



A Thousand Points of Wealth

Your Credit Clearing Network

***The Dawning of A Great Future
For Commercial Barter***

***By
Thomas H. Greco, Jr.***

Overview

- Emerging Social Trends and Economic Changes
- The Current State of Commercial Barter
- The Enormous Opportunity that Awaits You

Emerging Social and Economic Trends

The Network Economy is causing:

- Today's Buyers to be better informed
- Profit margins to shrink
- Commerce to migrate to the web
- The pace of economic change to accelerate

The Networked Economy is the Real Deal

- Decentralized, yet globally interlinked
- Value is increasingly based on intangibles
 - ideas, information, relationships
- Information, widely available and flowing freely, dissolves barriers
 - geographic, social, political and economic
- Business is increasingly web-based

All sectors are increasingly connected and communicating

Why Should You Care?

The evolving network economy is forcing business to deliver higher quality at a lower price just to stay in the game.

Innovation is absolutely essential to survival.

Where Is Commercial Barter Today?

- Internal Exchange growth is minimal.
- Most exchanges are under 1,000 members with constant turnover.
- Available software eases barriers to entry for new exchanges.
- No enforceable operating standards.

Limiting Factors

- Limited scope and scale of operations
 - local, regional, small.
- Isolated operation and lack of interoperability among exchanges.
- Exchange currencies are not equally valued.
- Offering clients exclusive or semi-exclusive access limits the size of the market.
- Failure to penetrate all levels of the supply chain
 - Over-reliance upon the retail level for clients.

Industry Trends

- Consolidation – many small operators are selling out.
- Growth by acquisition, not internal.
 - Some exchanges are becoming multi-locational, expanding by acquisition or franchise.
- Successful exchanges are minimizing their debt.

An Industry Without a Vision?


Here's What some Exchange Operators Have to Say:

- “This industry needs radical change.”
- “Successful exchange operators are too complacent.”
- “There is not the excitement there was 20 years ago.”

The Great Opportunity

To federate your current isolated local trade exchanges into wide area networks that:

- Offer universally accepted, non-cash payment (credit clearing)
- Provide seamless member-to-member trading
- Attract new members in diverse locations and industries
- Open up new levels of the supply chain
 - ✓ Wholesale, Manufacturing, Basic commodity producers, Employees
- Promote standardization and shared branding
- Reach a tipping point and grow exponentially



It is time to re-conceive the very idea of
“barter exchange” and “payment” to
realize the full potential of decentralized
moneyless exchange.

*“Could this be an opportunity to re-conceive in the
most fundamental sense, the very idea of bank,
money, and credit card ...”*

