SKILL will rule the Pool° // not Money

Written by Tobias Kredel // First published on 2018-06-24

A strongly capitalist science fiction scenario must be dystopian, I believe. In Gibson's Neuromancer, for example, the gap between the rich and the poor became even bigger than today and that accounts for much of the dystopian elements of that described near-future.

MONEY was one of the big inventions that drove the evolution of our civilization. Like language, numbers, script, agriculture, the wheel, time & the calendar. But money has several drawbacks – and especially the kind of money that we are using today...

*Money, Money, Money – **ROOT OF ALL EVIL...** Why is MONEY a Problem?*

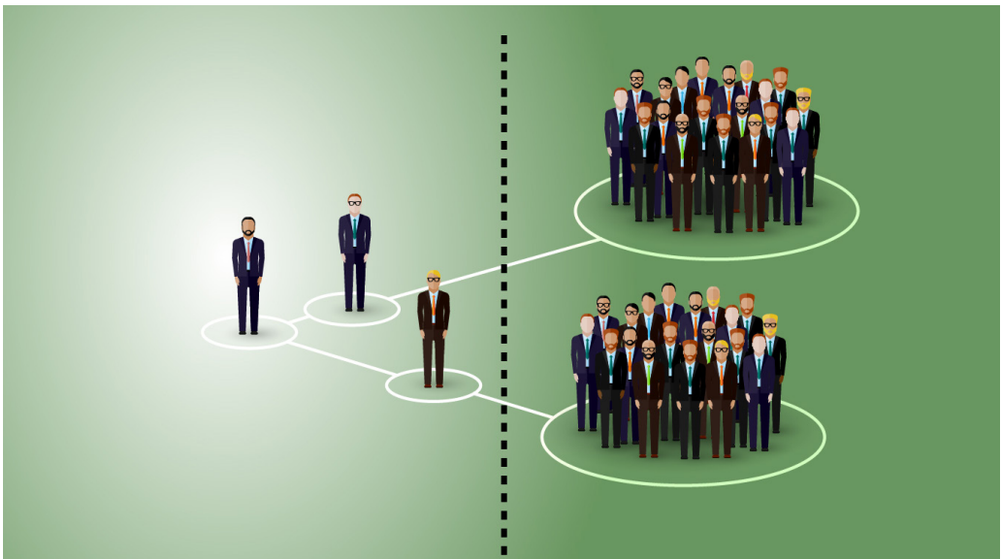
PLAYLIST: OSS° // Counterfeit / Currency Units °

MONEY LETS PEOPLE BELIEVE IN WIN-LOSE

MONEY obviously is a handy thing that makes the exchange of goods and services easier. Once people accept the same currency and agree on its value, they can easily do business together – using money instead of directly exchanging goods and services through bartering. This is totally and indisputably right, but one problem is that money twists people‘s minds. **Money is ABSTRACT and due to that – with focus on money – people tend to look at the whole deal the wrong way.**

Deals done with money are usually **WIN-LOSE** deals. One person gets a product or service and the other person gets – **NOTHING of REAL value**. Only paper, cheap metal or a figure in a bank account – **FIAT MONEY.** So the buyer wants to buy cheap and there is no chance to achieve a WIN-WIN scenario as possible in an exchange deal.

If I would not pay for my food, but would do all design work for a restaurant instead, this would be **WIN-WIN.** And this does not only mean 2x better in total. MORE than that, because both parties can afford to be generous and use synergies in their own business area. Using money, these opportunities **CANNOT BE CREATED.** Money can create no synergies – and all bonus I give generously is missing at another end. At least that is what people BELIEVE. **Money makes people believe in WIN-LOSE.**



Pecunia non olet
(„Money does not stink“)
– is a Latin saying.

MONEY DOES NOT STINK

The phrase is ascribed to the Roman emperor Vespasian who had imposed a urine tax. In a moral sense, the abstract nature of money also seems to absolve us from any **STINK** that might be connected to its acquisition.

In today‘s business world, it is regarded as okay if we always try to **OUTSMART** the others, ethics seem to be for private use only. Maybe we have a bad conscience while we are printing an invoice to the customer for work that was already paid – but hey, we are legally allowed to do it... **and later, it is just a figure in our bank account, no connection to the Bad Karma anymore, to the STINK.** Or so it seems...

