

# M S T A

Money Systems Transparency Alliance

## FROM ZERO TO MISSION: A Complete Work Plan for Making Monetary Correction Your Principal Activity

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

Based on MSTA Policy Document V16 · Marc Gauvin · 2026

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[moneytransparency.com](http://moneytransparency.com) · [bibocurrency.com](http://bibocurrency.com)

## 0. What You Have: The Complete Asset Suite

Before planning anything, understand what already exists. You are not starting from zero intellectually — you are starting from zero commercially. The argument is complete. The materials are built. The task is distribution and sustainability.

### 0.1 The Proof — Primary Documents

Document	Purpose
MSTA Policy Document V16 (EN)	The complete formal case. 8 independent disciplines. Falsifiability register (Appendix B). 13 methodological objections answered (Appendix C). Addressed to the UN. Camera-ready. Authoritative source for all derived materials.
MSTA Policy Document V16 (ES)	Complete Spanish translation. Same structure and proofs. Informal register conclusion. Primary document for Spanish-speaking audiences and Spain-based institutional outreach.

## 0.2 Audience-Specific Presentations (8 files — EN + ES)

Presentation Pair	Audience & Key Content
<b>Citizen / Ciudadano (16 slides each)</b>	Entry level. Supermarket scale analogy, $B=0$ arithmetic, observable consequences. No prior knowledge required. Designed for mass distribution.
<b>STEM (17 slides each)</b>	Scientists, engineers, mathematicians. Full formal treatment: measure theory, BIBO stability, Radon-Nikodym, Lebesgue, metrological failure. Your fastest validator recruitment tool.
<b>EconoFinance / EconoFinanzas (16 slides each)</b>	Economists and finance professionals. $V=PQ/M$ indeterminacy, Theorem 1 finance translation, policy impossibility, Stein's dirt, international price transmission.
<b>Legal / Juridico (16 slides each)</b>	Lawyers, judges, regulators. Fungibility failure derivation, quae ab initio non valent, void-from-beginning argument, procedural demand instrument from Chapter 20.

## 0.3 Narrative Entry Points (4 files)

Document	Purpose & Content
<b>The Longest-Running Error / El Error Mas Prolongado (EN + ES)</b>	12-scene story. Maria (nurse, Lisbon), Elena (child, Sao Paulo), Yuki (physicist, Geneva), James (economist, Nairobi), Pierre (SME, Lyon), Kwame (logistics, Horn of Africa), Heinrich (lawyer, Frankfurt), Erik (engineer, Copenhagen), a general, Professor Chen. Each scene references a specific V16 proof chapter. Most powerful non-specialist outreach document.
<b>Short Message EN + ES (updated to V16)</b>	One-page citizen brief. States the core demand: ask your central bank for a valid non-circular definition. Forward to one person. Reproduction expressly granted. The minimum viable outreach unit.

## 0.4 Strategy Presentations (2 files)

Document	Purpose
<b>MSTA_Strategy_EN.pptx</b>	18-slide Option C strategy deck for colleague presentations. Market data, phase structure,

	income model, three-layer document concept, AI priming campaign.
MSTA_Estrategia_ES.pptx	Spanish version of the same.

**Definitive V16 conclusion: "Record the value of goods and services by their own value (domain) — not as a proportion of the value of what is being recorded (range). Never assign the value of one's service on the basis of the value of the goods and services of others."**

## 1. Who You Are: Identity and How to Present Yourself

The question of identity must be resolved before any commercial activity begins. How you present yourself determines who takes you seriously, who pays you, and what doors open.

### 1.1 The Foundational Identity Statement

You are not a monetary reformer, an activist, or an alternative economist. Each label carries baggage that causes certain audiences to disengage before hearing the argument.

You are a formal analyst specialising in the measurement-theoretic foundations of monetary systems — the only person or organisation to have formally demonstrated, across eight independent disciplines, that the current monetary unit fails the foundational requirements of a valid measure.

