Northern Michigan Firewood Company

# Business Plan 2025–2045

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## Executive Summary

* • NMFC is a decentralized, kiosk-based firewood business built to serve the people of Northern Michigan through radical transparency, antifragile systems, and mutual aid economics.
* • We sell firewood, fire starters, candles, and cultural products through automated retail points and reinvest in the community via the Northern Warmth Initiative.
* • This is not just a business. It’s a long-term, cultural counter-institution committed to care, sovereignty, and resilience.

## Vision & Mission

* • • Vision: To establish a self-reliant, cooperative ecosystem centered on warmth, labor dignity, and cultural sovereignty.
* • • Mission: Deliver high-quality firewood and care products while reinvesting 20% of profits into direct community heating support and allocating 40% into long-term BTC reserves.

## Business Model

* • • Self-service kiosks with firewood, fire starters, and candles.
* • • 15% discount for Bitcoin payments.
* • • No traditional retail markup, no managers, no middlemen.
* • • Revenue distribution: 20% community, 15% kiosk partner, 10% reserve, 40% BTC, 15% bonuses (held in BTC).

## Products

* • • Loose firewood ($28/stack, tax included)
* • • Candles (fund Community Care department)
* • • Fire starters (included with wood)
* • • Branded merch and sawdust bricks (added in Year 6+)

## Target Market

* • • Residents and campers in a 50-mile radius of Manton, MI.
* • • BTC-friendly customers seeking ethical alternatives.
* • • Community-driven consumers looking for local care solutions.

## Marketing Strategy

* • • Bluesky + YouTube presence, mural PR, decentralized storytelling.
* • • Loyalty driven by narrative, transparency, and local trust.
* • • NMFC radio drops, seasonal launches, and rotating public art.

## Operations Plan

* • • Year 1: One kiosk, candles + firewood bundled.
* • • Year 2–5: Solidify capital, expand internal training, maintain deep bench.
* • • Year 6–10: Introduce new product lines, maintain 5 kiosk cap.
* • • Year 11+: Transition to cooperative ownership and council governance.

## Financial Plan

* • • 15-year projection includes BTC reserve growth at 25% CAGR.
* • • No debt, no external investors. Funded through sales, sweat, and sovereignty.
* • • Full transparency across all allocations, accessible in public GitHub.

## Governance Model

* • • FID system for executive transitions, requiring Council vote.
* • • Deep bench of worker leadership with succession pre-trained.
* • • All structural changes require a 66% Council vote after hearing.

## Conclusion

* • This is a business plan built to last 20 years—and hand off power with intention.
* • We serve our people, not our profit margin.
* • Burn Bright. Stay Free.