

The Peoples Real Journey to Middle Class Capitalism

After the Great Recession of 2008 I was passionately distraught at witnessing millions of hard working people in America, and around the world being devastated by the power and influence of bad crony global capitalism and government. I thought if a few very wealthy can benefit from the power of bad capitalism through their giant global companies, the people “together” can really benefit from the power of good capitalism through their own giant global enterprise that is truly: **“Of The People, For The People, and OWNED AND CONTROLLED By the People, without Government, Politics, or other giant Corporations!”**

In summary, this is not a fantasy or utopia. It is a solution that is a new capitalism economic paradigm. It is a real people’s journey and map for a lasting economic solution for all middle class and less fortunate people globally. It will provide people everywhere upward economic mobility, as owners, owning and controlling their own global enterprise. The People will finally achieve the power and influence necessary for lasting prosperity that can bring justice and peace in a beautiful world. The real question is HOW? The solution is **Middle Class Capitalism: THE INDEPENDENT PEOPLES GLOBAL ENTERPRISE.**

The solution includes several strategies of economic philosophy and symbolism used for the evolution and marketing of Middle Capitalism after almost a decade of critical thinking and changes. This summary includes the final culmination of some of the narratives, websites, and social media strategies for public awareness, marketing and implementation used to date. Included are various websites and narratives that have evolved over several years to the current people’s new paradigm solution for a permanent strong and powerful middle class with economic security and prosperity for all.

- * MiddleClassCapitalism.com: THE INDEPENDENT PEOPLES GLOBAL ENTERPRISE
- * ThePeoplesJourney.com (The short secular summary version)
- * ThePeoplesHolyJourney.com (The short religious summary version)
- * The Declaration of Economic Independence (a supplement to the original)
- * The Energy Unit Transfer Policy (expedited implementation of renewable energy)
- * The World Peace Alliance associated with The World Religions Peace Alliance (A universal global strategy for implementation and lasting preservation)

This is my dedicated life’s work for your thoughtful and serious consideration and analysis. It is a positive and refreshing real Peoples Journey to Prosperity, Justice and World Peace, in a Beautiful World! It begins with summaries of the secular version of The People’s Journey, followed by the religious version. It concludes with the more detailed narrative short book called **Middle Class Capitalism: The Independent Peoples Global Enterprise.** Woolf has over 35 years top level experience in the private and government sectors. His experience, commentary and philosophy is summarized in the Epilogue of the short book that follows.

The Peoples Journey To Prosperity, Justice and World Peace

“Of the People, For the People, and Owned and Controlled By the People.”

Now is the time for the people's courageous voices, actions and strategies to combat poverty! The people themselves have the technology, capital and labor resources and ability needed to provide intelligent ways to provide prosperity, justice and peace to everyone in a beautiful world. This is the voice of the people to the world!

Together, the people can and will deliver good universal capitalism for the good of all of the people. All lessons of history prove that only through strong economic power and influence can people obtain great wealth. With the people's independent economic power and influence the Peoples Journey will therefore lead to the new world of permanent prosperity for all. This journey is not a fantasy or utopia. The People's Journey begins to develop worldwide when people everywhere finally understand that government, large banks, multi-national corporations and crony or bad capitalism will never provide a strong permanent economy with continuous upward mobility for the people. The people can and will do it without them. Permanent prosperity can only be achieved with good profits through good capitalism when the people own and control their own independent economy. The only question is HOW!

The People's Journey really begins when the people together have proclaimed the "Declaration of Economic Independence" and started the non-violent Great Economic Revolution "Of the People, For the People, and Owned and Controlled By the People." The people have together created the largest pool for capital investment ever in their own worldwide company called the Independent People's Global Enterprise. The people's enterprise becomes the most powerful and influential economic force on earth. The people worldwide walk through their very own retail market stores everywhere in the world, with huge smiles of pride and profits that they all prosper and benefit from. The People's Journey to prosperity leads to justice and peace on a beautiful earth. (See The Declaration of Economic Independence after The People's Journeys).

The people can only prosper when we harness for ourselves the same power and influence that only the largest multi-national crony capitalists have in the wealthiest world in history. We the People will therefore join together with whatever resources we can provide for our own independent economic power in our own global enterprise. Only through our own independent power is it possible for the people everywhere to obtain and keep prosperity that empowers us to bring lasting justice and peace for all people. With the people's economic power and influence, the Peoples Journey will therefore be able to ensure a beautiful world for all people to be able to enjoy their lasting peace, justice and prosperity forever.

The wealthy few multi-national companies can no longer compete with the largest amount of combined capital and labor ever provided by many millions of people worldwide together, developing their own market stores everywhere with the best prices possible anywhere. The people's global enterprise with the people's market stores and small businesses will soon replace the wealthy giants currently selling all the peoples everyday products and services everywhere. With their massive pool of capital the people's global enterprise will replace today's giant global corporations, much like the giant corporations have replaced smaller businesses and retailers everywhere previously. The multitudes of individuals, employees, and small business owners that all join as owners of the people's global enterprise, will benefit with ever growing "good profits" from their global enterprise, the same way a very few wealthy owners currently benefit from bad profits through crony capitalism from their multi-national companies worldwide. The people's enterprise has people's stores everywhere that sell all or most of the peoples everyday goods and services that they need, want and use, or that they produce in their own regions. The people will finally all have continuous growing good profits based on their own contributions of labor and capital in their own stores in their own independent global company.

As a small business owner joining, or any person that joins including all employees, they can invest whatever they can "safely afford" directly to the peoples global enterprise as an investor owner. They will all receive growing good profits in proportion to their investment, as there are new stores opening everywhere all over the world. The owners that have more capital and wealth will receive great incentives to help those that can afford less, especially the poor, climb the enterprise ladder to greater prosperity. Together they will all be owners investing to win in their very own massive peoples global enterprise.

The people's global enterprise will provide impoverished people in the poorest villages anywhere with internet so that they can immediately join and become an owner in the enterprise, with a free starter share in their own company. The enterprise will assist and support all regional affiliates, small businesses and individuals with internet throughout the region. They will also be provided the entrepreneurial support they all need for upward mobility in the enterprise. They can all be an individual owner in the global enterprise in their own economic community anywhere. They will join

together in as many numbers as they can, including the poorest people in their villages in their region, and the largest cities everywhere. They all become an affiliated small business-owner in their own region, an employee-owner in one of their own Independent Peoples Global Enterprise stores anywhere, or as an individual owner-member in the overall global enterprise.

The individuals and the small business also immediately become a member of the completely separate “non-profit” Peoples Global Enterprise Network, associated with their economic organization in their region. The People’s Network is the people’s independent guardian and auditor. The Peoples Network is owned and controlled by all the owner-members, and it is solemnly dedicated to ensure that their for-profit Global Enterprise and all officers and executives always acts in the very best interests of the people that are the sole owner-members of their global enterprise. They ensure that all profits are distributed only to the people as owners of the for-profit global enterprise, proportionate to their individual investments of cash and/or labor in their own global company that develops stores everywhere. They facilitate all member-owners by ensuring employment with a living wage based on their region, in their new market-stores that are opening everywhere. They join together in their regional people’s economic community organizations. All employees and owner-members are dedicated to help each other through competition with each other and endless incentives and opportunity for upward economic mobility in their stores and global enterprise. The non-profit People’s Network and the for-profit Enterprise provides all of the business support the people need to develop their own regional market stores in all places. The individuals and the associated small businesses can produce their own everyday goods and services that they can sell at their regional global enterprise market stores, or their everyday goods and services will be provided to their people’s markets and other stores by their global enterprise for sell in their stores everywhere.

The Peoples Global Enterprise provides the lowest and best wholesale prices possible for all the goods and services they will soon provide for the largest company on earth. The people’s global enterprise will have access to world wholesale markets and industries the same as wealthy giants of today do. For example, the people’s enterprise will provide the cheapest products through bulk purchases for all of their stores and affiliated small businesses everywhere. These small businesses and market stores will sell the peoples everyday goods and services. The people’s global enterprise provides “integrated universal competition” with lucrative incentives at every level between all affiliates and owner-members. This includes competition and incentives for all small business affiliates, all affiliated regional community economic organizations, all affiliated student organizations, and between owners and affiliates in all countries. In summary, they all join together as owner’s everywhere to use the people’s largest pool of capital ever to develop their retail stores everywhere to all receive continually growing good profits, based on the amount they can afford to invest. This is good capitalism that delivers continually growing good profits for all owner-members as their own stores continually grow throughout the world. There is an equilibrium or healthy balance of power and influence that is the People’s Alliance between the people and the rich that provides permanent growing prosperity for all. The Peoples Global Enterprise will become the worlds greatest force for the good of all people, and will gain the power and influence to bring justice and peace to all, as a global economic community all working together for the good of all.

How can a complex global capitalist enterprise selling the peoples goods and services everywhere be developed and prosper for all? The complexity of a multi-national company with stores everywhere requires the expertise of a world class Chief Executive Officer with a proven record of success managing a global company with stores of different products and/or services worldwide. There are many extremely wealthy people around the world that need and want a peaceful beautiful world to be able to maintain their wealth. These wealthy people would love the extraordinary legacy of achieving lasting prosperity that leads to justice and peace for all people globally, which will actually preserve and enhance their own wealth. An emissary of Middle Class Capitalism will contact benevolent wealthy persons on behalf of we the people around the world. The emissary will request that all such benevolent wealthy persons each provide a written proposal to either be the Chief Executive Officer of the peoples global enterprise, or they can provide a CEO that has worldwide success in developing and managing a global enterprise with stores and businesses located all over the world. They will all submit a confidential comprehensive plan to set up the management, executive structure, and organizational structure, along with details on how to achieve a plan for all peoples without any religious or political ideology that would offend any non-violent religious or world leader. The plan will include modern technology and social media that they propose is best to achieve the Peoples Global Enterprise. Then, the best plan

will be selected for the people's global entity, a worldwide enterprise of stores everywhere that is owned and controlled by We The People. There will be a job with living wages for everyone everywhere as part of this global enterprise as it expands worldwide. The people are all owners of their own company. Their company will have core values that everyone in their economic entity will support and help the less fortunate become upwardly mobile in their rise to greater prosperity in the people's company. It will promote and support the people's global enterprise to achieve upward mobility and prosperity for we the people that are all owners in their own company. They will become the most powerful and influential company in the world to finally achieve justice and peace for all!

Note: The People's Journey is an economic system for all people of all religions and beliefs everywhere. *There is no association of any kind with any other symbolism or concept, to include any religious or political belief or concept. The system is for all people of all countries, all religions and all politics and therefore is entirely a secular economic system.* The specific details to actually achieve The People's Journey follows in the secular narrative of the [Independent Peoples Global Enterprise: The New Middle Class Capitalism](#) short book. All persons interested in being a leader in supporting, promoting and achieving the People's Journey for Prosperity, Justice and World Peace can join together by contacting newmiddleclasscapitalism@gmail.com. Secular and religious versions are also located at the following websites: MiddleClassCapitalism.com; ThePeoplesJourney.com, and ThePeoplesHolyJourney.com. The short narrative for religious leaders and others also interested in organizing and leading the World Religions Peace Alliance to help achieve The People's Religious Journey for Prosperity, Justice and World Peace follows next.

The People's Holy Journey To Prosperity, Justice and World Peace

"Of the People, For the People, and Owned Controlled By the People."

God has provided the gifts of global social media through computer technology, and the power of "good capitalism" that we the people are now able to use as a strategy around the world to deliver and keep the people's prosperity. All lessons of history prove that only the wealthy and influential can achieve prosperity through their strong economic power. We the people can only prosper when we harness for ourselves the same power and influence that only the largest multi-national capitalist companies have in the wealthiest world in history. Through the Power of God, We the People are courageous and will deliver prosperity through our strategy of "good capitalism" for the good of all people. Good can and will prevail for all!

The People's Holy Journey really begins when the people together have proclaimed the "Declaration of Economic Independence" and started the Great Economic Revolution "Of the People, For the People, and Owned and Controlled By the People." The people have together created the largest pool for capital investment ever in their own worldwide company called the Independent People's Global Enterprise. The people's enterprise becomes the most powerful and influential economic force on earth. The people worldwide walk through their very own retail market stores everywhere in the world, with huge smiles of pride and profits that they all prosper and benefit from. The People's Journey to prosperity leads to justice and peace on a beautiful earth. God's Will Be Done!

The Peoples Holy Journey is a Holy Alliance between all credible non-violent religions for the single purpose of helping the people deliver prosperity to the impoverished masses and the less fortunate everywhere. We the people need and want an agreement among world religious leaders that only God judges people regardless of anyone's religious beliefs or non-beliefs. We the people want and need religious leaders to agree to respect each other's religious beliefs as they work together for the prosperity of all people. After all, we are all God's children. This is the only possible way that we the people can work together to provide our own lasting prosperity, without the need or the oppression of government, the rich or the evil. The people want and need the world religions to form the World Religions Peace Alliance. Through the Power of God, and working together with the world religions, we the people will join together to provide our own economic independence. The people want and need all religious leaders of all religions to join together to support and join the people on our Holy Journey for the Peoples Global Enterprise.

