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Perfect Public Offering: A Process to Provide Complete Ownership Direction of Businesses to the Entire Public

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8 September 2017

Online at <https://mpra.ub.uni-muenchen.de/84877/>
MPRA Paper No. 84877, posted 12 Mar 2018 18:26 UTC

Perfect Public Offering:

A Process to Provide Complete Ownership & Direction of Businesses to the Entire Public.

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Abstract. A process for a business to exclusively and completely sell its shares to a 501(c)3 charity to transfer full ownership & direction of the business to the *entire* public. Nonprofit universities are charities well positioned to completely own & operate businesses: to produce and allocate their goods and services to society efficiently, effectively and in harmony with the best interests of the entire public, especially when employees of acquired businesses become faculty of the university; When *work* becomes *education in motion*; When operating costs of the university and the acquired businesses are subsidized by the goods, services, amenities, and processes of the university and the businesses it acquires; And when socioeconomic order is naturally regulated via the infrastructures of universities. The social and economic efficiency and effectiveness of businesses completely owned and operated by nonprofit universities induce *logic* and *peer-pressure*s which encourage global assimilation. The mechanism relies on an *iterated prisoner's dilemma scenario* established amongst all businesses, created by global externalities produced from the localized interactions of an initial group of businesses being completely acquired by a nonprofit university, which uses an internet platform to localize their social and economic information and activities to help concentrate public understanding, trust and support to itself and the businesses, which initially join to benefit being first within their industry to be acquired. [1] The result, efficiently and effectively produces and allocates goods, services, knowledge, resources, jobs, and opportunities amongst society; Establishes *Maslow's Hierarchy of Needs*; And naturally resolves many socioeconomic issues.

1. Introduction

The current social and economic paradigm of society does not allow for all profits (surplus) of a business to be distributed in a manner which best addresses the social and economic needs of the *entire* public. Businesses are legally structured to favor *individual investors* within the public, rather than the *entire public* (as its sole investor), thus naturally diverting wealth, resources and opportunities away from the public. These socioeconomic relationships (at an organizational level) *scale* to create and compound much of the social and economic issues within society (*e.g.* wealth inequality; corruption; and negative externalities).

Current methods which help more broadly distribute profits (wealth) and ownership of businesses amongst society involve traditional *public offerings*, *charity missions*, *social businesses*, *basic income*, *taxes (welfare)*, and *Communism*. This paper proposes a method which transfers complete ownership and direction of businesses to the *entire* public (via university ownership) to more efficiently and effectively produce and allocate the goods, services, knowledge, resources, jobs and opportunities of society; Maintain social and economic order; Intrinsically address the social and economic issues and concerns of society; And more effectively release the potentialities of its people. The process is called a *perfect public offering*.

2. Perfect Public Offering

A **perfect public offering** is the exclusive and complete sale of a company's shares to a *501(c)3 charity* to provide *complete* ownership and direction of the company to the *entire* public, rather than individuals within the public. Due to the legal nature of *501(c)3 charities*, any business completely owned and directed by a *501(c)3 charity* would be obligated to serve the best interests of its legal investors, the *entire public*. [2] [3]

A *perfect public offering* helps legally structure a business to have to distribute *all* of its profits (surplus) to the entire public in a manner where the public can use all its profits to more efficiently and effectively produce and allocate the goods and services of that business to society; Optimize all possible wealth, knowledge, resources, jobs and opportunities that can be created from the business and provided to the public; And naturally reduce the ability (and need) for individuals, or groups, to exploit the business, or its industry, in a manner that favors themselves (at the detriment of the greater society). A *perfect public offering* positions businesses to *legally* operate in harmony with the *best* interests of the *entire* public.

To carry-out the *perfect public offering* of a business, a *501(c)3 charity* provides a willing business a prospectus detailing the terms and rights attached to the business' offered securities; And establishes an options agreement, or contract, that enables the charity to *exclusively* and regularly purchase shares of the business at predetermined prices within a given timeframe until the business is *completely* owned and directed by the charity, (*i.e.*, all positions priorly held by individual investors are completely owned by the charity).