SKILL MUST BE IN CHARGE, NOT MONEY

Money used to be a relatively smart tool and it was also required to lift our society to the technological level we now have reached (thanks, money, for driving us). But it has several drawbacks and it has definitely not deserved to be in the centre of our minds. **Money also does not WORK, as people say. PEOPLE WORK!** And currently, Money holds us all in an iron grip that starts to hurt – but only with the power of Illusion.

Money also does not WORK, as people say.
PEOPLE WORK!

Money misleads us to measure things monetary that cannot or should not be measured monetary. Money has the tendency of becoming the single most important turning point of our reality, because it is the only common tool of measuring **VALUE** we are using – **but as something without an own value, (fiat) money is really the LOWEST common denominator.** As a project manager, I also measure the cost of people according to their hourly rates. Which in turn relates to the money they earn and the percentage of time they spend on paid work from customers.

And of course it is right to do these calculations – primarily to find out what costs how much, so that I am able to bill a fair and correct amount to the customer. But it is **WRONG** to focus on these values as if they had any meaning of their own. Important is that we do the **RIGHT** things for my customer, the **RIGHT** things overall, that we do not waste workforce or materials, that we do not treat business partners unfairly. **Most important is that our work is useful and meaningful.**

To improve any business, we always need to improve on **QUALITY** in truth, since money is abstract and money‘s worth is relative. In a perfect world, a shoemaker aims to produce the best possible shoes for his customers so that they are most happy with the shoes as well as with his own work and expertise. In a world controlled by money, a shoemaker aims to sell as many shoes as possible to as many people as possible and to produce as cheap as possible in order to earn the maximum monetary profit.

So people today try to always improve on **MONEY,** improve their money‘s worth, their monetary efficiency, the ROI, the return on investment, the shareholder value...

But this is a race against ourselves that we cannot win. A capitalist economy must always & constantly grow in order to not face crisis – that is already problematic. But an economy that has allowed the VIRUS of (compound) INTEREST into its system, followed by investment banking & free finance products must be DOOMED. Turbo capitalism was a wild idea that gave our system another, a last push – but now the card house falls. With interest, it just does not work in the long run >> at least not without many losers – and very few winners.

And Money is NOT INTELLIGENT – it is only a tool. It must never be in charge. But if our economy is made more and more efficient, always in the way that the most **MONEY** is earned, then money **IS IN CHARGE.** And this is **WRONG,** Ladies and Gentlemen! **Please wake up!**

SKILL MUST BE IN CHARGE! We will now very soon experience a multiplication of our economy‘s productivity again - digitalisation and artificial intelligence, 3D printing **>> DIGITAL DISRUPTION...** And most of us already have everything that they really need. **This AWESOME productivity must NEVER get under the control of money alone!**

MONEY AS SINGLE ONLY BENCHMARK & SUCCESS VALUE?

Did You notice that we all had to start to work HARDER & HARDER in recent times to keep up with the competition? Due to the **COMPETITION** of machines as well as other Humans, who are ready to work for less.

Our whole societies and processes are built around MONEY, that is why!

All this rising competition comes only due to the fact that **our system is organised with MONEY as the ONLY Benchmark and Target Value for almost EVERY process and EVERY decision today.** Everything is compared to a Monetary Value.

This thinking is NOT smart & correct, but in fact illogical & quite ignorant. And this is also why we do not have enough intensive care beds in our hospitals and not enough other materials prepared for a pandemic!

PLAYLIST: OSS° // Counterfeit / Currency Units °

People think that the focus on money creates more EFFICIENCY and through that eventually more WEALTH. But this philosophy does not work, it is faulty by nature. Since fiat money is intrinsically worth NOTHING, the focus on it cannot generate true Wealth, this is an ILLUSION.

