

THOROUGHLY MODERN MONEY

CONSIDERATIONS WHEN DESIGNING A NEW
CURRENCY

PHOEBE BRIGHT
MEMBER OF THE FEASTA CURRENCY GROUP

BACKGROUND

- Phoebe
- Feasta
- Currency Group
- Liquidity Network

PURPOSE OF A CURRENCY

- Measure of Account
- Means of Exchange
- Store of Value

WHY A NEW CURRENCY?

- National currencies - jack of all trades
- Promote local
- Resilience
- Increase Liquidity

Decisions to make if you design a
new currency

HOW IS MONEY SUPPLY MANAGED?

- Created
- Monitored
- Destroyed

HOW DO YOU INSPIRE TRUST?

- Backing
- Security
- Stability

WHO IS IT FOR?

- Business
- Personal
- Black Market

USE OF TECHNOLOGY

- Paper / Coins
- Web
- Mobile Phones
- Cards
- Apples

WHAT SCENARIO AND FOR HOW LONG?

- Collapse Scenario
- Economic cycle
- Event

EXCHANGE?

- with National Currency
- with other currencies

DEBT ALLOWED?

- Creation of money by debt
- Loans within the system

LIQUIDITY NETWORK

Focus on:

- Creating Liquidity
- Money NOT created from Debt
- System owned by Users
- Easy, safe and cheap

IMPLEMENTING A LOCAL CURRENCY

- Assess your needs
- Test the market
- Choose / Design a currency
- Trial period
- Use - Review - Improve

TOOLS TO ASSESS

- Local Business Networks
- What are businesses buying and selling locally?
- How much local currency can businesses use?

TOOLS TO ASSESS

- Local Currency Trial
- Stickers on Euros
- Record their path way
- Assess appetite for local currency + build database of users + understand networks.

What Next?