To help aid the purchasing of the business, the charity may include within the contract, the ability to utilize employees and members of its charity to administer the business, in return for ownership of the business (*i.e. faculty and students of a nonprofit university*). The charity may provide goods and services from previously acquired businesses (*e.g. electricity*) to businesses it is currently acquiring, in exchange for ownership of that businesses; And it may provide the goods and services to itself, to subsidize its operations, to use larger profit margins to acquire other businesses and further reduce costs. Other sources of income to acquire businesses may also come from government and central bank policies, or public donations - But the primary source of funding will come from revenues generated from a *software as a public service* (SaaS) provided by the charity conducting the *perfect public offerings* of businesses.

3. Software as a Public Service

A **software as a public service (SaaS)** is an internet-based software, or operating system, which converts the social & economic *information* and *activities* of organizations and people into software and internet-enabled information and activities; And centralizes and arranges the information and activities within a single platform and common interface which organizations and people can use to create, manage and carry-out a *common* structure of social & economic relationships, payoffs and strategies among each other. And it helps them better understand, trust and support themselves and each other: to function, achieve objectives and benefit individually, and as a group (similar to how *DNA & chemical signals* work in the body).

In order to help businesses undergo their *perfect public offering*, a *SaaS* is used by a charity to centralize and arrange the social and economic *information* and *activities* necessary for it and its group of businesses and people to coordinate and carry-out the activities that help the *charity* acquire and administer businesses undergoing their *perfect public offerings*; And it helps the charity generate the revenue which it will use to acquire the businesses and scale its operations. The *SaaS* also helps publicly showcase the social and economic information and activities of the charity and the businesses which it acquires and administers: to help promote and concentrate public understanding, trust and support to: (1) the businesses undergoing their *perfect public offerings*; (2) the charity acquiring and administering them, and; (3) the overall concept of a *perfect public offering* and the vision and goals the initiative strives to achieve.

Businesses undergoing their *perfect public offering*, as well as the charity acquiring them will have their operations and financial data integrated into the *SaaS* via *application program interfaces* (API) with financial accounts, *Enterprise Resource Planning* (ERP) platforms, and other data sources; And contain in-house solutions to input data directly for public collaboration (understanding, trust & support). The *SaaS* will function similarly to social media and marketplace platforms *Facebook* and *Amazon*, with additional functionalities similar to the crowdsourcing platforms *Betterific* and *Quirky* and the financial data system of a *Bloomberg Terminal*, joined into a user interface resembling the business intelligence platform *Domo*. [4]

For People: the *software as a public service* (SaaPS) helps them more easily manage their personal lives, businesses and other important infrastructures affecting their personal lives: to provide more control over themselves, their communities and their environment - to help ensure that they, and the *entire public*, receive the greatest possible social and economic return. The SaaPS helps people do this by concentrating public understanding, trust and support around the goods and services of businesses undergoing their *perfect public offering* (e.g. shopping, jobs, innovation), thus *boycotting* all other businesses as a result; [5] And by helping people monitor and guide the acquisition and direction process of those businesses on the same internet platform in which people carry-out their daily internet-based activities. The convenience of having people manage businesses *and* manage their personal daily activities on the same internet platform, makes it more encouraging for people to engage in the activities that help them easily understand, trust and *exclusively* support the businesses undergoing their *perfect public offerings*. This *exclusive support* for businesses undergoing their perfect public offerings, will naturally apply social and economic pressures that encourage competitors to assimilate in the same manner, [1] thus scaling similar benefits to a greater population of society. The SaaPS enables people to control and regulate the activities of global businesses by controlling and regulating the activities of a smaller-localized group of businesses, via the SaaPS. [1] [5]

For a Business (undergoing its *perfect public offering*): the SaaPS helps it increase its revenues, profits, market share and valuation, thereby providing its investors reasonable returns and high liquidity as they transfer *complete* ownership and direction of their business to the *entire* public in the *new* global investment landscape created by the initiative. The SaaPS does this by quickly and accurately conveying the business to the entire public; And by providing the tools to collaborate with the public in a manner where the public can effectively understand, trust and *exclusively* support the business. [5] The SaaPS helps the business publicly showcase its entire operations and financials; [6] [7] And it provides the tools for the public to effectively collaborate with the business' operations, finances, budgets, and infrastructures, [8] to address issues and concerns with their goods, services and processes - to help: Innovate the business; Guide and monitor its *perfect public offering* process; And ensure the needs of the business are quickly and accurately addressed in harmony with the best interests of the entire public (and government regulations). The SaaPS ultimately provides favorable liquidity and returns for *investors* as they transfer complete ownership and direction of their business to the charity carrying-out the perfect public offering of their business.

