

My Gift to the World



Smile
BUX

A digital currency backed
by the abundant nature of SMILES

By Matt Goodman

An Introduction:

The presentation you are about to view is my gift to the world. It's a plan for how to fix our economy through an alternate digital currency, one powered by the abundant nature of our SMILES. The idea "found me" over four years ago in Chicago. And I believe it is truly divine in origin.

To understand it, you first have to understand how our current money system operates, specifically Fiat money. And how the supply of it, for all intents and purposes, is rigged. In the presentation I go over what fiat money is and alternatively compare it to two other currency systems, The Gold Standard and Bitcoin, and finally my solution, Smile Bux.

I ask that you keep an open mind and open heart through the presentation. Disrupting our money system is not something you do lightly, even if it is with a SMILE. I hope you see a glimmer of what I see. I believe a smile-backed currency is not only possible, but probable and God-willing, inevitable. It's why I can't stop smiling. It's going to change the world!

Matt Goodman, *Chief Smile Officer*
Smilocracy.org



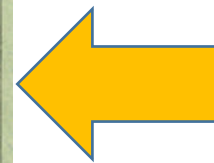
Smile Bux Part 1:

Replacing Fiat Money with Smiles

What is Fiat Money?

Fiat money is the type of currency most people use. It is money that a government has declared to be legal tender, but it is not backed by a physical commodity.

The value of fiat money is derived from the relationship between supply and demand, which is determined by a country's central bank.



Just paper.
Not backed by anything.

