

WHITE PAPER

Africahead Ipparts (AFA)



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RAISING CAPITAL FOR *AFRICAHEAD*

“Altruism” and “pity”, can be used synonymously. In my view the nouns are miles apart. Non profit organisations (NPOs), being vehicles of pity and altruism, are the results of utilitarian maximum profit-per-individual (*empipi-i*). NPOs and *empipi-i* businesses are part of the same system, which should change.

Nietzsche opposed pity as follows:

What good is pity! Is pity not an effect of sacrificing the-good? (1997: 7) This view of Nietzsche makes good sense when considering how imparting of ideas from the-honest and isolation of the-honest happens, whilst their ideas are developed, for maximum profit-per-individual, profiting from others' ideas and others' labour.

INTRODUCTION

The Initial Token Offering (ITO) referred to in this White Paper started on 14 August 2018. To date Africahead Ipparts (AFA) on the Ethereum blockchain, were sold for 1030.48 ZAR. The old Ethereum tokens are no longer issued, due to a change of technology. The issued AFA will be respected and will be converted to newer tokens.

Moiom Close Corporation (*Moiom*) t / a *Africahead*, registered in South Africa (reg nu: 1999/054573/23), plans to raise at least 500'000 USD value with AFA. The Close Corporations Act of South Africa, is a governing document. Close Corporations can be compared to private companies with few shareholders.

New words and definitions:

Intequity means capital of ideas.

Ipparts, the word, was derived from the words intellectual-property-parts. An *ippart* is the smallest unit of AFA. It must be possible to define the number of *ipparts* with words, for example after this issue of AFA, AFA will have two billion AFA tokens, times, one million *ipparts* per token. In total thus, AFA has two quadrillion *ipparts*. Issued *ipparts* are 'shares' in 48% of the brand value of *Africahead*.

The brand value of *Africahead* is made up i.e. of goodwill and copyrights (especially on the *Africahead* mark and *Intequinism*). These brand assets are not recorded on the balance sheet of *Africahead* as prescribed by International Accounting Standards, to not-do. When the first *ippart* was issued to an outside party, a cession of the brand assets from me to *Moiom* became effective.

PURPOSE AND PLANS FOR THE CAPITAL RAISED

Fiat currency, Ethereum (ETH) and Solana (SOL); will be used for the following:

- Repaying my *intequity* balance in *Africahead* or part thereof to me. At present the balance is 663'112 ZAR.
- Salaries to form a team.
- Developing *ipparts* further and developing *Ipparts* Exchange (IPPAEX) 'utilising' the economic theory of *Intequinism*. The Exchange will raise capital for start-up businesses by selling tokens backed by goodwill and copyrights. The Quantity Theory will primarily be used to value these tokens.
- Expanding and developing the business of *Africahead* in publishing. The website africahead.co.za and africahead.github.io will be developed further. My philosophy called *Intequinism*, which is currently the main product of *Africahead*, will be marketed.
- Developing Moyom (MYM) venture capital angel money further.
- *Africahead* must become a big business. The capital will be used to develop the *Africahead* brand

for diversified business, with *Intequinism*, the foundation. That means Africahead products and services will be supplied for minimum (reasonable) profit, resulting in the best value-for-money products and services possible.

BACKGROUND

Moiom Close Corporation was registered during 1999 as a trading business. Maximum-profit-per-individual (*empipi-i*) did not interest me, primarily because i did not want to pity others with donations. Therefore i planned to do business for minimum (reasonable) profit, after paying good salaries. By "good" i mean reasonable; not too high; not too low. I thought then, 4 million ZAR a year would be a reasonable salary to a "business man" who successfully starts the planned business. I did not realize then, what the idea meant to the current capitalist system. Almost all business and activity in the current capitalist system are dependent on *empipi-i*. Non-profit institutions are keeping *empipi-i* in place. If businesses in general did what i planned, the capitalist system would have to change. Secular Governments would have to take on more responsibilities with regard to societal needs, because *empipi-i* won't finance non profit organisations. Power structures would have to change. Idolatry is very pervasive in economies world wide. Buddha and Jesus opposed idolatry, yet idols were made of them. Ideas of a messiah is inherently idolatrous, and it relates to *empipi-i*. Idolatry influences economic actions, especially with regard to development methodology. Refer to the Moyom (MYM) white paper and my book *Intequinism*, where the relation between idolatry and *empipi-i* is explained in more detail. Financial insecurity relating to development work and unemployment, partly caused the philosophy called *Intequinism*.

The world will be a better place if Secular Governments take on more societal responsibilities, whilst replacing non-profit "foundations". Therefore *Africahead* exists on a minimum (reasonable) profit basis, with *Intequinism* its foundation.

Around 2002 i thought of the *Africahead* brand, whilst thinking about travelling, and looking at a map of Africa in a Lonely Planet travel guide. From the time the *Africahead* idea originated i worked on developing it. First by placing advertisements of the image in newspapers and then by establishing *Africahead* on the Internet with a website (africahead.co.za). I also used the brand image on products.

