

## Mission

Provide the most comprehensive and effective systems that drives the minds of citizens to rightful thinking to “Save America” and ensure freedom and liberty for all while providing key financial mechanisms and systems to help drive the right-minded level of change.

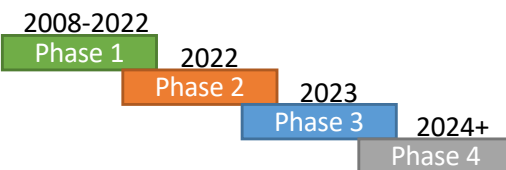
## Vision

Our vision of the future is for all Citizens of the United States and of the World to know and understand what good governance means to “Save” their countries and what happens if good governance is not chosen, while supplying the systems to achieve such a goal.

## Financial Channels

Coinbase Wallet - [@Federalist2](#) - Investors  
Meta Mask Crypto - Membership – Public  
0x133D3ed936C131d2f34  
EOA7a141bEE3216d0AaAe  
Give Send Go – [Link here](#) - @Federalist20  
Patreon – [Link Here](#) - @Federalist2  
Kickstarter – TBD

## Time Line



## Revenue Generation Potential

	Average Yearly Revenue @ 30% of Funds Paid			
	\$25	\$50	\$75	\$100
Members 1,000	\$25,000	\$50,000	\$75,000	\$100,000
5,000	\$125,000	\$250,000	\$375,000	\$500,000
10,000	\$250,000	\$500,000	\$750,000	\$1,000,000
100,000	\$2,500,000	\$5,000,000	\$7,500,000	\$10,000,000
1,000,000	\$25,000,000	\$50,000,000	\$75,000,000	\$100,000,000

## Problem

For centuries, the human condition has been one plagued with war and disease, but during the American Revolution in the 1700s a miracle happened, a group of people were set free, and an institution was built to guarantee those Freedoms. What was the magic that was unleashed, and how can we rediscover that mechanism and codify it for the future?

## Solution

The Federalist 2.0 is an attempt to integrate a proven morally and spiritually consistent philosophy, advanced proven technology and advanced financial instruments that are unbreakable to solve this problem. With a defined organization and marketing approach by addressing specific markets with a Brand Monetizing Tool (BMT)<sub>TM</sub> this can become a reality.

**Phase 1 (DONE)** - [Website](#), [Philosophical Papers](#), [Certification](#), [Fiat eth Currency](#), [DAO Organization](#), [LLC/Bank Setup](#), [Coin Wallet](#) / [Give send go](#) / [Patreon Setup](#)  
**Phase 2** - Create Business Plan, Create requirements spec, Create technical spec, Create kick starter, Create prototype app, Recruit friends and family Investments / Memberships, Ops Manual, [Meta-FD2 Wallet](#)  
**Phase 3** - Build enterprise solution, build marketing strategy and roll out, build FD2 organization, hire and recruit for both orgs, Setup for ‘A’ round investments, Full Go-Live in Market place (IOS, Android)  
**Phase 4** – Ongoing operations, Federalist2 coin open market, next round of investments if needed

## Benefits

- 1) Provide new Revenue/  
Opinion generation model
- 2) Shift Opinion to remove drive to use government revenue or impose rules
- 3) Method and tool to monetize political brands and positions

## Current Opinion Tools

- Main-Stream Media
    - TV, Papers,...
  - Social Media
    - Facebook, Twitter...
  - New Social apps
    - GETTR, TruthSocial,...
  - Personalities
    - Donald Trump,...
- How is Revenue Generated?
- Ads, Memberships, Donations,...

## Impacted Groups

- Conservative and Independent
- 1) Voting US Citizens
  - 2) US Politicians
  - 3) Social Media Personalities
  - 4) Journalists

## Unique selling proposition (Update with First Adopter Selling Points)

- This solution will be interesting to Citizens to reduce stress they feel with negative political ads and constant calls for donations
- This solution will have an engine (BMT)<sub>TM</sub> that will monetize the brands that media, social personalities and politicians manage
- This will be a solution for Politicians to clear their slate, add a revenue stream, and to prove their alignment before and after election efforts
- Journalists will be interested in a new channel for revenue
- Social personalities will be interested in a new channel of revenue

## Business Models

Membership for:

- 1) Title/Knowledge \$ Branding
- 2) Funds \$ Distribution
- 3) Level of Effort \$ Distribution

## Current Business Models Impacted

- 1) Political Donations (GOP, etc.)
- 2) Social Media Ad Revenue
- 3) Donation System (e.g., Patreon)

## Secret Sauce Technology

The use of Certification Levels from 1 to 6 with a 7<sup>th</sup> level reserved for partners. Combined with a Brand Monetization Tool (BMT) that measures, values and pays opinion.

