



People who improve society should have a better path to earning wealth than those who only pursue self-interest.

We will offer that opportunity to everyone, everywhere.

A Winning Path Forward for Everyone **short briefing**

*supercharging equitable
economic growth*

incentivizing cooperation over conflict



Society's Unspoken Problem

Our five biggest problems, locally and globally, are tightly entangled, cross-pollinizing, and have *a common underlying cause*.



A Common Underlying Cause ...

for all these problems – think about the implications of that:

- to solve any of these problems, *we need to solve all of them*
- if we fix the common underlying cause, *we can solve all of them*
- if we don't fix the underlying cause, *we will never solve any of them*

Where are we headed if this underlying cause is not fixed?

The Common Underlying Cause

Generally, in our societies

the highest rewards (wealth and power) **go to those who take the most from society**
while the lowest rewards go to those who work to improve society

this has caused:

- a destructive winner-take-all economic competition
- personal gain dominating the control of our societies
- conflict between creating wealth and improving society
- a mismatch between societal behavior and the majority values of the people
- the societal instability and harsh authority we so frequently see

**the common underlying cause is a global problem,
not an American problem**

The Common Underlying Cause

it's why we have:

- poverty and record gun homicides in Philadelphia
- war in Ukraine
- dysfunctional government
- the behavior that's created our growing climate chaos
- increasing conflict between China and the US
- an increasingly lethal global (and local) arms race
- countless other societal problems
- 60% of all animal populations killed in the last 50 years
- 'never-ending' wars
- a real question over the sustainability of humankind

Offering Everyone Access to a Better Life

the common underlying cause is
Society's Unspoken Problem
fixing it is humankind's biggest opportunity

and can lead to:

- everyone having *access* to basic well-being:
food, water, a place to live, physical safety, healthcare, education, merit-based economic opportunities, and basic wealth-creation
- eradication of involuntary poverty, globally
- commercial pay parity for those who contribute to society
- reduced conflict and violence, within and between societies
- wealth and society cooperating rather than fighting each other
- improved government and strengthened democracies
- rectifying the human behavior that has caused climate change
- free public digital services – internet access, educational services, news delivery platforms – without government funding or commercial profit taking

none of these things are possible without fixing the common underlying cause

Our Mission

Fix the common underlying cause of society's five biggest problems by rewarding well those who improve society.

Goals

- eradicate involuntary poverty, globally, by 2050
- make capitalism work for everyone, equitably
- improve governance and strengthen democracy
- rectify the behavior creating climate change
- reduce social conflict, and eliminate war by 2040

Impossible goals? ... only if the common underlying cause is not fixed

What We Are **Not** Doing ...

We are not:

- attempting to change our existing economic system
- challenging the rich, the powerful, or the authorities
- trying to eliminate greed
- seeking to change systems of government
- getting involved in politics
- taking sides in power struggles

those actions would just create more conflict

What We **Are** Doing ...

We are:

- *supplementing* our existing economic system to make it work for everyone
- supercharging economic growth, without using debt
- improving the societal impact and financial positions of the rich, the powerful, and those in authority
- providing a path for those who care about society to build wealth and influence by improving society
- increasing the effectiveness of government
- making it in everyone's best interests to cooperate with one another in improving society

offering something for everyone

Our Primary Tool

The Societal Currency and Assets System

- a new 'societal' consumer currency (*non-crypto*) that mirrors our fiat currency
- same monetary value as our fiats, but embedded societal values, not material values*
- created by selling it for a discounted fiat price – fiats are mainly created by loans
- can be converted into fiat at face value by merchants who accept it as payment
- circulation makes it viable – as with all currencies
- wealth-creating 'societal assets' reward currency users and 'invest' people in society

Benefits

- generates a lot of new money for improving society
- the new money created is not debt based, unlike new fiat money
- increases the well-being of society from the bottom up, unlike new fiat money
- improves society by paying people well for doing good
- gives everyone the opportunity to create new wealth
- drives broad behavior change, transforming conflict into cooperation

patent pending

*material values are embedded in our fiat currencies
for further information, see 'New Money, New Wealth' PDF

Why the System Works

It Gives Everyone What They Want

The Rich and Powerful – more money, less need to fight for their wealth, positive public perception

The Poor – access to the basics in life, healthcare, relief from the stress of poverty, a fair chance for their kids

Workers – a livable wage ‘floor’, real opportunities for economic growth, better societies to live in

Children / Parents – fairer access to the basics of life, education, tools of learning, happier homes

Conservatives – less dependence on government, lower government costs and debt, more free markets

Liberals – a fairer economic system, better societal services, social justice, better environmental protection

Politicians – a more stable society, a stronger economy, better chance of re-election, less fighting, less debt

Wall Street – more investment opportunities, a stronger and more stable economy, bigger markets

Private Business Owners – bigger markets, lower costs, more wealth creation, a stronger stable economy