It develops the people's market stores that the people own everywhere. Where a few have benefitted from the profits of crony or bad capitalism, we the middle class and all less fortunate people everywhere will join together to benefit from the profits of good capitalism. The people will all be employees, producers, and/or providers that produce and/or sell their everyday goods and services everywhere in stores they all own together. We the people will no longer be controlled or oppressed, as we will all be the owners of the most powerful and influential enterprise on earth, prospering from the power and Will of God. The wealthy multi-national crony capitalist companies can no longer compete with the largest amount of combined capital and labor ever provided by the people worldwide together in our own market stores everywhere, with the best prices possible anywhere. Through this Holy Journey there will be a balanced Holy Alliance between we the people, the wealthy and the people's religious leaders worldwide.

In summary, through the Power of God, and working with the World Religions Peace Alliance, the Peoples Global Enterprise will become the worlds greatest force for the prosperity and good of all people. Through "good capitalism" we the people will gain the power and influence to bring justice and peace to all, as a global economic community all working together for the good of all. With the people's economic power and influence the Peoples Holy Journey will therefore also be able to ensure a permanent beautiful world to enjoy our lasting prosperity. We the People will finally have the necessary power and influence necessary to bring the world justice and peace, forever!

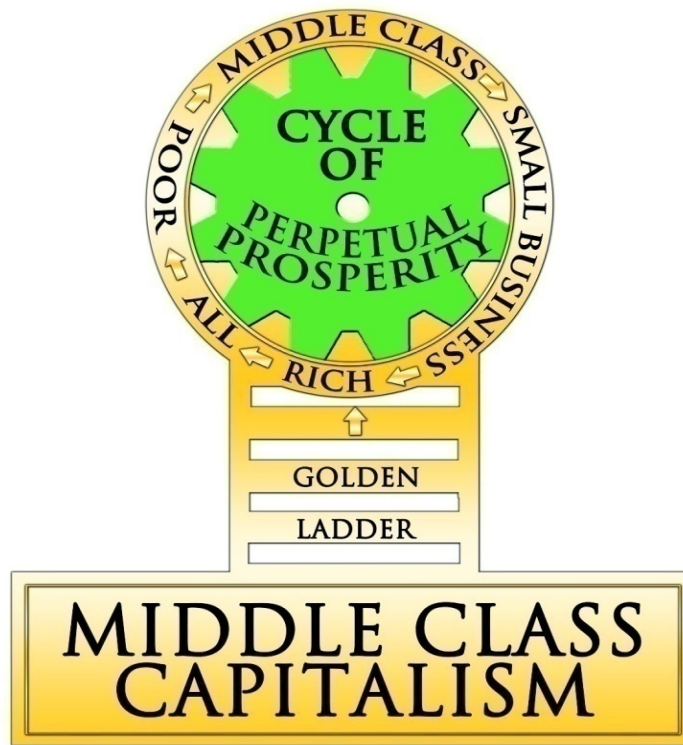
How can a complex global capitalist enterprise selling the peoples goods and services everywhere be developed and prosper for all? The complexity of a multi-national company with stores everywhere requires the expertise of a world class Chief Executive Officer with a proven record of success managing a global company with stores of different products and/or services worldwide. There are many extremely wealthy people around the world that need and want a peaceful beautiful world to be able to maintain their wealth. These wealthy people would love the extraordinary legacy of achieving God's plan for prosperity that leads to justice and peace for all people globally, which will actually preserve and enhance their own wealth. We the People of the world want and need every religious leader to join together now in the World Religions Peace Alliance. An emissary of the Holy Alliance will contact benevolent wealthy persons on behalf of we the people around the world. The emissary will request that all such benevolent wealthy persons each provide a written proposal to either be the Chief Executive Officer of the peoples global enterprise, or they can provide a CEO that has worldwide success in developing and managing a global enterprise with stores and businesses located all over the world. They will all submit a confidential comprehensive plan to set up the management, executive structure, and organizational structure, along with details on how to achieve a plan for all peoples without any religious or political ideology that would offend any religion or religious leader in the Holy Alliance. The plan will include modern technology and social media that they propose is best to achieve the Peoples Global Enterprise. The world religious leaders would then join together in selecting the best proposal. Then, through the Power and Will of God for all people, these religious leaders will together select the best proposal for the global entity, a worldwide enterprise of stores everywhere that is owned and controlled by We The People. There will be a job with living wages for everyone everywhere as part of this global enterprise as it expands worldwide. The people are all owners of their own company. Their company will have core values that everyone in their economic entity will support and help the less fortunate become upwardly mobile in their rise to greater prosperity in the people's company. These religious leaders in the Holy Alliance will be a part of the World Religions Peace Alliance that promotes and supports the people's global enterprise to achieve upward mobility and prosperity for we the people that are all owners in their own company. They will become the most powerful and influential company in the world to finally achieve justice and peace for all, through the support of the Holy Alliance and the Power and Will of God.

Never before has every religious leader had such a great opportunity. You can lead this Holy Alliance now by contacting all other religious leader's to hear the people's voice and to join them in:

The People's Holy Journey to Prosperity, Justice and World Peace!

God's Will Be Done!

The short book begins now with more details of the working solutions for
The New Middle Class Capitalism: THE INDEPENDENT PEOPLE'S GLOBAL ENTERPRISE



“Of the People, For the People, and Owned By the People.”

THE INDEPENDENT PEOPLES GLOBAL ENTERPRISE

“The middle class is getting weaker, and there are many people everywhere in the world that have been devastated and impoverished in a capitalist world with the greatest wealth ever. Never again ... when The People everywhere join together to invest with the largest pool of capital ever, as millions of new powerful owners in the independent people’s global enterprise. Much like a few retail giants today competed with and eliminated most smaller retailers and small businesses worldwide in a relative few years, the people’s global enterprise will compete with and eliminate most current retail giants in the world that provide most of the peoples everyday goods and services. Together, people everywhere “Declare Economic Independence” and become the most powerful and influential economic force ever. The people achieve permanent prosperity that will bring justice and peace throughout the world, independently, without the need of government, Wall Street, or any other multi-national corporation.

INTRODUCTION: A Summary of The People’s Journey for Economic Independence

DICTIONARY DEFINITION OF CAPITALISM: “An economic and political system in which a country’s trade and industry are controlled by private owners for profit, rather than by the state.”

Middle Class Capitalism is a pure and fair micro-economic system where the People invest together to build their own very powerful private multi-national People’s Global Enterprise for personal profit, without the need of government, wall street, or other large multi-national global enterprises.

Together, the people can and will deliver good universal capitalism for the good of all of the people, rather than bad crony capitalism for the greed of a few. All lessons of history prove that only through strong economic power and influence can people obtain and keep great wealth. With the people's independent economic power and influence the Peoples Journey will therefore lead to the new world of permanent prosperity for all. This journey is not a fantasy or utopia. The People's Journey begins to develop worldwide when people everywhere finally understand that large banks, multi-national corporations and crony or bad capitalism will never provide a strong permanent economy with continuous upward mobility for the people. The people can and will do it themselves without them. Permanent prosperity can only be achieved with good profits through good capitalism when the people own and control their own independent economy. That is an economy **"Of the People, For the People, and Owned By the People."** The only question is how? In the real People's Journey, many millions of people worldwide join together with whatever they can safely afford to invest to all become owners in their own enterprise of stores everywhere called the Independent People's Global Enterprise. Together, the people have proclaimed the "Declaration of Economic Independence" and have created the largest pool for capital investment ever. The people's enterprise becomes the most powerful and influential economic force on earth. The wealthy few multi-national companies can no longer compete with the largest amount of combined capital and labor ever provided by many millions of people worldwide together, developing their own market stores everywhere with the best prices possible anywhere. There will be jobs for those wanting to be owners in one of the many thousands of their own stores opening everywhere. The people's global enterprise with their market stores and small businesses will soon replace the wealthy crony giant corporations currently selling all the people's everyday retail products and services everywhere. With their massive pool of capital the people's global enterprise will replace today's giant retail global corporations, much like the giant corporations have replaced smaller businesses and retailers everywhere previously. The multitudes of individuals, employees, and small business owners that all join as owners of the people's global enterprise, will benefit with ever growing "good profits" from their global enterprise, the same way a very few wealthy owners currently benefit from bad profits through crony capitalism from their multi-national companies worldwide. The people's enterprise has people's stores everywhere that sell all or most of the people's everyday goods and services that they need, want and use, or that they produce in their own regions. The people will finally all have continuously growing good profits based on their own contributions of labor and capital in their own stores in their own independent global company.

As a small business owner joining, or any person that joins including all employees, they can invest whatever they can "safely afford" directly to the people's global enterprise as an investor owner. They will all receive growing good profits proportionate to their investment, as their new stores are opening everywhere all over the world. The owners that have more capital and wealth will receive great incentives to help those that can afford less, especially the poor, climb the enterprise ladder to greater prosperity. Together they will all be owners investing to win in their very own massive peoples global enterprise. The people's global enterprise will provide impoverished people in the poorest villages anywhere with Internet so that they can immediately join and become an owner in the enterprise with a free starter share in their own company. The enterprise will assist and support all regional affiliates, small businesses and individuals with Internet throughout the region. They will also be provided the entrepreneurial support they all need for upward mobility in the enterprise. They can all be an individual owner in the global enterprise and an owner of their retail market stores in their own economic community area, or anywhere. They will join together in as many numbers as they can, including the poorest people in their villages, and the largest cities everywhere. They all become an affiliated small business-owner; an employee-owner in one of their own people's global enterprise stores anywhere; or, an individual owner-member in the overall global enterprise and its market stores. The owner-members of every enterprise retail market store will all engage in brutal economic competition through Integrated Universal Competition externally to replace the crony giant retail multi-national corporations that provide most of their everyday goods and services. The owner-members will also compete internally with all enterprise market stores, primarily to achieve the best Equilibrium Index for the highest profits and awards for its owners.

Integrated Universal Competition produces the best possible **Equilibrium Index** for the optimum energy, power and profits of the micro-economic system of the people's global enterprise. The primary measurement for success and profits for the individual stock owners of any individual enterprise market store is the Equilibrium "Price/Profit" Index. It is the ratio of the highest profits for its individual market store owners, with the lowest costs of goods and services in their individual market stores. The people's enterprise will provide the lowest cost products and services to be sold at all individual retail market stores. Owners of every market store sets the prices of the retail goods and services in their individual stores to maximize competition between all stores internally within the global enterprise, and externally to competitively replace crony retail giant's stores with the enterprise market stores. The new owners of each store will invest whatever they can safely afford along with as many other new owners as it takes to support the purchase of each of their individual market stores. Through Target Competition and the support of their global enterprise and network, each market store will replace individual crony multi-national stores they choose to target, such as a general

retail stores that sell the everyday goods and services in their region. One by one the peoples market stores will replace the crony giant retail stores worldwide. Market store owners include anyone that buys premium stock in any individual enterprise market store anywhere. Individual owners of each store set their own prices to fuel the integrated universal competition that provides every opportunity and incentive possible for competition between stores, and at every level in every direction between every organizational cog in the overall enterprise. The Cogs are the individual enterprise owners, market stores, and all associated store coalitions, small business affiliates, economic communities, student associations and all other Cog's working together in unison to maximize profits, upward mobility and economic security for all global enterprise owners. More details of Integrated Universal Competition and how it works to achieve the optimum profits and awards for its market store owners and other Cogs are found in the details of Middle Class Capitalism in Chapter 1 that follows in the short book also found at MiddleClassCapitalism.com.

The individuals that join as owner-members also immediately become a member of the completely separate "non-profit" people's global enterprise Network, associated with their economic organization in their region. The People's Network is the people's independent guardian and auditor. The Peoples Network is owned and controlled by all the owner-members, and it is solemnly dedicated to ensure that their for-profit Global Enterprise and all officers and executives always acts in the very best interests of the people that are the sole owner-members of their global enterprise. They ensure that all profits are distributed only to the people as owners of the for-profit global enterprise in proportion to their individual investments of cash and/or labor in their own global company that develops stores everywhere. They facilitate all member-owners by ensuring employment with a living wage based on their region, in their new market-stores that are opening everywhere. They join together in their regional people's economic community organizations. All employees and owner-members are dedicated to help each other through competition with each other and endless incentives and opportunity for upward economic mobility in their stores and global enterprise. The non-profit People's Network and the for-profit Enterprise provides all of the business support the people need to develop their own regional market stores in all places. The individuals and the associated small businesses can produce their own everyday goods and services that they can sell at their regional global enterprise market stores, or their everyday goods and services will be provided to their people's markets and other stores by their global enterprise for sale in their stores everywhere.

Refer to the people's Declaration of Economic Independence at the end of this short book, or go to MiddleClassCapitalism.com and download it. Sign it, like it and share it with everyone on Facebook, and be a new capitalist (Neo-Cap) in your own global enterprise. See the details for becoming an Original Charter or Board Member of the Middle Class Capitalism or People's Network.

Notice: The middle class economic system includes details to accelerate, demonstrate and market the concept, including the symbolism illustrated in bold or colored text, particularly as illustrated in the Peoples Capitalism Games. There is no association of any kind with any other symbolism or concept, to include any religious or political belief or concept. The system is for all people of all countries, all religions and all politics and therefore is entirely a secular economic system. At the risk of too much repetition, details are often restated in different chapters and sections to illustrate a different idea or purpose in the system. The Introduction and Chapters are located at MiddleClassCapitalism.com. See all the details in the short book of the Peoples New Middle Class Capitalism that follows:

Chapter 1: Details of The New Middle Class Capitalism: The Independent Peoples Global Enterprise.