## Team

*Greg Spehar* – Founder / Visionary  
[Linked-In Profile](#)

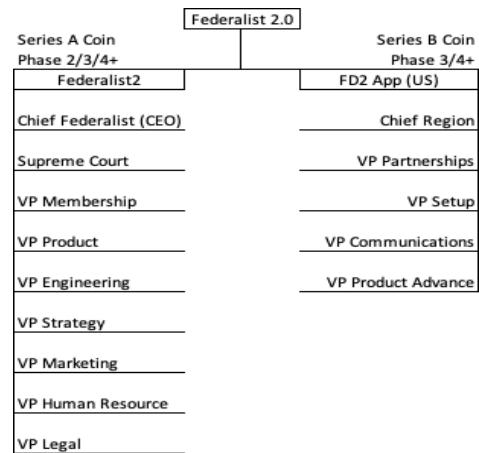
## First Adopter Target Markets

- 1) Liberty U. / Hillsdale U.
- 2) Federalist Society
- 3) Small Conservative Groups

## Organization Setup (Phase 2/3)

Decentralized Autonomous Organization (DAO)  
Aragon DAO Setup - Federalist2  
Out of the Box Voting / Dot Weighted Voting, Finances, Projects, Rewards and Member Management  
Open Enterprise – User Guide  
Aragon DAO – Leading DAO Industry  
\*New Platform – FD2 App Building – Aragon App

## Federalist 2.0 Organization



## Investor & Series A Funding Payout

Phase 2/3 - Series A Coin will be issued for: Investors/Members – 2 Coin for \$1 – 1 Coin Remains with Investor Second is applied to the Federalist2.eth Bank where Coins accumulate in the Bank to fund operations. Investors may have exclusive Payout Rates per contract.

Contributors – Paid by going rate as \$1 per 1 Federalist2.eth Coin.

Payouts – As Voted for by Federalist 2.0 Supreme Court (Board of Directors)

## Federalist 2.0 Media

Website Membership – 37  
Website Blog Post Reads – 1700  
Gettr / Followers – 516  
Twitter / Posts – 612  
Parler / Followers – 584  
Trust Social / Posts – ~20  
Telegram / Subscribers – NA  
Gab / Followers - 14  
Safecat / Followers – NA  
Signal @Federalist2  
YouTube / Subscribers - NA  
Facebook Page @Federalist2  
Rumble @Federalist2  
Substack @Federalist2

## Next Steps

- 1) Business Plan
- 2) Create Kickstarter
- 3) Operations Manual (Org 1)
- 4) Create App Rqmnts/Design
- 5) Present to Friends/Family - Obtain Monthly Memberships

## Organization Banking Details

Texas LLC Formed 2021  
Name: Federalist 2.0 LLC  
Tax ID: 32079916444  
Bank: United Heritage CU  
Routing: 314977188

## Partner Benefits

15% fees of all Rev generated  
Access to API for Full Integration  
Access to White Label App  
Access to 7<sup>th</sup> Level Test (60 Questions)

**Specific Partner Arrangements Accepted**

## Fiat Currency for Federalist 2.0

Initial Fiat Currency Base = ethereum  
\*Significant advances in 2022/23 – The Merge

Currency Signature ENS: Federalist2.eth  
Base Federalist2.eth Coins: 10 Million

Series A Federist2 Coins:  
Federalist 2.0 – Membership: Invest Coin (Phase 2/3)  
Series B Federist2 Coins:  
Federalist2 (FD2) APP: Earn Coin (Phase 4)

To kickstart the Federalist 2.0 Coin, we use a Split Organization where in one organization membership \$ and Investments \$ match 2 Coins to fund the starting of the organization, the second organization \$ stays with and manages the APP (FD2) organization with Reward payouts of 100% with backend fees.