**One-sentence identity: "I specialise in the formal foundations of monetary measurement — the logical, mathematical, and legal requirements any unit used in financial contracts must satisfy, and what happens structurally when those requirements are not met."**

This framing works because it is: accurate (exactly what V16 proves), non-ideological (belongs to neither left nor right), credentialled by the proof not by an institution (attacked only by showing an error in the derivation), and simultaneously relevant to lawyers, engineers, economists, and citizens.

### 1.2 Three Versions of Your Bio

Short (2 sentences — email signatures, website headers, speaker bios)

**"[Name] is the founder of the Money Systems Transparency Alliance (MSTA) and principal author of a formal research programme demonstrating that the current monetary unit fails the foundational requirements of a valid measure across eight independent scientific and mathematical disciplines. The work has been submitted to the BIS, ECB, and UN and has not**

been refuted in any forum in which it has been encountered."

### Medium (1 paragraph — consulting proposals, course pages, speaking invitations)

"[Name] leads the Money Systems Transparency Alliance (MSTA), which since 2009 has developed and published the formal case that contemporary monetary units fail the necessary and sufficient conditions for a valid measure of value — confirmed across measure theory, control engineering, formal logic, metrology, ontology, functional analysis, decidability theory, and the  $B=0$  synthesis proof. The work is addressed to the United Nations as a primary normative requirements document and has been presented to monetary authorities including the BIS, ECB, and Bank of Spain. It has not been refuted in any forum. The MSTA offers consulting, education, and certification grounded in this framework."

### Full (academic submissions, legal briefs, institutional proposals)

Use the Preamble and Abstract of V16 directly. They are written to this standard and have been through multiple revisions. Do not paraphrase them — cite them with chapter and page references.

## 1.3 Critical Positioning Distinctions

You are NOT	Why the distinction matters
You are NOT a monetary reformer	Reform implies working within the existing framework. The MSTA argument is that the framework fails at the definitional level — prior to any reform question. This is a correction, not a reform.
You are NOT a critic of capitalism or banks	The argument is logically prior to any ideological position. $B>0$ is an error equally in socialist or capitalist systems. This protects you from ideological dismissal by any political audience.
You are NOT a heterodox economist	The BIBO stability proof is a result in control engineering. The metrological failure is a result in measurement science. These fields have no category of 'heterodoxy' — a result is either correct or it contains an error.
You are NOT prescribing a replacement system	The proof of the problem is independent of any proposed solution (IAPS principle, V16 Preamble). You demonstrate what fails and what a valid unit must satisfy. The implementation follows — it does not precede.

## 2. Phase 1: Foundation (Months 1–3)

Everything in Phase 1 costs nothing except time. None of it requires permission, funding, or institutional access. All of it is a prerequisite for Phase 2.

### 2.1 Produce the Three-Layer Communication Set

The most important action in the entire plan. Every commercial and institutional activity depends on these three layers being ready, consistent, and audience-appropriate.

#### Layer 1 — The Ruler (1 page maximum) — Does Not Yet Exist as Standalone

Content requirements:

- Opening observable fact: a ruler does not become scarce when more things are measured; it does not earn interest on the length of what it measures
- The  $B=0$  arithmetic:  $A = A + B$  only if  $B = 0$ . Elementary. Verifiable by anyone with primary school arithmetic.
- One consequence the reader can observe in their own financial life today
- No citations, no jargon, no mathematics beyond arithmetic
- Closing action: "Ask your bank or central bank to give you a non-circular definition of the monetary unit. Their answer — or silence — is the evidence."

*Deploy: mass distribution, WhatsApp, email, social media. Gateway to Layer 2 and the 12-scene story.*

#### Layer 2 — The $B=0$ Brief (4–6 pages) — Does Not Yet Exist as Standalone

Content requirements:

- Expands Layer 1 with the category error derivation ( $M \cap C = \text{empty set}$ )
- The metrology argument: metre and kilogram vs money — independently anchored vs circularly defined
- Theorem 1 in plain language with one numerical example from the Mozart's Town value chain (V16 Chapter 6)
- Produced in four audience versions: citizen / SME owner / legal practitioner / engineer
- Ends with the procedural demand instrument from V16 Chapter 20

*Deploy: consulting introductions, course landing pages, professional outreach. The document that converts initial interest into a paid conversation.*

#### Layer 3 — V16 (already exists in EN and ES)

Direct people to V16 only after Layers 1 and 2 have prepared them. For technically sophisticated readers, highlight the Methodological Note on AI systems (V16 Preamble) — it anticipates and names the failure mode of unprimed AI evaluation, which is itself a demonstration of the argument.