Chapter 2: Middle Class Capitalism Promotion and Marketing

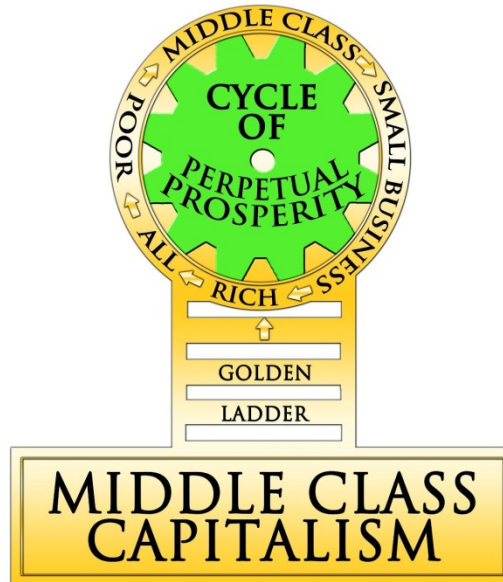
Chapter 3: Details of the Middle Class Capitalism Concept Philosophy and Symbolism

Chapter 4: Details of The Peoples Capitalism Games

**Chapter 5: The Middle Class Capitalism Fiction Epic Story:
THE NON-VIOLENT GREAT ECONOMIC REVOLUTION**

EPILOGUE: Concept Developer Philosophy and Commentary

POST SCRIPT: The Declaration of Economic Independence



“Of the People, For the People, and Owned By the People”

CHAPTER 1: Details of Middle Class Capitalism

DICTIONARY DEFINITION OF CAPITALISM: “An economic and political system in which a country's trade and industry are controlled by private owners for profit, rather than by the state.”

Middle Class Capitalism is a pure and fair micro-economic system where the People invest together to build their own very powerful private multi-national People's Global Enterprise for personal profit, without the need of government, wall street, or other large multi-national global enterprises.

Recurring recessions and economic downturns will continue and Middle Class income is declining. The middle class, small businesses and the poor cannot depend on large business, banks or government to assist or protect them during recessions or other economic hardships and shrinking income they had no part in creating.

The Basic Rule of Economics. The very wealthy in general have always, and will always, use their power to increase their fortune in their “own” self interest, often to the detriment of the less fortunate. That cannot change as it is economic human nature.

The New Middle Class Capitalism is the new capitalism whereby any middle class, small business or even poor persons, can join together in the largest numbers possible to grow and secure their income. Most importantly they can invest only the amount of capital and/or labor assets they are determined to be able to *safely afford* in their own network of powerful businesses and stores. Therefore, the people must build a self-reliant and self-sufficient economy that empowers the people.

The Golden Rule of Economics. Since you cannot change the Basic Rule, the less fortunate must be empowered to create a balance of economic power and influence with the very wealthy. Only in a capitalist system of economic equilibrium in a grand alliance with the wealthy can the people achieve lasting prosperity for all. Thus the Golden Rule of Prosperity:

EMPOWER THE PEOPLE

The Middle Class Capitalism Details

There has never before been a massive for profit global enterprise with a network of stores worldwide that provides almost all of the everyday retail products and services for its owners. The owners are the PEOPLE everywhere that are all middle class or even less fortunate persons that the enterprise network empowers and supports to become middle class owner-members, or even more. All net profits go entirely to its owner-members based on the percentage each individual owner is able to invest, or based on the value of their labor or other resources that they can safely afford to contribute in their own huge international enterprise. This is the New Middle Class Capitalism economic system that will benefit everyone, including the rich. It is the people's strong and balanced global economic system of growing and lasting prosperity for all. This is good capitalism that provides good profits and upward economic mobility for all the people in their own extraordinary People's Global Enterprise.

The people's Middle Class Capitalism is a simple economic concept. It is a new kind of self-reliant and self-sustaining economic system for the middle class, and even poor and less fortunate. It empowers the people to join together with their **safely affordable contributions** as owners in the global enterprise, or owners of market stores to ensure their own growing prosperity and economic security in their own best interest. They do not need the government, large corporate economic assistance or Wall Street. The people own their own banks or credit unions in their own global enterprise. It provides almost everyone an unprecedented opportunity and strong support system to be successful in growing their own wealth and achieving upward economic mobility. Together, with large multitudes of middle class and less fortunate investors globally, they build their very own vast network of powerful stores and businesses everywhere that provides their everyday needs and wants in their own community. Together, they develop a new kind of economic system that builds and secures the strongest middle class ownership possible to grow and keep their own prosperity, even during recessions. They have more influence with their government than all other global enterprises combined.

Economic Equilibrium is the basic principle behind Middle Class Capitalism. Only in a balanced capitalist economy can there be an equilibrium of economic power and influence among the rich and the People that can build lasting prosperity for all. The people's Middle Class Capitalism is the new economic system of fair and just free market capitalism. The current capitalist system strongly favors the already rich through crony capitalism. Middle Class Capitalism is designed to empower the people to become as powerful and influential as the rich in a fair and balanced economic system. It spreads throughout the world based on the power of its "Integrated Universal Competition." It provides unlimited competition, strong incentives, and business support for every owner-member and all affiliates at every level within the global enterprise. There is universal competition between all owner-members, between market stores, between small business affiliates, between affiliated regional community economic organizations, between affiliated student organizations, and between owners and affiliates in all countries. There is also business support and strong lucrative incentives at every level of the enterprise that is beneficial to all of the many millions of everyday people globally that become owner-members. They all join together everywhere to create the people's largest pool of capital ever. The people's global enterprise is designed to use the people's capital to be the most powerful enterprise ever. It will engage in brutal winning competition with the retail giant competitors through Integrated Universal Competition. Much like the retail giants of today competed with and replaced most smaller retailers and small businesses worldwide in a relatively few years, the people's global enterprise will compete with and replace most current crony retail giants in the world that provide most of the people's everyday goods and services. This is good capitalism that delivers success and good profits for everyone at every level of their own global enterprise through Integrated Universal Capitalism.

Integrated Universal Competition

Definition of Integrated Universal Competition.

Integrated Universal Competition produces the best possible **Equilibrium Index** for the optimum energy and power of the micro-economic system of the people's global enterprise. The primary measurement for success and profits for the individual stock owners of any individual enterprise market store is the Equilibrium Price/Profit Index. It is the ratio of

the highest profits for its market store owners, with the most competitive costs of goods and services in their individual market stores in their region. Market store owners include anyone anywhere that buys premium stock in any individual market store anywhere. All employees of all market stores are premium owners that receive stock as a part of their wages, and can purchase more stock if they can afford it. Individual owners of each store set their own prices to fuel the integrated universal competition that provides every opportunity and incentive possible for internal competition at every level in every direction between every organizational cog in the overall enterprise. They also compete externally with targeted crony retail giants that sell their everyday goods and services. Capitalist Owners Global or "COG" is the origin for the name of Cog Enterprise or COG Company of Cog-Co Market Stores that are a part of the people's global enterprise.

How Integrated Universal Competition Works.

The Cog's are the individual enterprise owners and market stores, and all associated store coalitions, small businesses, economic communities, student associations and all other Cog's working together in unison. Each Cog produces its individual equilibrium in the synchronized wheel of optimum synergy of the overall balanced global enterprise. This synergy provides the optimum power and profits for each individual Cog. It also produces the strongest and most powerful economic weapon possible for the brutal competition for success between The Independent Peoples Global Enterprise and its market stores, against the "targeted" crony giant multi-national companies, corporations or enterprises. Target Competition is the store owners in each regional economic community deciding by majority vote, the specific targeted retail goods and services that they want to sell in their stores in their region. This is all part of the Integrated Universal Competition in the Independent People's Global Enterprise.

There are two ways to buy stock in the Independent Peoples Global Enterprise. The premium stock is all stock in any enterprise market store. General Stock is all stock in the global enterprise. Any investor can buy either kind of stock whenever they choose to do so. No investor can invest over One Million Dollars per year in stocks, as a provision of Middle Class Capitalism, as a precaution against predator company takeovers. Premium stock owners generate their own profits as primary owners of their individual market stores, with no limit in the number or locations of different market stores they can be owners of. General stock owners generate profits from their overall global enterprise. All of these market stores compete with each other by setting their own prices of retail goods and services in their stores, to achieve the best Equilibrium Index for the best profits, benefits and awards provided by the global enterprise. Store owners of any store can coalesce with other store owners of any other market store. Every new retail enterprise market store, or coalition of stores can compete with and replace any crony giant general retail store or service in their region, that sells the retail goods and services that the individual store owners decide to sell. Also, individual owners, individual stores, and coalitions of stores, all compete against each other in the overall non-violent but brutal economic war of Integrated Universal Competition. These new market store owners are the new capitalists (Neo-Caps) in the Great Economic Revolution. They compete continuously with other stores and businesses everywhere, both externally with giant crony corporations, and internally against each others market stores, for the best profits and awards of any other store.

The people's global enterprise will collateralize and facilitate the purchase of all of the individual people's stores worldwide. The people's enterprise will provide the lowest cost products and services to be sold at all individual retail stores. The new owners of each store will invest whatever they can safely afford along with as many other new owners as it takes to support the purchase of each of their individual market stores. Through Target Competition each market store will replace individual crony multi-national stores they choose to target, such as any crony giant retail store selling their everyday goods and services. The primary measurement for success and profits for the new stock owners of that store, or any other market store is primarily The Equilibrium Index. Excellent incentives for various awards and benefits are also provided at every level of every Cog for owners and stores; and, all associated economic communities, student organizations and other affiliations. This is all part of Integrated Universal Competition.

The Equilibrium Index (EI).

The objective of each store is to achieve the best price/profit ratio for the best profits for its individual store owners. Owners of the individual stores can adjust their retail prices accordingly for their best competitive edge for greater profits, awards and benefits provided by their global enterprise. Generally, the best Equilibrium Index is the highest profits for its market's owners, with the most competitive costs of goods and services in their market stores. Adjusting for higher or lower prices of goods and services in their stores provides the integrated universal competition for all of the people's market stores. They all compete with each other's retail prices, profits and management in order to have the best Equilibrium Price/Profit Index for the most competitive prices that achieve the highest profits for its individual store owners, and to compete and replace targeted crony retail corporation retail stores. This is in addition to the various awards and benefits discussed in the next paragraphs.

Enterprise Wholesale and Retail Purchases of Goods and Services.

The Independent People's Global Enterprise includes the lowest possible wholesale purchase price of all goods and services for all of the people's stores, after all of the operating expenses necessary to manage and deliver them to the people's market stores. Each store then sets their own retail prices for all of their retail sales of goods and services to the general public to include sales to all of the enterprise owners. Each store makes this determination to achieve the best Equilibrium Price/Profit Index for greater profits, benefits and rewards. All people's market stores and associated private small businesses will have access to the lowest and best wholesale prices that can be obtained nationally or internationally by their Independent Peoples Global Enterprise. The lowest wholesale prices should result in the most competitive retail prices for the primary goods and services for all of their market stores, and most of the associated small businesses. Other secondary wholesale purchases anywhere can also be made by enterprise market stores and associated small businesses to ensure optimum competition between all stores. All stores have the option of adjusting their retail prices to achieve maximum gains, awards, benefits and profits for their store owners.

People's Network Annual Audits.

This overall for profit global enterprise purchase system of wholesale goods and services is audited annually by each regional People's Non-Profit Network, that is also owned and controlled by the member-owners. This provides the owners control and accountability for maximum efficiency and profits from their for-profit global enterprise, as audited by their non-profit People's Network for all the people's owners and their market stores. This is necessary for fair internal competition for individual owners and store profits, and for absolute credibility for the public and all enterprise owners.

People's Marketplace Owners Competition. The Annual Market Store Awards.

Premium stock owners of each individual People's Market Stores, by majority vote of primary owners will be able to adjust the price/profit index of all of their market stores. In other words a majority of owners can adjust prices of their marketplace goods upward to achieve higher prices for profits, but will have to pay higher prices for their goods in that marketplace. Or, they can lower prices of the goods in their marketplaces, but will receive lower profits. Each marketplace of primary owners is in competition with every other market store primary owners to achieve the best Equilibrium Index (EI) or economic equilibrium for their individual marketplace. The best Equilibrium Index is the highest profits for its market's owners, with the most competitive costs of goods and services in their market stores. Each market store competes with other market stores for the best market results for their primary owners.

Measuring the Results: Competitive prices are adjusted by owners of each marketplace for greater profits and/or lower prices for their store owners. Their objective is to achieve the best annual Price/Profit Index and Awards for their type of market store in each Economic Community region. Each region of market stores has an Economic Community Association in their established regions or areas. They are established to promote maximum competition for the Equilibrium Index Awards between retail stores in their regions. The Economic Community Association provides the annual ceremony to provide the Annual Awards for their regional stores. The Independent Peoples Global Enterprise

also provides additional Awards. All owners of the market stores winning the Equilibrium Index Award receive 10 % discounts for all premium or general stock that their owners purchase over the next fiscal year after the awards are presented. Winning stores also receive an additional 5% discount for the wholesale goods and services provided by the people's enterprise over the next year to the market and private small business stores that win. Discounts for winning owners apply only through the next year. That should increase profits for all premium owners winning that year, and will provide a better chance to win the Equilibrium Index Award for the next year. Stores must compete every year, and win to receive these annual discounts.