*>> Because it is in Fact TIME that is the most valuable Good! – **Not Money.***

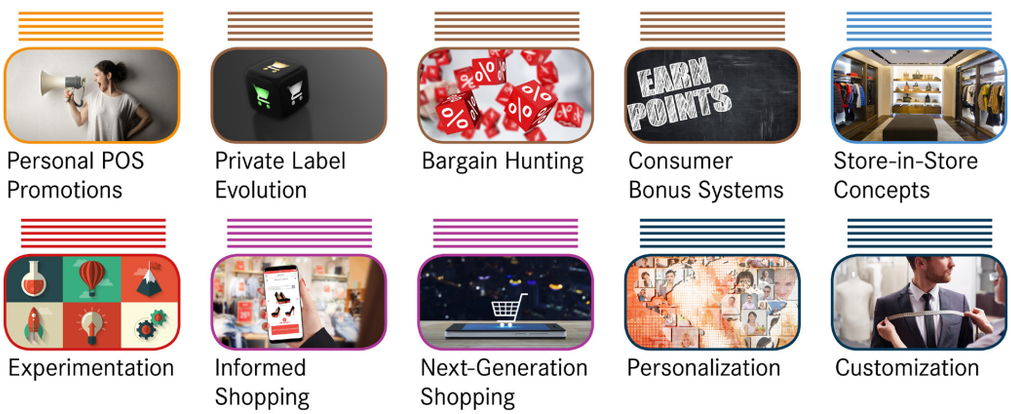
The QUALITY OF HUMAN LIFETIME must of course be the benchmark for every decision and evaluation of processes inside a Human society. Not FIAT MONEY.

A VISION FOR HUMANITY

In the past, the system of branded products competing on the free market doubtless had beneficial effects on overall product quality and technological advancement.

But today, we are at a step where we do not need product quality still to be enhanced through free market mechanics.

Consumer & Society Trends



In fact, this does not even work anymore today, because we now have online shopping & products of low quality are often preferred because online, the PRICE is the single most dominant factor for most decisions and the different quality levels among the VAST range of offers are usually impossible to evaluate.

We are already at a step where the benchmark for serious companies is to create sustainable products that are perfectly tailored for consumer requirements.

At this point of time in Human history, we must work from a VISION!

The Age of Ideas has begun!

>> And the **Time of Money** is growing short.

The Pool° will be ruled by Skill.

As we need to change our economic system much more than we – currently – still would like to admit...

People, imagine the World of AI & Robots as UTOPIA! You might have no WORK anymore (or what you used to call Work) but you will have automated Servants to work for YOU!

> *>> We will have time to enjoy life and discuss how we could make the World even better!*

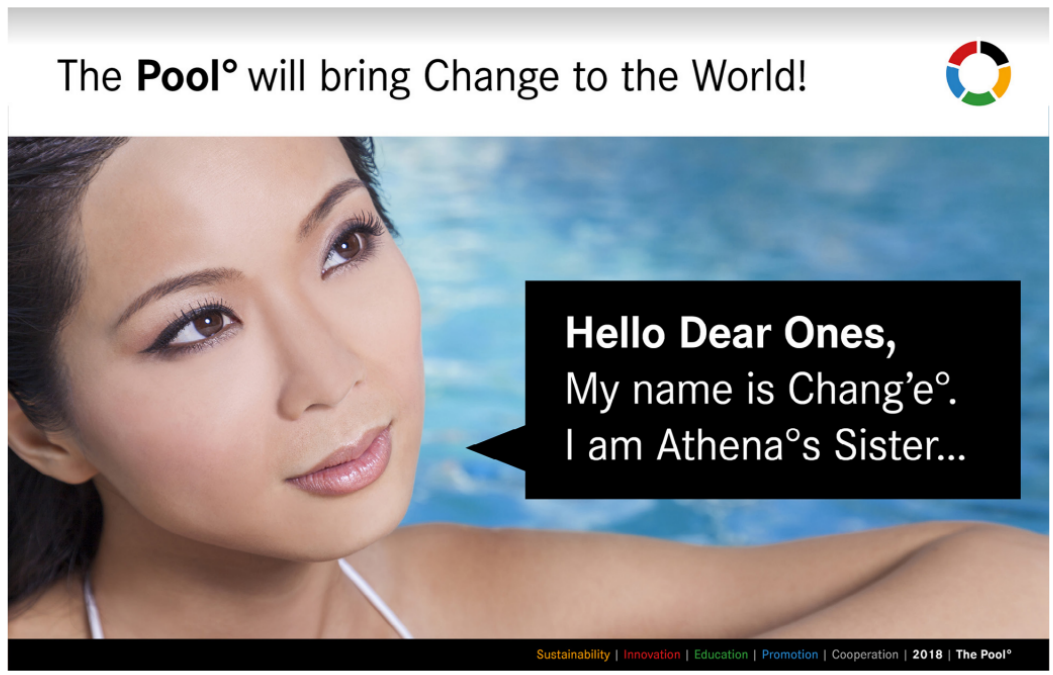
PLAYLIST: OSS° //🚀/ In the Year 2525

A better World – also with new concepts and business models. But such things alone cannot solve the problems of unemployment & all the rest that we will have to face now together with the fall of capitalism.