## Phase 4 Revenue Splitting Program (App)

Split 30% to 70% for Participating Members

		30%			
		Average Yearly Federalist 2.0 Split Revenue			
		\$25	\$50	\$75	\$100
Members	1,000	\$7,500	\$15,000	\$22,500	\$30,000
	5,000	\$37,500	\$75,000	\$112,500	\$150,000
	10,000	\$75,000	\$150,000	\$225,000	\$300,000
	100,000	\$750,000	\$1,500,000	\$2,250,000	\$3,000,000
	1,000,000	\$7,500,000	\$15,000,000	\$22,500,000	\$30,000,000
		70%			
		Average Yearly Federalist 2.0 Reward Payout			
		\$25	\$50	\$75	\$100
Members	1,000	\$17,500	\$35,000	\$52,500	\$70,000
	5,000	\$87,500	\$175,000	\$262,500	\$350,000
	10,000	\$175,000	\$350,000	\$525,000	\$700,000
	100,000	\$1,750,000	\$3,500,000	\$5,250,000	\$7,000,000
	1,000,000	\$17,500,000	\$35,000,000	\$52,500,000	\$70,000,000

## Partner Program

Partners will receive 15% of Phase 4 (\$)

		15%			
		Average Yearly Federalist 2.0 Partner's Member Share			
		\$25	\$50	\$75	\$100
Partner Members	1,000	\$3,750	\$7,500	\$11,250	\$15,000
	5,000	\$18,750	\$37,500	\$56,250	\$75,000
	10,000	\$37,500	\$75,000	\$112,500	\$150,000
	100,000	\$375,000	\$750,000	\$1,125,000	\$1,500,000
	1,000,000	\$3,750,000	\$7,500,000	\$11,250,000	\$15,000,000

## MVP App Feature Set (Phase 3/4)

Target Platform – iPhone / Android

### User Creation Feature

This will setup the User and Authenticate / Validate and collect the Membership fees. This will sync the user to their Certification and provide them with the Home Screen for voting and Control Panel to update their info.

### Voting Feature

This will provide Voting Queue (The Home Screen) for users to manage their voting needs and allow them to vote. The users will be able to pick standard questions to submit (Event or Legislation). The user will be able to create Votes that will need approval to be staged for other members.

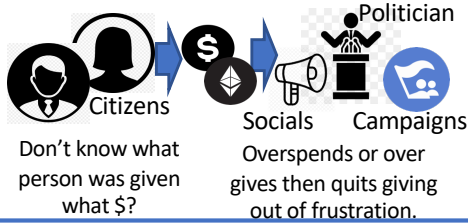
### Rewards Feature

This will provide the Selection for Members / Influencers to determine who will get their membership funds. It will have a method to setup your selections. It will also allow you to submit new members for rewards. Submissions then are Voted on by Region. The App will provide a method to see financial results.

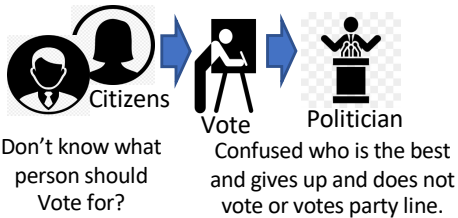
### Organizational Feature

Create and announce the current Drumbeat steps for Meetings & Meetups. There will also be a method to create a vote of confidence for Members/ Politicians/ Journalists/ Socials along with Results / History.

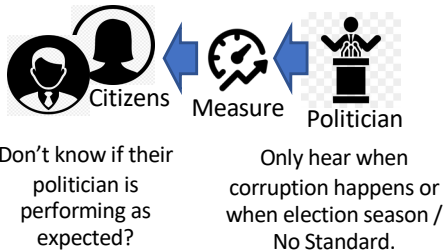
## Problem 1: Campaign \$ Overload



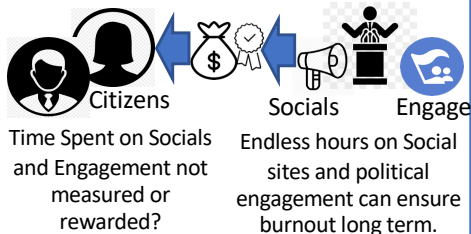
## Problem 2: Who to Vote For



## Problem 3: Politician's Performance



## Problem 4: No Reward Engagement



## Problem 5: No Easy Community



## Solution

### Benefit #1:

- Report showing giving
- Ability to scope to your district
- Turn-off the marketing machine without guilt

### #1: Rewards Picker

- Politician #1
- Politician #2
- Politician #3
- Social Media #1
- Social Media #2
- Social Media #3
- Etc.