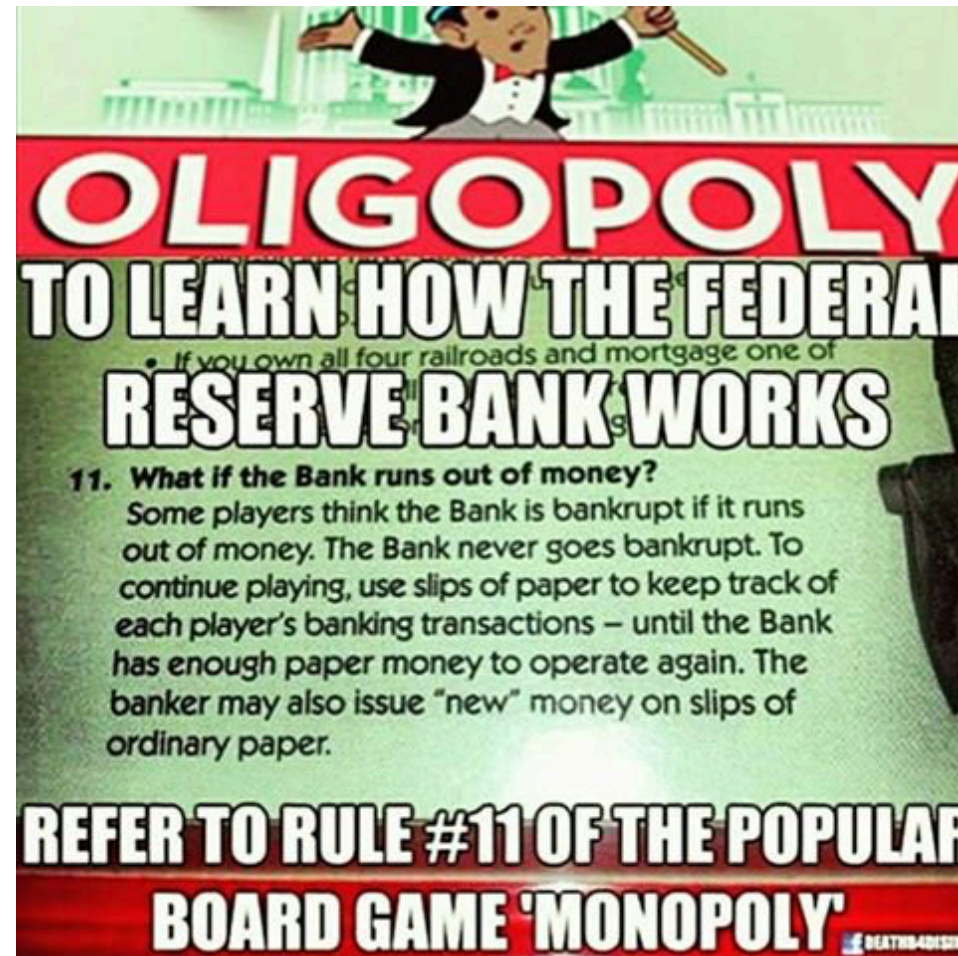
The Problem with Fiat Money

Central Banks create it out of thin air!



How the Scheme Works:

Just refer to Rule #11 of the popular board game 'Monopoly'!



The Result: Debt Slavery



The U.S national debt is 19.9 trillion!

How do we create a fairer and more equitable system?

Evaluating 2 Alternative Systems:



the gold standard

Commodity-backed

VS



Decentralized + Encrypted

Alt. 1



What it is:

The gold standard is a monetary system where a country's currency or paper money has a value directly linked to gold. With the gold standard, countries agree to convert paper money into a fixed amount of gold.

Advantages of Gold Standard:

- Amount of gold is finite; government can't print money out of thin air
- Gold is a tangible resource; inherent and natural value/properties
- Currency is self regulating; less inflation, budget deficits and debt

Disadvantages of Gold Standard:

- Size and health of a country's economy are dependent upon its supply of gold.
- Not reliant on the resourcefulness of its people and businesses.

Alt. 2



What it is

Bitcoin is a type of digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds. It is completely decentralized.

Advantages of Bitcoin:

- There is no central authority; less regulation/control
- There's a finite supply; less risk of inflation
- Bitcoins are encrypted; they cannot be stolen .

Disadvantages of Bitcoin:

- Extreme Volatility; very limited supply
- Still Developing; lots of kinks to work out in system
- Lack of awareness and understanding

Comparing the the 3 Systems

	Fiat	Bitcoin	Gold Standard
Flexible Supply	✓	✗	✗
Decentralized	✗	✓	✗
Commodity-Backed	✗	✗	✓

Each system has one crucial variable/strength

.....What if there existed a currency that combined the strengths of them all?