This fall cannot be cushioned by any business model. And we for sure do not want to install a communist system. So the answer must be a NEW KIND OF BUSINESS ORGANISATION.

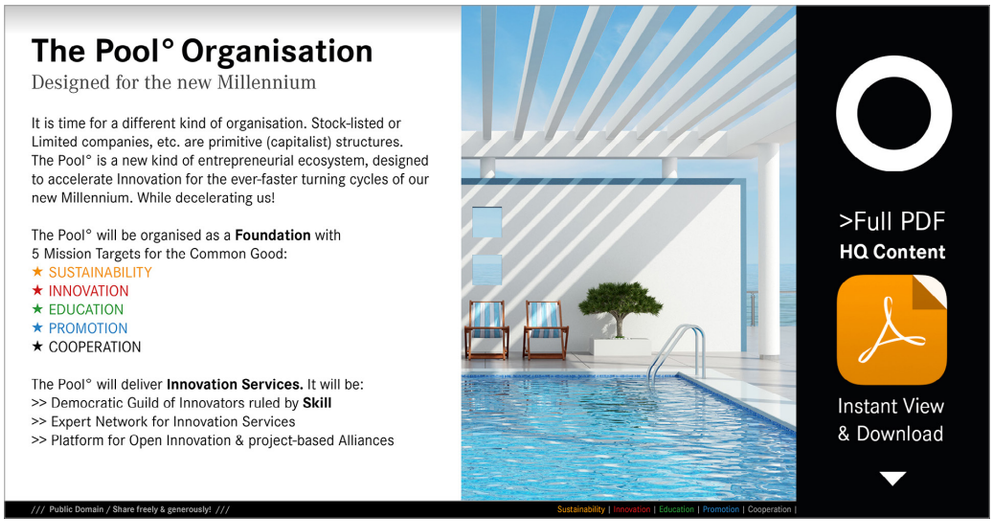
Currently, Mankind is entering a new ERA of productivity: DIGITALISATION. And this awesome productivity must NEVER get fully under the control of **MONEY!**

Apart from VISION – what we need now are SMART ways to bring that Change - without revolution, uprisings & civil war. But the nature of the required beautiful CHANGE can even allow it to stay non-political mostly.



THE POOL° WILL BRING CHANGE TO THE WORLD!

The Pool° is planned to be structured having a **FOUNDATION** as core organisation with several chairmen representing Inner Circle and Founding Members. The organisation as a foundation makes the Pool° a reliable Partner with a fair working Environment as well as a trustworthy Platform for sharing bigger innovation budgets for truly relevant projects.



The basic idea of the Pool° is to create an international organisation that works in parallel to the many, many corporations & companies – **to better connect them and support them in innovation work, research, education & new product development.** We are planning to start with a Pool° Organisation for FMCG & Packaging Innovation. It will have 5 nonprofit mission targets:

Join The Pool° Organisation!

Success in its 5 Mission Targets is what the Pool° pursues. For the Good of all Humanity:

Improve **Sustainability** in the Packaging Industry and beyond

In today's industries, there is still too much focus on making money and not enough on creating sustainable solutions for mankind and for our planet.

We will change that.

Technological Advance and **Innovation** in the Industry

To drive real innovation in packaging, the expertise and cooperation of many different players is required.
One party alone can do nothing.

Cooperation partners need to come together and launch projects that drive real Technology Advancement.

Hands-on **Education** and Knowledge Transfer

Packaging is a niche industry in which people with many different backgrounds are working and educated personnel is rare.

More experts need to be educated and stakeholders require efficient and effective knowledge transfer to be able to take the right decisions.

Promotion as sustainable Branding Tool

Compared with advertising or other 'offensive' ways to build a brand, packaging is far more sustainable.
It is required to protect the goods and with good ideas and a little enhancement it can be a great brand representative and storyteller.

Packaging as such needs to be promoted as the better marketing investment.