Financial Position of *Africahead* on 28 February 2025

Africahead's tangible assets were insignificant. It owned one Honda Amaze 1.2 and had no debt. The inequity balance repayable to me was around 600'000 ZAR. The difference between the two amounts is an assessed loss.

THE FUTURE

The structure of *Africahead* after completion of the capital restructuring, will be different than most other businesses. A distinction between the role of *ipparts* and that of equity:*inequity* will exist.

The holders of *ipparts* will use their opinions 'over' the market, to value the *Africahead* brand, showing their appreciation or not of the work done by *Africahead*. Their views will be based on the good, *Africahead's* business decisions bring to the whole of society. They will do this by trading *Africahead Ipparts (AFA)* on *Ipparts Exchange (IPPAEX)*. Until *IPPAEX* will have been built *Africahead Ipparts (AFA)* will trade on the Solana and Ethereum blockchains. Changes in value of the *Africahead* brand value will be reflected in changing values of the *ipparts*. No interest or dividends will be applicable at *ipparts*.

The holders of equity and *inequity* will, to the best of their ability, manage the assets of *Africahead*, primarily for the good of all human beings internationally. All human beings are relevant in the sense of not-doing. The view is not of doing good to all human beings. The view is of not-doing evil to all human beings, which can be done, because an evil can be not-done to all.



Although the initial objective, will be to grow IPPAEX and Africahead's publishing business, *Africahead's* focus could change to diversified business, if enough capital becomes available. Currently, others close to fiat currencies, have too much economic control, they misuse, to favour themselves *untequibly*. It causes inequitable economic circumstances, and is partly the reason cryptocurrencies developed, making the formation of money more democratic. Electronic tokens are changing, to buy consumer goods with, instead of primarily being investments and transporters of fiat currencies.

Ideally *Africahead's* equity will never be listed on a stock exchange because of the *empipi-i* utilitarian philosophy, relevant at stock exchanges. The *ipparts*, representing the brand, will have a similar purpose as shares on a stock exchange. The main difference is, stock exchanges supply capital to maximum-profit businesses, due to partly, minority shareholders, demanding maximum profit in the form of dividends and interest. *Africahead* is a minimum (reasonable) profit business. Human dignity will not be infringed upon, due to valuing not-doing evil, in an *intequinist* sense. The not-doing envisaged here is not-profiteering, whilst not-taking too much from others in the form of prices and fees. Also, salaries and wages, at Africahead must be maximised, not minimised, to make reasonable profit. The business philosophy will unite investors, managers, labourers and consumers, because minimum profit will maximise the value of AFA.

COPYRIGHTS

Copyright law protects the use of the word *Africahead* with the map image of Africa in the unique combination until 30-50 years after my death. The copyright exists according to the Berne Convention in most countries.

From the time *Moiom* was registered, many infringements on my privacy took place. Many ideas were imparted away from me, and implemented. New words were hijacked and used for business names. “*Intequity*” and “*fonetones*” are the best examples. The rate at which the two new words were multiplied for business purposes, must have something to do with the clauses in Constitutions and Acts of Labour, which protect the imparting of ideas as 'human' right.

VALUATION OF AFRICAHEAD

Africahead is a minimum (reasonable) profit business, therefore a normal valuation based on cash flows does not give the real value.

That begs the question. How should the *Africahead* brand be valued? In my view most of the value currently relevant for this proposal is in the *Africahead* transacting mark, which consists of the word *Africahead*, with the map image of Africa. The *Africahead* transacting mark is valuable, because it is easily remembered and has educational value. Nigeria, for example, is the larynx of *Africahead*, and Lake Malawi a tearing. Copyrights on the philosophy *Intequinism*, and references to other words, used extensively on the Internet, i “coined”, also have value.

I have worked on development for *Africahead* for the last 24 years, and it costed around 600'000 ZAR and much heartache. Establishing the *Africahead* brand further in publishing, makes sense, because the word *Africahead* has a connotation with authority, well suited for publishing works of authors. In a cash flow sense, savings in advertising costs will exist, because repeated advertising is not required to make the brand memorable. Currently *Africahead* Publishing, primarily markets my philosophy called *Intequinism*. I think copyrights on the books about *Intequinism* are valuable, because *Intequinism* is a unique synthesis with good ideas/values. *Intequinism* rejects idolatry, in line with Jesus's and Buddha's teachings. God are all living honest loving human beings plus Logos. Logos refers to Heraclitus' word, used in Christianity as well. This definition for God is more realistic, and has never before been officially posited, by any philosophy or religion, as far as i know. The definition is a scientific definition, supported by faith in God, with long term sustainability an objective. *Intequinism*, with its economic theory, relating to philosophy and



religions, makes sense of current economic disruption, especially with regard to development methodology and printing of money. Values of copyrights exist, for new words used, and books written; putting a value on it is difficult. Knowing about those circumstances however influences valuations.