	????
Flexible Supply	✓
Decentralized	✓
Commodity-Backed	✓

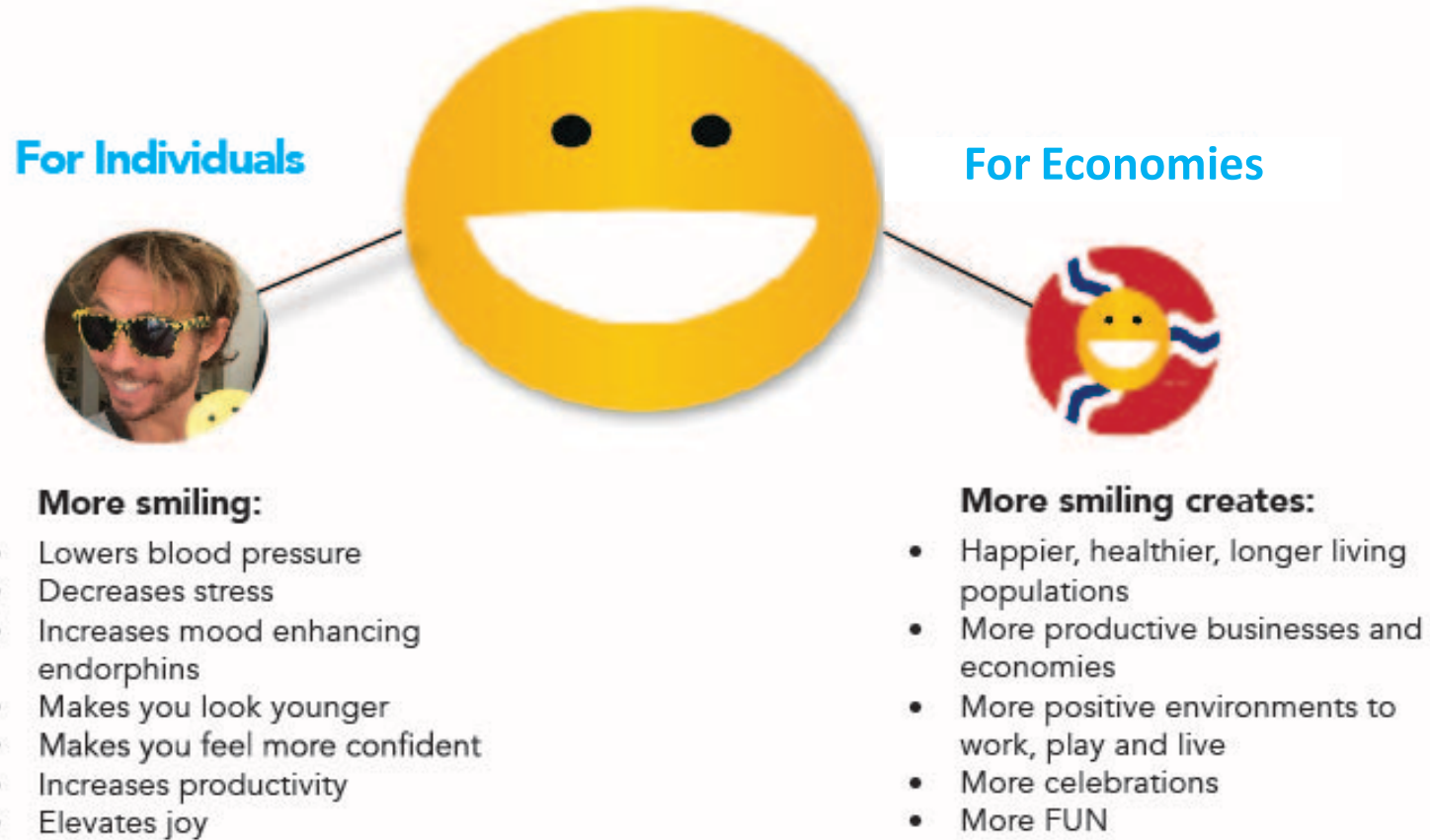
Our BIG Idea:



Smile
BUX

A digital currency backed by the abundant nature of your smiles.

The Inherent Value of Smiles



source: lifehack.org

Why Smiles are the perfect currency:

1. Smiles are self generating and self multiplying, and go away
(Flexible Supply)



2. The act of smiling is controlled by individuals, not any central authority
(Decentralized)



3. Smiles are a healthy resource with real, quantifiable benefits
(Commodity-backed)



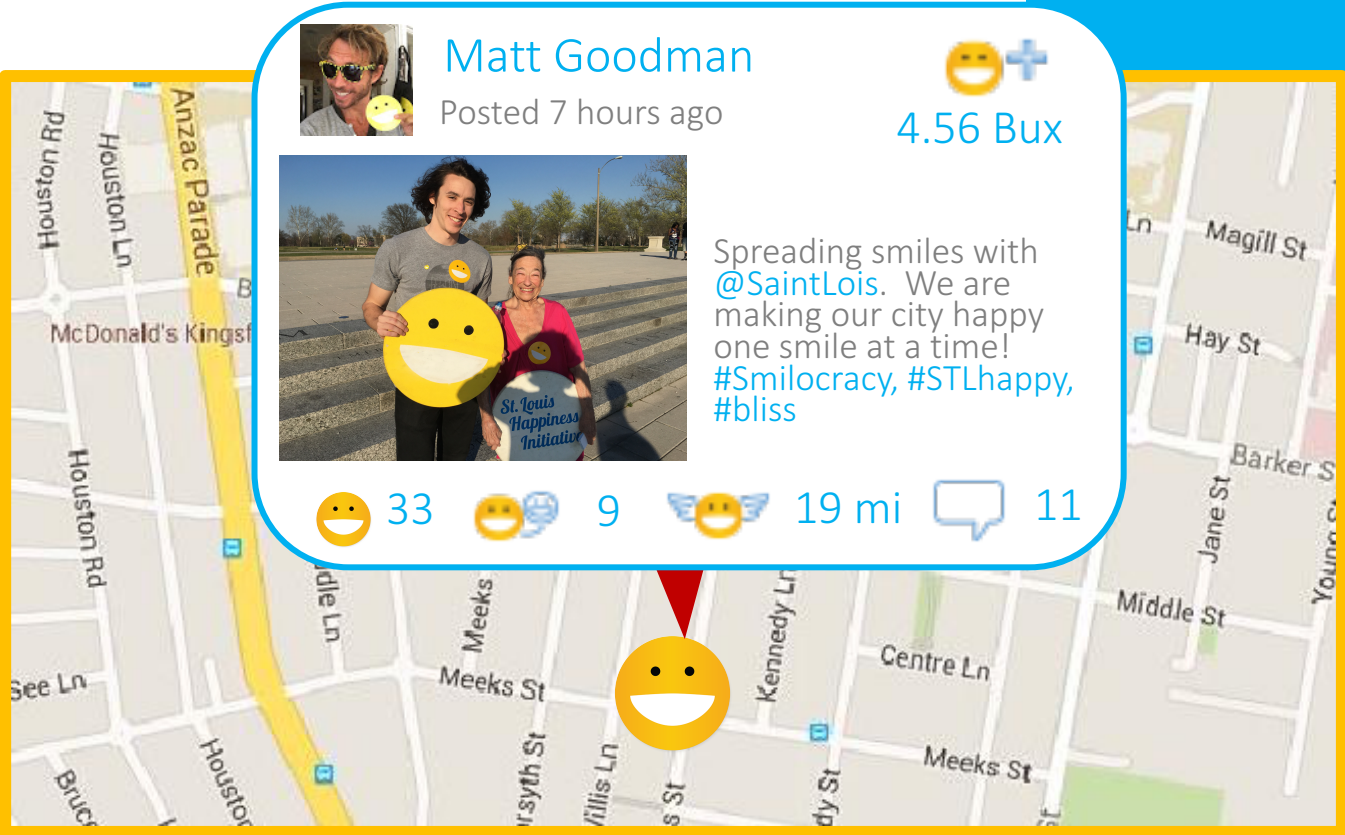
So how do we make
smiles a currency?

We virtualize them...






How Smile Bux Work:

Smile Bux are generated every time a user digitally posts his or her smile to the Smilocracy map. They work by the *law of attraction* - the more positive engagement a smile gets, the more Bux the user earns.







The screenshot shows a social media-style post on a map. The post is by Matt Goodman, posted 7 hours ago, and has earned 4.56 Bux. The post includes a profile picture of Matt Goodman, a main image of two people holding smile signs, and a text description: "Spreading smiles with @SaintLois. We are making our city happy one smile at a time! #Smilocracy, #STLhappy, #bliss". Below the text are icons for 33 likes, 9 comments, 19 miles away, and 11 replies. The map background shows streets like Anzac Parade, Houston Rd, and Meeks St, with a red pin and smile icon marking the location.

Matt Goodman  
Posted 7 hours ago **4.56 Bux**



Spreading smiles with @SaintLois. We are making our city happy one smile at a time!
#Smilocracy, #STLhappy, #bliss

 33  9  19 mi  11



A social currency that grows in proportion to your positivity


The Smilocracy system automatically rewards Bux for the following types of positive engagement:

- Smiles (likes)
- Re-smiles (shares)
- Smile Reach (distance of a resmile)
- Comments (approved by poster)





The more positive engagement your post gets, the more Bux you earn!



