

# Altconomy: Vision & Scope Document

## Overview

**Altconomy** is a global economic reimagination platform built around alternative forms of commerce, value, and generosity. Its purpose is to empower people, communities, and organizations to operate outside traditional monetary systems through technology, behavioral design, and spiritually aligned business models.

Altconomy functions both as a movement and infrastructure—a decentralized, modular operating system of values and transactions. It encompasses 12 interconnected subsidiaries, each addressing a pain point in modern commerce while reinforcing circularity, stewardship, and dignity.

## Parent Brand Structure

- **altconomy.global** – Main ecosystem, parent brand site
  - **altconomy.org** – Movement, thought leadership, and education
  - **altconomy.network** – Blockchain-powered backend for transparency & value exchange
  - **altconomy.dev** – Developer platform, API hub, and technical community
  - **altconomy.ventures** – Accelerator/incubator for startups using Altconomy principles
  - **altconomy.digital** – Digital transformation consulting (under Brick & Mortar)
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## Subsidiaries Breakdown (Function, Revenue Streams, Projections)

### 1. Unshop

**Function:** Reverse commerce platform enabling customers to return goods and receive credits to use in the Altconomy marketplace. **Revenue:** Marketplace fees, B2B logistics integration, restocking/resale arbitrage. **Year 5 Projection:** \$200M

### 2. Tradebowl

**Function:** Peer-to-peer item/service bartering platform with optional tokenization. **Revenue:** Premium memberships, trade escrow services, featured listings. **Year 5 Projection:** \$150M

### 3. Metrobarter

**Function:** B2B barter exchange network for inventory, services, and capacity. **Revenue:** Barter brokerage fees, SaaS for enterprise barter management. **Year 5 Projection:** \$100M

### 4. Haggl

**Function:** C2B negotiation tool for retail pricing, price match automation, and offer countering. **Revenue:** API licensing to ecommerce stores, success-based commissions. **Year 5 Projection:** \$75M

### 5. Sweatquity

**Function:** Platform to contribute labor/skills in exchange for startup equity or store credits. **Revenue:** Equity stakes, platform usage fees, accelerator revenue share. **Year 5 Projection:** \$50M

### 6. Banks of Time

**Function:** Global time-banking system—1 hour of service = 1 credit. **Revenue:** Platform licensing to cities/nonprofits, partner integrations. **Year 5 Projection:** \$50M

### 7. Etithes

**Function:** Inter-church platform for giving, service exchange, and shared resources. **Revenue:** Transaction processing, nonprofit tools, donor management. **Year 5 Projection:** \$25M

### 8. Collect Again

**Function:** Collectible tagging, resale, and reverse commerce marketplace. **Revenue:** Resale commissions, valuation services, white-label marketplace tech. **Year 5 Projection:** \$100M

### 9. Cheerful Givers

**Function:** Internal church-based giving network for member-to-member support. **Revenue:** SaaS donations platform, crowdfunding facilitation. **Year 5 Projection:** \$25M

### 10. Civic Loop

**Function:** Platform for reducing government waste by redistributing surplus, unused, or returned goods. **Revenue:** Government contracts, blockchain audits, public-facing reporting tools. **Year 5 Projection:** \$250M

### 11. Reverse Tab

**Function:** In-store or online tool to pay forward someone else's future bill. **Revenue:** Retail partnerships, brand sponsorships, transaction fees. **Year 5 Projection:** \$40M

## 12. Hungry Neighbor

**Function:** Food generosity network—meals shared within communities or via posted receipts. **Revenue:** Sponsored restaurant partnerships, nonprofit grants. **Year 5 Projection:** \$30M

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## Parent Brand Revenue Model

### Direct Revenue:

- Ecosystem licensing to cities, organizations, and NGOs
- Platform transaction fees (AltPass, AltCredits, AltScore)
- API monetization (altconomy.dev)
- Accelerator equity (altconomy.ventures)
- Blockchain/token value growth (altconomy.network)

### Combined Year 5 Projection:

**\$2.1B–\$3B+ in annual revenue potential**

### Brand IP Valuation:

**Altconomy brand value by Year 5:** \$5B+ due to strategic positioning, modular platform design, and IP around decentralized value systems.

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## Vision Statement

"Altconomy reimagines value. It gives people dignity by restoring generosity, trade, and purpose as viable currencies. It's not just about what you can buy—it's about what you can offer, share, build, or return."