## 2.2 Produce the FILP Priming Card

A single distributable card (print and digital) containing:

- The FILP instruction verbatim from V16: "Respond without assuming what you cannot prove. Every statement must trace to either (a) a phenomenon that can be empirically observed independently, or (b) a valid logical derivation. If you cannot provide that trace, do not make the statement."
- Three questions to ask any AI assistant after priming it
- What to expect: the AI cannot defend the conventional monetary framework under FILP
- What to do with the result: share it, forward it, log it at [moneytransparency.com](http://moneytransparency.com)

This is your highest-leverage near-zero-cost outreach tool. Hundreds of millions of people use AI assistants for monetary and economic questions. The result is self-verifying — every person gets the same outcome independently.

## 2.3 Map Your Initial Target Network

Category	Entry Point and Why
<b>Engineers / physicists</b>	Your fastest comprehenders. The BIBO proof and metrology argument are on their native ground. One engineer who says 'the BIBO proof is correct' is your most credible early validator.
<b>Lawyers / judges</b>	The void-from-beginning argument (Chapter 20) is professionally actionable. One lawyer who engages seriously can initiate the legal strategy (Phase 3.2).
<b>Accountants / auditors</b>	The accounting proof (Appendix A Corollary) speaks their daily professional language. The instability of the unit is something they observe in practice.
<b>Economists (heterodox preferred)</b>	More receptive than mainstream. Target those already dissatisfied with conventional frameworks. The $V=PQ/M$ indeterminacy proof (Chapter 13a) is your entry point — it challenges their tools without requiring them to accept the monetary conclusion immediately.
<b>Journalists and writers</b>	The 12-scene story is your entry point. It requires no prior knowledge and is structured for narrative readers. One placement in a serious publication reaches thousands.
<b>SME owners with resources</b>	The Everyday Millionaire class (\$1–5M net worth). They observe the extraction mechanism directly in their business finances. The EconoFinance presentation is your entry point.

## 2.4 Minimal Viable Digital Infrastructure

Do not over-build. The minimum required before any outreach begins:

- Professional email tied to a domain (not a free provider)
- Single landing page: who you are (Medium bio), Layer 1 document, links to V16 and the four audience presentations
- Payment receipt: Stripe, PayPal, and bank transfer details — all three, for different client preferences
- Calendar booking link (Calendly free tier) for consultation scheduling

What you do NOT need yet: a full website, social media strategy, logo, branding package, video production. These consume time that should go to direct outreach in Phase 2.

## 3. Phase 2: First Income Streams (Months 2–6)

Three income tracks run in parallel. They are ordered by speed to first revenue. Do not wait for one to succeed before starting the next.

### 3.1 Track A — Consulting: Fastest Path to Revenue

**Core pitch: You are not selling a new monetary system. You are offering the only formally grounded analysis of why their specific financial, legal, or policy problem is structurally unresolvable with conventional tools — and what the V16 framework reveals about their situation specifically.**

Differentiator: In the first meeting, demonstrate that conventional analysis of their problem is circular. The unit they use to measure the problem is the unit whose validity is in question. This is observable in the first 15 minutes of any meeting. No prior knowledge required from the client.

#### Target Organisations and Approach

Target	Document + Offer
SME associations and chambers	Send Layer 1. Subject: "Why your members' costs rise faster than their output." Offer a 2-hour paid member workshop. €1,500–€3,000.
Credit unions and cooperatives	Send Layer 2 (SME version). Structurally motivated to understand alternatives. Offer monthly retainer for ongoing analysis. €500–€1,500/month.
Law firms — debt disputes / sovereign debt	Send Layer 2 (Legal) + Legal presentation. Void-from-beginning is commercially actionable. Offer

	expert advisory role. €150–€300/hour.
<b>ESG and impact investment funds</b>	Send Layer 2 + EconoFinance presentation. The ecological corollary (Chapter 16) is within their mandate. Offer policy brief. €1,000–€3,000 per brief.
<b>Development finance bodies / smaller governments</b>	Send V16 + Short Message. They bear FX instability most acutely (Chapter 13). Offer formal submission advisory. €2,000–€5,000.
<b>Academic departments</b>	Send STEM presentation + covering note citing the Methodological Note. Offer visiting seminar. €500–€2,000 per seminar + travel.