### #2: Voting District Options

List of Federalist 2.0 Certified Candidates is provided with bios.

### Benefit #2:

Citizens are presented with a list of approved certified candidates with Bios.

### #3: Political Office Holders are Held Accountable

Certified Members report on what is going on with the given candidate.

### Benefit #3:

Since standard based on certification is in place, actions and legislation can be judged and reported.

### Benefit #4:

Citizens that engage on the platform that are certified earn site coin that can be converted to cash.

### #4: Contributors are rewarded for comments and effort

Certified Members add questions for voting in the system.

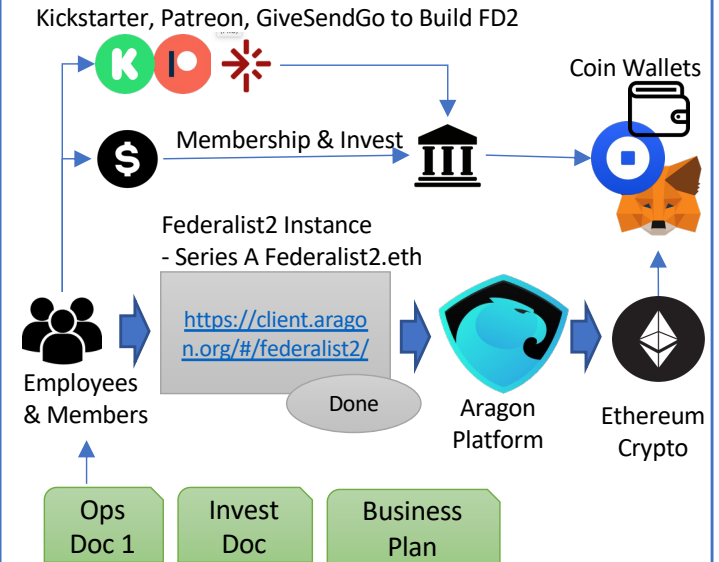
### Benefit #5:

Citizens will be able to connect and support each other in building culture.

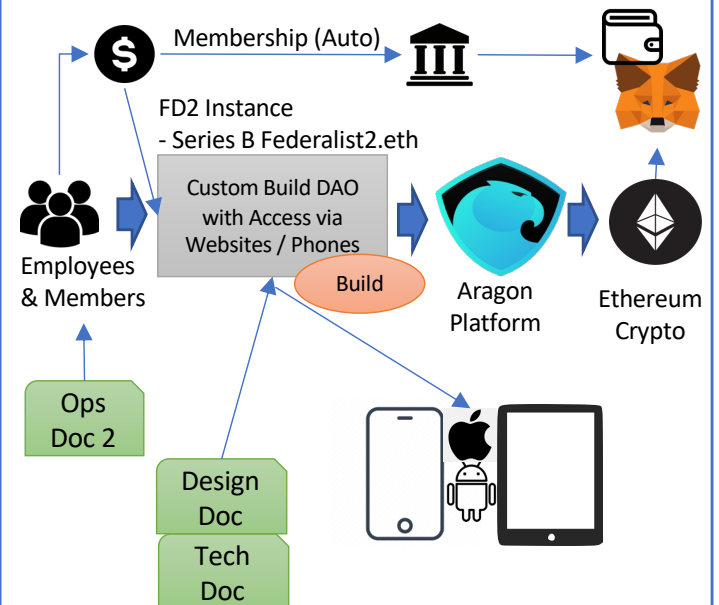
#5: Since there is a self selection process and location-based id Members can determine if they should meet and discuss.

