

PUBLISHING, INCOME AND COURSE STRUCTURE

V16 distribution strategy · Platform architecture · Course and certification framework

PART 1 — PUBLISHING AND DISTRIBUTION

1. THE THREE-PLATFORM ARCHITECTURE

No single platform satisfies all three workplan criteria simultaneously. The correct architecture uses three platforms, each serving a distinct and non-competing function.

PLATFORM	FUNCTION	COST	BEST FOR
Amazon KDP	Print + Kindle. Global discoverability. Distribution infrastructure at zero ongoing cost.	Free to publish. 35–70% royalty.	Discoverability, passive discovery, global reach.
Gumroad	PDF direct sale. Full margin. Buyer relationship captured.	Free. 10% per sale.	Maximum income per copy. Conversion to course + consulting.
Skool	Full course delivery + agent community.	\$99/month flat.	Modules 3–4, certification, Train the Trainers network.

2. AMAZON KDP — NON-EXCLUSIVE ONLY

Publish on Amazon KDP without enrolling in KDP Select. This distinction is critical and non-negotiable for this mission.

⚠ IMPORTANT: KDP Select requires ebook exclusivity to Amazon for 90-day periods. This directly contradicts the mission. Do NOT enrol in KDP Select. Standard KDP imposes no exclusivity of any kind.

Under standard KDP you retain full rights to distribute the same content simultaneously through Gumroad, your website, institutional submissions, gifting, and any other channel. Amazon's listing adds discoverability and legitimacy without removing any distribution freedom.

What to publish on Amazon KDP:

- V16 as paperback (print-on-demand — no inventory, no upfront cost)

- V16 as Kindle ebook
- The Longest-Running Error as a standalone narrative paperback — lowest price point, widest audience, entry into the funnel
- Layer 1 and Layer 2 as a combined short paperback — “the proof in plain language” edition

Realistic royalty expectations:

A paperback priced at €20–25 with 60% print cost leaves approximately €4–8 per copy after Amazon’s cut. At 100 copies per month this is €400–800 — supplementary, not sustaining. Passive income at meaningful scale requires either high volume (500+ copies/month) or a higher-priced ebook. The Kindle version at €9.99 at 70% royalty nets €6.99 per copy with zero print cost — better margin, lower barrier to purchase.

Amazon’s value beyond royalties is discoverability and global distribution infrastructure at zero ongoing cost. It routes readers to Gumroad, the course, and consulting. It is not, by itself, the institutional record — that requires an ISBN registered in your name, as described in section 3 below.

3. THE ISBN — OWNERSHIP, COST, AND THE INSTITUTIONAL RECORD

The ISBN is the institutional record. It is the identifier that enters library cataloguing systems globally — the Ministerio de Cultura database in Spain, WorldCat internationally, and every library acquisition system that catalogues the book. This record is durable and independent of any commercial platform. Amazon’s listing can be removed. The ISBN bibliographic record cannot.

The ISBN must be yours — not Amazon’s. This distinction is critical.

⚠ **IMPORTANT:** If you accept Amazon’s free ISBN assignment, Amazon’s KDP imprint is the publisher of record in all bibliographic databases. The ISBN is tied to their publisher prefix. If you ever move the book to another distributor or channel, that ISBN cannot travel with it. You are not the publisher of record — Amazon is.

How to obtain your own ISBN in Spain:

- Go to agenciaisbn.es and register as author-editor (autor-editor independiente).
- Complete the bibliographic form for V16: title, author, format, language, publication date, price.
- Pay €45 for standard processing (4–5 working days) or €95 for urgent processing (1 day).
- Receive your ISBN by email. You are now the publisher of record in all bibliographic systems permanently.
- Enter this ISBN into KDP when publishing — do not accept their free assignment.

This is a one-time €45 cost for permanent ownership of the institutional record. Every academic citation, legal brief, library catalogue entry, and institutional submission that references V16 will carry your name as publisher — not Amazon’s — in every database that matters.

A separate ISBN is required for each format: paperback, hardcover, and ebook each need their own. Budget €135 total for all three formats at standard processing rates.

4. GUMROAD — DIRECT SALE AND BUYER RELATIONSHIP

Gumroad is where the majority of book income is generated per copy, because the margin is approximately 90% versus 35–70% on Amazon. More importantly, Gumroad captures the buyer's email — the foundation of the conversion path from book reader to course student to consulting client.

What to sell on Gumroad:

- V16 PDF — full document. Suggested price: €25–35. “Pay what you can” option available for those who cannot afford it — this is consistent with the mission and generates goodwill without undermining the price anchor.
- Layer 1 + Layer 2 PDF bundle — €10–15. Entry product. Gateway to V16 and the course.
- Module 1 (free) and Module 2 (€25–50) as downloadable packages before Skool is live.
- The FILP Priming Card — free download. No barrier. Maximum distribution.

The conversion sequence:

FILP Priming Card (free) → Layer 1 (free or low cost) → Layer 2 PDF (€10–15) → V16 PDF (€25–35) → Module 2 course (€25–50) → Module 3 certification (€150–300) → consulting engagement (€500–2,000). Each step has a higher price and a smaller but more committed audience. The consulting floor is the income guarantee regardless of how the funnel performs above it.

5. SKOOL — COURSE DELIVERY AND AGENT NETWORK

Skool hosts the full four-module course, issues certification, and — critically — provides the community where the certified agent network forms. The community is not a feature. It is the replication mechanism the workplan requires.

Start Skool when Module 3 content is ready. The €99/month cost is covered by two Module 2 sales per month. It is not a significant threshold. The community begins forming the moment founding agents complete Module 3 — they can see each other, coordinate outreach, share demand registry results, and recruit the next cohort.