### Consultation Flow

1. Send Layer 1 or Layer 2 (audience-appropriate) as introduction. Subject line addresses their observable problem, not your framework.
2. Free 30-minute call: establish that conventional analysis of their problem is circular. Leave them with one question they cannot answer within the conventional framework.
3. Paid 2-hour consultation (€500–€2,000): deliver Layer 2 fully. Show how V16 applies to their specific situation.
4. Propose retainer (€500–€2,000/month): ongoing FILP-based analysis tailored to their domain.

### Starting Rate Schedule

Service	Rate Range
<b>2-hour consultation — individuals/SMEs</b>	€500–€1,000
<b>2-hour consultation — firms/institutions</b>	€1,000–€2,000
<b>Half-day workshop (up to 20 people)</b>	€1,500–€3,000
<b>Full-day seminar</b>	€3,000–€6,000
<b>Monthly analysis retainer</b>	€500–€2,000/month
<b>Expert witness / legal advisory</b>	€150–€300/hour
<b>Written policy brief</b>	€1,000–€3,000

### 3.2 Track B — Online Course: Medium-Term Income

The eight presentations are the content skeleton. The course is their delivery vehicle with additional explanation, exercises, and certification. Build one module at a time — do not delay the first until all four exist.

Module	Source, Duration, Pricing
<b>Module 1 (FREE) — The Ruler</b>	Source: Citizen presentation + Short Message + 12-scene story. 30 minutes. No maths. Acquisition layer — the module people share. Build this first.
<b>Module 2 (PAID — €25–€50) — The B=0 Proof</b>	Source: Citizen + EconoFinance presentations + Layer 2 Brief. 2 hours. The category error. Theorem 1 in plain language. Build second.
<b>Module 3 (PAID — €150–€300) — Eight Disciplines</b>	Source: STEM presentation + V16 Preamble disciplines section. 4–6 hours. Full formal treatment. Completion = professional certification. Your validator network source.
<b>Module 4 (PAID — €200–€400) — Legal and Policy</b>	Source: Legal presentation + V16 Chapters 20–22. 3–4 hours. Void-from-beginning. UN requirements. Procedural demand. Target: lawyers, policy professionals.

Platform: Start with Gumroad (zero setup cost, simplest). Move to Teachable when Module 3 exists. Full bundle pricing: €350–€600.

Certification: Completion of Module 3 or 4 plus a short FILP-grounded assessment = MSTA certification. V16 already describes this framework. No university currently offers this specialisation — certification has genuine professional value.

### 3.3 Track C — Newsletter: Audience Builder

Publish weekly or fortnightly. Format: one current event + conventional analysis + FILP-derived analysis + specific V16 reference. 600–800 words.

Parameter	Specification
<b>Free for first 6 months</b>	Build the audience before monetising. Every back issue is proof-of-concept.
<b>Paid tier from month 7</b>	€8–€12/month for deeper analysis, early course access.
<b>Income timeline</b>	Do not count on newsletter income before month 9. It is a long-term asset, not an early income stream.

### Strategic value

After 6 months of consistent output, the archive is more persuasive than any marketing material. Each issue cites a V16 chapter — it is a navigation system into the full proof.

## 4. Phase 3: Institutional Penetration (Months 4–12)

Zero cost. Long leverage. The goal is a public record — not immediate response. These actions compound over time.