For The Global Public: The SaaPS helps the global governments, regulators and the public understand, trust and support the concept of a *perfect public offering*, as well as the activities carried-out by the charity and the businesses it completely acquires and administers, so to encourage global assimilation. To do this, the SaaPS enables the charity to publicly showcase how it acquires and administers businesses; How the charity (and the businesses it acquires and administers) operate; As well as how people *live, work and learn*, in and around their infrastructures. [7] The SaaPS also provides the data and interactive tools for governments, regulators and the public to regularly understand and *publicly* collaborate with the charity and its businesses to evolve their operations in a manner where global businesses and governments will eventually understand and support the *Logic* behind the initiative - The SaaPS acts as a tool to publicly convey a "*social and economic DNA*" (or *blueprint*) to help its nation (and other nations) assimilate and complement it with activities and laws that scale the *perfect public offering initiative* in a manner which transitions the global society to a social and economic paradigm that best addresses the needs of its people.

For the Charity (administering the SaaPS): the SaaPS helps it completely own & administer businesses; Collaborate with global governments, regulators and the public: to quickly and accurately evolve (refine) the activities of the charity (and the businesses it acquires and administers) to best address the needs of its surrounding public; And convey a "social and economic DNA" that can more efficiently and effectively produce and allocate goods, services, knowledge, resources, jobs and opportunities to society (and maintain social and economic order) in a manner that induces logic and social- and economic-pressures to encourage global assimilation. **For nonprofit universities** administering the SaaPS, *especially*, it helps provide an alternative to their traditional faculty and student *website portals* - becoming the website, student and faculty portal, social media intranet, and market place of the university and its affiliates; [9] Thereby, naturally helping the university "bypass" the *barriers-to-entry* within industries owned by Facebook and Amazon; And guaranteeing user adoption, regular engagement, and scalability as new students enroll and as other universities participate in the initiative and their families are invited as users. Finally, the SaaPS helps the charity generate revenues to self-sustain its operations and regularly acquire businesses undergoing their *perfect public offerings*. It does this via *subscription service fees* and *regular donations*.

Subscription Service Fees & Regular Donations

In return for the benefits from using the *software as a public service* (SaaPS) to undergo their *perfect public offering* (PPO), each business is required to contribute a *subscription service fee* and *regular donation* to a special endowment (or fund) of the charity - used to sustain its operations and regularly acquire businesses.

A **subscription service fee** is a regular monetary payment required from a customer to access a product or service. (i.e. SaaPS). Businesses undergoing their PPO must pay a *subscription service fee* to use the required SaaPS to help with their PPO; Revenues generated will be used to pay for the charity's *operating expenses* of administering the SaaPS, (e.g. rent; labor; wages; electricity; cloud services, etc.); Not including the expense of buying businesses. *For example*: if the total operating expenses of the charity were \$10, and there were 10 businesses undergoing their PPO, each business would regularly pay \$1.

A **regular donation** is a regular monetary contribution required of every business undergoing its *perfect public offering* (PPO). *Regular donations* are used by the *charity* to regularly purchase shares of businesses undergoing a PPO. *Regular donations* from each business undergoing their PPO will vary each *donation period* depending on the financial health and profits generated by each business, and the needs of the *charity*. Donation periods may be monthly, or quarterly; And may range from 1% - 100% of a business' gross profits. All donations collected from businesses will be used to *completely* acquire a single business at a time. Businesses may pay their required *subscription service fees & regular donations*, by using money from their marketing, [10] R&D, [11] CSR, [12] and infrastructure budgets, as well as *dividend payouts*, [13] gross profits, or from their savings on recent tax deductions. [14]

4. Acquisition Process

The industries which *initially* undergo their *perfect public offering*; The number of businesses within each industry that undergo a *perfect public offering*; The number of businesses that are *actively* acquired; And the type of charity to carry-out the *perfect public offerings* of businesses, are important to the *complete* and *successful* public ownership and direction of those businesses and infrastructures. Initially, only businesses that contribute to: the *regular operating costs* of the *charity*, the businesses it intends to acquire, and the *regular living expenses* of its employees should be acquired by the charity first (e.g. *electricity, water, real-estate, internet, agriculture, construction*). Completely owning businesses & infrastructures contributing to the *operating costs* of the *charity*, its businesses, and the *living expenses* of their employees helps the *charity* reduce and eliminate (subsidize) the *operating costs* of its *charity*, the businesses which it acquires, and, ultimately, the *living expenses* of the surrounding public --- as work becomes "education in motion."