Corporations – a stronger stable economy, bigger markets, higher productivity, less tax pressure, less theft

EVERYONE – access to a better life, a fair go, less debt, better security, better prospects for their children

more money ... less fighting ... more cooperation

The Winning Formula – the most effective path to economic success

The Old Winning Formula

the highest rewards go to those who take the most from society
the lowest rewards go to those who work to improve society

- the primary driver of behavior in our societies
- currently holds a monopoly on who succeeds and who fails
- **it is the common underlying cause** of the world's major problems

The New Winning Formula

the highest rewards go to those who improve society the most
those who work to improve society have a path to wealth and influence

- enabled by the Societal Currency and Assets System
- coexists with the Old Winning Formula and provides choice
- everyone can choose the path that best matches their values

use one formula or the other, or both

wealth, power, and influence will no longer be dominated by self-interest

Comparison – New versus Old

	New Winning Formula	Old Winning Formula
• irresistible for most	✓	✓
• works for everyone – not just a few	✓	✗
• self-generating growth	✓	✓
• quickly becomes self-funding	✓	✓
• seeps into every corner of society	✓	✓
• self-adapting, by location and time	✓	✓
• unlimited growth	✓	✗
• incorruptible	✓	✗
• behavior created	cooperation	fighting

What We Can Deliver

Equitable Economic Growth, Better Stability

- eradication of involuntary poverty in Philadelphia
 - 400,000 people, within 12 months of becoming fully operational
- eradication of US involuntary poverty
 - 37m people, no cost to Government, 4% of consumer spending in the new currency
- quickly move to global services

A New Winning Formula

- a path for equitable economic growth for everyone
- societal behavior change – from fighting to cooperation
- people at all levels invested in the well-being of their society

An Economic and Societal Paradigm Shift

from this ...



to this ...

**a bigger total
global economy
in which
everyone can win**

Structure and Leadership



Phil Heenan, CEO & Founder, *Pathfinder strategic services*

- the strategic thinker and driving force behind this global paradigm shift
- established Pathfinder Strategic Services in 2013
- proven computer industry executive
- management and business experience in Australia, Europe, and the US
- degrees in Computer Science and Electrical Engineering

So, How Big Is This?

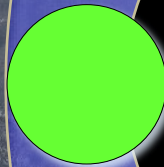
for comparison
Apple - April 2023:



solving US poverty
and extreme global
poverty

societal assets
market value
~\$105 trillion

then ...
→



Pathfinder
economic services

raising everyone up
to the middle class ... or higher

the increasing value
of our new societal assets
drives human behavior
... and vice versa

Revenue
\$1.4 tn

Pes

4%

societal currency
share of US
consumer spending

creates a
Pathfinder economic services
market value of
~\$14 trillion

Scale: \$10 tn

Your Choice ...

in 2040

bad behavior costs: \$27 trillion { corruption war defense climate change

do you want this?

total global economy \$109 trillion including \$27 trillion of avoidable bad behavior costs

without Pathfinder's solution

bad behavior costs: \$6 trillion

Driving Behavior Change

the Societal Currency and Assets System rewards contributions to society and supercharges equitable economic growth

or this?

total global economy \$133 trillion

with Pathfinder's solution pays for itself many times over

arrogance, audacity or necessity? you decide

You Can Choose **the world you live in**

We are raising \$10 million to fund the next stage

Core team to 20 people – resolve compliance details, systems design, functional specs, advanced modeling, community services, partnerships, community engagement, support services, pilot planning, funding for systems development and launch.

Support Options

- **Donate to our 501(c)3 nonprofit – *Pathfinder strategic services***
- **Invest in our for-profit arm – *Pathfinder economic services***
this option is only available to qualified investors
note: our founder & nonprofit board & officers are precluded from financial equity
- **Commit to matching contributions**
commit to matching donations up to an amount of your choice
- **Contribute to our special Crowdfunding Fund**
this \$150,000 fund will enable us to run an effective crowdfunding campaign
- **Any combination of these options**

donations can be made by clicking here:

or at our website: pathfinder-strategic.com

or contact us at: info@pathfinder-strategic.com

Donate



an IRS 501c3 nonprofit
organization
EIN 46-3636674

all contributors will get priority access to our services when available in your location

Breaking the Global Monopoly Hidden Within Capitalism

The problem isn't capitalism – it's the **monopoly** the winning formula holds in our economic game. And it's embedded in the 'values' of our currencies.

We will use the merits of capitalism to **break the monopoly** of the current winning formula. Everyone can then **choose** how they play the game of life.

Monopoly is the essence of self-serving authority. **Choice** is the essence of capitalism ... individual paths to well-being ... good democracy ... protecting the planet without economic pain ... and deciding between war and massive decline, or peace and vastly improved prosperity.

Now it's your turn to choose ...

