

[Youtube Link](#)