



Solidus.Center

Limiting the Fed's Influence. Restoring the American Dream.



2015 Prospectus

www.solidus.center

Who We Are



***Solidus.Center** is a 501(c)(3) non-profit that promotes economic strength and stability, sound money, equality of opportunity, and reduced government debt by limiting the Federal Reserve System's influence on the American economy. Through the dissemination of compelling, easy-to-understand content and the empowerment of people passionate about our cause, we work on a grassroots level to educate the American public about how the Federal Reserve negatively impacts its economic health...so that IT may demand change.*

Our Value Proposition

- ❑ Unique mission that differentiates us from other organizations: restoring the American Dream by limiting the Federal Reserve's influence on the U.S. economy
- ❑ Unique strategy of fulfilling our mission: *engaging the American people* through the dissemination of compelling, easy-to-understand content and the empowerment of volunteers to spread our message on a community level
- ❑ Existing relationships with online and traditional media outlets
- ❑ Existing relationships with well-known members of the liberty movement
- ❑ Lean, nimble, flexible organization that continuously seeks improvement



About the Solidus



The Solidus was a gold coin circulated throughout the Roman Empire during some of its most prosperous times. The coin replaced the Aureus, fiat currency that was heavily debased by Rome's central bank. As its name implied, the Solidus represented economic stability and strength.

Background

In modern American history, no organization has been a bigger threat to the American Dream than the Federal Reserve System. The Fed's negative influence on the U.S. economy can be traced back its establishment in 1913, but the impact has been particularly acute in recent years. Since the late 1990s, the Fed has enabled a bubble/burst economic paradigm that has enabled rampant speculation while yielding high long-term unemployment and underemployment, tremendous price bubbles, a growing divide between "haves" and "have-nots", and profligate federal deficit spending.



The Federal Reserve has had a remarkably negative impact on the economic health of this country. Yet, lamentably, many Americans' understanding of the root cause of our nation's economic woes is obscured by ignorance, ideology, and/or political affiliation. As a result, the Fed has been able to continue its destructive interventionist monetary policies largely beyond reproach.

Through the dissemination of compelling, easy-to-understand content and the empowerment of people passionate about our cause, we work on a grassroots level to educate the American public about how the Federal Reserve negatively impacts its economic health.

So that IT may demand change.

How We Make an Impact

We at Solidus.Center do something no one else does: We promote reform of our nation's monetary system by engaging the people the Federal Reserve System harms, demonstrating to them *in plain English* the destructive nature of economic intervention on the part of the Fed. We do this on a macro level by disseminating content via traditional and new media and on a micro level by speaking directly to the public in the field.

Our macro educational outreach includes:

- ❑ The aggregation and dissemination of original and third-party articles, videos, charts, and podcasts
- ❑ The creation of editorials authored by Solidus.Center fellows, board members, and staff, pitched to news, general interest, business, finance, and economics websites and periodicals throughout the country
- ❑ Television, radio, and podcast appearances by Solidus.Center fellows, board members, and staff

Our micro educational outreach includes:

- ❑ The empowerment of volunteers to spread our message on a local level by attending and hosting events, interacting with their local media, and canvassing their communities



Fundraising Strategy

Because we receive no government funding, 100% of our revenue must come from donations from private foundations and individuals. Our first priority is to raise enough capital to provide the Founder and Executive Director a salary so that he may devote 100% of his time and energy to our mission. Later, we will require funds to improve the quality and reach of our content, provide volunteers with the materials they need, and continue operations. We estimate that, ultimately, Solidus.Center will require approximately \$150,000 annually in order to maximize its positive impact. As of December 2014, the Founder and Executive Director has donated \$4,000 of seed capital and hundreds of man-hours.