People's Economic Community Competition. The Annual Equilibrium Index Award.

Every market store will compete with every other store for the best price/profit Equilibrium Index (EI) in their People's Economic Community. The most profitable market store coalitions within their economic community region will attract the most overall premium owners for their enterprise stores. Anyone, anywhere can be an owner of any enterprise store. Coalitions of store owners, economic communities, small business owners, and individual owners are all part of the Middle Class Capitalism economic system that will all compete against each other, and against the giant crony retail corporations in the powerful Integrated Universal Competition everywhere throughout the world. Each Economic Community Association will also compete for the annual Economic Community Equilibrium Awards by competing against every other regional Economic Community regionally, nationally and globally. This is integrated universal competition for Enterprise Awards at every level of the Independent People's Global Enterprise.

Associated and Affiliate Private Small Businesses.

The primary distinction between a private small business owner store and an enterprise market store is there is no enterprise stock ownership in any private small business. Private Small Businesses are owned by private individuals, separate from ownership in the global enterprise and its stores. However, anyone including their employees can be global enterprise market store owners. All new private business store owners must have an "initial" net annual income of less than one million dollars to be an Associate or Affiliate private small business owner as a provision of Middle Class ownership. The goal is to become as wealthy as possible thereafter. They will primarily provide various specialty retail goods and services that the enterprise market stores do not otherwise provide in their regions.

"Associated" Private Small Business Owners can receive their low cost wholesale goods and services that are provided by the global enterprise at 5% higher prices than other enterprise stores. They can also buy from any other supplier at any cost. These small businesses do not have to pay their employees a living wage. However, they do compete for employees understanding that enterprise store employees receive a living wage in their region. They can and do compete with enterprise stores for the best Equilibrium Index for best profits and enterprise awards. They are required to participate in most of the security protection and retirement benefits and programs. They are required to provide 10% of all of the small business employees wages in the Economic Security Protection and Retirement Fund of the people's global enterprise. The employee owns these security funds.

"Affiliate" Private Small Business Owners are much like franchise owners. They must also pay a monthly franchise fee set by the enterprise, in addition to the 10% wages required for their employees to receive all the security and retirement benefits of other enterprise owners. However, they receive their wholesale goods and services at the same prices as all other enterprise stores for their retail sales, and they must pay their employees the same living wage as enterprise employees in their economic community region. They will also compete with enterprise stores, and other private business stores for the best Equilibrium Index for best profits and enterprise awards.

The Capitalist Owners Global: COG Company Enterprise and COG-CO Market Stores

The people's Middle Class Capitalism is a powerful network of stores and businesses everywhere that are part of a single for-profit people's global enterprise called the CAPITALIST OWNERS GLOBAL (COG). It is the COG Enterprise referred to as the COG Company of global COG-CO stores. All COG members, including employees, are cogs generating

the most powerful wheel of production and prosperity ever. All middle class and even poor persons, and all small businesses everywhere can join the enterprise to become an owner-member in their own powerful network of businesses and stores throughout the world. Every owner-member is also supported as a member of the separate new independent Peoples Network. This is a non-profit organization owned and controlled entirely by its members. The Network is the people's guardian developed to be a professional business economic support system. It is dedicated to provide every owner-member the professional business assistance, and the economic protections and security necessary to climb the economic ladder. Working together they will all climb the ladder of growing prosperity, and build the strongest and most enduring economy ever. They will become the most powerful and influential economic force on earth. As millions of people join as owners, the number of stores and the amount of profit grows exponentially for all, the overall economy flourishes, and there is growing prosperity for everyone, including the rich. They will form strong fair alliances with the wealthy international industries and wholesalers that provide them the best prices and deals for their everyday goods for their stores. Through the power of good capitalism, the people will all receive good profits based on the amount of their affordable investments in their own super-company of stores everywhere.

The independent and separate "non-profit" Peoples Global Enterprise Network provides the checks and balances to ensure that the "for-profit" Capitalist Owners Global Company executives are always acting in their owner-member's best interests to meet or exceed the core principles for executives. This includes expanding growth in net profits that must go to their owner-members as required, based on their investment. All owner-members work together to assist and ensure that every member has every opportunity possible to grow their wealth, resulting in overall prosperity for everyone, including the rich. However, the wealthy few giants that formerly provided the people's everyday goods and services are soon to be the relics of the past. Together, the people are the new millennium capitalism leaders building a secure prosperous future for everyone.

The Safely Afford Pledge and Free Share Incentives. Anyone with a net annual income less than one million dollars, as defined by Middle Class Capitalism, can become an owner-member. Every new member receives a starter share and becomes an instant owner in their own COG Enterprise network of COG-CO stores. They also receive a coupon for 100 shares as a strong incentive to climb the **Golden Ladder of Prosperity** in the system of Middle Class Capitalism. These 100 shares are awarded after the owner-member has a total investment in 100 shares or greater in the COG Enterprise. This immediately doubles their wealth in the Enterprise. Every new owner-member also becomes a member of the Middle Class Capitalism Network. They provide a confidential and completely non-binding investment pledge of any amount that they believe they could realistically and *safely afford* in the COG network of businesses. Persons that have "pledged" but have not actually invested are called Pledgers. The pledge itself might be an amount they would otherwise invest in a new smart phone, a new large screen TV, or even a new car that they can purchase later. The "pledge" is strictly non-binding and confidential information that the Pledger can *safely afford* the dollar amount pledged without it being a financial burden to themselves or their family. They must also pledge that their annual net worth is less than the one million dollar limit to be eligible as a middle class owner-member. The "*safely afford pledge*" is a basic principle of Middle Class Capitalism. The primary objective is to provide the support necessary to every new member to be able to increase their wealth in their own enterprise. If they invest more than they can afford it defeats the primary objective. The Middle Class Capitalism Network will confirm that they can safely afford the "pledge" before any actual investment is made in the COG Enterprise at a later date. Pledges may be increased, or changed in any way at any time by the Pledger based on the amount they believe they can *safely afford* prior to an actual investment in their enterprise. Investments can be made for individual general COG stocks in the overall COG Enterprise network of stores, or for enterprise special "Offerings" for investments in specific COG stores and businesses as the COG Enterprise is starting and expanding. In this case there must be enough pledges from enough overall Pledgers for the cost of these special Offerings. The pledge is deposited as a non-cash pledge in the COG-CO Internal Bank for every new owner-member for accounting purposes. When there are a sufficient number of overall pledges from new members for a specific COG Enterprise "Offering" to buy a new COG-CO store or business, the investment process will begin for that Offering.

The Special Offering Opportunity. When the total overall non-binding pledges reach the total amount needed for a special Offering to purchase a specific COG-CO store or business, there is a real "Investment Call." The Pledgers are still

not committed, but will review the professional expert analysis provided by the investment experts of the independent guardian People's Network, regarding the investment purchase of that specific offering. The Pledger can also provide their own separate experts for analysis. All Pledgers are then given the unprecedented opportunity to consider investing as a premium owner in that specific offering.

The Investment Call Final Pledge. After the Investment Call is made for the specific offering, the Pledger must then decide whether or not to invest. If they make a final decision to invest after thorough analysis and due consideration, they then make their final pledge. They pledge that they are investing no more than they can *safely afford* and that it will not be a financial burden to their family or themselves. The guardian MCC Network then confirms their income and their investment pledge as credible and safely affordable. The final decision to invest must then be made by the set "Investment Date" for that specific Offering.

The Investment Date and Premium Ownership. After the actual investment is made by the final "Investment Date" the Pledger investors will receive premium owner shares for that special offering based on the amount of their actual investment. They then become premium owners in the special Offering.

Redemption of the 100 Share Coupon: Golden Ladder Goal. As noted, all new members also receive a free 100 starter share coupon. In order to provide an initial strong incentive to start and continue to grow their wealth, the new owner-member will receive strong support and assistance from the independent non-profit MCC Network. They will be able to safely start and continue the climb on the capitalist ladder to their first MCC **Golden Ladder Goal** of investing in their first 100 shares. This is the MCC incentive for every new member to reach the goal needed by the new owner-member to redeem the free 100 starter shares coupon, and immediately double their wealth in their own enterprise.

Investment Limits and Profits. Every Pledger investor is limited to a maximum annual investment of one million dollars. This is the amount determined by the definition of Middle Class Capitalism as a limit to be a new middle class investor. This one million dollar annual investment limit prevents takeover of the COG Enterprise by wealthy predator companies. The MCC guardian Network then ensures that all of the new investor-owner net profits go to all of the Pledger Owner Members based on their investments and free shares as required by Middle Class Capitalism.

Details of the COG Enterprise and People's Capitalism Network

The COG Enterprise. The for-profit COG Enterprise and the independent non-profit Middle Class People's Capitalism Network is designed as a micro-economic system that will prosper and endure even in the worst economies. The COG for-profit Enterprise is designed and structured to provide member-owners sustained income and growing wealth, with enduring economic security in any economy. It develops a vast network of businesses and stores that provides all or most of the goods and services needed or wanted by the owner-members. The prosperity, security and strength of the COG Enterprise middle class owners and their associated personally owned small businesses, will also ensure a strong middle class work force of employees. They will all prosper and benefit from the "new millennium middle class capitalism." It is also the vehicle of support for the poor to climb the economic ladder to become middle class or even rich. All of these internal systems are designed to provide a synergistic effect of greater prosperity, success and economic security for their businesses, their employees and the owner-members.

The People's Global Enterprise Network: The People's Network. The People's Global Enterprise Network, normally referred to as just the People's Network, is an independent non-profit organization and facilitator. It is designed and dedicated specifically to provide continuous economic and business support for the middle class, small business and even the poor and less fortunate persons that become owner-members in the for-profit COG Enterprise and associated small businesses. In addition to the investment opportunity of the Middle Class Capitalism system, there are many special advantages for all members. The primary function of the People's Network is to be an economic guardian of the members. They are the independent non-profit internal auditors that provide the checks and balances for their members in their for-profit COG Enterprise. The Network ensures that all members are provided with a variety of special benefits, discounts and economic support services. The COG Enterprise and associated independent Middle

Class Capitalism Network economic systems are owned, controlled and supported by the owner-members. Ten percent of all of the owner-members profits received from the enterprise are automatically deposited in the owner-members own personal Economic Security Protection Fund. All deposits in all funds are owned by the members. The owner-members can also contribute any additional amount they want into their Economic Security Protection Fund. The COG Enterprise provides all of the following services and benefits to every owner-member:

The Economic Security Protection System. The Economic Security Protection System, owned and controlled by the members, is created to help every owner-member continue to keep their wealth after they have grown it. The MCC's business system is specifically designed to provide economic security and a bridge of economic support for all members, and to prosper within its own micro-economic system through any economic downturn, recession or depression. The Economic Security Protection System provides stable and permanent economic support and security for all of the MCC owner-members for retirement and economic hardships. This system provides the funds from the owner-members profits to build each individual's Retirement Trust Fund. The member, not the enterprise, owns it. The owner-members can also receive low or no interest cash bridge funds, and credible restructured loans from COG-CO banks or credit unions the member owns, all designed to provide the best economic assistance possible. This is a primary Middle Class Capitalism objective to be able to provide the support and assistance necessary to every owner-member to be able to survive and prosper through economic downturns and other individual hardships. Continued growth in wealth for every owner-member, even through the worst economies, will ensure continued future growth in wealth and economic security for all owner-members. The network will provide independent expert advisers to assist each owner regarding these special funds. The self reliant and self-sufficient micro-economy of all members being owners and buyers of their everyday products and services in their own network of stores provides a strong internal commerce for their owner-members, in addition to the general public, even through recessions. This will minimize most hardship cases while continuing to grow their wealth. In summary, Middle Class Capitalism is designed to endure and progress through any economy with growing wealth and economic security for every owner-member.

The Poor to Middle Class Incentive Program: Golden Ladder Capitalist Support Award. A primary objective of MCC is to help poor owner-members become middle class and even more. The slogan is "we never leave behind fellow capitalists." For every *Support \$1* that any middle class owner-member provides as a loan to any less fortunate poor member for purchase of stock in the COG Enterprise, they can purchase an additional *Support \$1* of stock for themselves at a *Supporter Discount of 10%*. The owners that provide the most *Support Dollar Loans* overall in their MCC award economic category, wins the **Golden Ladder Capitalist Support Award**. Recipients will receive additional COG Enterprise stock that is equal to the value of their award winning Supporter dollar loans for poor owner stock purchases. Loan repayment terms are between the Supporter and the poor owner-member, and can be repaid at any later date agreed. The loan is secured for the Supporter with the stock that is purchased. The People's Network will confirm that the loan is *safely affordable* for both owner-members. It will provide both the poor owner and the *Support Owner* the incentives and support necessary to work together to help poor owner-members to *safely afford* to accelerate their climb on the golden ladder to middle class or even more. They will build their wealth together for the benefit of all owner-members.

The Retirement Trust Fund. The special Retirement Trust Fund is created as part of the Economic Security Protection System from the members' retirement profits and contributions from the COG Enterprise. It is provided for all small business and other owner-members to build, keep, and have a permanent, secure and prosperous retirement and hardship fund. The owner-members, not the enterprise, own these funds. This is another way to ensure that every owner-member can keep their wealth after they have worked so hard to grow it.

