



PUBLIC LEDGER – MASTER CONCEPT DOCUMENT

A rollout-ready blueprint for systemic lending reform.

OVERVIEW

Public Ledger is a nonprofit, fixed-rate lending utility that replaces profit-driven banks with logic-driven public financing—for essential living only. It offers:

- **3% mortgages** for one primary residence
- **2% auto loans** for up to two non-commercial vehicles

The goal: stop financial extraction from households and redirect interest toward public good—not private gain.

This system saves families an average of **\$6,000+ per year** and generates **hundreds of billions** in surplus public value—without new taxes.

MECHANICS

Eligibility Rules: - Each household qualifies for: - 1 mortgage (primary home only) - 2 auto loans (non-luxury, non-commercial use) - Credit score not used—eligibility based on income + repayment ability

Access + Verification: - IRS income verification - DMV-based biometric verification (with kiosk access for remote areas) - Shared ownership allowed with proportional accountability structure

Loan Structure: - Fixed rates: 3% for homes, 2% for vehicles - No variable interest, teaser rates, or junk fees - No second homes or speculative properties - Deferment protections and rental conversion built into mortgage agreements

Disaster & Risk Resilience: - All borrowers contribute 0.1%–0.25% into a shared disaster fund - Fund used for climate-related loss, home protection, and rental support

FINANCIALS & MATH

Market Size: - U.S. mortgage market: \$13.2T (primary homes ~90%) - U.S. auto loan market: \$1.6T (95% personal use) - Target Public Ledger portfolio: \$1T (combined loan types)

Revenue Model: - \$1T at 3% = \$30B/year in gross interest revenue - Minus 5% defaults + admin = ~\$25B net annual surplus

Public Surplus Use: - Estimated \$390B over 20 years reinvested into: - Tuition-free community college - Mental health care - Clean water infrastructure - Housing voucher expansion

Startup Cost: - \$25B initial capitalization (from redirected bailout funds or public lending bonds) - Operating cost: \$5-6B/year - Break-even: Year 5-7

Comparison to Private Market:	Item	Traditional	Public Ledger	Savings
----- ----- ----- -----	Mortgage	\$1,896/mo	\$1,265/mo	\$631/mo
	Insurance	\$176/mo	\$62/mo	\$114/mo
	Car Loan	\$607/mo	\$485/mo	\$122/mo
	Total	\$2,679/mo	\$1,812/mo	\$867/mo

JUSTIFICATIONS

Systemic Failures Repaired: - Private banks charge predatory interest while offloading risk to taxpayers - Credit scores reinforce wealth gaps - Refinancing cycles trap families in endless debt - FEMA and disaster insurance are reactive, underfunded, and inaccessible

Public Ledger Corrects This By: - Setting fair, fixed rates for living—not luxury - Using public trust infrastructure (IRS + DMV) for equitable access - Funding pre-disaster resilience, not post-failure cleanup - Turning interest into public equity, not shareholder dividends

Real-World Parallels: - FHA loans, federal student loan systems, and VA programs show public lending works—it just hasn't been optimized for dignity and efficiency

PROJECTED IMPACT

5 Years: - Families save ~\$700/month - Housing security improves - Stress-related health and debt issues decline - Loan fund reaches break-even

10 Years: - Public surplus used to fund clean water + mental health programs - Renters become homeowners at higher rates - Disaster response becomes proactive, not reactive

20 Years: - U.S. becomes world leader in nonprofit lending - Lending becomes the first public system widely trusted - Banks still exist—but predatory lending becomes obsolete

MORAL & EMOTIONAL FRAMING

"You're not bad with money. You're trapped in a system that profits from your survival."

"A home loan shouldn't feel like a threat."

"We replaced profit with utility—and it worked."

“This isn’t utopia. It’s math—used correctly.”

“Default isn’t failure. It’s a flaw in the old system.”

OBJECTION HANDLING

Q: Isn’t this socialism?

A: No. It’s math and insurance—with no forced participation. Private banks still exist.

Q: How do you prevent fraud?

A: IRS income match + DMV biometric verification. Local kiosks ensure equitable access.

Q: What if people default?

A: They transition to rental. Equity buyout models protect the system and keep people housed.

Q: How is this paid for?

A: Startup capital comes from public bonds or redirected bailout pools. It becomes self-funding by Year 7.

Q: Why should interest go to the government?

A: It already does—through bailouts and backstops. Ledger simply captures it upfront, for the public’s benefit.

TONE, INTEGRATION, & PLATFORM FIT

Tone: Calm, principled, serious but accessible. No branding. No ego. Just logic and receipts.

Platform Fit:

Public Ledger exemplifies the Public Logic framework: - Nonprofit redesign - Guardrails and simplicity - Fairness without fluff - Transparent mechanics - Massive upside without force

Integration Options: - Local pilot via credit unions or city-chartered trust fund - Federal charter similar to the Postal Service or FHA - Partnered rollout with DMV + IRS for fast verification

PUBLIC LEDGER

Not here to sell a bank. Just selling logic and dignity in a system that’s been neither.