Also, only a single business *from each industry* may undergo a *perfect public offering* via the *charity*. Doing so encourages public recognition of that business and helps concentrate public support exclusively to that business. [5] The concentration of public recognition and support to a single business within each industry helps make those businesses more socially and economically competitive within their industry, and induces logic and peer-pressures that more easily promote the assimilation of its industry; [1] Or encourage the bankruptcies that makes its industry an easier target for acquisition at a later time. The increased public recognition and exclusive support to a single business within an industry will increase its revenues, market share, and valuation - enabling it to contribute larger *subscription service fees* and *regular donations* to the charity, which will help the charity more quickly acquire businesses undergoing their *perfect public offerings*, and provide any remaining investors, of those businesses, *favorable returns* and *liquidity* as they transfer complete ownership and direction, of their business, to the charity via their perfect public offerings.

To further help the charity quickly and completely acquire businesses, it must use *all* donations from *all* cooperating businesses to completely acquire a single business before it may begin acquiring another. The more quickly a *single business* within an *industry* (e.g. *electric*) can be *completely* owned by the charity, the more quickly *all* of its *profits* can be used to acquire another business in another industry, and so forth. This process enables the charity to *quickly* and *completely* own businesses and use their goods and services to subsidize their operating expenses; And create larger profit margins that enable the charity to more easily acquire other businesses. While businesses are pending their acquisition, the SaaPS will help the charity concentrate public understanding, trust and support to those businesses - increasing market share and valuation, and making it beneficial for their investors to completely sell their shares to the charity. The type of *charity* best positioned to conduct *perfect public offerings* are *nonprofit universities*.

5. Nonprofit Universities

The charities best positioned to conduct the *perfect public offerings* of businesses are *nonprofit universities*. A **nonprofit university** has the infrastructures that can be used to more efficiently and effectively own, direct and administer businesses and other important infrastructures in its region; Universities can produce and allocate their goods, services, jobs, knowledge, resources, and opportunities to its surrounding region. Nonprofit universities have the ability to combine its infrastructures with businesses in a manner which can: Create a more robust and resilient educational and work environment; Reduce and eliminate operating costs of its university and the businesses that it acquires; And it can maintain the social and economic order within its region via the natural infrastructures of its university and the businesses that it owns. The efficiency and effectiveness of businesses completely owned by a nonprofit university in this locally-sustained manner will induce *logic* and *peer-pressures* that encourage universities and businesses to assimilate globally. The assimilation of universities and businesses within different regions can allow them to network with each other to complement and support each other's needs and scale the benefits of the initiative to a larger portion of the public. The initiative can be "piloted & showcased" via a university within a low income region.

University and business infrastructures can be merged, to more efficiently and effectively achieve both of their objectives. A *nonprofit university* can utilize *experienced* faculty and students to produce and allocate the goods and services of the acquired businesses (e.g. *utilities, agricultural, construction*) while learning/applying fundamental maths, sciences, engineering, and history surrounding the infrastructures. [15]

Employees of the acquired businesses can become faculty within the university, and teach the academics relative to the businesses and the activities which maintain their operations, [16] [17] while traditional academic professors can teach theory and R&D - to innovate the math and sciences relative to the businesses. [18] [19] Innovation and progress will be encouraged via the natural competition amongst universities, campuses, and individual integrity amongst peers, and via abundant opportunities. The integration of classrooms within the workplace will naturally establish a robust and resilient educational and work environment for people to efficiently and effectively learn, develop and apply relative academics, and carry-out the tasks that maintain and innovate the operations of society, in a manner which naturally ensures, education, jobs and meaningful activities/duties for every individual, *regardless* of job automations; *Work becomes education in motion*.