Guessing is relevant. It is not possible to mathematically put a value on *Africahead*. Gut feel is important. The *Africahead* brand will be valuable in future, no matter what happens, therefore investors will get a good return on investment.

Minimum (reasonable) profit philosophy is a reason, the brand is valuable. Prophets opposed *empipi-i* by promoting pity and donations, to make good for others' exorbitant profiteering. A revolution is happening in capitalist and previously communist economies currently, with regard to valuations, values and capital. Minimum (reasonable) profit businesses will replace maximum profit businesses, because it is an established idea of capitalism that optimum value-for-money products replace older ones. Businesses, which sell products with superior price/quality ratios, will replace current *empipi-i* businesses. Price is an important aspect of the equation. *Empipi-i* businesses cannot compete, and overpaid management/shareholders, pushed product prices up too high. It partly necessitated recent customs increases on imports from China to the USA, because Western products are too expensive in relation to products from China. Clearly the causes are exorbitant living standards, different levels of financial security, and costs thereof.

A final thought about the value of brands. A South African university's brand was valued at 500 million ZAR. That proves brand values do not exist only at *empipi-i* businesses.

The value of goodwill at the S&P500 companies is at present around 45 trillion USD. That shows how valuable brand-values/goodwill is. Brand-values/goodwill could become the most valuable real world asset. Minimum (reasonable) profit has more goodwill than *empipi-i*, therefore the potential value of *Africahead* Ipparts is high, when comparing the value of goodwill at the *empipi-i* S&P500 companies.

PROPOSAL FOR IPPARTS

The proposal herewith is for *Africahead* to monetise 48% of its brand value by selling it to electronic currency holders. *Ippart* holders will have the right to benefit from a rising brand value, and to transact with *AFA* tokens on the Solana and Ethereum blockchains, as *Africahead* grows. Investments in the *Africahead* brand will be a new type of investment, in synchronicity with new developments regarding capital. 1'000'000'000 *AFA* is offered on the Solana blockchain at pump.fun. Another 1'000'000'000 *AFA* will be used on the Ethereum blockchain, to raise at least 500'000 USD value.

Raising capital shall increase the value of *Africahead*, shall increase the value of *ipparts*.

The risk of theft of tokens is on token holders, whilst considering, according to the law, stealing things does not transfer ownership.

SECURITIES LAW

Some cryptocurrencies are under scrutiny for possibly being securities, which complicates the issue of electronic tokens. As far as i know, securities law is only applicable at maximum profit corporations. Investors who are interested in this proposal, should ascertain whether the proposal is in accordance with the law. As far as i know, it is in accordance with the law, because *Africahead* is not an *empipi-i* business, where securities are applicable. The issue of *AFA* is about goodwill and copyrights, which may not be capitalised, unless sold. This proposal is in the spirit of the current capital revolution. Paying for a legal opinion however is not possible, due to the low ITO budget. My own experience and education as chartered accountant and philosopher, working in merchant banking , financial management, entrepreneurship and academia, for 28 years, gives my opinion value.

RISK PROFILES FOR INVESTORS

Risk theory is not altogether realistic. According to modern non-reductionist philosophy, it is irrational to identify risk as an essence, because an essence does not exist. Profit is not primarily determined by risk, according to my experience, not primarily by anything, for that matter. If profit is essentially determined by risk, the richest are the biggest criminals, and risk theory is a crime.

Taught traditionally, equity represents the highest risk investment at venture capital business. Debt capital represents the second highest investor risk. *Intequity* represents risk between equity and debt, because it does not accrue interest like debt. *Intequity* investors may not liquidate an investee. *Intequity* investors share in the rise of 52% of the brand value, through their equity holdings, even after they required *intequity* back. *Ipparts* holders invest in 48% of the brand value of Africahead. Members of Moiom Close Corporation transacting as Africahead, owns 52% of the Africahead brand value.

Where should investments in *ipparts* be placed on a risk chart? *Ipparts* represent the highest risk investment in *Africahead* currently, partly because of the revolutionary ideal it represents. Probably therefore, when capital planning is done, and electronic tokens are issued, the highest return could go to *ippart* investors. Many aspects have to be considered. Currently cryptocurrencies see high demand from some, because of blockchain technology, which lower the risk, but often no assets back crypto tokens, which increases the risk. *AFA* is backed by 48% of the *Africahead* brand/goodwill.

CONTACT DETAILS

More contact details to discuss this proposal can be found at africahead.co.za. Practicalities about this proposal is available on the website.

REFERENCES

NIETZSCHE; F. 1997. *Thus Spake Zarathustra*. Hertfordshire: Wordsworth Editions Limited.

Sincerely,



Marquard Dirk Pienaar, B.Acc (Hon), M.Phil (Philosophy)