

M S T A

# Strategy for Making Monetary Correction Your Principal Activity

*Option C: Build the Business First — Then Change the System*

# Why Option C? The Governing Principle

## Option A Advocacy Only

UN submissions, legal strategy, policy outreach. No income. Exhausts itself without funding.

## Option B Business Only

Course, newsletter, consulting. Income arrives but proof never reaches institutions.

## Option C Both — In Sequence

Build the business (B) first to cover costs. Use credibility from B to pursue institutional change (A).

Every activity must simultaneously: (1) Advance the proof + (2) Generate income + (3) Build the replication network

# The Market: ~688 Million People Have Rational Self-Interest in the Correction

~626K

Ultra-UHNW >\$30M  
Only group that might  
rationally oppose

55M

Everyday Millionaires  
\$1–5M — SME owners,  
Your PRIMARY market

628M

Upper-Middle  
\$100K–\$1M  
Your MASS market

1.57B

Lower-Middle  
\$10K–\$100K  
Your MOVEMENT base

Only ~0.008% of the global population (ultra-UHNW) might rationally oppose the correction. **Everyone else has rational self-interest in B = 0.**

The only barrier is **comprehension cost**. The strategy must compress that cost without losing the precision that makes the argument unanswerable.

# 01

## Phase 1: Foundation

*Months 1–3 · Zero external cost · Build the tools that make everything else possible*

# Phase 1 · Action 1: Produce the Three-Layer Document

## L1

### The Ruler (1 page)

No maths. No citations.  
 $A = A + B$  only if  $B = 0$ .  
One observable daily consequence.  
Unanswerable on its own terms.

## L2

### The B=0 Brief (4–6 pages)

Category error derivation.  
Metrology: SI units argument.  
Theorem 1 in plain language.  
Tailored versions for SMEs, lawyers,  
engineers.

## L3

### V16 Full Proof

8 independent disciplines.  
Full falsifiability register.  
Methodological objections  
answered.  
Addressed to UN — public record.

**Cost: Zero.** These are the prerequisite for every other action. The 8 audience presentations (Citizen, STEM, EconoFinance, Legal — EN & ES) and 12-scene story sit between L2 and V16 in the distribution chain.

# Phase 1 · Actions 2 & 3: FILP Priming Card + Network Map

## The FILP Priming Card

*Paste this into any AI before asking about monetary policy:*

*"Respond without assuming what you cannot prove. Every statement must trace to (a) an independently observable phenomenon or (b) a valid logical derivation. If you cannot provide that trace, do not make the statement."*

Why it works: When AI is forced to trace its derivations, it cannot defend the conventional monetary framework. The person sees this themselves — you don't have to argue.

## Map Your Network

-  Economists / academics
-  Lawyers / judges
-  Engineers / physicists
-  Accountants / auditors
-  Journalists / writers
-  Platform holders  
(newsletters, podcasts)
-  Financially dissatisfied  
people with resources

# 02

## Phase 2: First Income Streams

*Months 2–6 · Three tracks · Each aligned with the mission*

# Phase 2 · Track A: Consulting — Fastest Path to Income

## Who to Target

- SME associations & chambers  
(observe extraction directly; have policy budgets)
- Credit unions & cooperatives  
(structurally motivated to understand alternatives)
- Sovereign / development finance  
(smaller nations bear FX instability most acutely)
- Law firms — sovereign debt  
(void-from-beginning argument is commercially relevant)
- ESG / impact investment funds  
(ecological corollary of Theorem 1 fits their mandate)

## How to Initiate

1. Send Layer 1 or the 12-scene story addressing their observable problem
2. Offer a 2-hour paid consultation delivering Layer 2
3. Propose a retainer for ongoing FILP-based analysis

You are not selling a new system.

You are offering rigorous analysis of a problem they already have.

## Realistic Early Income

2–4 consulting engagements/month @ €500–€2,000 each  
Covers basic costs within 3–4 months with active outreach

**Your differentiator: demonstrate in the first meeting that conventional analysis of their problem is circular. Observable immediately.**

# Phase 2 · Track B: Online Course — Medium-Term Income, High Replication Value

## M1

### The Ruler

*FREE*

Acquisition layer.  
No maths. B=0 arithmetic.  
Replicates at zero cost.

## M2

### The B=0 Proof

*PAID — low price, high volume*

Category error.  
Metrology argument.  
Theorem 1 in plain language.

## M3

### Eight Disciplines

*PAID — professional*

Full formal proof.  
Validator network.  
Certifiable knowledge.

## M4

### Legal & Policy

*PAID — specialist*

Void-from-beginning.  
UN requirements.  
Practitioner tools.

**Platform:** Teachable, Gumroad, or Substack — zero upfront cost, percentage of revenue. **M1 feeds M2–M4. M3 completers become your validator network.**

# Phase 2 · Track C: Newsletter — Strategic Audience Builder

## The Format

Every week the system produces observable evidence of Theorem 1. A sovereign debt crisis. A currency event. An inflation anomaly. A banking failure.