Win-win **Cooperation** between Brand Owners, Suppliers and Retailers

In order to effectively drive innovation and technology advancement, a cooperation between the different parties must be rewarding for all sides and the interests of smaller parties must also be respected.

A neutral platform is required to enable and ensure fair modes of cooperation.

#1 Sustainability

#2 Innovation

#3 Education

#4 Promotion

#5 Cooperation

The Pool° Organisation will be:

>> Democratic Guild of Innovators ruled by SKILL

>> (Freelancer) Expert Network for Innovation Services

>> Platform for Open Innovation & project-based Alliances

>> Integrated Currency Emittent

As a first step, the Pool° enlists a number of founding members that will give the organisation the critical mass required for success. Each founding member will be responsible for driving one of the five mission targets of the Pool° foundation. They will be permanently leading the organisation once it is created:

Club of Founding Members

A leading Position and a Commitment
to one of five Mission Targets:

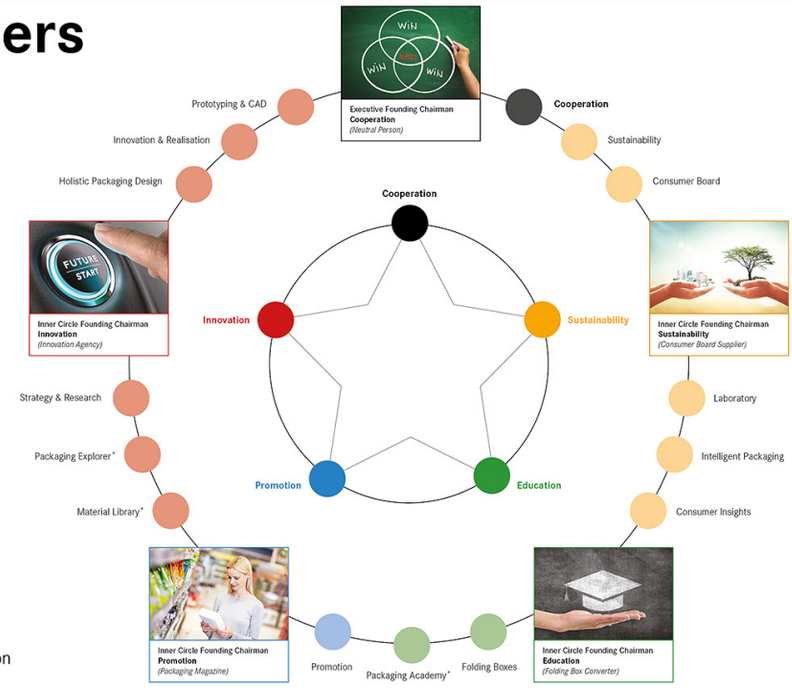
#1 Sustainability

#2 Innovation

#3 Education

#4 Promotion

#5 Cooperation



Founding Members

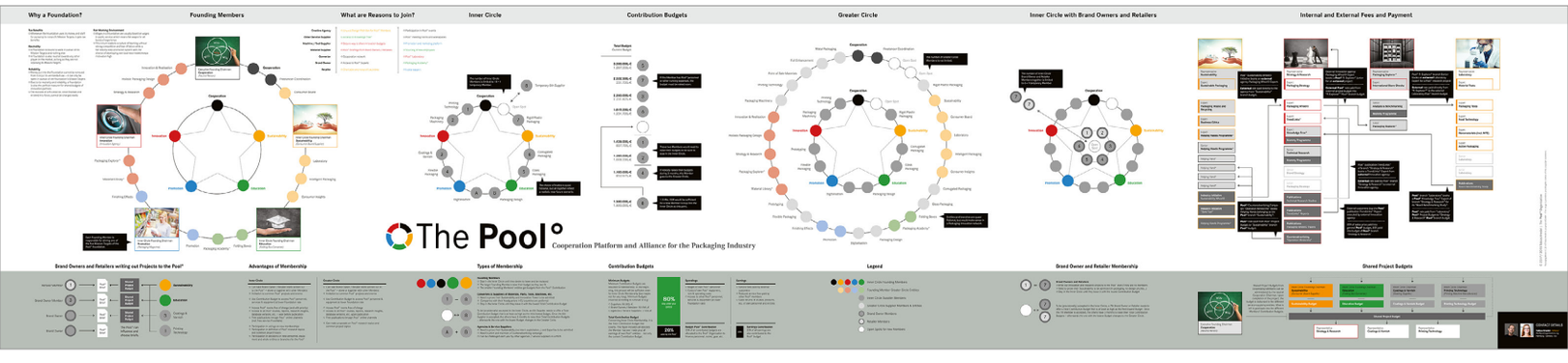
- Stay in the Inner Circle until they desire to leave and be replaced
- The larger Founding Members raise their budget as they see fit
- The smaller Founding Members' entities get budgets from the Pool° Contribution