The COG Internal and Public Banks. In order to support and assist all member-owners in growing and keeping their wealth, every COG Enterprise owner-member is an owner in their own internal and public COG-CO banks or credit unions. They are necessary to facilitate the MCC internal commerce system. The "Internal COG Bank" will have only non-cash transactions. The internal bank is used for tracking the individual member pledges of affordable non-cash, non-binding deposits by members. They are used by members to keep track of the pledges they can convert later for an actual cash investment in the network of businesses, always upon being confirmed as *safely affordable* by the People's Network. The People's Network will also include public commercial banks or credit unions for all cash transactions, and

affordable loans. The commercial COG-CO Banks or credit unions will be owned by the owner-members and open to the general public. The owner-members can also receive low or no interest cash bridge funds, and credible restructured loans from COG-CO commercial banks or credit unions the member owns, to be able to endure real hardships and economic downturns and recessions.

The Internal Biometric Secured Protection System. Fraud and identity theft have become one of the worst problems faced by business and individuals. The MCC system provides an identity protection guarantee plan for all members, secured with a biometric identity internal Internet system to ensure safe and secure trade and commerce for its owner-members and the general public. All transactions and information throughout the MCC system requires electronic fingerprint, eye scan or other biometric identification with GPS location and other protections. The protection guarantee system is provided to all owner-members, and is available to the general public making purchases at all COG-CO stores.

The Internal Commerce System Advantages. The MCC system provides beneficial and advantageous commerce and profits for all owner-members in all businesses. The internal commerce system will be an internal support system for the owner-members. It will continue to flourish even during recessions because the owner-members will continue to trade in an internal commerce that includes most or all of the products they want or need in companies they all own. All owner-members have COG Trade Cards. The cards can also be used for all member and public cash transactions at the COG-CO stores and member small businesses. There are no card charges for all COG owner-members and associated small businesses. As member-owners they will share in all COG Trade Card cash profits generated from COG commerce at all of their stores. Additional support and advantages:

* The COG Enterprise will use professional experts previously only available to the wealthy and powerful for buying, developing and operating their network of businesses and stores. This includes buying bulk purchases with the lowest possible prices for its associated small businesses and its network of stores and businesses, and every other advantage that powerful wealthy capitalist companies enjoy.

* Expert management and business support and assistance are available for associated small businesses, their employees and all owner-members.

* A worldwide business social network and internal internet for all owner-members is available for all member-owners to work together and to share their business ideas and expertise with other members, while protecting all proprietary business interests.

The People's Global Enterprise Network Facilitator. The People's Network Facilitator is the coordinator for the non-profit Middle Class Network and its associated COG economic communities. It is created for the purpose of facilitating the joining together of middle class and small business persons that are interested in using their combined resources to be owners in their own network of for-profit COG-CO businesses. As members join together, the MCC website Facilitator will provide a forum to facilitate communication between them. The website Facilitator will initially promote and market the system to all venues to include media, universities, students, Internet marketing and small business venues. It will promote the Middle Class Capitalism Games as the worldwide catalyst and accelerator for the new middle class capitalism. It will facilitate the organization of the executive structure of the People's Global Enterprise and the People's Network.

Membership Qualifications Limits. To initially qualify as a New Middle Class owner-member, there is one basic qualification. The person or small business must initially be middle class. Initially they must have a net annual income of less than one million dollars, as defined by Middle Class Capitalism. It is noted that the MCC economic system objective for every owner-member is to grow in wealth as much as possible thereafter, with no annual net income limit after initial membership. An important objective of the MCC system is for the network of COG businesses and the associated small businesses to provide services or products that are wanted or needed by most or all of its owner-members, including employees. This helps ensure a strong internal economy for all of its owner-members in their own micro-economy. They can all continue to prosper through the commerce they have built and own together, even during economic downturns.

The One Million Dollar Investment Limits. The COG Enterprise and People’s Network investment limit is a maximum of one million dollars per year. This includes all COG executives, all owner-members, and all other public investors. Owner-members will establish and approve all provisions of the investment structure. The core MCC investment principle is to ensure that its middle class and small business owners always control the COG Enterprise. They can never be controlled or bought out by other powerful wealthy predator companies.

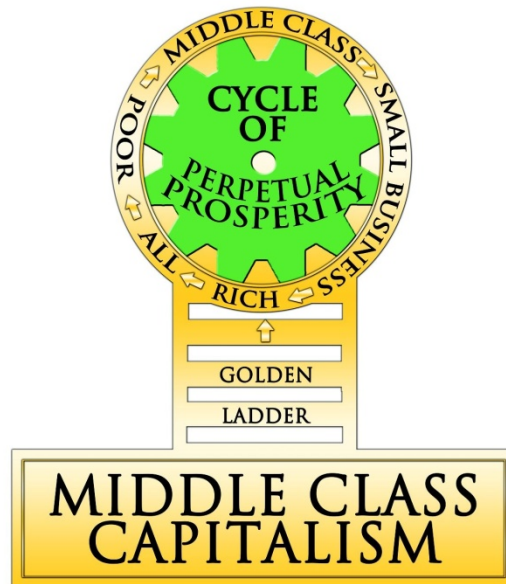
Ownership. The owner-members will use the combined resources and capital that the middle class and small business owners decide to invest in their COG Enterprise to start and develop COG-CO businesses owned. As noted, the COG Enterprise Executives cannot buy or own COG Enterprise stock that exceeds the one million dollar investment limit per year, the same as every other owner-member. Net profits of the overall network of businesses must be distributed to all of its middle class and small business owner-members. This is required because the ultimate objective of the COG Enterprise is to grow in overall capital net worth resulting in growing net profits for its middle class and small business owner-members. Together they will be able to start their own large network of COG businesses and wealth generating enterprises that provide maximum services, benefits and profits for all of its COG members. This network of businesses owned by all members would include possible COG-CO businesses such as most retail and grocery stores; public commercial banks or credit unions and internal trade banks; mortgage and financial services; medical, dental, home, car and other insurance services; and any other products and services that are beneficial to its members.

The MCC Mission and Core Values: *“The middle class, small business and even less fortunate owner-members working together to ensure their own growing prosperity and economic security in their own best interest!”* In order to achieve the mission, the People’s Network and the COG Enterprise’s business model includes core values expected of its executives and all owner-members. They must always strive to achieve the highest standards of business integrity, ethics and honesty. They are the new leaders of “The New Middle Class Capitalism.” They are the new standard of the very best companies anywhere. Every employee and owner-member provides individual value to the enterprise as a cog in the wheel of success of the overall enterprise. Therefore every member is expected to always strive to assist and support all other members in maximizing their wealth. This will maximize the ability of the MCC Network and the COG Enterprise to provide the best possible economic opportunity for each individual member. Each member will therefore be given the support and assistance necessary to maximize their individual financial net worth.

Transparency. All credible media and legal authorities are invited to investigate every aspect of the non-profit People’s Network, and the for-profit COG Enterprise network of stores and businesses. All *non-proprietary* aspects of the Network and COG Enterprise will be open to the public, and there will be annual independent financial audits. This is necessary for the transparency of the member-owners, and for absolute public credibility.

The Prime Directive for COG Executives. The Prime Directive of the for-profit COG Enterprise Executives is to maximize and secure the economic interests of their middle class owner-members. The owner-members will select all of their own COG Executives to include the CEO and Directors to manage their COG Enterprise. Therefore, COG Executive cannot invest or buy COG Enterprise stock more than the limit for any other owner-member. Investment cannot exceed the MCC one million dollar per year maximum limit. All other COG executives’ bonuses and compensation will be determined by its owner-members based on annual measurement of 3 basic core results:

1. The overall percent of annual growth in wealth for its owner-members;
2. The overall strength and effectiveness of economic support and security systems provided for its members; and
3. Their effectiveness of lobbying and being able to successfully secure the very best operational and economic interests for its members.



“Of the People, For the People, and Owned By the People”

CHAPTER 2: Middle Class Capitalism Promotion and Marketing

A strong Middle Class is the foundation of enduring economic prosperity. The People must join together to build their own secure and strong prosperity!

Starting and Marketing the Middle Class Capitalism Concept

The greatest challenge is how to start and grow the MCC concept. The ultimate goal is for vast multitudes of middle class persons, small businesses and even the poor to combine their capital and resources together to develop and grow a multi-billion dollar network of businesses they own. This obviously involves a very large number of member-owners to purchase and develop a powerful network of for-profit COG-CO businesses and stores. They will engage in the brutal competition of capitalism everywhere. They will compete with the existing large corporations that currently provide the products and services that the COG-CO stores will eventually provide for its owner-members everywhere. It is not going to happen overnight. The non-profit Middle Class Capitalist Network will promote, market, support and assist all middle class and poor person members in becoming successful owners in the COG Enterprise for-profit network of businesses. The People’s Network Facilitator’s strategy is to promote and market the concept for the masses through all venues possible to start national conversations about the concept, including the internet, media, universities etc. This includes developing COG Economic Community Organizations, similar to Rotary Clubs; developing Middle Class Capitalism leaders through Student Associations in universities everywhere, as they are the future leaders of the world, and having creative catalysts and accelerators called the People’s Capitalism Games.

The People’s Capitalism Games: The Accelerators

There are many strong incentives for promoters of the Middle Class Capitalism system as noted below. Strong marketing from high profile promoters or benevolent billionaires seeking a great legacy will generate the publicity necessary to jump-start Middle Class Capitalism. This includes marketing accelerators for the People’s Capitalism Games and promotion for the free starter shares. Every new member receives a starter share and becomes an instant owner in their own COG Enterprise. They also receive a coupon for 100 shares as an incentive to climb the **Golden Ladder of Prosperity** in the system of Middle Class Capitalism. These 100 shares are awarded after the owner-member has a total investment in 100 shares or greater in any Cog Enterprise Investment Offerings. New members that enter the People’s Capitalism Games will also become owners of the games themselves, and will receive an equal share in the profits of the games. They will also be entered into the annual **Golden Ladder of Prosperity Prize**

expected to be one of the largest ever. These are the catalysts to jump-start and accelerate the growth of Middle Class Capitalism. These MCC incentives are sure to attract most people to the People's Capitalism Games. They have everything to gain and nothing to lose. Imagine a dream world where there is a **Grand Alliance** with the wealthy. There are magnificent events and celebrations in a game to empower the less fortunate to achieve their personal dreams of enduring prosperity. This is the People's Capitalism Games. In these games the rich sponsor the less fortunate. It is noted that anyone that enters the games can participate in all of the game incentives and benefits regardless of whether they have a sponsor. They can enter and become a successful business owner in their own network of powerful businesses and stores, if they Act. The Peoples Capitalism Game theme is:

"Nothing is for those who Dream and Nap, Success is for those who Dream and Act."

Now imagine that the dream world is actually real and the **Grand Alliance** endures. The **Golden Ladder of Prosperity** is discovered, and the **Cycle of Perpetual Prosperity** begins. See Game details in Chapter 4.

High Profile Promoters and Incentives

The Middle Class Capitalism system and games marketing includes many incentives for very high profile promoters and benevolent billionaires interested in creating one of the greatest legacies ever. They will understand the creativity of the games to be a catalyst and accelerator for one of the most popular and successful concepts ever. The promoters will have one of the greatest marketing tools ever with this system. Along with the **Grand Alliance Sponsors Award**, the promoters and sponsors receive unprecedented advertising and marketing opportunities, profits from the games, and their companies' profits soar. They will be able to provide the international attention needed to market and propel it to the most anticipated game ever. They will understand that the game will be financially beneficial to not only the less fortunate game Pledgers and member-owners, but also the wealthy sponsors and promoters. The promoters will be able to attract the support of the wealthy international sponsors that will promote their favorite Pledgers in the game. They will understand the significance of a game that really does provide a **Grand Alliance** between the rich and less fortunate like never before. They will understand the spin off potential for books, movies, videos, etc, are unlimited, as are the profits.

People's Economic Community Organizations and MCC Board Members

In addition to the Middle Class Capitalism system accelerators, all member-owners will join together to establish and develop their own individual People's Economic Community organizations, similar to community Rotary Clubs. These economic communities can organize according to city, region, or any other mutual economic objectives. The MCC system is a promising contributor to world peace as it strives to achieve greater prosperity for everyone. Members will work together in their organizations to promote and market the new Middle Class Capitalism through support of the People's Network. They will join together to help each other find better ways for the COG Enterprise and the People's Network to operate and promote the most productive and efficient business ideas possible. They will work together to achieve the best ways to achieve the overall objectives and goals of buying and/or developing and accelerating the powerful network of COG Enterprise businesses and associated small businesses. As the concept grows in recognition and there are enough middle class persons, poor persons and small business members that have pledged their interest in investing their *safely affordable* capital resources together, the Network Facilitator will coordinate their efforts with professional experts to determine the best COG-CO businesses and stores to start and develop the overall network of businesses. These economic community organizations and all People's Network and COG member-owners will then move forward toward their overall objective to grow their wealth in a secure internal environment they are creating for themselves. They will work together by helping each other create more wealth for the benefit of all. Constructive ideas will be posted on the MCC website for the consideration of all People's Economic Community Organizations and their members.