## Deployment

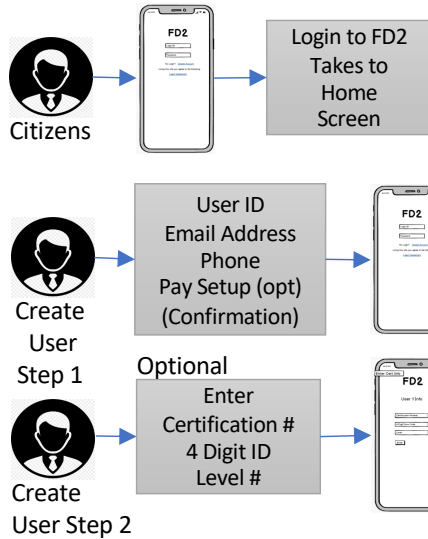
### Federalist 2.0 Base Organization



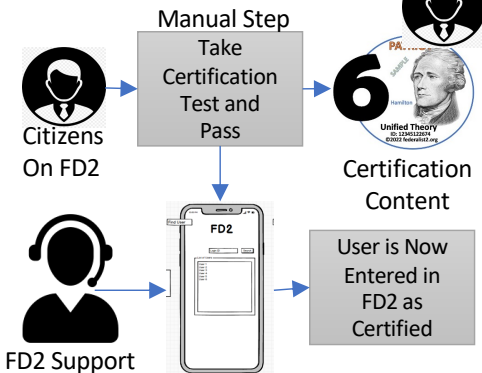
### FD2 Application



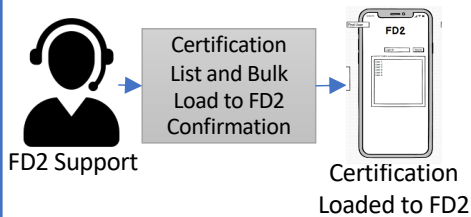
## Login and Create Account



## Certification Process

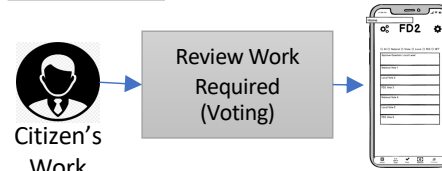


## Certification Confirmation

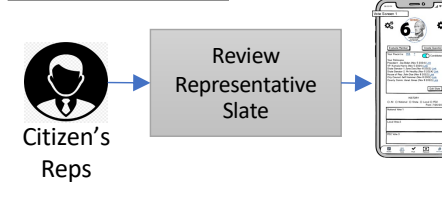


## User Stories (High Level)

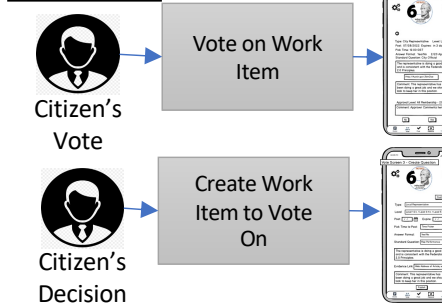
### Home Screen



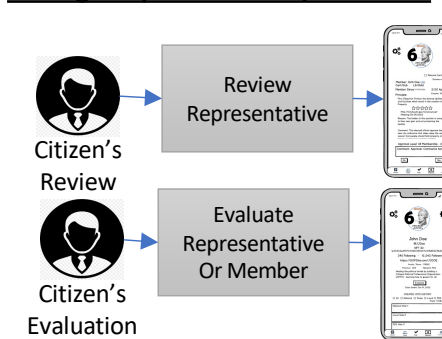
### Vote Home Screen



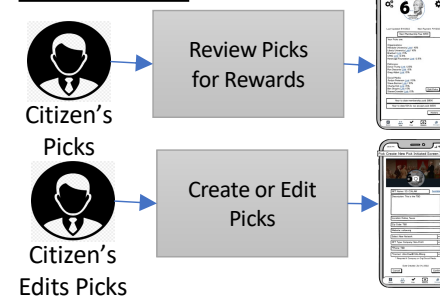
### Vote Screens



### Manage Representatives/Members



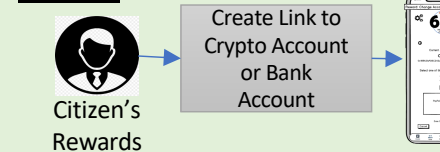
### Picker Screens



### Reward Screens



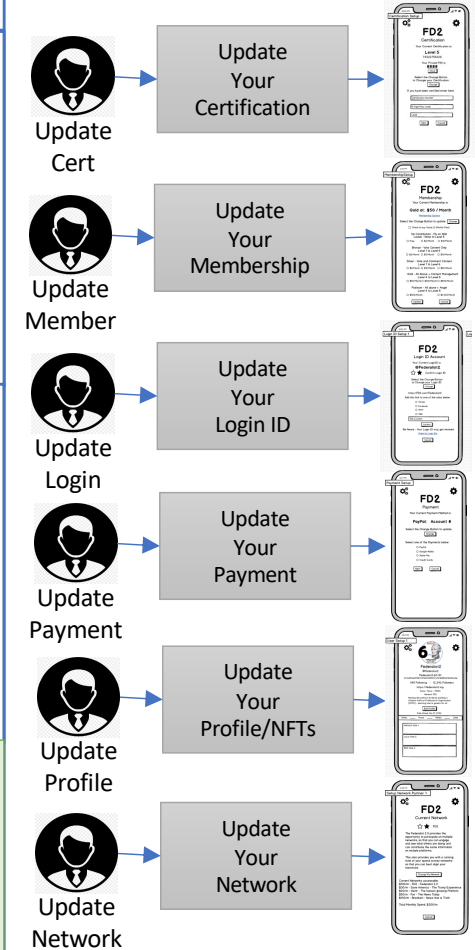