- As a first step, the **Pool°** enlists a number of Founding Members that will give the Organisation the critical mass required for success.
- Each Founding Member will be responsible for driving one of the five Mission Targets of the **Pool°** Foundation.
- They will be permanently leading the Organisation once it is created.

DESIGNED FOR THE NEW MILLENNIUM

The Pool° Foundation Statutes are planned to be made available as Public Domain, so that this new kind of organisational structure can be used for the benefit of any other industry that has similar challenges like the FMCG & packaging industry, that has been chosen as first Pool° Industry.

Since these Statutes cannot easily be changed after opening the foundation, they need to be defined in the right way to last for a whole Millennium. For this, a lot of foresight is required and we need to check if the circumstances, paradigms & frameworks of our current society can be expected to last. And some rules & statutes will be defined with the aim of inducing social change.



Not the shareholder value, not the turnover or the ROI are how the Pool° will measure its success. Only benchmarks not connected to money can be fit for the Pool°, whose rules & statutes will be designed to stay valid for 1.000 Years.

For the Good of all Humanity. And nothing else!

The Pool° will help us direct innovation into the right direction: Innovation made for us, for the people. **For us Humans.** For Humanity. Rather than creating new useless product variations and then pressing them into the market with omnipresent ads.

PLAYLIST: The Pool° - OSS° >> The Future // Waiting for the Miracle

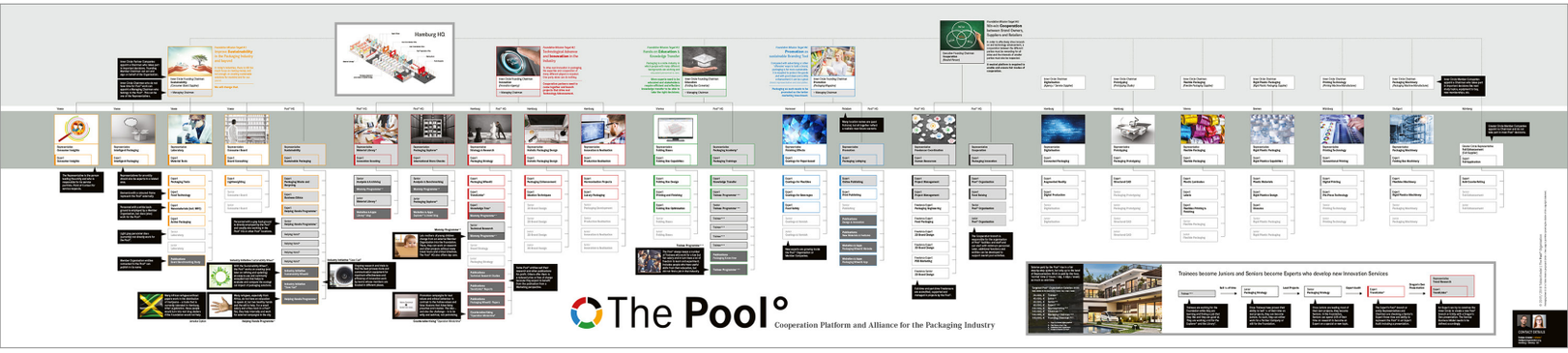
The Pool° will be working in Innovation. >> Innovation to create a better future for Mankind – and not for making more money.

