

## Author's Introduction

There have been six significant versions of AFFEERCE. Between version 5.0 and this version, I attained a Master of Science in Policy Economics at the University of Illinois, Urbana-Champaign (the oldest student ever enrolled in the program). This has helped me enrich the terminology and explain some concepts more classically. My specialty in monetary economics has led me to savor the currency created to purchase land with a new sense of awe. If I can communicate what I see, you, too, will be in awe.

This version, version 7.0, removed the advance rent fund padding that gave property owners 2.5 years of free rent. While this provided a huge incentive to sell one's property into the commons trust and bid for properties at auction, it left us with chaotic markets from extremely deep discounting and the inability to measure the progress of Phase I. The updated business plan solves the problem and is more equitable for all stakeholders.

Other changes include tweaks to the commons trust distribution percentages and a new emphasis on starting the project from scratch ("shoestring AFFEERCE"). A working version of the networking software is the backbone for all required tasks in the first three years of operations. Called the Elsie Toolkit, screenshots from the software have been added to the text to bring greater reality to some more abstract concepts.

You are about to read a business plan for changing the underlying basis of capitalism from debt-based to land-based. Once past an early critical point, the events set in motion by the business plan are unstoppable and can be explained through natural laws. Without a catalyst, these natural processes require two to three centuries to evolve. Applying the appropriate stimuli, an extraordinary CEO can reduce the time frame to 20 years.

The business plan is a revolution to end poverty, free enterprise, and liberate land and content. It is loosely based on the ideas of Thomas Paine, Henry George, and Sun Yat-sen. Their opinions are synthesized with the latest technology to engineer this giant leap forward for humanity.

This is no ordinary revolution. Land-based capitalism is fundamentally a new age in human evolution, like the Stone Age, Bronze Age, Industrial Age, and Information Age.

Once started, the process will go to completion, barring tyranny or holocaust. Time to completion is a function of the plan's execution. Optimally, we move from debt-based to land-based capitalism in 30 years. Fifty years is reasonable. One hundred years if the plan is poorly executed. While nominal investor profit increases with the plan's duration, real (inflation-adjusted) profit drops.

Once understood, virtuous cycles can rapidly bring the plan to completion. The CEO's job is to convey these ideas to the public so the business can handle the demand. Although typically, the situation calls for faster speed, there are times when slowing down the process is optimal.

Here is a business plan metaphor. Taking humanity to the vista's edge, with the new world in plain view, is called Phase I. Grabbing branches to slow our descent is Phase II. It can be a rough fall, but we supply the gear for a smooth ride. Phase I can end once our pioneers have been stocked with sufficient gear. But it will not end if others are willing and able to purchase gear for the descent. This is the virtuous cycle. The more people buying gear, the shorter the duration of Phase I. The faster the time of Phase I, the greater the need for Phase II gear. Knowledge can quickly transform a glacially slow implementation into a buyer frenzy.

At the bottom of the cliff lies land-based capitalism and Worldwide Federation. Some might call it paradise, utopia, Shangri-La, or the New Jerusalem. However romanticized, it is a political economy in which freedom and democracy are no longer in competition, nor are equity and efficiency.

In those final moments before we land, a biometric, digital currency will render all existing fiat and crypto-currencies worthless. The Elsie is this great revolution in money. Elsie is the gear above that protects its holder from the slings and arrows of Phase II. It is backed by a new form of land ownership called "land in the commons trust". Purchasing land into the commons trust creates the value that powers the transition and leads to significant profits for the shepherds of that transition. There is no coercion ever.

As I will demonstrate, this revolution is so transforming that it will end hunger, homelessness, illiteracy, and poor healthcare not just in the industrialized nations but everywhere. The most incredible explosion of new wealth will occur in developing countries.

Ironically, but essentially, the benefit corporation that leads this transition, named the AFFEERCE Benefit Corporation (or just ABC), relies on all the ugliness of current

debt-based capitalism to move the process forward. Economic laws that determine how high rents can get, such as one developed by economist David Ricardo several hundred years ago, can be used to our advantage. But the ABC also demands government-protected monopoly status, heavy government oversight, ruthless regulation, and hefty taxes on its profits. We ask for only one thing in return: the right to purchase land.

It is no small irony that the purchase of land can end the purchase of land, that a government-protected monopoly can end government-protected monopolies, that ruthless regulation can end regulations, and that high taxation can end taxation. This is difficult to comprehend, but the rest of this book should clarify the points.

Alas, unfettering the shackles on people experiencing poverty will not break the back of poverty. By removing all shackles on billionaires, millionaires, and entrepreneurs, every human resident of the Earth shall have the right to nutritious meals, warm and safe shelter, quality healthcare, and unlimited free education. Some might call this corporatism, but is it?

It is a synthesis of objectivism and subjectivism, a gateway to a new world (as the old one decays before our eyes). There are no elections to be won or masses to be won with propaganda. It is a business. It asks nothing of the current government except to be regulated, taxed, and allowed to purchase land.

In this period of polarization, land-based capitalism can be considered a synthesis of left and right, not a compromise between them. It is the voluntary, completely non-coerced, market-created, pure communism of land. It is freedom – the exclusive ownership of the product of one's labor. I know that sounds wild. No economy has ever attained pure capitalism or pure communism. Yet the business plan achieves both without contradiction or coercion. The theory claims you cannot have one without the other.

Nature is powerful enough to maintain and produce a level playing field.

The book's modules are diverse. They range from satires and fiction to highly technical modules on monetary theory, law, industrial models, business plans, and political economy. It is best to read modules in order. Those marked as technical can be skimmed by those looking for an overview for paragraphs of interest. Those marked as Must Read: \*\*\*\* should be read and understood. A greater percentage of modules after federation are marked as Must Read.