



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 who are passionate about our cause, we work on a grassroots level to educate the American public about how the contemporary Fed negatively impacts its economic health...so that IT may demand change from Congress.*

Our Value Proposition

- ❑ Unique mission that differentiates us from other organizations: restoring the American Dream by limiting the negative impact of Federal Reserve monetary policy 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 several online and traditional media outlets
- ❑ Existing relationships with influencers in the "economic liberty" movement
- ❑ Lean, nimble, flexible organization that continuously seeks improvement and adapts to change



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 in recent years. Yet, many Americans' understanding of the root cause of our nation's economic difficulties is obscured by ignorance, ideology, and/or political affiliation. As a result, the Fed has been able to perpetuate its destructive modern monetary policies beyond reproach.

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

So that IT may demand change from Congress.

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 very people the Fed's monetary policies harm most (middle class savers), making it clear to them that the Fed is largely responsible for their recent economic challenges. We do this on a national level by publishing content via traditional and online media and on a local level by engaging the public in the field.

Our macro educational outreach includes:

- ❑ The aggregation and dissemination of original and third-party articles, videos, 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 organizing and hosting events, interacting with their local media, and speaking with their communities.



Fundraising Strategy

Because we receive no government funding, 100% of our revenue must come from donations from private foundations and individuals. Therefore, our first priority is launching a publicity campaign. The campaign, which will include articles submitted to local, regional, and national publications that are sympathetic to our cause, Google Ad Grants, and SEO, will enable us to raise the funds we need to book time on national television and radio, the two mediums our target demographic uses most. We estimate that Solidus.Center will require \$150K in working capital to its achieve its goal of making monetary policy reform a topic of public debate; the Founder and Executive Director has donated \$15,000 in seed capital (10% of the annual required capital) and has worked hundreds of hours pro-bono.



Our milestones so far:

- ❑ September 2014: Solidus.Center incorporated
- ❑ October 2014: Board established, four members signed on
- ❑ October 2014: Website published
- ❑ 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

Our goals for 2015:

- ❑ Raise funds for a modest salary for the Founder and Executive Director so that he can devote all of his efforts to Solidus.Center
- ❑ Find 3 reputable writers and speakers for fellowships and board positions
- ❑ Disseminate dozens of articles, videos, and podcasts
- ❑ Convince at least 1 popular national financial news site to publish our content
- ❑ Convince at least 3 other news sites to republish our content
- ❑ Make at least 1 national television and/or radio appearance
- ❑ Grow monthly unique visits of website to 50,000
- ❑ Find at least 3 volunteers throughout the country and provide them with the tools they need to spread our message on a local level
- ❑ Work with the volunteers to host events around the country and gain exposure in local media markets

Our goals for 2016 and beyond

- ❑ Reach \$150,000 fundraising level
- ❑ Improve the quality and reach of our content exponentially
- ❑ Establish and empower dozens of volunteers throughout the country
- ❑ **Make reforming the Federal Reserve a priority in Congress**

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 produced business copywriting in English and Spanish under the trade name Publicaciones el Nuevo Sur, published an economics politics blog called ECOMINOES, and hosted a syndicated 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, a Spanish-language publication that he grew from a Charleston, SC-based community newspaper into a Hispanic entertainment periodical distributed throughout 12 metro markets in the Carolinas and Georgia. Seth earned his M.B.A. from the University of Georgia (2008) and his B.S. in International Business & B.A. in Spanish from the College of Charleston (2001). Having graduated into Fed-inspired, post-bubble recessions on both occasions, he fights for reform of Federal Reserve monetary policies with passion.

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 also lectures 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 an economic adviser to Governor Fob James of Alabama, and he has appeared on numerous television and radio shows.



Brad DeVos is Executive Director of the International 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 to be 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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