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# Federalist 2.0 "Save America" Business Plan

Version 0.9 09/09/2022

\*Contact Info on Request

#### 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.

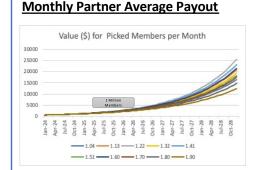
Detail: Members/Investors agree to pay to support the organization of which the investors will receive 1 Federalist2.eth for every \$1 US dollar of membership/investment. The membership dollars are then used for operations at 1 FD2 eth per dollar.

### **Open Item Needs:**

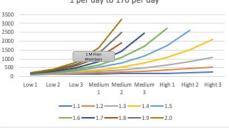
- 1) Retain Legal Council
- 2) Recruitment of Board of Directors
- 3) Application for 501.3c Status a) Federalist2.org (Org 1 – Phase 3)
- b) FD2.mobi (Org 2 Phase 4)
- 4) Legal Documents
  - a) Federalist2.0 Member Agreement
  - b) Investor Agreement
- c) Partner Agreement
- d) FD2 Member Agreement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

**Investor Prospectus** 

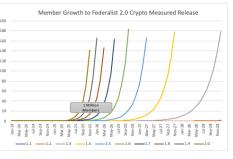
- Future Roadmap
- Merchandise S Exchange 1)
- Media Payment \$ Distribution 2)



#### **Earnings Before Release of Crypto** Member Monthly Earnings by Interactions 1 per day to 170 per day



## 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.

**Technical Advisory Board** \*Contact Info on Request

Political Advisory Board 1) TBD

1) TBD

Management Advisory Board

1) Greg Mattison – Mgmnt Consultant

\*Contact Info on Request

Citizen's Advisory Board 1) TBD

\*Contact Info on Request

### 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