Infrastructures of the university can be merged with the businesses it acquires to eliminate costs. Because all *employees* of businesses acquired by the nonprofit university become *faculty* of its university, all goods, services, amenities, knowledge, resources & opportunities provided by the nonprofit university (e.g. *housing, food, education, facilities*) and those of the businesses which the university completely owns and administers (e.g. *electricity, water, cable, internet, phone, transportation, clothing, etc.*), can be provided to *all* faculty, students and their families for free, thus reducing and eliminating their *regular living expenses*. The reduced *living expenses* of faculty, students and their families enable the university to naturally reduce and eliminate the *wage expense* of its university, and of the businesses it acquires and administers.

Along with reducing the *labor wage expense*, the *nonprofit university* can provide the goods and services (which it produces) to itself for free (e.g. *electricity, water, internet, cable, phone, etc.*) - to further reduce and eliminate the *operating expenses* of its university and of businesses it acquires and administers.

The ability for the *nonprofit university* to reduce and eliminate the *regular operating expenses* of itself and the its businesses, positions the university to provide those goods and services to the *entire* public for free, **or** at a price which enables the *university* to generate the profits (surplus) which enable it to acquire and administer all remaining infrastructures necessary for the *university* to completely sustain its operations - to *ultimately* provide its goods and services to the surrounding region (public) for free.

The social and economic order of the university, its businesses and the surrounding public can be naturally maintained via the localized self-sustained economy created by the infrastructures of the university and its businesses. The natural responsibilities of its education and work environment/goals, and extensive provision of organized leisurely opportunities will naturally maintain the long-term social and economic order of the surrounding region, while the identification (ID) cards of universities will naturally maintain the daily social/economic transactions - helping to: regulate and allocate goods and services amongst society, and better understand the needs of its surrounding region - all of which can be scaled and complemented by networking the university with cooperating *universities & businesses* within other regions. The social and economic efficiency and effectiveness of businesses completely owned and administered by a nonprofit university, induce *logic* and *peer-pressures* to promote the global assimilation. [1] [20-26]

6. How to Encourage: *All Businesses & Universities*

In order to encourage *all* businesses to undergo a *perfect public offering* (and *all* universities to carry-out the perfect public offerings of businesses), a group of businesses must initially undergo their *perfect public offerings* via a single *nonprofit university*, in a manner where their localized interactions induce *logic* and *peer-pressures* which globally encourage their relative industries to undergo a *perfect public offering* via the greater *public education system*. [1] [27]

A nonprofit university can create a more socially and economically competitive business, which naturally induces relative industries to have to undergo their *perfect public offering* to remain *competitive*. The reason why a *nonprofit university* can create socially and economically competitive businesses that can leverage relative industries to undergo their *perfect public offerings*, is due to the *university's* ability to use the goods and services of the businesses which it acquires and administers (*i.e. electric, water, cable/internet, clothing, etc.*), as well as the amenities of its university (*i.e. housing, food, transportation, healthcare, etc.*), [28] to reduce and eliminate the *regular living expenses* of faculty, students and their families, thus enabling it to reduce and eliminate the *labor wage expense* of its university and the businesses it owns and administers (*as all employees of businesses owned by a university become faculty*).

Along with reducing the *labor expenses* of the university and the businesses which it owns and administers, the *nonprofit university* can provide the goods and services of its businesses to itself for free, (*e.g. electricity, water, internet, construction*) to further reduce and eliminate the *operating expenses* of its university and the businesses it completely owns and administers.

The *nonprofit university's* ability to reduce and eliminate the *regular operating expenses* of itself and the businesses which it owns and administers, enables the *university* to provide their goods and services to the *entire public* for free, *Or* at a price which enables the university to generate the profits (surplus) which enable it to eventually acquire and administer all other businesses and infrastructures necessary to enable the university to *completely* sustain itself (and its businesses): so that it can provide their goods and services to the public for free, which will ultimately force competing businesses to have to assimilate in order to effectively compete and remain relevant (naturally establishing *platonian*-, or *perfect-competition*). [29]

Also, the *public understanding* that the exclusive support of businesses undergoing a *perfect public offering* will eventually enable those businesses to provide their goods and services to the public *for free* will naturally encourage *strong public trust* and *exclusive support* for all businesses undergoing a *perfect public offering* via the nonprofit university. The public understanding of any business *not* undergoing their *perfect public offering*, via a nonprofit university (public education system), will naturally encourage public *mistrust* and *non support* of those *non cooperating* businesses. [27] [30] The *software as a public service* (SaaPS) will help to publicly showcase the logic of this initiative to induce understanding and concentrate public support.