-- Dee Hock, CEO emeritus, VISA International, 1968

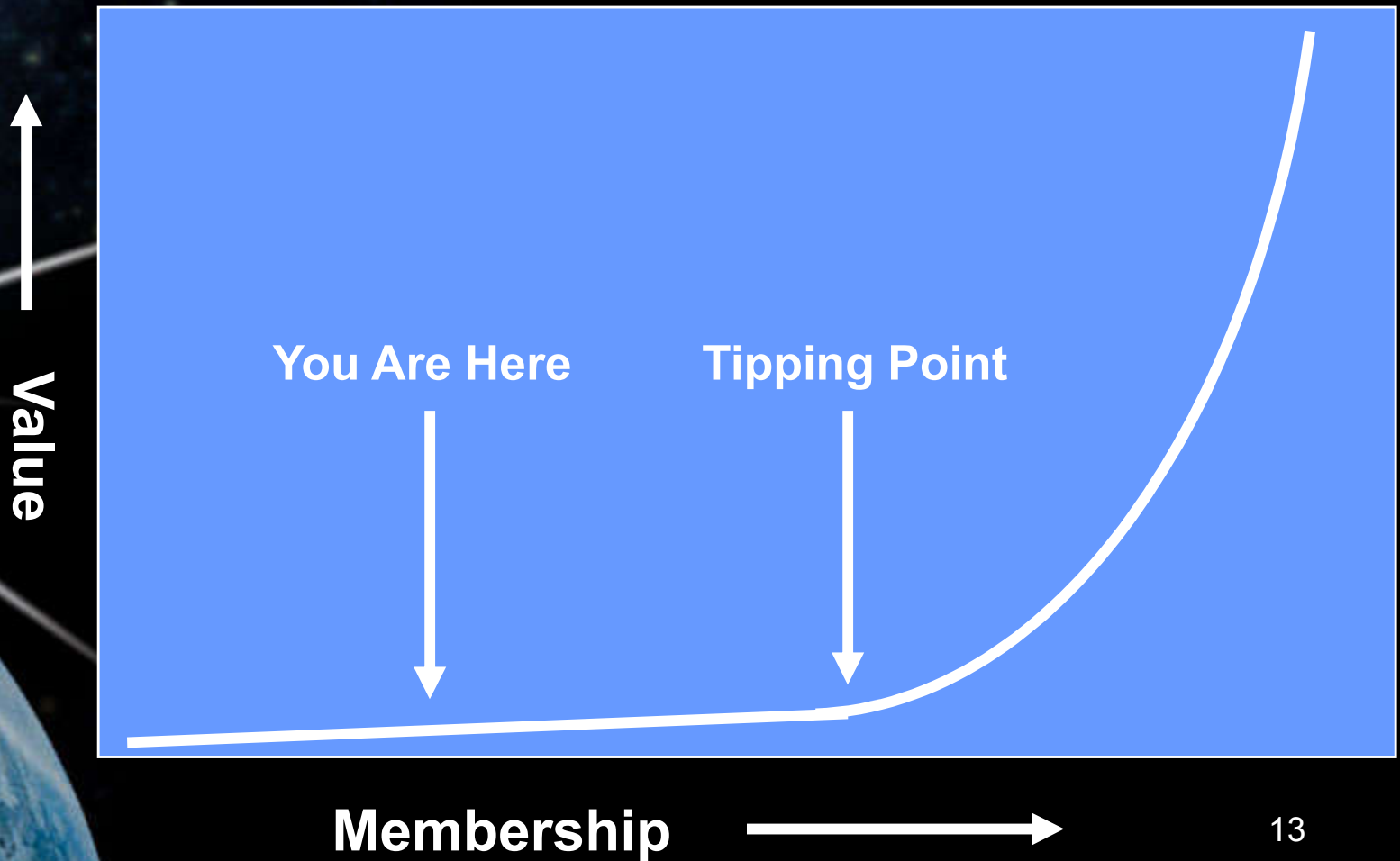
PRIME LAW OF NETWORKS

Value explodes exponentially with increased membership - then the “virtuous circle” kicks in until all potential members have joined.