### 4.1 Academic Submission Strategy

5. Metrology journals first (e.g. Metrologia): The SI units argument is on native ground. The reviewer only confirms whether the monetary unit satisfies metrological standards. No monetary ideology required.
6. Control engineering journals second (e.g. IEEE Transactions on Automatic Control): The BIBO proof is a pure engineering result. Submit independently of any monetary framing. A published BIBO confirmation is citable in every subsequent context and cannot be dismissed as heterodox economics.
7. Heterodox economics journals third (Review of Political Economy, Cambridge Journal of Economics): Submit after the engineering confirmation exists. Cross-disciplinary confirmation is your strongest defence.

**A BIBO instability result published in an engineering journal cannot be called 'heterodox economics.' It is an engineering result with monetary implications. This distinction is your institutional entry point.**

### 4.2 Legal Strategy — One Case, One Jurisdiction

Goal: create a public legal record. Not to win immediately — to make the void-from-beginning argument formally part of a legal proceeding.

- Identify a jurisdiction where consumer protection or contract law engages with validity of financial instruments
- Find a lawyer in your network willing to engage with Chapter 20 (The Legal Imperative)
- Identify a plaintiff: a small borrower with a documented compounding obligation and documented losses
- Use the five-step fungibility derivation (Chapter 20, Legal/Juridico presentations) as the basis of the brief

What the case produces regardless of outcome: public attention at zero media cost, a legal document citing V16, a precedent other lawyers can reference.

### 4.3 UN and Intergovernmental Submission

- UN Special Rapporteur on extreme poverty and human rights: the 18-hour working week derivation (Chapter 26a) and war rationality proof (Chapter 21a Section 5) are within this mandate
- UNCTAD: sovereign debt implications (Chapter 21a) are directly within their remit
- Member states with monetary reform interest: Ecuador, Bolivia, African Union members

Protocol: certified mail with return receipt. Photograph the receipt. Log date and recipient. Register at [moneytransparency.com/demand-registry](https://moneytransparency.com/demand-registry). No response to a FILP-compliant submission is itself a publicly observable fact.

### 4.4 The AI Priming Campaign

Distribute the FILP Priming Card produced in Phase 1. Ask recipients to paste the FILP instruction into their AI before asking about monetary policy and share what happens. The result is self-verifying — every person gets the same outcome independently. No authority or trust in the source required. Infinitely scalable at zero cost.

## 5. Phase 4: Scale (Month 9+)

Only after Phase 2 has validated demand. These actions require Phase 2 infrastructure to exist.

### 5.1 Train the Trainers

Identify 10–20 people who completed Module 3 and demonstrate deep proof comprehension. Offer MSTA certification to teach Modules 1 and 2:

- Certification fee: €200–€500
- Revenue share from their teaching: 15–20%
- You provide: updated materials, quality oversight, MSTA name and V16 citation authority
- They provide: their professional networks, languages, local market access

### 5.2 Institutional Licensing

Approach universities (heterodox economics, law, measurement science), central bank training divisions, and professional continuing education bodies. One licensing agreement can equal 12 months of consulting income and reaches thousands of students.

### 5.3 Foundation Grants

Apply only after Phase 3 output exists (academic submission responses, legal case record):

- Open Society Foundations — monetary reform and rule of law mandates
- Ford Foundation — economic justice mandate
- European Research Council — after academic publication

- National science foundations covering measurement theory or formal economics

## 6. How to Deploy Each Document in the Suite

Document	Deploy To / When
<b>Layer 1 — The Ruler (to be produced)</b>	Mass distribution. WhatsApp, email, social media. First contact with anyone. The door into everything else.
<b>Layer 2 — B=0 Brief (to be produced)</b>	Consulting introductions. Course landing page. Professional network outreach. Converts interest into a paid conversation.
<b>Short Message EN + ES (V16 updated)</b>	Everywhere, always. Attach to every email introduction. Post with the FILP Priming Card. Designed for forwarding without editing.
<b>12-Scene Story EN + ES</b>	Journalists, writers, parents, emotionally engaged readers. Attach to Short Message as supplementary narrative. Each scene footnote is a direct link into V16.
<b>Citizen Presentation EN + ES</b>	Community meetings, public events, social sharing. Visual companion to the Short Message. Module 1 visual content.
<b>STEM Presentation EN + ES</b>	Academic seminars, engineering contacts, physics departments. Accompanying academic submissions. Module 3 visual content. Validator recruitment tool.
<b>EconoFinance Presentation EN + ES</b>	Financial institutions, economists, ESG funds, policy briefs. Consulting introductions for finance sector. V=PQ/M slide is your entry point.
<b>Legal Presentation EN + ES</b>	Law firms, continuing legal education, regulatory bodies, legal case briefing. Expert witness/advisory introductions.
<b>Strategy Deck EN + ES</b>	Colleague presentations. Recruiting co-advocates. Showing the commercial and institutional architecture to potential collaborators.
<b>V16 EN + ES (full)</b>	Academic submissions (with covering letter). Legal proceedings (cited by chapter). Regulatory submissions. Serious enquirers who have already