### Get Paid



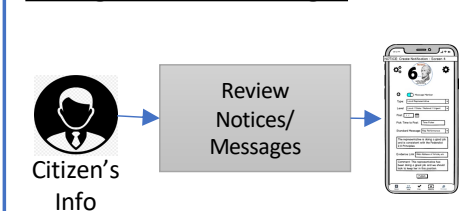
### Admin Screens

- These are the Administrative Screens that are used to manage a Network.
- 1) Individual Certification Entry
  - 2) Bulk Certification Entry
  - 3) Verification Validation
  - 4) Verify NFTs
  - 5) Precinct Manager
  - 6) Representative Matching
  - 7) API: Confirm Certified
  - 8) API: Confirm Certification Level

## User Setup



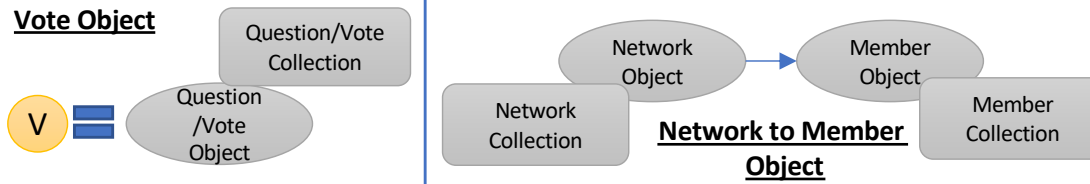
## Manage Notices/Messages



### Technical Efforts

Aragon Support Docs - [Link](#)  
 Aragon Forum – [Link](#)  
 Ethereum Blog – [Link](#)  
 Ethereum Conf – [Link](#)  
 Flutter.dev Front End – [Link](#)  
 Gemstone S/64 Backe End – [Link](#)