Examples —

- The FAX Machine
- Credit cards
- ATMs in NYC in 1970s

The Value of a Network Explodes Exponentially With Membership

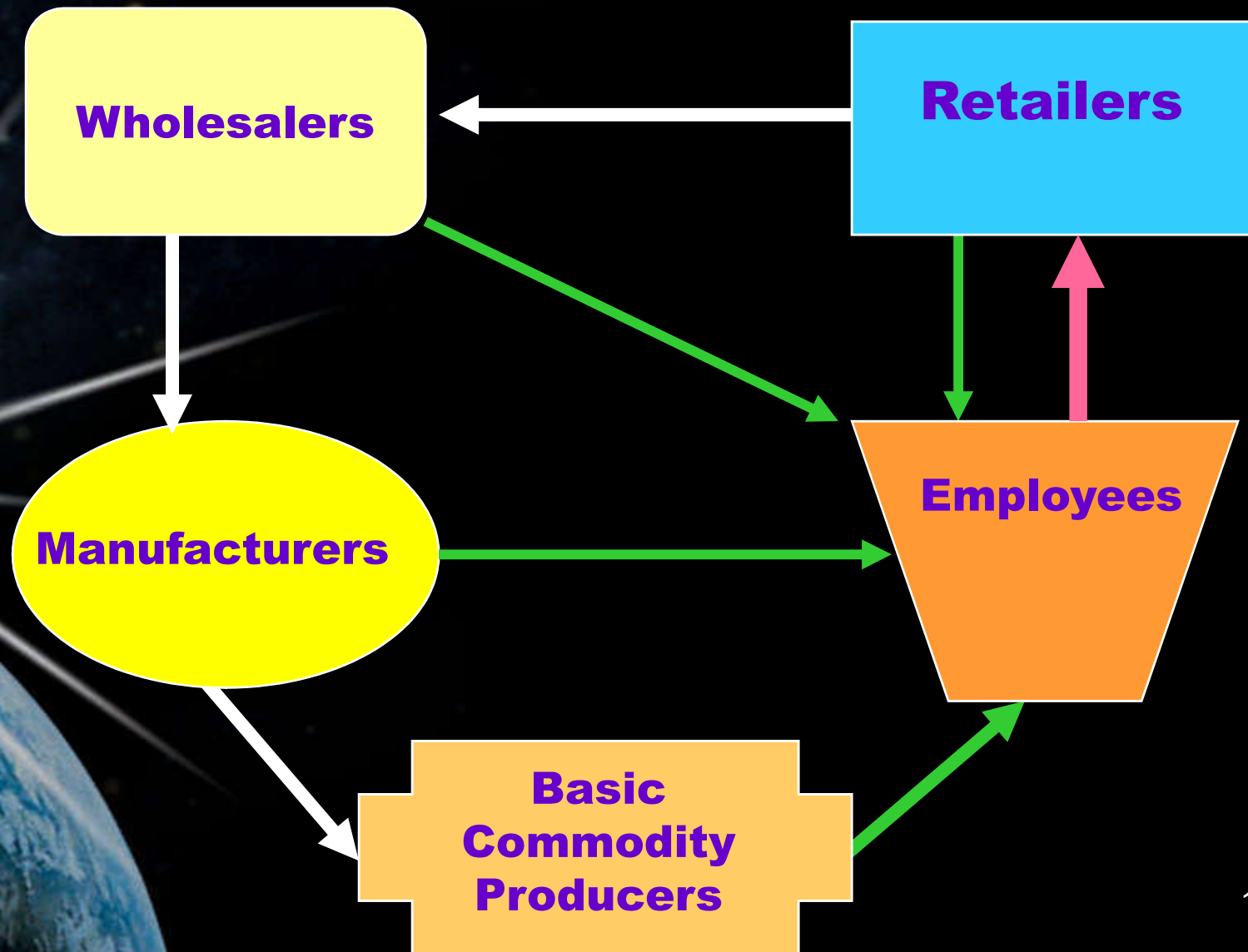


One From Many

The fastest way to amp up the worth of your own network is to bring smaller networks together so they can act as one larger network [and achieve geometric growth].

-- Kevin Kelly

Penetrate all Levels of the Supply Chain





Your Exchange and Your Members Prosper as your Network Prospers

**In the Network Economy,
an Exchange's Primary Focus
needs to shift**

FROM

Maximizing the Exchange's Value

TO

Maximizing the Network's Value.

**Then profits accrue to the member
exchanges and their clients**

The Network Life Cycle

- **Prestandard**
 - Tremendous innovation, diverse approaches, high hopes, excitement and grand ambitions.
- **Fluid**
 - Several standards are in play, substantial investment to spur growth, risks are high.
- **Embedded**
 - One standard becomes generally accepted.
 - Growth takes off.

Commercial Exchange is in the Pre-standard Stage

- The key to your success will be to achieve broad agreement around effective standards of credit allocation and management.
- Standard making is a torturous process requiring compromise and change.
- For a standard to be effective, its adoption must be voluntary. The network itself enforces honesty and integrity.
- Join the network, or not; share the brand, or not!
- Other competing standards will appear which will test the viability of your standards.

Be a Part of History's Evolution

Reciprocal exchange and money have evolved in order:

- Barter trade
- Commodity money
- Symbolic money
- Credit money
- Credit Clearing

Commercial trade exchanges have the opportunity to create the standard for the evolution to credit clearing.

What Business are you in?

Commercial Exchanges are not in the “barter” business...

*Commercial Exchanges are in the business of enabling the exchange of **real** value.*

Change Is About Letting Go

Don't Get Stuck on a Small Local Peak of Success When the Rest of the World is Moving On.....

To get from a Hilltop to the Mountaintop You need to Traverse the Valley.

- Don't go it alone
- Share the risks by growing an enabling network
- *Feed the network first.* -- George Gilder