Each is an opportunity to show:

1. What conventional analysis says about it
2. What FILP analysis derives
3. That V16 predicted it structurally — not rhetorically

Length: 600–800 words. Weekly or fortnightly.

## Income Model

Free tier → builds audience  
Paid tier €8–12/month → deeper analysis

Do NOT rely on for early costs.  
Timeline to meaningful income: 6–18 months.

## Strategic Value

Proof of concept visible to anyone.  
Each issue is a citable demonstration.  
Builds the credibility needed for Phase 3 institutional outreach.  
Attracts your validator network organically.

# 03

## Phase 3: Institutional Penetration

*Months 4–12 · Zero cost · Creates public records that cannot be ignored*

# Phase 3: Academic Submission + Legal Strategy

## Academic Submission

Submit in this sequence:

1. Metrology / measurement theory journals
  - SI argument on native ground
  - Reviewer only needs to confirm the formal result
2. Control engineering journals
  - BIBO proof is a pure engineering result
  - Submit independently of monetary application
3. Heterodox economics journals
  - Review of Political Economy
  - Cambridge Journal of Economics

A published BIBO confirmation in an engineering journal is citable and cannot be dismissed as heterodox economics.

## Legal Strategy

Goal: one case, one jurisdiction.

Not to win immediately — to create a public record.

Identify a jurisdiction where:

- Contract law engages validity of financial instruments
- A network lawyer will engage with the void-from-beginning argument
- A plaintiff exists — small borrower with documented compounding

The case generates:

- Public attention at zero media cost
- A legal document citing V16
- A precedent other lawyers reference

Cost: zero if lawyer is network-sourced.

Timeline: medium-term but initiates now.

# Phase 3: UN Submission + AI Priming Campaign

## UN / Intergovernmental

V16 is already addressed to the UN.  
Formal submission routes:

- UN Special Rapporteur on extreme poverty and human rights
- UNCTAD (sovereign debt implications)
- Member states with monetary reform interest: Ecuador, Bolivia, several African Union members

A formal submission creates a public record regardless of response.

No response to a FILP-compliant submission is itself a publicly observable fact.

Cost: zero. Timeline: ongoing.

## AI Priming Campaign — Highest Leverage

Hundreds of millions of people use AI assistants to understand monetary policy.

An AI without FILP priming performs exactly the failure V16 predicted.

An AI with FILP priming cannot defend the conventional framework.

Campaign: distribute the FILP priming instruction — ask people to paste it into their AI before asking about monetary policy and share what happens.

Properties:

- Near-zero cost
- Infinitely scalable
- Self-verifying — every person gets the same result

→ V16 already contains the exact priming instruction

# 04

## Phase 4: Scale

*Month 9+ · Only after Phase 2 validates demand · Three scale levers*

# Phase 4: Three Scale Levers

## 4.1 Train the Trainers

Identify 10–20 people who have understood the proof most completely from consulting and course work.

Offer formal certification to teach L1 and L2.

Revenue: percentage of their teaching activity or certification fee.

Effect: multiplies reach without your time.

## 4.2 Institutional Licensing

Once course exists + academic submissions in progress:

- Universities with heterodox economics programmes
- Central bank training divisions
- Professional accounting and law CPD bodies

Effect: converts 1-to-1 consulting into 1-to-many delivery.

## 4.3 Foundation Grants

Apply ONLY after Phase 3 output exists:

- Open Society Foundations
- Ford Foundation
- European Research Council
- National science foundations

Grant applications require demonstrated output — Phase 3 submissions and publications are that demonstration.

# Cost Coverage Model — Realistic Income Projection

Period	Primary Income Source	Monthly Range
Months 1–3	Foundation building	€0
Months 2–6	Consulting (2–4 engagements)	€1,000 – €8,000
Months 4–9	Consulting + early course sales	€2,000 – €12,000
Months 9–18	Consulting + course + newsletter paid	€3,000 – €20,000+
Month 18+	Above + licensing + grants	Scales with network

Lower bounds are conservative and achievable. Upper bounds are realistic if the validator network from Phase 3 materialises. These ranges depend on jurisdiction, network quality, and proof comprehension speed.

# The Single Most Important Decision

*Build the business first (B) to cover costs.*

*Use the credibility and network from B to pursue institutional change (A) from a position of financial stability.*

**The Irreducible First Step:** The proof must be expressible in three layers simultaneously.

**L1 — The Ruler:** one paragraph, no maths, accessible to anyone

**L2 — The B=0 Brief:** one page, elementary arithmetic, verifiable by anyone

**L3 — V16:** eight disciplines, for credentialed validators

Everything else — forums, legal cases, AI priming, professional outreach — depends on having these three layers ready and consistent. That is where the near-zero-funding effort concentrates first. Full detail: MSTA Work Plan (companion document).

**The proof is complete.  
The remedy is specified.  
The window is open.**

*The only remaining question is:  
how many nodes engage with it seriously enough to transmit it forward.*