 **Matt Goodman** 
Posted 7 hours ago **4.56 Bux**






Spreading smiles with [@SaintLois](#). We are making our city happy one smile at a time!
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Earn Bonus Bux for Virality!

Users can even earn *Bonus Bux* for reaching viral benchmarks. The goal is to inspire more positive actions in the community like random acts of kindness, viral videos and more.

 **Matt Goodman** 
Posted 7 hours ago **44.56 Bux**
10.00 Bonus



Spreading smiles with [@SaintLois](#). We are making our city happy one smile at a time!
[#Smilocracy](#), [#STLhappy](#), [#bliss](#)

 1000  333  122 mi  11

Devising a Standardized System

Our basic smile units:

- Smiles = 0.01 Bux (“Penny”)
- Re-Smiles = 0.05 Bux (“Nickel”)
- Positive Comments = 0.10 Bux (“Dime”)
- Smile Reach >100 mi = 0.25 Bux (“Quarter”)

*We chose the USD system as our model because of its familiarity and use.

Bonus Bux Benchmarks

Smiles

1,000 Smiles = 10 Bonus Bux
10,000 Smiles = 100 Bonus Bux
100,000 Smiles = 1000 Bonus Bux
1,000,000 Smiles = 10,000 Bonus Bux

Re-smiles

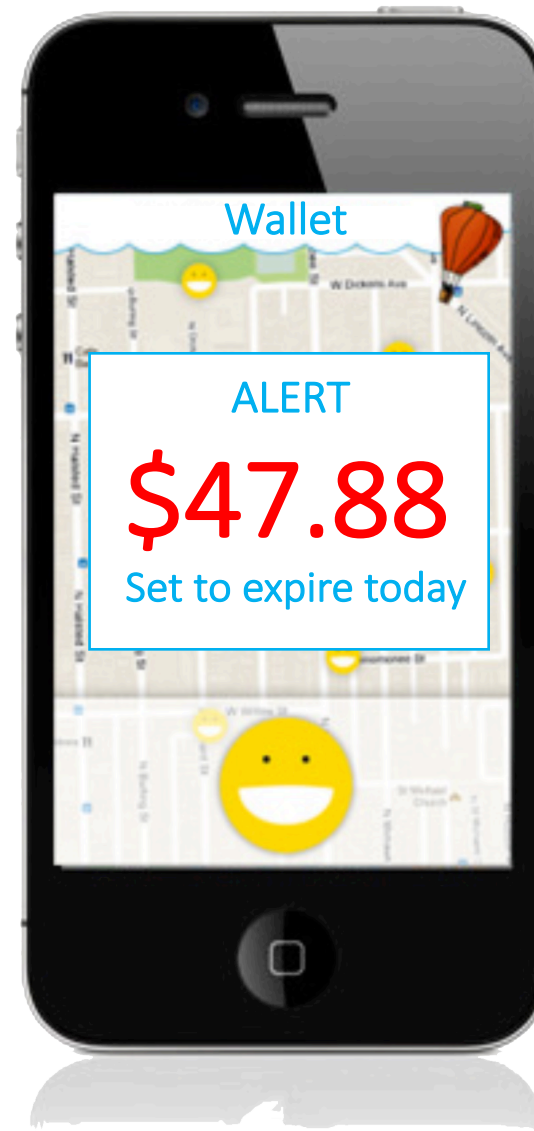
1,000 Resmiles = 20 Bonus Bux
10,000 Resmiles = 200 Bonus Bux
100,000 Resmiles = 2000 Bonus Bux
1,000,000 Resmiles = 20,000 Bonus Bux

sMile Reach

1,000 sMile Reach = 10 Bonus Bux
2,000 sMile Reach = 20 Bonus Bux
3,000 sMile Reach = 30 Bonus Bux
4,000 sMile REach = 40 Bonus Bux

Bux that Expire:

A really important feature is our Smile Bux expiration dates. This feature not only keeps the supply of Smile Bux in check, but also encourages users to post more consistently positive content since they can't save their Bux. We are still experimenting with how best to implement smile expiration dates.



