

Northern Michigan Firewood Company - Political Threat Playbook

Northern Michigan Firewood Company

Political Threat Playbook

Version 1.0

Core Philosophy

We do not seek political clout. We serve people with dignity, warmth, and sovereignty. Our model is private, principled, and community-rooted - not for sale, not for show, and not for compromise.

Posture: Private, Principled, Sovereign

- Ownership: 100% private, no external investors
- Funding: Bootstrapped + community-aligned revenues
- Currency: Accepts Bitcoin as protest and principle
- Transparency: Radical local transparency; no public filings or VC expectations
- Growth: Decentralized, node-based kiosks - not national scale

Threat Timeline & Defense Strategy

Year 1 (2026) - Observation Phase

- Risk: Low
- Threats: None
- Defense: Focus on clean compliance, quiet build, core storytelling

Year 2 (2027) - Visibility Emerges

- Risk: Moderate
- Threats: Competitors, zoning scrutiny, media curiosity
- Defense Moves:

Northern Michigan Firewood Company - Political Threat Playbook

- Public values statement
- Local legal review (zoning, land use)
- Soft coalition building (librarians, artists, aid orgs)

Year 3 (2028) - Economic Friction Begins

- Risk: Moderate-High
- Threats: Entrenched sellers, political labeling, copycat dilution
- Defense Moves:
 - Document visual identity, slogans, and kiosk design
 - Launch light PR through YouTube/Bluesky to tell your story before others do
 - Deepen relationships with local supporters and referral partners

Year 4+ (2029-)

- Risk: High (if culturally influential)
- Threats: Weaponized bureaucracy, misinformation, value co-opting, grant denial
- Defense Moves:
 - Legal defense strategy (pro bono counsel + policy references)
 - Rapid response protocol (fact sheet + public story + ally list)
 - Consider land trust or private trust shell for flagship property
 - Continue publishing murals, mini-docs, and BTC transparency reports

Threat Types & Countermoves

Zoning/Code Enforcement

- Threat: Forced closure or compliance orders
- Counter: Know your classification; use portable units; maintain clean lot; be preemptive

Economic Sabotage or Pressure

- Threat: Locked out of supply or partnerships due to values
- Counter: Maintain multiple wood sources; barter/split-load agreements; diversify candle + merch revenue

Northern Michigan Firewood Company - Political Threat Playbook

Reputational Attacks (Political Framing)

- Threat: Being labeled radical, un-American, extremist
- Counter: Stay rooted in service and community action; maintain a consistent voice of warmth and honesty; highlight impact, not ideology

Imitation & Dilution

- Threat: Copycats exploiting your image or values without integrity
- Counter: Make your identity unmistakable through art, tone, content, and public presence. Be so original they look foolish trying.

Key Tools

- Public-facing values sheet
- Crisis communication template
- Kiosk signage legal FAQ
- Allies contact matrix (librarians, teachers, artists, local press)
- Local lawyer retainer or consult agreement
- Emergency response plan (shutdown protocol, social post, media contact)

Threat Arc: Public Storytelling Edition

This visual arc is designed to help your audience, supporters, and future partners understand what you face - and why your perseverance matters.

NMFC Political Threat Arc (2026-2035)

[Chart will appear in final PDF]

- 2026: Observation Phase - Build quietly, keep your head down
- 2027: Visibility Emerges - Curiosity rises, and so does scrutiny
- 2028: Economic Friction - Competitors notice, pressure increases

Northern Michigan Firewood Company - Political Threat Playbook

- 2029: Peak Threat - You're effective, visible, and seen as a threat
- 2030+: Stabilization - Structures harden, public proof grows
- 2035: Cultural Endurance - You're no longer a question. You're the answer

Victory Conditions

Winning isn't about clout, scale, or extraction. It's about proving this model works - and staying whole while doing it.

You win if...

- You are still operating in Year 10 with your values intact
- Your kiosks are trusted, visited, and respected
- Your murals are remembered
- Your BTC treasury grows without compromise
- Your Community Care initiative outlasts every critic
- No one can co-opt or kill what they didn't build

The longer you last, the more undeniable you become.

Let them come. We're not afraid. We're already warm.

Northern Michigan Firewood Company - Political Threat Playbook

NMFC Threat Arc: 2026-2035