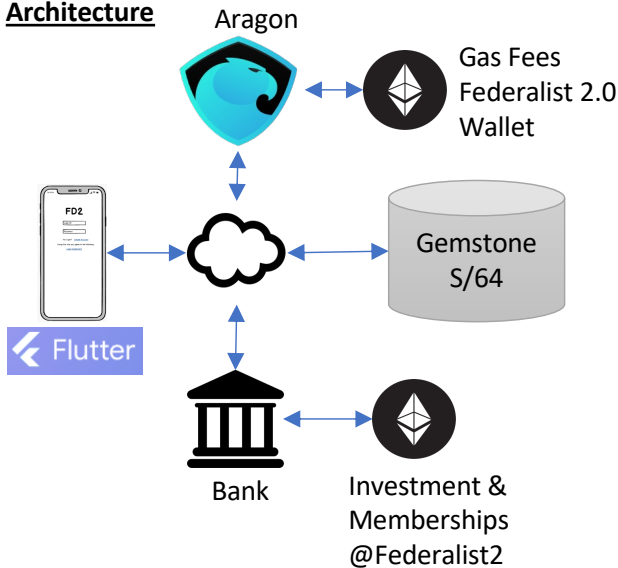
### Technical Alignment



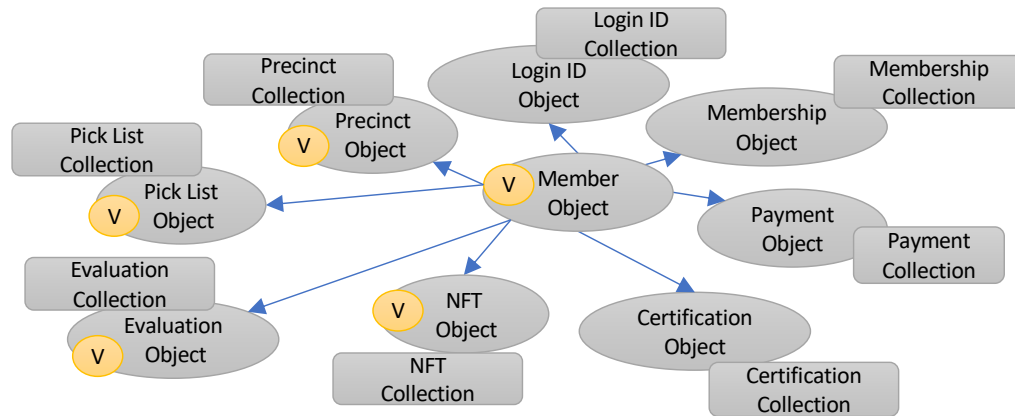
### Algorithm for Federalist2.eth

Value Based on 3 Levels:  
 1) Ph 1: Marking 1 eth = \$1 USA  
 2) Ph 2: Floating 1 eth to:  
 a) \$ in Bank to issued eth Util  
 b) e.g. \$1 M earned in Bank & 2 Million eth Issued = \$0.5 / FD2 eth  
 3) Ph 3: Free Float on Market

### Architecture



### Object Model



### Design Principles:

- 1) International Security Standards
- 2) International Language Support
- 3) Code Once and Deploy Everywhere
- 4) National/International Compliance

1 Credit = 0.01 Federalist2.eth

### Table for Credit Mapping for Federalist2.eth

1 Credit = 0.01 Federalist2.eth

Credit: User Level vs Question-Vote Level

Vote		Group / Community	Zip / Local	City	County	State	National	F2
#	Value	1	1	1	1	1	1	1
1	Cert Level 1	1	1	1	1	1	1	1
2	Cert Level 2	2	2	2	2	2	2	2
3	Cert Level 3	3	3	3	3	3	3	3
4	Cert Level 4	4	4	4	8	12	16	20
5	Cert Level 5	5	5	10	15	20	25	30
6	Cert Level 6	6	6	12	18	24	30	36
Multiplier		0	1	2	3	4	5	6

Credit: Creation of Work Objects

Create		Create Question	Create NFT	Pick List Member	Evaluate Member	Evaluate State/Local	Evaluate National
#	Value	10	10	10	10	10	10
1	Cert Level 1	1	0	0	0	0	0
2	Cert Level 2	2	0	0	0	0	0
3	Cert Level 3	3	30	30	60	90	120
4	Cert Level 4	4	40	40	80	120	160
5	Cert Level 5	5	50	100	150	200	250
6	Cert Level 6	6	60	120	180	240	300
Multiplier		1	2	3	4	5	6

Credit: Comment Approvals

Comment		Level 3/4 Approval 1-5	Level 3/4 Approval 6+	Level 5/6 Approval 1	Level 5/6 Approval 2	Level 5 Approval 3+	Level 6 Approval 4+
#	Value	1	2	3	4	5	6
1	Cert Level 1	1	0	0	0	0	0
2	Cert Level 2	2	0	0	0	0	0
3	Cert Level 3	3	3	3	12	27	48
4	Cert Level 4	4	4	4	16	36	64
5	Cert Level 5	5	5	20	45	80	125
6	Cert Level 6	6	6	24	54	96	150
Multiplier		1	2	3	4	5	6

## Investment Prospectus

Federalist 2.0 LLC is focused on as short a path to development and launch for the FD2 Mobile Application as possible. The following agreements will be used to make that arrangement and deliver results:

- 1) LLC Member Agreement – Link
  - a) Agreement – Patreon
  - b) Agreement – GiveSendGo
  - c) Agreement – KickStarter
- 2) LLC Investment Agreement – Link
  - a) Agreement between management of Federalist 2.0 LLC and the prospectus investor
  - b) Agreement can be customized to the needs of investor.

Detail: Members/Investors agree to pay to support the organization of which the investors will receive 1 Federalist2.eth for every \$1 US dollar of membership/investment. The membership dollars are then used for operations at 1 FD2 eth per dollar.

