Methodocracy Foundation Business Plan

# Notes

The user base of our product, methodocracy.org, is effectively the same demographic as the donors to Methodocracy Foundation. Both groups will be treated interchangeably throughout this document.

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# Product

## Elevator Pitch

A free website for problem-solving made into like a game. Kind of like Wikipedia, but instead of logging already known information, it focuses on generating new knowledge using established methods. Credentialed users and average Joe's can use it alike. The kicker is that some of the problems to be solved are how to make the world a better place.

## Business Overview

Methodocracy Foundation is a technology nonprofit, a scientific and educational charity that develops a website: methodocracy.org.

## Description

Users browse, search, and submit entries into the knowledge base. Entries can disprove, support, replicate, peer-review, allude to, expand upon, break down, summarize, etc. other entries. The website calculates and informs users the status of an entry's strength using this system. An entry is most meritable if it follows rigorous scientific, ethical, and practical philosophical methods. An entry is least meritable if it is just an opinion or comment, and is less visible when sorting. Lower merit entries should not be dismissed, however, because they often inspire more meritable entries to be submitted.

## Benefits

The number of benefits is far too great to list, focus will be put on the biggest three.

The current academic community is broken. Methodocracy will:

1. Ensure that experiments are replicated before being taken seriously.
2. Remove confirmation bias that is caused by being motivated to make headlines.
3. Ensure that sample sizes are of a respectable amount.

## Example of Use

A research organization uses Methodocracy to upload their old experiments and create new entries for new experiments and the debate surrounding all of it. When a discovery is made that something is causing harm in society, the organization---in collaboration with other organizations and the general public---get to work. They must be skeptical, not sensationalize their findings, find the complexities that are relatively closer to the truth than the initial black and white, and evaluate several possible action plans to remedy the problem. When ready, the project is presented to those who write laws and those who set company policies.

## Mission Statement

To engage everyone in problem-solving, using the scientific method, ethics, and practical philosophy as the most meritable methods. To ensure that, through Methodocracy, humanity always has the ability to problem solve as much and as fast as possible.

## Vision Statement

To be known as the first place where thinkers and problem-solvers go. To ensure the survival of all. To take care of suffering and improve the quality of life for all now and in the future.

## Value Statement

Honor.

Methodocracy Foundation will always:

-Ensure that everyone can participate in the process free of charge.

-Ensure that everyone can access the knowledge base and its untampered history free of charge.

-Ensure that everyone can improve the design of the process free of charge.

-Make every effort to not operate in any way which causes new and major problems anywhere in the world.

-Have no tolerance for blatant unethicality or inaccuracy within Methodocracy for any period of time.

-Promote civil debates, and celebrate diversity in opinion and belief.

-Ensure equal access and participation for everyone and give everyone a voice.

-Value inclusion.

-Encourage sharing ideas freely.

-Ensure integrity and accuracy, especially with the history of the knowledge base.

-Improve democracy.

-Refuse any power in society beyond advising.

-Maintain logical and ethical barriers between the content of Methodocracy (and Methodocracy itself) and how society functions.

-Ensure checks and balances are incorporated into how Methodocracy Foundation operates.

-Operate with openness, value openness when designing and developing Methodocracy, and keep Methodocracy open-source.

-Be transparent.

-Maintain credibility.

Morals and ethics.

Methodocracy Foundation will always:

-Make every decision with wisdom.

-Value and promote ethics, honesty, responsibility, prudence, selflessness, giving, kindness, compassion, love, peace, peacefulness, caring for everyone, encouragement, and improving the world around us.

-Increase the chances of survival and the quality of life for the most amount of individuals for the longest duration.

Effectiveness.

Methodocracy Foundation will always:

-Be committed to improvement.

-Value logic, truth, quality, organization, efficiency, reliability, cooperation, data, information, knowledge, metrics, play, creativity, and inspiration.

-Quantify everything, and express everything in mathematical and logical models.

-Apply the scientific method to topics that currently are not scrutinized using it, and to use it to approach problems from new angles.

-Ensure that rules, regulations, and policies are followed to prevent accidents.

-To not tolerate those who---even subtly---derail the path of Methodocracy Foundation away from its mission, vision, and values.

-Prevent economic espionage by making all potential secrets publicly transparent.

-Make our product, volunteer opportunities, employment, investments, and partnerships fun and engaging.

-Question everything and encourage everyone to do the same.

-Think big and encourage everyone to do the same.

