

Recently ran into the Impact = Profit meme, and I have come to believe that it's not a good mechanism for determining how much to fund a public good.

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image

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](https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/8/8d32805e442b3998ad4fad01474f7cc551dfeebd.png)

Here's a brief writeup of the problems I see with Impact = Profit, as well as a suggestion of a promising alternative: Impact = Funding

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## **[Why You Don't Want Impact = Profit](#)**

If you'd like to join the discussion on twitter you can find it here:

[twitter.com](#)

**[Connor McCormick](#)**

[@connormcmk](#)

Finished a writeup on why the Optimism retrofunding meme Impact = Profit should be Impact = Funding instead

Read here: [coda.io/@connor/impact...](#)

[7:12 PM - 15 Feb 2024](#) 1