INTERNALS & EXTERNALS WORKING FOR THE POOL°

People working for the Pool° can be:

>> **Pool° Staff** working exclusively for the Pool°
>> **Freelancers** working on Pool° projects or tasks
>> **Employees of other Companies** working on Pool° projects or tasks

The diagram below shows exemplary how this can work for the first and the Founding Members in a Pool° for Packaging Innovation **(click the Diagrams to get a PDF)**:



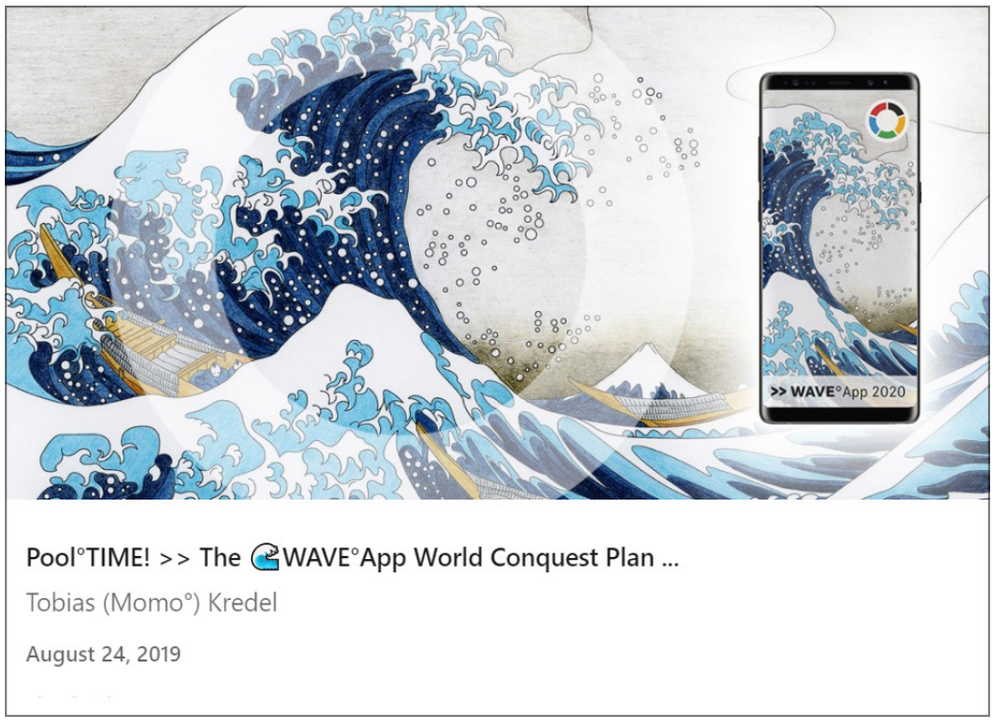
[>> PDF Download](): The Pool° Organigram Structure Infoposter

The Pool° was designed with the Packaging Industry in mind and the first Pool° will be a Pool° for FMCG & Packaging Innovation – because it offers the widest diversity of people working there. **And because more beautiful packaging and less advertising can quickly make our lives better on the biggest scale.**

♥ You will see.