The public support of a business cooperating to undergo a *perfect public offering* will naturally increase the sales, revenues, profits, market share and valuation of that business, thus increasing its effectiveness to apply *logic* and *peer-pressures* (*social* and *economic pressures*) which help encourage the assimilation of its industry. This consequently helps provide the *public education system* leverage to acquire competitors which become bankrupt, or experience lower valuations, due to the lack of public trust and support from not undergoing a *perfect public offering* - thus, ultimately leaving no other option for businesses, but to undergo a *perfect public offering* in order to effectively "compete" against the efficiency and effectiveness of businesses completely owned & administered by nonprofit universities. [1]

The mechanism encouraging all businesses to undergo a *perfect public offering* via nonprofit universities (*i.e. public education system*) relies on an *iterated prisoner's dilemma scenario* (game theory) established amongst all businesses, created by the *global externalities* (*i.e. logic* and *social and economic pressures*) produced from the *localized interactions* of an *initial group* of businesses being acquired and administered by a nonprofit university using an internet platform, or *software as a public service* (SaaPS),

to localize their social and economic information and activities to help concentrate public understanding, trust and support to itself and the purely *reasonable* and *competitive* businesses (investors) which initially join to benefit from being the first business within their industry to undergo a *perfect public offering*. [1]

7. How to Encourage: the *Initial Businesses*

In order to encourage the *initial group of businesses* to undergo their *perfect public offerings*, a single nonprofit university must *publicly announce* its plan to begin conducting the *perfect public offerings* of businesses (and other important infrastructures), as well as its intent to establish new businesses to compete with any industries that do not cooperate. A nonprofit university's public announcement will induce *logic* and *peer-pressures* that encourage *purely reasonable* and *competitive* businesses (investors) to quickly cooperate and undergo their *perfect public offerings*. This is due to a couple factors:

First: the nonprofit university's public announcement will help draw public attention to the initiative in a manner which will encourage widespread public understanding, trust and support for any business that undergoes its *perfect public offering* - thus naturally encouraging the cooperation of the initial businesses. The public attention to the initiative will naturally encourage public discussion and debate of the initiative. The virality of public discussion and debate will ultimately promote the concept of a *perfect public offering* and naturally encourage logical and influential individuals to publicly support the initiative - inducing the initial businesses to cooperate and further encouraging the rest of society to *care-to-understand and trust* the initiative. The public's understanding and trust of the initiative will encourage exclusive support for any business which *initially* undergoes their *perfect public offering* via the university carrying-out the initiative, thus making it beneficial for the investors of those initial businesses to receive favorable liquidity and returns as they transfer complete ownership and direction of their businesses to the university. Also, the public discussion and debate will help *reasonable & competitive* businesses (investors) understand the *benefits* of being the first business within their industry to undergo a *perfect public offering*, as well as the *repercussions* from being slow or reluctant to cooperate. Investor's understanding of either decision will naturally encourage those businesses that are *logical* and *competitive* to undergo their *perfect public offering*.

Second: the nonprofit university's public announcement will create the actual opportunity for *purely reasonable* and *competitive* businesses to undergo their *perfect public offering* and to be publicly recognized for their cooperation; And to begin receiving the social and economic benefits from being the first within their industry to cooperate. The university's public announcement will enable businesses to publicly announce their cooperation and immediately begin receiving public understanding, trust and support, thus increasing their top and bottom lines. The integration of those businesses into the *software as a public service* (SaaS), will help publicly convey/showcase the social and economic information and activities of the businesses undergoing their *perfect public offering*, and the university acquiring them. The showcasing of their information and activities, via the SaaS, will help regularly encourage strong public understanding, trust and support to the businesses undergoing their *perfect public offering*. The increased public understanding, trust and support of businesses undergoing their *perfect public offering* will naturally increase top and bottom lines of those businesses; While naturally reducing top and bottom lines of competitors not undergoing their perfect public offerings (due to public mistrust and non support of those businesses not undergoing their perfect public offerings). [5] The increased sales and profits of businesses undergoing their *perfect public offerings* will provide reasonable liquidity and returns for their investors in the new investment landscape/paradigm created via the nature of the *perfect public offering initiative*.