## Future Development Plans

The plan for improving methodocracy.org is currently based on a more intuitive approach following the direction of Founder, Chairman, and CEO, Zachary Hebert. There are specific plans that have not been articulated into document form. Methodocracy will boast new features over time that improve how efficiently it is able to solve problems and execute solutions. For example, after many design improvements, methodocracy.org will provide embedded links that display the current strength of the entry that it links to in the knowledge base. This allows people to quickly back up their arguments elsewhere on the internet. In another example, further down the line, methodocracy.org will serve as a crowd-funding platform to fund citizen science experiments.

A section within the Methodocracy website will apply the same methods used on everything else to improve how Methodocracy Foundation is run, and to improve the design of methodocracy.org.

## License and Git/GitHub Information

The open-sourced code and documentation of methodocracy.org and Methodocracy Foundation is protected by the GNU General Public License. Methodocracy.org is free software: you can redistribute it and/or modify it under the terms of the GNU General Public License as published by the Free Software Foundation, either version 3 of the License, or (at your option) any later version. See [Appendix I: License](#_Appendix_I:_License) for more information. All code and documentation is available on the GitHub project at <https://github.com/methodocracy/methodocracy.org>

# Marketing Plan

## Market and Sub-Sectors of the Market Definition

The general market is the industry of scientific publication, while the sub-sector of that market that is being targeted is attendees and exhibitors of academic conferences. The sub-sector is chosen because it consists of both academics and policy makers.

1. Scientific publications
   1. Attendees and exhibitors of academic conferences

## Trends of the Market

According to the article, “7 Major problems science is facing: A survey overview” (<http://www.editage.com/insights/7-major-problems-science-is-facing-a-survey-overview>), these are the issues the scientific community faces:

### **Financial crunch in academia**

### **Poor study design in published papers**

### **Lack of replication studies**

### **Problems with peer review**

### **The problem of research accessibility**

### **Lack of adequate and accurate science communication**

### **Stressful nature of academic/postdoc life**

## Market Size

Out of the estimated XX scientific publications in the world, the following are considered the most reputable by multiple sources:

* A

An average of XX studies are published in one of these publications every XX. An average of XX people work on a single study, and an average of XX funding is granted to each study. XX amount of people are credited for a study every month, and XX worth of funding is spent annually within just these most reputable publications.

These are the following academic conferences that have exhibition ties to the previously mentioned scientific publications:

* A

The average size of attendees and exhibitors for one of these conferences is XX, and the total amount of attendees and exhibitors from these conferences is XX.

## Target Audience

XX% of attendees and exhibitors have academic titles, while XX% of attendees and exhibitors have policy making or governmental titles.

MORE XX

## Need of the Product

Meetings between academics and policy makers allows the world to change according to our most recent findings. There is untapped potential within this demand, it could be utilized more often, with better and more research, and with better policy making tools.

## Direct Competitors

Scientific publications are our direct competitors. The following are the most reputable:

* A

Because of the many problems in the academic field, competition should not be too difficult at first, it is possible to coexist with our competitors as yet another publication. We would be the first digital publication that is extremely robust and in-depth. Once our organization inspires others we may face more targeted competition.

## Indirect Competitors

Wikipedia is the only nonprofit website that is doing something remotely similar to methodocracy.org. Wikipedia merely logs already known information while Methodocracy generates new knowledge. Competition should favor us greatly.

## Competitive Advantage

The competitive advantage is the same as the benefits of the product. Having them one and the same makes competition easier. There are more aspects than what is listed below in which methodocracy.org will fix problems in the academic community, but these are the ways in which methodocracy.org will compete at launch.

The current academic community is broken. Methodocracy will:

1. Ensure that experiments are replicated before being taken seriously.
2. Remove confirmation bias that is caused by being motivated to make headlines.
3. Ensure that sample sizes are of a respectable amount.

In addition, methodocracy.org does more than publish science. It hosts a web of debate surrounding science and involves the general population to take part in the debate as well as citizen science.

## Distribution Channels and Promotional Efforts

The main distribution channel to bring new users and potential donors to methodocracy.org is current users posting links to methodocracy.org to back up their claims on the internet. Another distribution channel is endorsements and referrals by reputable sources, which can be achieved through press releases of accomplishments made through Methodocracy, and by networking. Once a user is engaged, they are likely to return to the website on their own accord.

The main way of soliciting donations is directly on methodocracy.org, similar to how Wikimedia does it with Wikipedia. The difference, however, is that the process is going to be properly gamified. Traditional methods for seeking funding will be used as well.