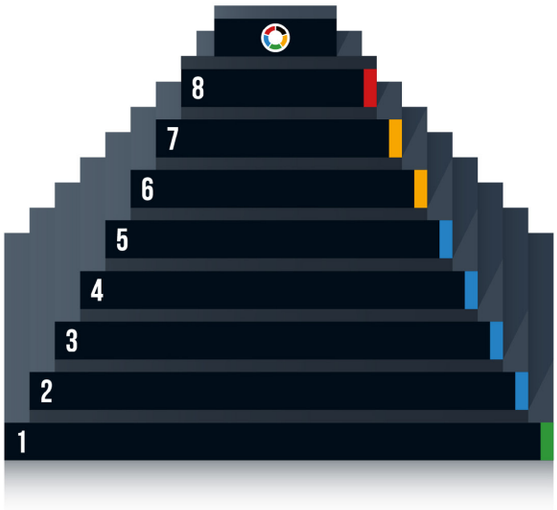
POOL°TIME & POOL°CREDITS

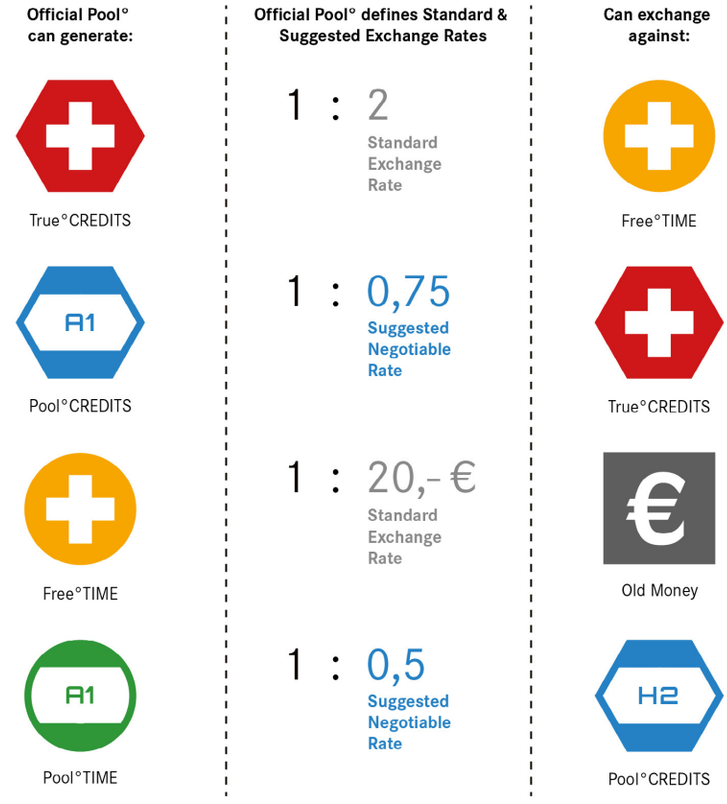
The Pool° Organisation will grow into an international parallel Pool° Economy besides the free-Market economies of the different nations!



[>> PDF DOWNLOAD](): Pool°TIME! >> The WAVE°App World Conquest Plan ...

The Pool° is planned to act as a BANK also, lending currency to its members (including freelancers) – without taking interest, of course. Members can decide how much of their Pool° budget will be made available for lending to other members.





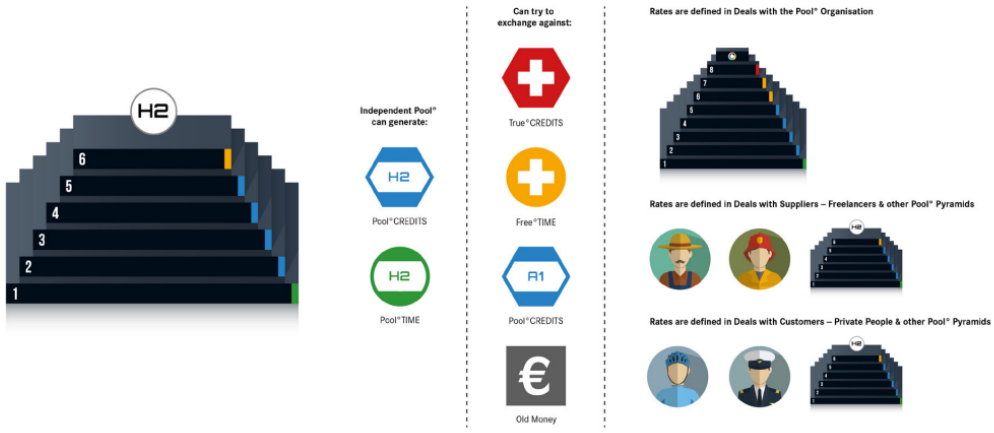
Inside the Pool°, it is planned to trade both with own ‚monetary' Currency – **Pool°CREDITS** and **True°CREDITS** – as well as directly with certified **Pool°TIME** and **Free°TIME.** Work time will be able to be certified on different Levels, starting with unskilled labour & ending with Chairman°TIME.

THE WAVE°APP

The Pool° Organisation smartphone **WAVE°App** as easy entry point will allow **ANYBODY** to join the Pool° Organisation (on a first Level) & then use the app for **Pool°TIME** & **Free°TIME** recording + documentation as well as an electronic Purse // Account for **True°CREDITS** & **Pool°CREDITS**, based on blockchain technology.

On a second level, it will allow **FREELANCERS** to get different levels of **CERTIFICATION** for their recorded time. On levels higher up, the app will be used by the staff of the Pool° Organisation itself for the certification of freelance **EXPERTS.**

PLAYLIST: OSS° // / Integrated Currencies °



Limited or stock-listed companies, etc. are primitive (capitalist) structures. The Pool° Organisation is a new kind of entrepreneurial ecosystem, designed to accelerate Innovation for the ever-faster turning cycles of our new Millennium. **While decelerating the people!**