Creating a Currency for Advertisers – *PromoBux*

For promotional use, our *PROmoBux* currency allows advertisers to tailor and reward custom bux to customers. In the future, there will be hundreds, potentially thousands, of promotional currencies that operate in the Smilocracy Ecosystem.

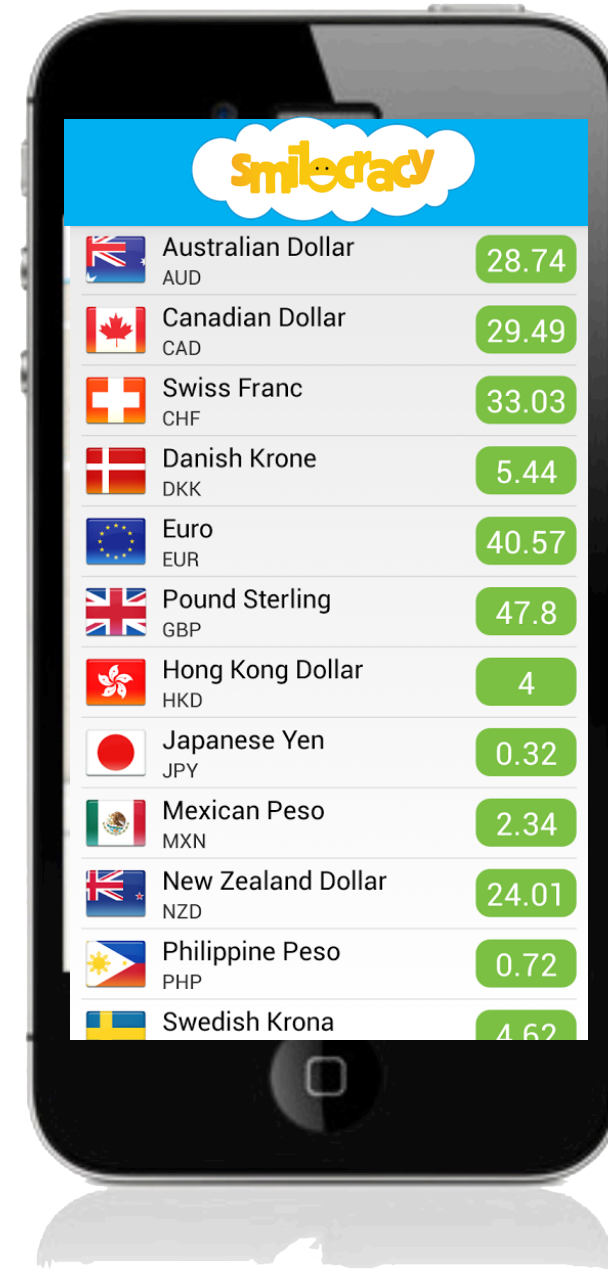


The Smilocracy Currency Exchange

Finally we will develop our own Currency Exchange. It will allow users to trade their country's fiat money in for Smile Bux as well as PROMOBUX. It will be completely integrated into the ecosystem and will include a small transaction fee.



Exchange



Security

To protect against the spread of negative content, we will have a flagging button on every post. The goal is to shelter the ecosystem from as much negativity as possible.