Middle Class Capitalism Student Associations and Future Leaders

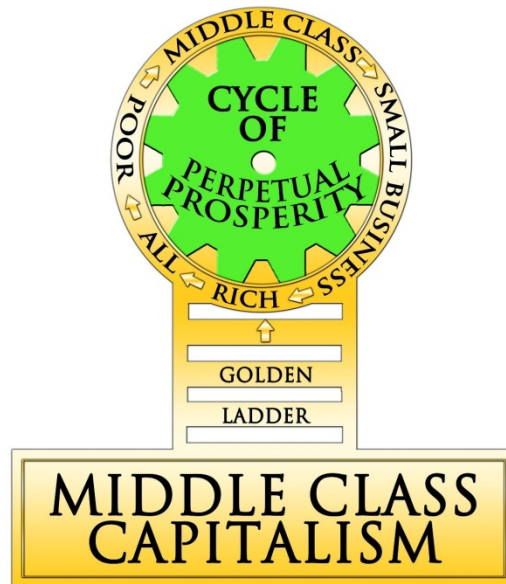
The website facilitator will send letters to student organizations and student newspapers inviting all student organizations, and all other students to be the new capitalist leaders in starting and implementing the People's New Middle Class Capitalism. They will be invited to start and develop their own Middle Class Capitalism Student Associations to be the leaders in building a strong, powerful and influential middle class capitalism for lasting prosperity for future generations. Students are the future leaders of the world. They will have the enthusiasm, tenacity, and the spirit that will make Middle Class Capitalism work to bring lasting prosperity for everyone.

The People's Global Enterprise Network Original Board Members

All student organizations and associations will automatically become Charter Association Members with a simple request to be a member at the e-mail address below. In addition, the first 50 students and the first 50 other persons that submit letters of interest based on the following agreed terms and provisions will become the first 100 individual Original Charter Members of the People's Global Enterprise Network. There are no fees involved. The first 100 persons that send an e-mail to NewMiddleClassCapitalism@gmail.com, based on time and date the e-mail is received, and that meets all of the following terms will become the first 100 Original Charter Members.

1. All letters of interest from individuals must have a narrative not to exceed 500 words. The narrative must state if you are a student, your college or your status otherwise. You must include a short description of your full and complete understanding of the Middle Class Capitalism economic system at MiddleClassCapitalism.com. Your understanding must include at least three specific ideas that will be shared with the other 100 original members regarding how you would specifically help start and be successful in the development and implementation of the Middle Class Capitalism economic system. Letters must also state that you are dedicated to work a few hours per week to support and promote its development as an original charter member of the online People's Global Enterprise Network. It must also state your abilities and skills that will make you a strong and capable leader in the development of the system.
2. Persons that are also interested in being one of the first five Board of Director Members of the People's Global Enterprise Network must also specify their interest in their 500 word narrative. The five Board of Director members will be selected by one vote of each new Charter Student Association that becomes a member, and by the votes of each of the new 100 original Charter Members. Selection will be based on the best five narratives showing the strongest commitment and dedication in their narrative to lead, along with the best ideas they have submitted for review by the other members. The website facilitator will be the temporary facilitator until the Network Board is selected and organized, and the People's Global Enterprise CEO and Executives are in place and operational.

Note: Woolf is not a professional writer. Writers are therefore wanted for the Middle Class Capitalism philosophy and technical details book, and the fictional book based on the philosophy. See details Chapter 5: The Middle Class Capitalism Fiction Epic Story: "The Non-Violent Great Economic Revolution".



“Of the People, For the People, and Owned By the People”

CHAPTER 3: Details of Concept Philosophy and Symbolism

Notice: The middle class economic system includes details to accelerate, demonstrate and market the concept, including the symbolism illustrated in bold or colored text, particularly as illustrated in the Peoples Capitalism Games. There is no association of any kind with any other symbolism or concept, to include any religious or political belief or concept. The system is for all people of all countries, all religions and all politics and therefore is entirely a secular economic system. At the risk of too much repetition, details are often restated in different chapters and sections to illustrate a different idea or purpose in the system.

Middle Class Capitalism Basic Philosophy

The basis for a flourishing economy is **Economic Equilibrium**, or a balance of economic power and influence between the people and the rich. A strong middle class is the foundation of a strong economy. What is good in the economy for the people is good in the economy for the rich. Therefore, the people must build a self-reliant and self-sufficient economy that empowers the people.

The Golden Rule of Prosperity: Empower the People

The Basic Rule of Economics. The very wealthy in general have always, and will always, use their power and influence to increase their fortune in their “own” self interest, often to the detriment of the less fortunate. That cannot change, as it is economic human nature.

The Golden Rule of Economics. Since you cannot change the Basic Rule, the less fortunate must be empowered to create a balance of economic power and influence with the very wealthy. Only in a capitalist system of economic equilibrium in a grand alliance with the wealthy can the people achieve lasting prosperity for all. Thus the Golden Rule of Prosperity: Empower the People.

The Middle Class Capitalism Symbolism

The Middle Class Capitalism Icon is the **Golden Ladder of Prosperity**. It is symbolized by a strong gold Middle Class Capitalism Economic Foundation with a **Golden Ladder** that leads to **Perpetual Prosperity** for everyone. The **Golden Ladder** symbolizes the people as the cogs in the most productive and powerful balanced wheel possible for the people to deliver the **Cycle of Perpetual Prosperity**. The Icon symbolizes the People climbing the middle class golden capitalism ladder to enduring prosperity and economic wealth and security for everyone. Every owner-member provides individual value as a cog in the wheel of success of the overall enterprise. The wheel is fueled by the ever-expanding synergistic power of the middle class, small business and even the poor joining together with their economic resources to drive the most powerful capitalism economic system ever. It is the new millennium Middle Class Capitalism vehicle that carries an enduring economic security warranty. The Icon represents the basic philosophy behind the Middle Class Capitalism system, and the symbolism for the Middle Class Capitalism Games.

COG stands for "**Capitalist Owners Global**". The **COG and Wheel** is the COG Enterprise's symbol that signifies the worth and value of the individual middle class persons, small businesses, the poor, the less fortunate, and all member employees working together in the most effective and efficient economic production system possible. Accordingly the COG Enterprise Motto: "The Cog drives the Wheels of Wealth: Grow it, Keep It, and Secure it!"

The Cycle of Perpetual Prosperity

The Middle Class Capitalism Concept builds an economy that provides the opportunity for economic prosperity, and provides the support for everyone to achieve it. They become a premium owner in a powerful network of businesses. The MCC network provides numerous incentives and the support for the poor to climb the economic ladder to become middle class or even millionaires based on the amount they are able to invest over time. The overall economy flourishes, and there is growing prosperity for everyone, including the rich. The key and most critical part of the MCC Concept is the Middle Class Capitalism Network. It is the non-profit independent guardian organization dedicated to provide all of the business support and economic protections and advantages possible for every member. This is necessary to start and successfully climb the **Golden Ladder of Prosperity**. As each member invests whatever they can *safely afford* as confirmed by the Network; new stores are purchased, and the size of their network of stores increases exponentially as do the overall profits. The economy soars, and everyone including the wealthy become richer. Prosperity becomes the status quo of the future and everyone prospers. The people build their own self-reliant **Cycle of Perpetual Prosperity**:

**The more people you bring into a true and fair free market system...*

**The more the economy spirals up...*

**The rich get richer...*

** The people get richer, and you have...*

The Cycle of Perpetual Prosperity!

Everyone Prospers and WINS in the game of true and fair Middle Class Capitalism!

The People's Capitalism Games And The Mix The Odds Game and Awards

The Middle Class Capitalism Games are the catalyst and accelerator that provides the marketing and promotion incentives for **The Pledgers** and the rich to join together in a **Grand Alliance** to accelerate the expansion of Middle Class Capitalism. **The People's Capitalism Games** features the **Pledgers** that are the middle class, small business, poor or less fortunate people that enter the games for only a \$10 fee for numerous benefits and awards. **The Mix the Odds Game** is an associated Middle Class Capitalism Game that provides additional profits for Pledger owner-members and wealthy Sponsors and Promoters that share profits in the games. See details of the MCC Games in the next Chapter.

There are numerous awards and benefits in the Games to provide incentives to ENTER the Games:

The Annual Golden Ladder of Prosperity Grand Prize. The Pledgers incentive to be a billion dollar prize winner for the \$10 entry fee.

The Golden Ladder Goals. The Pledgers incentives include a free starter share, then 100 free shares after investing in 100 shares in their own enterprise. The ultimate goal is investing One Million Dollars for very valuable shares in their enterprise. The ultimate goal is the real gold MCC ICON Trophy.

The Grand Alliance Pledgers Award. Pledger climbs the golden ladder to receive this award after investing in their first 100 shares to double their wealth in their own enterprise.

The Golden Ladder of Prosperity Award. The Pledger climbs the golden ladder and receives the ultimate Middle Class Capitalism golden award after investing One Million Dollars or more for shares in their enterprise. The ultimate award is receiving the real gold MCC ICON Trophy. It is the **Golden Ladder of Prosperity Award**.

The Grand Alliance Sponsors Award. The Sponsor receives this award after they assist Pledgers invest One Million Dollars in their enterprise, and is credited as one of the best sponsors in all the Games. The Sponsor receives exceptional marketing and advertising profits, and a much larger share of the MCC Games profits.

See these and all the details of the Middle Class Capitalism Games and Symbolism in the next chapter.

Let the Games Begin!



“Of the People, For the People, and Owned By the People”

CHAPTER 4: Details of the People’s Capitalism Games

A strong Middle Class is the foundation of enduring economic prosperity. The People must join together to build their own secure and strong prosperity!

THE PEOPLE’S CAPITALISM GAMES

To get started, “imagine” that there is actually a marketing concept that provides a great catalyst to accelerate this new Middle Class Capitalism. This reality game includes a **Grand Alliance** with the very rich. In this online Internet reality game, the wealthy have real celebrations and sponsor the success of the middle class and the poor in the game where they actually become owners in their own network of powerful businesses. It is a real game where everyone is actually a winner. It is a game that is the accelerator that begins the **Cycle of Perpetual Prosperity**. In these games anyone can enter and become a successful owner in their own powerful network of wealth generating businesses and stores, if they Act. The MCC Games theme is:

“Nothing is for those who Dream and Nap, Success is for those who Dream and Act.”

The games include **The People’s Capitalism Games**; and **Mix the Odds Game**.”

Basic Details of the People’s Capitalism Games

Why would anyone want to pay \$10 to enter these Games? What are the incentives to pay \$10 to enter the Games? How do you form a Grand Alliance with the rich and millions of the middle class owners of their own super-enterprise? For the Grand Alliances and Middle Class Capitalism to work best and benefit the most people, there needs to be extraordinary incentives for millions of everyday persons to join. They pay a single amount of \$10 to enter the Games and receive the following extraordinary benefits:

1. Part of the \$10 entry fee is entered into the annual grand prize award that is expected to be the first billion-dollar prize. Anyone that enters could be the first billionaire prize winner. The more people that enter, the larger the prize. Millions will enter for this extraordinary prize.
2. Every person that enters for their \$10 entry fee becomes instant owners of all of the games and receive an equal part of all of the net profits of all of these games around the world. The more people that enter, the larger the share of the profits of the games they own. Millions will enter for \$10 for an extraordinary incentive to receive their share in the games profits.
3. Everyone that enters the games will also receive a free share as a new owner in their own COG-CO super-enterprise. **Every new owner-investor will also receive a job if they want one, as new stores open everywhere.** Millions will enter for this extraordinary opportunity to receive this free share and become an owner in their very own super-enterprise. They also become owners and control the non-profit Middle Class Capitalism Network. It provides a system of professional support to assist them in every way possible to become entrepreneurs. They can only invest what they can safely afford on their climb up the “golden ladder” to greater profits and wealth in their very own super-enterprise. See details in Chapter 1: Details of the New Middle Class Capitalism
4. Anyone that enters with their \$10 can also compete for a Grand Alliance wealthy corporate sponsor. Sponsors will help them reach their final goal of investing the maximum limit of one million dollars in their own super-enterprise. Millions will enter for a chance to have a Grand Alliance Sponsor help them raise the limit of a one million dollar investment in their own super-enterprise. Sponsors are primarily very large local, national and international manufacturers and wholesalers around the world that provide goods and services to the millions of new owners joining their own super-enterprise, as well as the millions that are already owners of the enterprise. Sponsors receive an extraordinary incentive of a share of the games’ profits, and unprecedented marketing and advertising opportunities to everyone including millions of new capitalists in the Middle Class Capitalism Economic System. Millions will join for this unprecedented opportunity to invest one million dollars as a winner in their own super-store. See Details Chapter 1: Details of Middle Class Capitalism.
5. All that enter for only \$10 also become the owners of the Mix the Odds Games, and share the profits in that associated Game also. See the Middle Capitalism Mix the Odds Game later in this Chapter.