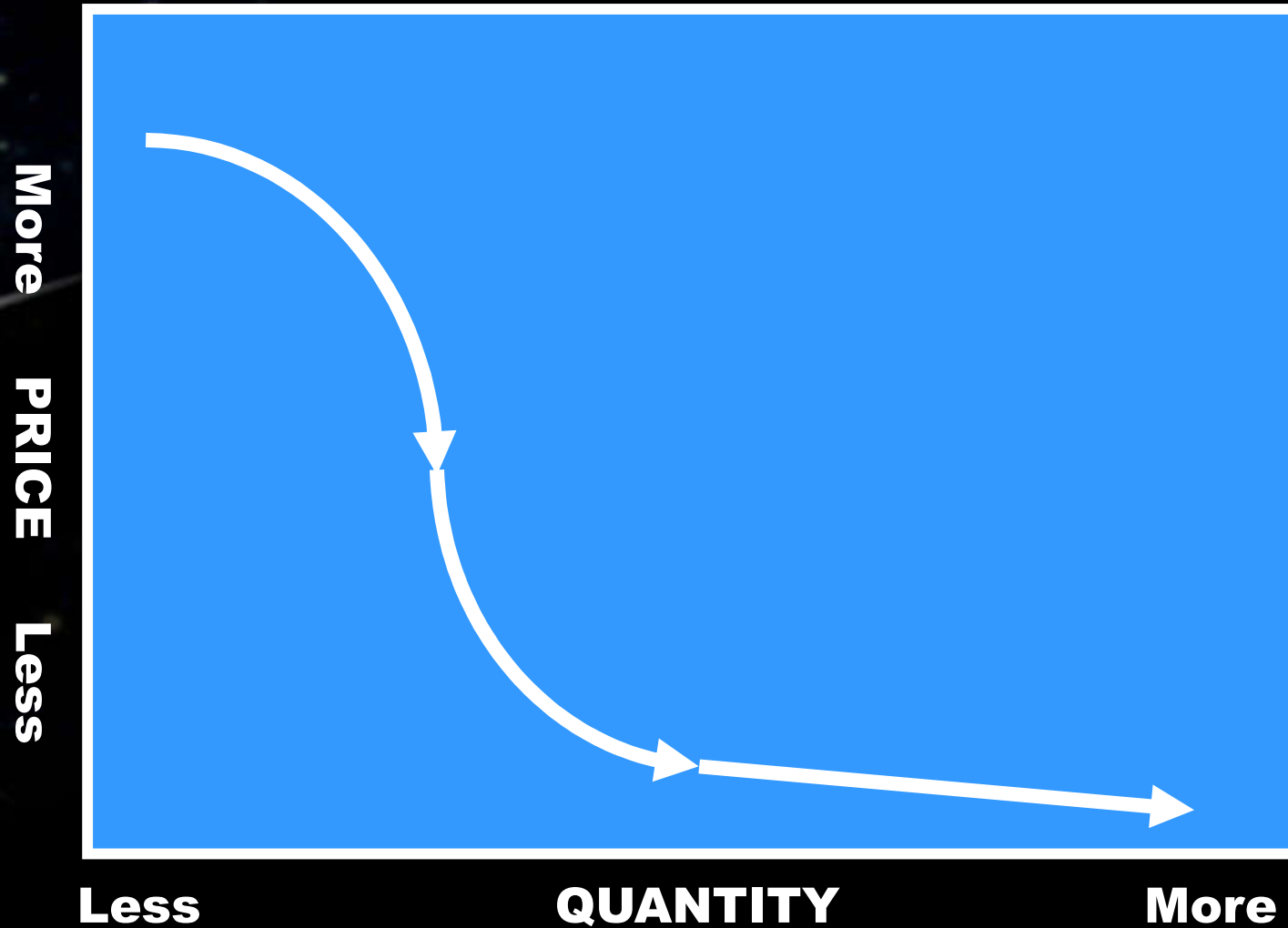
What the Commercial Barter Industry Needs NOW

A shared brand under an enabling organization that exists for the sole purpose of assisting its exchange owners/members to:

- Maintain a high value currency (trade credits)
- Share innovations
- Provide exchange of value capability
 - more efficiently and
 - at less cost
 - to a larger more diverse member base.....

Riding the Wave

Demand Increases Faster Than Prices Fall



Why should you act?

“If you don’t like change, you’re going to like irrelevance even less.”

- General Eric Shinseki, retired Chief of Staff, U.S. Army

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

- Charles Darwin

You have it in your power to
change the world!



For More Information

- <https://beyondmoney.net/>
- <https://reinventingmoney.com/>
- Contact:
 - Thomas H. Greco, Jr. – thg@mindspring.com

References

- *The End of Money and the Future of Civilization.* Thomas H. Greco, Jr.
- *New Rules for the New Economy.* Kevin Kelly
- *The Innovator's Dilemma.* Clayton Christensen
- *The Tipping Point.* Malcolm Gladwell
- *Telecosm and Microcosm.* George Gilder
- *One From Many.* Dee Hock
- *Private Enterprise Money.* E. C. Riegel