Flagged

Matt Goodman
Posted 7 hours ago

HAHAHA... Sarah passed out at the kegger last night #skank, #awesomeparty, #hilarious

33 9 19 mi 11

Additional Security Features

- Smile Engagement guidelines
- User authentication
- Limits to smiles/re-smiles you can give per day
- Expiration dates on Smile Bux usage
- Smile Police Force
- Wiki-boards
- Other community feedback and monitoring tools

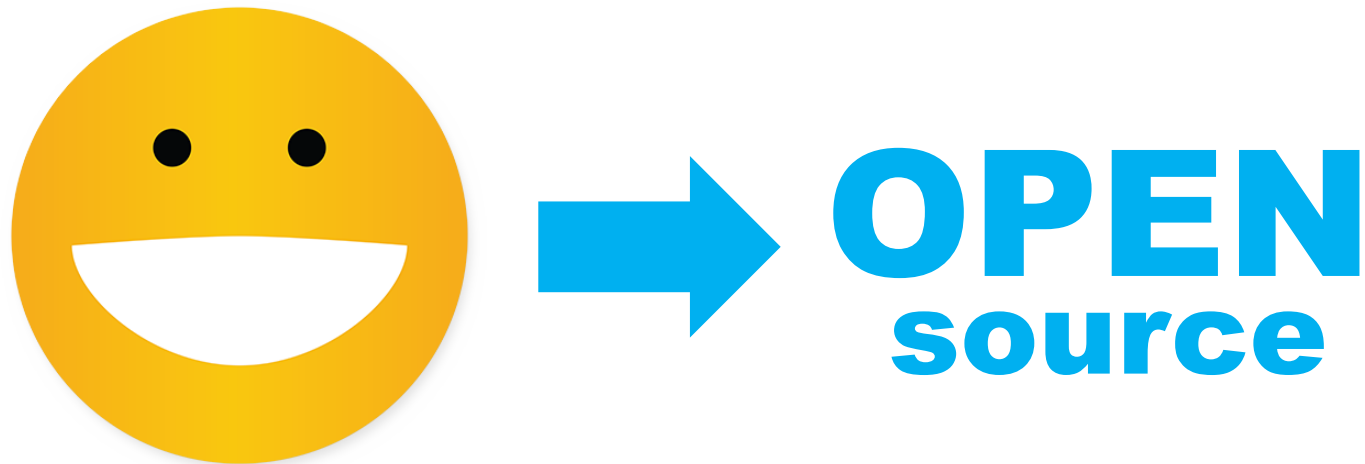
Economic Implications & Impact

The economic impact of an alternate currency backed by smiles are incredibly eye opening. Here are a few that we've thought of.

- The wealthiest citizens, businesses and communities will be the ones that create the most happiness – there is direct link in our system
- Community leadership will be a meritocracy – leaders will be elected based on how many smiles they have created
- “Gaming” our system means you’re spreading happiness. And that’s the point!
- Communities that have low levels of smiles will want to recruit individuals from happier communities to help boost their economy – think about that!
- It will be cheaper to live in less happy communities just like it’s cheaper to live in more rural areas... However, if you want a challenge, your goal will be to move to a low happy community and raise the levels of smiles.... It’s an opportunity to become a Leader
- We are proving that money is energy, positive energy. And that the only thing stopping it from being abundant is our JOY!!!

An Open Source Project

Smile Bux is an open source project. We are currently looking for collaborators from every walk of life to help bring this extraordinary vision to life.



About Smilocracy

Smilocracy is the brain child of founder and Chief Smile Officer, Matt Goodman. It is more than just a company – it is a philosophy and vision for how to create a fairer, more peaceful, positive and loving world.

The organization is in the process of developing numerous innovations and programs. Current projects include:

- Smile Bux Digital Currency
- Smilocracy Social Ecosystem
- OpenVerse Geo-CMS
- The STL Peace Train Project



When Matt and team are not developing revolutionary innovations, they're out spreading smiles in the world. To date, they have given out over 40,000 of their famous smile stickers. And they're not going to stop till every last human on Earth has gotten one of their smiles.....

For more information, visit
smilocracy.org

Thank You!