The most appropriate promotional efforts would be to crowd-fund with a site similar to Kickstarter, but with an alternative that best suits our needs. The focus of this promotion would be less on funding, and more on establishing brand recognition.

# Operational Plan

## Objectives

* Ensure enough funding is coming in.
* Deliver on our competitive advantages and benefits.
* Improve problem solving and execution of solutions within and surrounding methodocracy.org.
* Use the very same methods that are used on everything to improve the design of methodocracy.org and to improve how Methodocracy Foundation is run.
* Adhere to our mission, or vision, and our values.

## Development Approach

The plan for improving methodocracy.org is currently based on a more intuitive approach following the direction of Founder, Chairman, and CEO, Zachary Hebert. There are specific plans that have not been articulated into document form.

## Maintenance and Evaluation of Development Approach

The code is open-sourced to allow the community to help fix issues with methodocracy.org. A section within the Methodocracy website will apply the same methods used on everything else to improve how Methodocracy Foundation is run, and to improve the design of methodocracy.org.

## Location

At launch, employees and volunteers would be working from home as a distributed team. This is most appropriate for this kind of work and also cuts down on costs.

## Expansion Plans

When Methodocracy Foundation receives enough funding, expansion will take place by hiring more web developers to start, then maybe a CFO.

# Organizational Structure and Management Team

## Organizational Structure

The board of trustees oversees the CEO (Zachary Hebert) while delegating control of the organization to the CEO. The CEO will hire two positions at launch, one web developer, and one grant writer.

## Management Team Description

### CEO – Zachary Hebert

Zachary was tested in the 99.9th percentile for intelligence and was put into the Seminar education program in K-12. Seminar is an advanced class program within the larger and more inclusive advanced program: G.A.T.E.. Zachary has accrued life experience in a variety of disciplines by taking risks, and is a highly motivated individual wanting to improve the world as much as possible before his death. Refer to [Appendix II: Zachary Hebert Resume](#_Appendix_II:_Zachary).

## Board Description

N/A

## Management Team Gaps

The company could use a CFO, although proper funding would need to be secured first.

# Major Milestones

1. Assemble board and launch organization.
2. Finish prototype using an intern, after preparing insurance for this.
3. Secure initial funding using crowd funding in addition to other sources. Offer alternative ways to donate to scale prototype up while crowd funding campaign is in progress.
4. Implement donation system on website.
5. Design website with goal of securing stable medium-term funds.
6. Implement design allowing for societal problems to be solved.
7. Solve a problem in society.
8. Promote methodocracy.org based on success of societal solution.
9. Secure stable long-term funds.

# Capitalization

## Capital Structure Description

Methodocracy Foundation does not currently have any outstanding debt, loans, holdings, bonds, or endowments. Methodocracy Foundation cannot offer equity as it is a 501(c)(3) organization.

# Financial Plan

# Considerations

# Appendices

## Appendix I: License

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## Appendix II: Zachary Hebert Resume

Zachary Hebert

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Highland, CA 92346

M: (909) 270-6891

DOB 3/11/1994

alwayskeepcontents@yahoo.com

Skills

99.9 percentile intelligence, passionate, altruism, entrepreneurship, project management, social media, management, non-profit administration, leadership, strategic partnerships, business development, marketing strategy, start-ups, video games.

Education

San Bernardino Valley College, Business, Computer Science, Spring 2013 – Spring 2016

Homeschooled

Experience

FarSight Studios January 2013 – March 2014

Quality assurance (QA), promoted QA lead, promoted design work, producer

Snow Summit November 2012 – April 2013

Snowboard instructor

Various hospitality

Volunteer Experience

2014-present Founder, Chairman of the board, and CEO of Methodocracy Foundation

2016-present Pro Bono Strategic Partnerships

2009-2012 Home-front San Diego

2010 YMCA Volunteer Assistant Coach

2010 Habitat for Humanity

Interests

Entrepreneurship and business, setting up scientific and educational nonprofit: methodocracy.org, programming, web development, designing video and board games, creating adventures and being a dungeon master in Dungeons & Dragons, snowboarding, piano and composing, writing, Cub scouts arrow of the light, Boy scouts, improving the world.

References

Jose L. Cruz

Mentor – San Diego Counsel on Literacy (CEO)

(619) 277-5673

Norman Stepansky

Supervisor – FarSight Studios

(951) 201-4791

Jay Obernolte

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