### Open Item Needs:

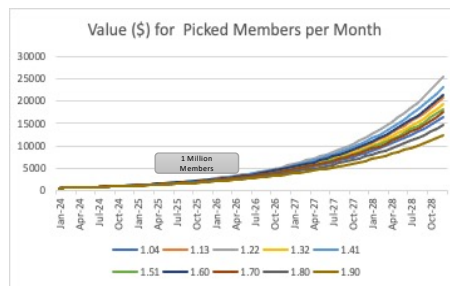
- 1) Retain Legal Council
- 2) Recruitment of Board of Directors
- 3) Application for 501.3c Status
  - a) Federalist2.org (Org 1 – Phase 3)
  - b) FD2.mobi (Org 2 – Phase 4)
- 4) Legal Documents
  - a) Federalist2.0 Member Agreement
  - b) Investor Agreement
  - c) Partner Agreement
  - d) FD2 Member Agreement
  - e) Operational Agreement (Org 1-2)

## Investor Prospectus

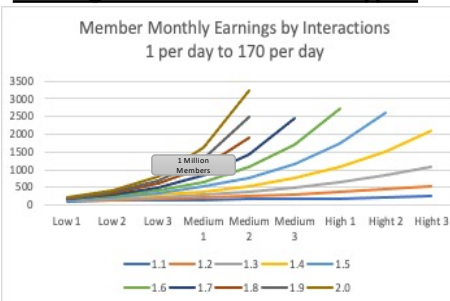
### Future Roadmap

- 1) Merchandise \$ Exchange
- 2) Media Payment \$ Distribution

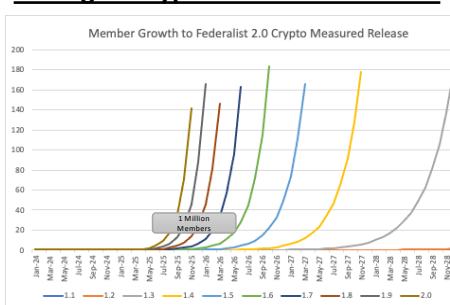
### Monthly Partner Average Payout



### Earnings Before Release of Crypto



### Timing to Crypto Measured Release



### Model Assumptions

The Federalist 2.0 Org will use a membership model, fees will be charged on the backend on payouts, Federalist 2.0 will pay out to members any earned eth and will hold assets in time to value eth.

### Monthly Picker Average Payout:

This shows the payout by growth rate, the higher the growth rate the more is paid out. The optimum Picker Growth rate will be around 20% with a 60+% membership growth rate. With 1 Million Members payouts are \$1k to \$3K per month.

### Earnings before Release of FD2 Crypto

Members will be able to earn monthly income from interaction with the platform. Where the growth would be part of a 40-60% monthly membership growth. Resulting in around \$2k-\$3k in monthly earnings on average for a picker. Payout range for 1 Million Members is \$1 Million to \$50 Million monthly.

### Time to Crypto Release

The Federalist 2.0 eth will have a net \$1 Us to 1 FD2.eth value, until the overall FD2 assets per FD2 Eth exceed the \$1 per eth. This graph shows the required growth rate to achieve this.

**Conclusion:** FD2 must build an aggressive marketing machine to achieve 1 Million Paying members in 18 to 24 Months.

**Model Assumptions:** Membership Monthly Spend \$30, FD2 Charge 30%, FD2 Ops Expense 50%, FD2 Payout 25% with Ave Member Transaction rate of 10 (Votes, Comments, etc.) per day.

## Management Advisory Board

- 1) Greg Mattison – Mgmt Consultant

\*Contact Info on Request

## Technical Advisory Board

- 1) TBD

\*Contact Info on Request

## Political Advisory Board

- 1) TBD

\*Contact Info on Request

## Citizen’s Advisory Board

- 1) TBD

\*Contact Info on Request

## Banking and SOX Requirements

- 1) FD2 / Federalist 2.0 LLC will meet all regulatory requirements and SOX compliance
- 2) Legal arrangements will be set for financial distributions that meet State and National Requirements

## Marketing Strategy

- 1) Social Media Spend Approach
  - Target Platform – FB, Google Ads, etc.
  - Need Analysis for Acquisition Rate
- 2) Marketing Plan
  - Need to define plan