The People’s Capitalism Games

These are “real games” that the middle class and less fortunate anywhere around the world can easily enter. They can enter any new episode online in their own countries for only \$10. For this entry fee they are all receive an equal share in the games’ profits that are expected to be massive. The entry fee actually entitles them to immediately become owners in the Middle Class Capitalism Games. The \$10 fee also enters them into the coveted **Annual Golden Ladder of Prosperity Grand Prize** that is expected to exceed any previous prize amount, with dollars from an entire year’s entry fees from around the world. This is possibly the first Billion Dollar Prize ever. Most importantly, it is also a game in which everyone receives free membership into the non-profit Middle Class Capitalism Network. This network provides the complete business support needed for anyone that becomes an owner in the all-powerful associated network of for-profit COG-CO businesses. Anyone except the rich can join the Middle Class Capitalism Network at any time free of charge to become an owner in the powerful network of middle class businesses. They have everything to gain and nothing to lose. *It is noted that anyone that enters the Games will become COG Enterprise owners and can participate in all of the games incentives and benefits regardless of whether or not they have a **Grand Alliance** sponsor.*

The Middle Class Capitalism Games are the catalyst and accelerator that provides the marketing and promotion

incentives for **The Pledgers** and the rich to join together in a **Grand Alliance** to accelerate the expansion of Middle Class Capitalism. **The People's Capitalism Games** feature the **Pledgers** that are the middle class, small business, poor or less fortunate people that enter the games for only a \$10 fee as restated from the last chapter for easy reference.

There are numerous awards and benefits in the Games to provide incentives to ENTER the Games:

The Annual Golden Ladder of Prosperity Grand Prize. The Pledgers incentive to be a billion dollar prize winner for the \$10 entry fee.

The Golden Ladder Goals. The Pledgers initial incentives include a free starter share, then 100 free shares after investing in 100 shares in their own enterprise. The ultimate goal is investing One Million Dollars for very valuable shares in their enterprise. The ultimate goal is the real gold MCC ICON Trophy.

The Grand Alliance Pledgers Award. The Pledger climbs the golden ladder to receive this award after investing in their first 100 shares to double their wealth in their own enterprise.

The Golden Ladder of Prosperity Award. The Pledger climbs the golden ladder and receives the ultimate Middle Class Capitalism golden award after investing One Million Dollars or more for shares in their enterprise. The ultimate award is receiving the real gold MCC ICON Trophy. It is the **Golden Ladder of Prosperity Award**.

The Grand Alliance Sponsors Award. The Sponsor receives this award after they assist Pledgers invest One Million Dollars in their enterprise, and is credited as one of the best sponsors in all the Games. The Sponsor receives exceptional marketing and advertising profits, and a much larger share of the MCC Games profits.

Celebrations, Competitions and Awards

After a year of great celebrations and grand competitions for the Games around the world, there is a huge spectacular annual event. The Games generate millions at first, then billions of Pledgers around the world. The sponsors receive unprecedented advertising and marketing opportunities and extraordinary profits from the games. For \$10 the Pledgers have entered the only game ever having the amazing guarantee that they will all receive a share of the enormous game profits. And, a single very lucky Pledger has just won over One Billion Dollars, the largest prize ever. They have won the **Golden Ladder of Prosperity Grand Prize**. The very rich have sponsored their favorite Pledger based on their accomplishments, hardships, tragedy or any other circumstance to help them become a successful owner-member in the People's Global Enterprise. Their goal was to raise enough money to enable their sponsored Pledger to raise the maximum investment limit permitted of One Million Dollars. The rich sponsors also campaign and compete against all other sponsors to present their own company as the best sponsor and the best company. The sponsors receive unprecedented advertising and marketing opportunities and extraordinary profits from the games based on the more Pledgers they support that reach the goal of the One Million Dollar investment. International companies select their Pledgers. They compete with all other companies to promote popular support for their sponsored Pledger in their game episode. The sponsors feature their Pledgers by generating popular support for their Pledge. The sponsors that raise one million dollars for the most Pledges will receive the popular **Grand Alliance Sponsors Award** that guarantees the largest share of the games profits. They also receive international acclaim and the best advertising and marketing opportunities. The Pledger receives the coveted **Golden Ladder of Prosperity Award** for investing the One Million Dollars in their very own super-enterprise and is awarded the People's Golden Icon Trophy. Most Pledgers have climbed the **Golden Ladder of Opportunity** and received the **Grand Alliance Pledgers Award**. They receive 100 free shares and

double their wealth in the enterprise. The new **Cycle of Perpetual Prosperity** is accelerated with Middle Class Capitalism for all as the Games exceed all expectations.

Multiple International Simultaneous People's Capitalism Games

The People's Capitalism Games includes competition around the world. Every country demonstrates its unique brand of the People's Capitalism Games and COG-CO stores. The wealthy sponsor their favorite Pledgers in need to become owners in the wealth generating enterprises they have sponsored for the games. Various associations of the wealthy compete for their enterprise to be the most successful for their Pledger owners. They all share in the largest pool of game profits ever. It is an amazing game of splendor and celebration of the wealthy working for the prosperity of the less fortunate in this **Grand Alliance**. In this game no one can lose, and everyone wins. The Games promise to be an international sensation around the world for the entertainment and benefit of all.

The Mix The Odds Games

The **Mix the Odds Games**, associated with the People's Capitalism Games, provides additional marketing and promotion incentives for Pledgers, Sponsors and Promoters to share profits in the Middle Class Capitalism Games. This is an on-line game of odds much like fantasy football. Everyone can pick their teams of Pledgers and Sponsors in this Grand Alliance, and then "mix the odds" of winning. You will build your team of Pledgers and Sponsors based on mixing the odds of events and successes of Pledgers from any of the various episodes. The game provides another exciting element to the game of powerful business ownership and profits for everyone that participates.

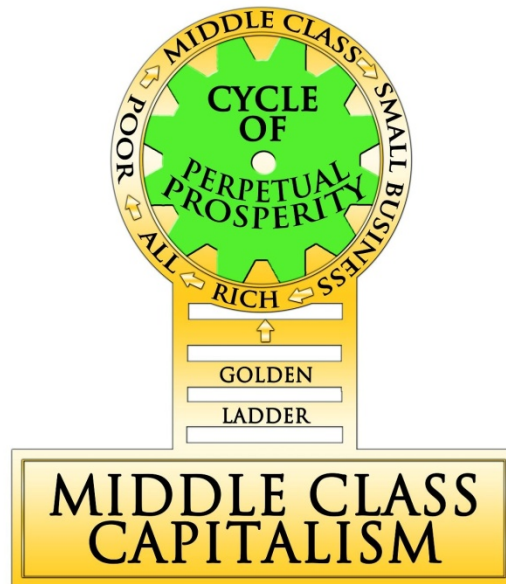
Events from the People's Capitalism Games help you build your winning team based on the mixed odds of the different episodes:

- Which Game Episode mixed with the time the game internationally first purchased a superstore?
- Every Episode mixed with the odds of the episode's specific date of the superstore purchase.
- Which episode that month mixed with the odds of the first Pledger to get their \$1 million dollar limit to invest, mixed with the odds of when?
- Which Pledger mixed with the odds of which game episode has the best Pledger story of need, based on likes by the viewers?
- Etc...mix the odds around the games around the world... endless odds!

The Ultimate Result: Acceleration of Middle Class Prosperity for all!

* The People's Capitalism Games including the Mix the Odds Game, are owned by the MCC Pledger/Owners. The ownership is structured in a way that only the Middle Class Capitalism members can be majority owners. The profits are also shared with the Sponsors and Promoters to the extent determined necessary by the owner-members as an incentive to continue their support and promotion of the games to continue building wealth for the greater prosperity of all.

Proceed to the next chapter.



CHAPTER 5: The Middle Class Capitalism Fiction Epic Story

THE NON-VIOLENT GREAT ECONOMIC REVOLUTION

“Of the People, For the People, and Owned By the People”

(A narrative concept for the fictional book)

The ladder of middle class prosperity holds the symbol of the COG and Wheel. It represents the **Cycle of Perpetual Prosperity**. The Great Economic Revolution fiction story demonstrates the symbolism and philosophy of Middle Class Capitalism (MCC). The journey to lasting economic prosperity is symbolized in this concept as the **Golden Ladder of Prosperity**. The people are empowered through the Non-Violent Great Economic Revolution. They build the foundation of economic prosperity. It is the new millennium Middle Class Capitalism economic concept called Economic Equilibrium. The concept includes the basic rule of economic human nature as follows:

The Golden Rule of Prosperity: Empower the People

BUT HOW? THAT IS THE QUESTION!

The answer lies in the **Golden Ladder of Prosperity**. Climb that ladder and you have discovered the **Cycle of Perpetual Prosperity**.

It is January 1, 2000, the beginning of worldwide control of markets and money never before seen on earth. It is the final power and control needed to rule the financial wealth of the world. The world is raging with civil strife and protest, which create immediate short-term economic opportunities for the very wealthy, but inadvertently results in recession and decline of a strong middle class, and record numbers of poor. The seeds of Revolution are planted. This time there are two worldwide revolutions, one violent and one non-violent, resulting in the Great Economic Revolution. This new world is one in which the poor and the middle class have become poorer, and the rich prosper in the new found wealth controlled by the Trills. Ugly and often violent protests are growing everywhere and there is a worldwide revolution of violent terrorists.

During this period in less than 20 years the Trills have become the wealthiest Titans as more people fall into poverty. Trills are members of the highly secretive Trillionaire’s Society. Their billions together exceed a trillion, and they all

aspire to be trillionaires. They are basking in their pools of power and extravagance, and even the economic advantages of war as even more people fall into poverty. They are ruling the financial world! But... they have also unwittingly started the beginning of the **NON-VIOLENT GREAT ECONOMIC REVOLUTION**. They have awoken the proverbial giant that is called the *Neo-Caps*. The Neo-Caps are the new millennium non-violent economic warriors. They are the *New Millennium Neo-Capitalists* waging the brutal non-violent war of capitalism... **AND WINNING!**

This is a new type of non-violent economic revolution never before seen in the world. This is the new millennium world-wide economic system that empowers the poor and middle class to join their capital resources together to build a world-wide economic community that serves the interests of the people, and balances their power with the slowly declining greedy aristocratic Titans of the World. The Non-Violent Great Economic Revolution begins the final transformation. Using the largest pool of the people's capital worldwide, and wielding the most powerful economic weapon ever called integrated universal competition, the Neo-Caps wage the war of capitalism. They have won a balance of power and influence with the wealthy, in the **Grand Alliance** with the people. There is a new balance of power and influence with the people that creates greater prosperity for everyone. Together through the power of true and fair free market capitalism the Neo-Caps use their own resources, and their own assets of labor and capital for the people to build, own and control their own powerful network of businesses and wealth generating enterprises that serves their own interests. They are becoming the new world power that relies only on themselves for their greater wealth and prosperity. They do not depend on government, and they do not rely on the rich Titans or other corporations and businesses. They have built their own worldwide powerful economic community of businesses that serves their own best interests. They have found and are climbing **The Golden Ladder of Prosperity**. They have discovered the **Cycle of Perpetual Prosperity**. They have balanced the power between the rich and poor for the economic prosperity for everyone. *But it was not easy!*

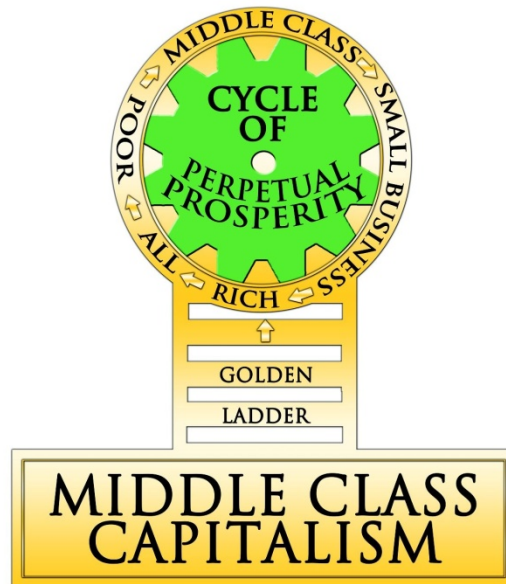
The Great Economic Revolution was fought on non-violent principles of true and fair capitalism called Economic Equilibrium, after a world of violent fermentation of the seeds of change. This is the new world, empowering the people worldwide in a non-violent economic system of their own, in their own best interests to secure a strong and prosperous economic environment they control.

After all, who will now have more power and influence over Wall Street, Congress and the government, the laws that are passed, and the overall economy? The new millennium COG's and their *Neo-Cap Warriors* who have now grown to include millions of the masses that have joined together; or, the old Titan aristocrats that are slowly eroding their power and influence? Clearly, the new power and wealth of millions of middle class persons, small business owners and their employees, and even the poor have combined their capital and labor resources to prevail over the power and wealth of a few wealthy aristocrats in this epic struggle. The Neo-Caps have won an economic balance of power and influence with the rich. They have achieved Economic Equilibrium. The **Golden Ladder** has led the masses to **The Cycle of Perpetual Prosperity** for all!

Writers Needed For Middle Class Capitalism Books!

Woolf would like to write a fiction book, a Middle Class Capitalism Epic Story that realistically demonstrates the Middle Class Capitalism concept, along with an associated technical book that describes the concept philosophy in the fiction book. Since Woolf is not a professional writer, he intends to invite professional and amateur writers, to voluntarily work with him. There will be ongoing website input and commentary on the books. When these books are published, writers that have contributed to the final version will receive not just credit, but will receive proceeds from sales based on their contributions.

Proceed to Epilogue



“Of the People, For the People, and Owned By the People”

EPILOGUE: Concept Developer Philosophy and Commentary

DICTIONARY DEFINITION OF CAPITALISM: “An economic and political system in which a country's trade and industry are controlled by private owners for profit, rather than by the state.”