Milestones

- ❑ September 2014: Solidus.Center incorporated
- ❑ October 2014: Board established, four members signed on
- ❑ October 2014: Website and social media presence established
- ❑ October 2014: Solidus.Center granted 501(c)(3) status
- ❑ October-December 2014: Monthly page views of website grew from zero to 10,000
- ❑ December 2014: Solidus.Center's founder and board members secure first national podcast and radio interviews
- ❑ December 2014: Solidus.Center finds first community volunteer

Anticipated Timeline

2015

- ❑ Raise funds for salary of Founder and Executive Director and operations
- ❑ Find three or four talented, reputable writers and speakers for fellowships and board positions
- ❑ Disseminate dozens of articles, videos, charts, and podcasts
- ❑ Convince three or four websites to republish our content
- ❑ Convince three or four periodicals to republish our content
- ❑ Make three or four television and/or radio appearances
- ❑ Grow monthly page views of website to 50,000
- ❑ Find 3-4 volunteers throughout the country and provide them with the tools they need to spread our message on a local level
- ❑ Work with volunteers to disseminate information, speak with local media, canvass neighborhoods, and host and attend events in each community

2016 and beyond

- ❑ Reach \$150,000 fundraising level
- ❑ Continue to improve the quality and reach of our content
- ❑ Establish and empower 10-12 volunteers throughout the country
- ❑ **Make limiting the Federal Reserve part of the public discourse**

Bios

Staff



Seth Mason, Founder and Executive Director. Between founding Solidus.Center in the fall of 2014 and earning his M.B.A. during the 2008 Financial Crisis, Seth operated a Hispanic marketing consultancy called Publicaciones el Nuevo Sur, LLC, published a libertarian economics and politics blog called ECOMINOES, and hosted a libertarian economics and politics talk radio show called ECOMINOES Radio. Prior to the bursting of the housing bubble, he was the sole proprietor and President and Editor-in-Chief of *Vida Latina* Spanish-language newspaper, which he grew from a Charleston, SC-based community paper into a Hispanic entertainment periodical distributed in 8 metropolitan markets throughout South Carolina and Georgia. Seth earned his M.B.A. from the University of Georgia (2008) and B.S. in International Business and B.A. in Spanish from the College of Charleston (2001), graduating into Fed-inspired post-bubble recessions on both occasions. An avid horticulturist, he helps a small business owner beautify lawns and gardens throughout the Charleston area while he grows Solidus.Center.

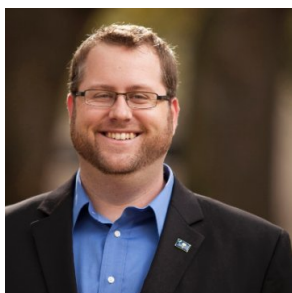
Board of Directors



Walter Block is Harold E. Wirth Endowed Chair and Professor of Economics at Loyola University and Senior Fellow at the Mises Institute. He is the author of over 400 articles in professional journals, two dozen books, and thousands of op-eds. He lectures widely on college campuses, delivers seminars around the world, and appears regularly on television and radio shows.



Mark Thornton is Senior Fellow at the Mises Institute, a prolific author of economics publications, and the former editor of the *Quarterly Journal of Austrian Economics*. Mark served as Assistant Superintendent of Banking and economic adviser to Governor Fob James of Alabama, and has appeared on numerous television and radio shows.



Brad DeVos is Executive Director of the Bastiat Society. He oversees the expansion of the organization by developing new chapters around the world. Under Brad's leadership, the Society has opened more than 20 chapters in nine countries. His other roles include coalition building, fundraising, and the general operation of the Society.



Boyd Stough is Co-Founder and Operations Director of KLIX Radio Services (Kinetic HiFi and TheFix.fm). A pioneer in online radio, he has helped cultivate talk and music brands that have proven viable alternatives to corporate-dominated terrestrial radio.

Community Volunteers



Marc Clair, Los Angeles, CA. Marc is the Editor-in-Chief of Lions Of Liberty and the host and producer of the Lions of Liberty Podcast. When he's not busy promoting economic and personal liberty, he works in television production in the City of Angels.

Contact



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