The founding agent position — being among the first certified practitioners — is itself a credential that cannot be replicated later. Make this explicit in the Skool community description.

PART 2 — COURSE STRUCTURE AND CERTIFICATION

6. THE FOUR MODULES

The course is structured as four sequential modules. Each module stands alone as a product. Together they constitute the full MSTa certification pathway. The source material for every module already exists in the asset suite — the course is the delivery structure, not new content.

MODULE 1 — THE RULER — ENTRY LEVEL		FREE
Layer 1 + Short Message + The Longest-Running Error · 30–45 minutes		
CONTENT	The observable fact. Definitions of A and B. The 1=1 unity statement. A=A+B proof. What B>0 does to the transaction record. Interest as consequence. One observable consequence in the reader's own financial life. The FILP Priming Card and how to use it.	
ASSESSME	Short self-orientation quiz (ungraded). Three questions: Can you state the definition of	

NT	A? Can you state the definition of B? Can you identify $B > 0$ in a financial instrument you hold? Purpose: orientation, not gatekeeping.
CERTIFIES	No certification. Qualifies for Module 2. Primary function: acquisition. This is the module people share.

MODULE 2 — THE $B=0$ PROOF Layer 2 (all 4 versions) + EconoFinance Presentation · 2 hours		€25–50
CONTENT	The category error derivation ($M \cap C = \emptyset$). The metrology argument. Theorem 1 in plain language with the Mozart's Town numerical example (V16 Chapter 6). The procedural demand instrument. Audience-specific application: citizen, SME, legal, engineer.	
ASSESSMENT	Graded written assessment. Student must: (1) identify $B > 0$ in a provided real financial instrument; (2) explain in their own words why the transaction record is false under $B > 0$; (3) draft the procedural demand for their own bank. Pass mark: all three completed to FILP standard — no circular assumptions, full derivation chain.	
CERTIFIES	MSTA VERIFIED. The holder has independently confirmed the core proof. May use this credential in personal and professional communications.	

MODULE 3 — EIGHT DISCIPLINES STEM Presentation + V16 Preamble + assigned V16 chapters · 4–6 hours		€150–300
CONTENT	Full formal treatment across all eight disciplines: measure theory, BIBO stability, Radon-Nikodym, Lebesgue, metrological failure, formal logic, ontology, decidability. The Methodological Note on AI systems. The falsifiability register (V16 Appendix B). The 13 methodological objections and their answers (V16 Appendix C).	
ASSESSMENT	FILP-grounded written assessment. Student must derive at least one result from first principles without circular assumptions — chosen from a set of four options covering different disciplines. Examiner review required (author or previously certified Level 2 holder). This is the certification threshold. No multiple choice. No unverified assertions accepted.	
CERTIFIES	MSTA CERTIFIED PRACTITIONER. May teach Modules 1 and 2. May conduct professional consultations representing the framework. Qualifies for Train the Trainers programme. Qualifies for revenue share from teaching.	

MODULE 4 — LEGAL AND POLICY Legal Presentation + V16 Chapters 20–22 · 3–4 hours		€200–400
CONTENT	Fungibility failure derivation. Quae ab initio non valent. The five-step void-from-beginning argument. UN requirements. The procedural demand instrument in legal context. Case study: a real or hypothetical debt instrument analysed under the fungibility derivation. V16 Chapter 21a sovereign debt implications.	
ASSESSMENT	Written legal brief applying the fungibility derivation to the provided case study. Must meet FILP standard throughout. Examiner review required. Brief must be independently usable as the basis for a legal filing — this is the pass criterion.	
CERTIFIES	MSTA CERTIFIED LEGAL ANALYST. May support legal proceedings citing V16. May act as expert witness or advisory in relevant jurisdictions. Targeted at lawyers, judges, policy professionals, and sovereign debt advisors.	

7. CERTIFICATION LEVELS SUMMARY

LEVEL	DESIGNATION	REQUIRES	CONFERS
1	MSTA VERIFIED	Modules 1+2 + graded assessment	Personal + professional credential. Proof independently confirmed.
2	MSTA CERTIFIED PRACTITIONER	Module 3 + examiner-reviewed assessment	Teach Modules 1–2. Consult professionally. Train the Trainers eligibility. Revenue share.
3	MSTA CERTIFIED LEGAL ANALYST	Module 4 + examiner-reviewed legal brief	Support legal proceedings. Expert witness. Sovereign debt advisory.

8. PLATFORM SEQUENCE AND BUILD ORDER

The build order is determined by time-to-first-revenue, not by logical completeness. Do not wait for the full course to exist before generating income.

WHEN	ACTION	WHAT THIS ENABLES
NOW	Set up Gumroad. Upload V16 PDF, FILP Card, Layer 1+2 bundle.	Income begins. Buyer emails captured. Zero monthly cost.
WEEK 2	Publish V16 on Amazon KDP (standard, no KDP Select).	Permanent public record. Institutional citation trail. Global discoverability. Zero ongoing cost.
MONTH 2	Build and launch Module 1 (free) and Module 2 on Gumroad.	Course income begins. Level 1 MSTa Verified credentials issued. Audience for Module 3 starts forming.
MONTH 4–6	Build Module 3. Launch Skool. Issue first Level 2 certifications.	Agent network forms. Train the Trainers programme activates. Revenue share begins multiplying income.
MONTH 7–9	Build Module 4. Issue first Level 3 certifications.	Legal strategy activates. First certified legal analysts available to support proceedings citing V16.

9. THE GOVERNING PRINCIPLE APPLIED

Every element of this architecture satisfies the workplan's governing principle: each activity must simultaneously advance the proof into a new audience or institution, generate income to sustain the activity, and build the replication network.

The proof is complete. The tools are built. The infrastructure described here exists to ensure that the window's closure finds the correction already in motion — not still preparing to begin.