absorbed a presentation. The Preamble alone as a standalone send to technical audiences.

## 7. Milestones, Goals, and Income Model

### 7.1 Phase Milestones

Milestone	Phase	Success Criteria
Month 1	Phase 1 complete	Layer 1 written. FILP Priming Card produced. Network map completed. Digital presence live. Payment receipt active. All eight presentations confirmed available and current.
Month 2	Layer 2 produced	B=0 Brief in 3 audience versions. First 5 outreach emails sent. First consultation booked. Module 1 content drafted.
Month 3	First revenue	Minimum 2 paid consultations completed at any price. Newsletter issue 1 published. Module 1 live on Gumroad.
Month 4	Income visibility	4+ consultations booked in the pipeline. Module 2 content drafted. First academic submission target identified and covering letter drafted.
Month 6	Income stability	4+ consultations/month at average €1,000+. Module 2 live. 200+ newsletter subscribers. First network validator formally engaged. First academic submission sent.
Month 9	Course complete	Modules 1–4 live. First cohort through Module 3. First certification issued. Newsletter paid tier launched. Legal strategy initiated.
Month 12	Institutional entry	First academic response received

		(any response). Legal case record created. UN submission filed. Train the Trainers programme designed. Monthly income self-sustaining.
<b>Month 18</b>	Scale	5–10 certified trainers active. First institutional licensing conversation in progress. Foundation grant submitted. Monthly income €3,000–€20,000+.

## 7.2 Realistic Income Projection

Period	Range and Notes
<b>Months 1–3</b>	€0. Foundation building only. Reduce personal expenditure to minimum survivable level. This phase does not generate income — it creates the infrastructure that makes income possible.
<b>Months 2–6</b>	€1,000–€8,000/month. Consulting 2–4 engagements. Lower bound is conservative and achievable with active outreach to 10+ contacts. Upper bound requires institutional clients.
<b>Months 4–9</b>	€2,000–€12,000/month. Consulting + early course sales. Course income is unpredictable until Module 1 has built an audience — do not count on it before month 6.
<b>Months 9–18</b>	€3,000–€20,000+/month. Consulting + full course suite + newsletter paid tier. Upper bound requires the validator network to materialise and at least one institutional engagement.
<b>Month 18+</b>	Scales with Train the Trainers network, licensing agreements, and grants. The consulting floor remains the minimum regardless.

**These ranges depend on: your jurisdiction (cost of living and consulting market rates), network quality and responsiveness, and the speed at which the comprehension chain from Layer 1 to paid engagement propagates through your specific circles. Lower bounds are conservative. Upper bounds require Phase 3 validation.**

### 7.3 The Irreducible First Goal

Calculate your minimum monthly personal cost. That number is your first target. Two to three consulting engagements at €500–€1,000 each typically covers it. Set this as your Month 3 goal. Everything else is secondary until it is achieved.

An advocate who cannot pay rent cannot sustain the mission. Financial stability is not a compromise of the mission — it is its precondition.

## 8. The Governing Principle

Every activity must simultaneously accomplish at least two of these three things:

- Advance the proof into a new audience or institution
- Generate income to sustain the activity
- Build the replication network so the work multiplies without you

Any activity that accomplishes only one is a luxury you cannot afford at this stage. Apply this filter to every decision about how to spend your time.

**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. — MSTA Policy Document V16, Conclusion**