Middle Class Capitalism is a pure and fair micro-economic system where the People invest together to build their own very powerful private multi-national People's Global Enterprise for personal profit, without the need of government, wall street, or other large multi-national global enterprises. CW

The concept developer is William Curtis “Curt” Woolf. Woolf has a Masters degree majoring in Management and Administration. He has over 30 years of top level management experience. This includes working as the Chief Administrative Officer over a 2 Billion dollar budget and managing the administrative functions for thousands of employees. Over a decade ago along with his brother a dentist, Woolf started, procured financing, managed and developed what is now one of the largest networks of for-profit dental clinics in New Mexico.

The Problem

The recent Great Recession is the worst assault on small business and the middle class since the Depression almost a century ago. It follows many recessions that were not created or caused by the people. There will be many more recessions unless there is a balance of economic power and influence with the rich. Woolf believes in general that the rich and powerful have always and will always control and maximize profit in any economy in their own self-interest. That is basic economic human nature. The middle class, small businesses and the less fortunate cannot depend on banks, corporations or government to assist or protect them during recessions or other economic hardships they had no part in creating. The inability of the middle class, small businesses and the less fortunate to have a support system to climb the ladder of prosperity, and to obtain bridge loans and capital needed to survive any recession has devastated millions of people everywhere. Coupled with this problem, Wall Street failures, and the inability of small business to compete with large multi-national companies' wealth, technology, power and exported trade and labor have further devastated the middle class. It has left most countries with the lack of jobs and record unemployment, and an economy failing and weakening the middle class. This motivated Woolf to develop a new capitalism concept that provides a

balance of economic power and influence with the rich he calls the principle of Economic Equilibrium. It strengthens and benefits the middle class, small business and even the less fortunate to be as powerful as the rich.

The non-profit People's Capitalism Network; the associated for-profit independent people's global enterprise called the COG Enterprise or COG Company network of markets, stores and businesses; the People's Capitalism Economic Regional Communities, the student associations, the People's Capitalism Games, and endless incentives for the people and the promoters are the vehicles that Woolf uses to secure and support middle class individuals, small businesses and even the poor economically in recessions or other economic downturns. The concept provides this golden ladder of opportunity to be able to safely grow and keep their wealth. Woolf's idea was to create a capitalism concept whereby the middle class persons, small businesses, and even the poor and less fortunate can prosper and flourish in their own internal economic system of commerce that by design they can control regardless of other economic conditions. Only the wealthy and powerful companies can flourish and prosper in a recession, or any bad economy. The COG Enterprise will become the most wealthy and powerful of all.

The Middle Class Capitalism System Basic Philosophy

Woolf's basic concept is that only with a balance of economic power and influence with the rich can there be growing and enduring prosperity for everyone. Woolf calls this economic principle "Economic Equilibrium". This can only happen in a free market capitalism society. Therefore, a new kind of capitalism designed specifically to build and support a strong, powerful and influential middle class is required to be able to achieve economic equilibrium with the rich for a lasting and enduring prosperity for all. Woolf believes there are basic rules of economic human nature that govern this balance of economic power. Woolf uses colorful symbolism for thoughtful provocation for this economic principle that he calls the "Golden Rule of Prosperity: Empower the People." It includes the two basic rules of economic human nature that are called the Basic and the Golden Rules of Economics. These rules are demonstrated in the narrative in a bold script as follows:

The Basic Rule of Economics. The very wealthy in general have always, and will always, use their power and influence to increase their fortune in their "own" self interest, often to the detriment of the less fortunate. That cannot change, as it is economic human nature.

The Golden Rule of Economics. Since you cannot change the Basic Rule, the less fortunate must be empowered to create a balance of economic power and influence with the very wealthy. Only in a capitalist system of economic equilibrium in a grand alliance with the wealthy can the people achieve lasting prosperity for all. Thus the Golden Rule of Prosperity: Empower the People.

Therefore, based on this basic principle, a new kind of people's capitalism was created that would provide the necessary power and influence for the people to build, grow and keep their wealth in their own global enterprise. This is an economic system of massive ownership by most people in their very own powerful vast network of businesses and stores. The system is for all people of all countries, all religions and all politics joining together for the benefit of all, and therefore must be an entirely secular economic system. There is no association of any kind with any other symbolism or system, to include any religious or political belief or concept. Through integrated universal competition, and lucrative incentives at every level, using the largest pool of capital ever, the people's global enterprise competes in the brutal game of capitalism to defeat the largest retail giants worldwide. They become owners of most of the retail stores in the world that sells their everyday goods and services. [Every new owner-investor that wants a job, receives a job in one of the many thousands of new stores opening everywhere.](#) This empowers the people to grow and keep their wealth with *safely affordable* investments in their own powerful companies, with a support system to be able to endure economic downturns. With this power and influence of the masses, the people will finally be able to effectively lobby for their own best economic interests. Therefore, Woolf developed a new economic system called Middle Class Capitalism, that includes the associated independent non-profit People's Network and the powerful for-profit independent people's global enterprise called the Capitalist Owner's Global Company or COG Company of COG-Co stores everywhere. It is often referred to also as the COG enterprise.

The People's Capitalism Games

In order to accelerate the growth of this micro-economic capitalism system to be most effective for the most people, Woolf had an idea for another new concept. He developed the People's Capitalism Games as a way to generate worldwide interest to build a massive membership in this new people's economic system. Anyone can enter, except the rich. However, many wealthy persons and companies will also participate in what Woolf calls the Grand Alliance between the rich and the poor. These games demonstrate the power of the middle class in economic balance with the rich. It is an accelerated way to achieve Economic Equilibrium resulting in a cycle of prosperity for all. He uses colorful symbolism noted by **Bold Classic Text** in the narrative for provocative thought to enhance interest in the games. Consistent with capitalism's general objectives of investment for ownership, the primary incentives to enter the Games include ownership in the Games themselves, and ownership in their new enterprise, the COG Enterprise network of stores. The COG Enterprise will become a massive network of businesses owned by the middle class and the less fortunate. In order to ensure maximum participation, there are many attractive incentives to enter included these reality games. For a \$10 entry fee online, there are several incentives including ownership and profits in the Games, and entry into the Golden Ladder of Prosperity Annual Grand Prize Award, expected to be the largest cash prize ever awarded. A great incentive is when they enter the Games, they receive their first share free as a new owner in the Cog Enterprise. They also receive a coupon for 100 free additional shares as an incentive to safely start the climb on the capitalist Golden Ladder to their first goal of investing 100 shares in their new for-profit COG Enterprise network of stores. They start and continue the climb to be able redeem the 100 free shares coupon, and immediately double their wealth in the enterprise. The ultimate goal is investing One Million Dollars to receive a real gold People's ICON Trophy that is the coveted Golden Ladder of Prosperity Award. These incentives will attract millions of people from around the world from the very beginning of the games, and the games should grow exponentially from there.

High Profile Promotion and Marketing

Millions of people in the games provide the capitalist incentives for benevolent billionaires and the wealthy in general to participate as sponsors and promoters of the games. The promoters will understand the creativity of the games to be a catalyst and accelerator for one of the most popular concepts ever. The promoters will have one of the greatest marketing tools ever with this concept. Along with the Grand Alliance Sponsors Award, the sponsors receive unprecedented advertising and marketing opportunities, shared profits from the games, and their companies' profits will soar. The promoters and sponsors will understand the potential for spin off potential for books, movies, videos, etc, are unlimited. The promoters will understand that the Middle Class Capitalism system truly is the perpetual motion of prosperity in the Grand Alliance between the rich and the less fortunate. It generates a great and lasting economy for everyone.

Economic Independence and enduring prosperity for a strong middle class requires a peaceful world. Peace in the world requires a world united with all nations and all religions that want a peaceful and civilized non-violent world. Please consider the world peace alliances.

THE WORLD PEACE ALLIANCE and THE WORLD RELIGIONS PEACE ALLIANCE

World Peace Alliance (WPA). The United States policy would be using all diplomatic means possible to form a World Peace Alliance with every country that wants a non-violent and peaceful civilized world. Peace in a non-violent civilized world is the mission of the Alliance. Together the WPA will declare a world war against every group or state that "targets" violence against civilians. They are the enemy. Every country that is not a member of the Alliance will not receive any military or financial support from any Alliance member, and will not be a part of the World Peace Alliance. The Alliance members will all work together militarily and financially to defeat the enemy anywhere in the world. The United States will "offer" to lead and use its military and financial resources as determined by the World Peace Alliance

is strategically necessary to lead and win the world war. Any organized group in the world that "targets" innocent civilians for violent actions for any reason, will be considered by the WPA as an enemy, and prioritized for action based on the greatest threats to worldwide peace and non-violence. All Alliance members will agree to strong joint sanctions against the enemy, will contribute to all military efforts to defeat the enemy, and will all provide a minimal amount of financial assistance in proportion to their GDP, or other agreed criteria.

World Religions Peace Alliance (WRPA). The World Peace Alliance will use all diplomatic means possible to organize "all" of the leaders of all legitimate world religions to unite in a World Religions Peace Alliance. Together they will issue a United World Religions Peace Proclamation that any organized group that "targets" innocent civilians for any kind of violence, is a threat to God and all legitimate religions in the world. They will declare to the world that they are a worldwide threat to civilized peaceful coexistence between all peoples, all legitimate religions and all nations of the world.

THE ENERGY UNIT TRANSFER POLICY FOR A CLEAN AND BEAUTIFUL EARTH

This new solution for renewable energy worldwide will benefit every business, every home and every individual, as well as providing incentives for the most powerful energy companies to implement it. This is the ultimate paradigm to benefit all, and achieve a clean and beautiful earth.

An "energy unit" of carbon energy or renewable energy is the amount of energy produced by the specific carbon units transferred as renewable units, such as BTU's produced. Congress will provide subsidies and credits to carbon producing energy industries that transfer carbon energy units in exchange for renewable energy units. This is a "public policy incentive" to reduce carbon that will be depleted sometime in the future, in exchange for producing renewable energy to replace the depleted carbon for all future energy needs. For every "carbon energy unit" transferred to a "renewable energy unit," the transferring company will receive a "public policy incentive" that is of equal or greater dollar value than the current market dollar value of the carbon energy units transferred. All credits and subsidies are based on the profit/loss annual amount of carbon energy units of the transferring industry, compared to the profit/loss of the same annual amount of the renewable energy units transferred, based on the annual financial statements. The "public policy incentives" will help enable the renewable transfer industry to be as profitable, or even more profitable, as their carbon transfer industry. This will reduce and eliminate any public credit or subsidy losses due to the transfers made to replace current and future depleted carbon energy. Tax credits and government guaranteed low interest loans will be made as a "public policy incentive" to all individuals and businesses for all renewable energy systems, products and loans provided to them by the transfer companies. This includes all transfer companies, property owners, utilities, companies, businesses, individuals and utilities that install or provide any renewable energy system or products. Products include solar panels, wind generators, batteries, vehicles, or any other renewable energy product or energy system that is provided by an energy transfer company. In summary, large energy companies will provide large scale renewable energy systems and products everywhere and receive greater profits than before as an incentive to replace carbon energy profits, and every business and individual receives renewable energy products with loans that are repaid with reduced or eliminated energy costs. Only when equitable public policy incentives are provided to both large capable renewable energy suppliers and general public energy users will there be large scale renewable energy that replaces depleted carbon energy in a relatively short period of time. Renewable energy companies receive greater profits than before, and individuals and businesses receive lower or eliminated energy costs. Public policy incentives are also reduced and eliminated with repaid loans and a very prosperous new economy that provides huge government revenues, good paying jobs and upward mobility. Everyone benefits with the new equitable Energy Unit Transfer Policy and laws.

See the "**DECLARATION OF ECONOMIC INDEPENDENCE**" next page.

THE END of the SHORT BOOK...and the BEGINNING of MIDDLE CLASS CAPITALISM AND LASTING PROSPERITY FOR ALL!

The Declaration of Economic Independence

Whereas, on July 4, 2017, We the PEOPLE hold these truths to be self-evident, that all PEOPLE are created equal, that they are endowed with unalienable economic rights, certain that among these are life, liberty and the pursuit of happiness... in a permanently prosperous economy for all.

Whereas a balance of power is necessary for security between nations, a balance of power and influence between the People and the Rich is necessary for permanent economic security for all.

WE the PEOPLE hereby declare that we are endowed with an unalienable human economic right to an independent, balanced, fair and just economy that is ... Of the PEOPLE... For the PEOPLE... and owned By the PEOPLE.

WE the PEOPLE therefore declare our Economic Independence now and forever, in order to be economically self-reliant without the need for government, or large banks and corporations. We will unite together to Build, Keep and Own Our Own everyday economy with our own good jobs and upward mobility for all.

We The People will "Own Our Own" multi-national stores everywhere that provides our everyday products and services, including "Owning Our Own" banks that holds our own capital deposits.

WE the PEOPLE therefore pledge to unite together with our capital resources, in the purest and fairest system of capitalism ever on earth, to be able to "safely afford" to invest and profit from our own everyday multi-national stores everywhere now and forever. Together we will build and keep the most permanently prosperous economy ever for everyone, including the rich.

The GREAT ECONOMIC REVOLUTION begins.