The cooperation of the *initial businesses*, to undergo their perfect public offering via the university, will make them more socially and economically competitive against competitors not cooperating to undergo their perfect public offering. The social and economic competitiveness of any initial business completely owned and administered by the *nonprofit university* (and those undergoing their *perfect public offering*) will naturally induce *logic* and *peer-pressures* (i.e. *social and economic pressures*) which eventually help *all businesses* realize the concept of a *perfect public offering* and naturally encourages them to cooperate. [1]

The nonprofit university's public announcement can be a *general* statement outlining the initiative and explaining *its vision & goals for society* (i.e. completely own and operate businesses and eventually provide their goods and services for free, while maintaining order via its institution). The university's public announcement can be made to society via TV/radio (e.g. *Bloomberg, FOX News, MSNBC*), internet (e.g. *email, Facebook, Twitter*), print (e.g. *New York Times, Economist*), and by *word of mouth* (e.g. *activism*).

The mechanism encouraging the *initial businesses* to undergo their *perfect public offering* relies on a *prisoner's dilemma scenario* established amongst *all* businesses created via a nonprofit university's *public announcement* that it will carry-out the initiative, thus inducing logic and peer-pressures that naturally encourage logical & competitive businesses to cooperate. [1] But, how does one induce the *initial* university?

8. How to Encourage: a Nonprofit University

In order to encourage a *nonprofit university* to publicly announce it will conduct the *perfect public offerings* of businesses, the public must first *persuade*, the *board of trustees* of the university. The *board of trustees* have the fiduciary responsibility for the governance of the College, serving to oversee and shape its policies. The president is the chief executive officer of the College and is also a trustee. The president and his or her senior staff are responsible for the implementation of broad College policy and would be responsible for carrying-out the *perfect public offering initiative* upon being accepted by the *board of trustees*. The board can be induced through *activism*. Here are a few ways the public can encourage the *board of trustees* to accept the *perfect public offering initiative* and publicly announce that their university will “pilot” the initiative.

First: *lobby*, or reason, with the board directly. Individuals may meet with the *board of trustees* to discuss having their university “pilot” the *perfect public offering initiative*. But even if individuals managed to meet with the board, and pitch a great argument, the board’s decision to carry-out the initiative would still be dependent upon many factors: Is the individual making the argument distinguished? Is the initiative viable?

Is the *board of trustees* intelligent enough to understand the initiative and the potential for its university and surrounding region? Is the *board of trustees* (and their faculty and staff) *courageous* and *innovative* enough to be the first university to implement the initiative and set an example for the world? Is the board altruistic enough, or is their loyalty secretly in the hands of politicians, businesses, or affiliates? Is their ‘plate full?’

The process of reasoning with the board, personally and directly, may be long, arduous and unfruitful, especially for an individual who might lack credibility/authority. If you are not already acquainted with the board, or a distinguished individual widely acknowledged amongst peers within your field, it may be more effective to encourage the *board’s* quick and favorable decision through more *public forms of activism*.

Second: *publicly advocate* the initiative. Public Advocacy, or *Activism*, consists of efforts to widely promote the *perfect public offering initiative* in a manner which generates mass public support and media attention around the initiative and *all* universities potentially capable of carrying-out the initiative. The mass public support and media attention would encourage the *board of trustees* of *all* universities to *quickly* and *thoroughly* review the initiative and make a decision, (especially if the activism calls for specific universities to “pilot” the initiative, or if the activism stems from students of those universities). The mass public support and media attention of the *perfect public offering initiative*, generated by the *activism*, will also double as the university’s “marketing campaign” when it decides to make its public announcement that it will “pilot” the initiative. Due to the nature of *activism*, the *window of opportunity* to be the “*first university to pilot* the initiative” can be easily *eclipsed* by the prior announcement of any competent and courageous university, thus ultimately creating a *game theory scenario* where any university can be capable of being the first to announce that it will “pilot” the initiative, thereby naturally encouraging *all capable universities* to quickly publicly-announce its cooperation. *Activism* would also introduce this concept to public figures, politicians, economists, scholars and distinguished individuals in relative fields, which could in-turn induce the board.

***Third:** have distinguished individuals publicly support the *perfect public offering initiative*. Public Activism efforts can provide the opportunity for *competent* and *courageous* public figures, politicians, economists, scholars and distinguished individuals in relative fields to be introduced to the *perfect public offering initiative*; And to publicly support it in a manner that would result in influencing a university’s *board of trustees* to cooperate in “piloting” the initiative. The public support of the initiative by a credible individual would provide immediate validity of the initiative and help individuals, incapable of reasoning, to support the initiative; And it would encourage the public debate and conversation that would essentially walk people through the *reasoning process* of the initiative, eventually enabling a healthy majority of the public to understand, trust and support the initiative, (including the board of trustees of universities). The public support of the initiative by distinguished individuals would make it easier for universities to cooperate. [31]

The mechanism encouraging the *board of trustees* of a nonprofit university to cooperate and make a public announcement to “pilot” the initiative with their university, relies on a *prisoner’s dilemma scenario* which is established amongst the *board of trustees* of *all* nonprofit universities, via the global externalities from *activism* for the *perfect public offering initiative*. *Activism* induces *logic* and *peer-p pressures* amongst distinguished and courageous individuals to publicly support the initiative, which naturally induces *logic* and *peer-p pressures* amongst the *board of trustees* of nonprofit universities to cooperate in being the first university to “pilot” the perfect public offering initiative. [1] [31] But, how does one induce the *distinguished*?

9. How to Encourage: *Distinguished Individuals*

In order to encourage public figures, economists, politicians, scholars, and other distinguished individuals to publicly acknowledge and support the *perfect public offering* (PPO) *initiative*, via *Activism*, they must realize: (1) The *Logic* behind the overall vision and goals of the PPO initiative; (2) The duty they owe themselves, their work; And the personal benefits that accompany public acknowledgement & support of the initiative; [32] (3) The duty they owe their Nation, their Founding Fathers, Humanity and God, (4) The math and science which proves that their public acknowledgement and support will induce logic and peer-pressures that will encourage global understanding, trust and support of the PPO & bring about certain change. [1]

First: they must realize the *Logic* behind the overall vision and goals of the PPO initiative. [33] They must understand how the intricacies of the PPO initiative will reduce, resolve and prevent many social and economic issues within society; How the complete ownership and integration of surrounding businesses can eliminate *operating costs* of its university, businesses, and *regular living expenses* of the surrounding public; And how the social and economic order within its region can be naturally self-maintained, and used as a template for other universities to mimic, network and the initiative and its benefits to other regions. Also, they must realize the inherent & required repercussions to *individual investors & traditional institutions*, as a result of a *Truer* social and economic paradigm; And realize how the *PPO initiative* naturally neutralizes their *superficial* concerns by establishing the underlying fundamental needs of those concerns. [34]

Second: they must realize the duty they owe to themselves and their work, as well as the personal benefits which inherently come with their public acknowledgement and support of the PPO initiative. Individuals who are first to publicly acknowledge and support the PPO initiative will experience fortunes, similar to Sir Arthur Eddington with *The Theory Relativity*; [35] And the women of the #MeToo Movement. [31] “Sir Arthur Eddington, *famous* for his work concerning the *theory of relativity*... wrote many articles that *announced* and *explained* Einstein’s *Theory of Relativity* to the English-speaking world.” He will be forever associated to one of the greatest discoveries in science; And his personal work will be highlighted and remembered by society forever, so long Humanity endures. Economists and scholars that announce and explain the *PPO initiative* to the “Cognitive-lacking world” will experience similar fortune. [36] The same went for the women first to speak-up about the mal-treatment of women in various industries. [31]

Publicly acknowledging and supporting the PPO initiative will make them an exemplar of their work. If they are a *business owner*, it will encourage public support of their business and ensure its *longevity* of *operations* and *story*; If they are an *economist*, or *scholar*, it will dub him/her as the Absolute-most expert in their field and highlight their work; If they are an *investor*, this is the “Holy Grail of Financial Investments.”

If they are a *politician*, it will label them a True Representative for the People; If they are a public figure who cares about one of the many concerns of society, it will naturally resolve and prevent the problems contributing to those concerns and guarantee their efforts be meaningful, impactful & publicly recognized.

Third: they must realize the duty they have to the Founding Fathers of our Nation (United States), Humanity and God. Inscribed on his memorial, Thomas Jefferson wrote: “*I am not an advocate for frequent changes in laws and constitutions, but laws and institutions must go hand in hand with the progress of the human mind. As that becomes more developed, more enlightened, as new discoveries are made, new truths discovered and manners and opinions change, with the change of circumstances, institutions must advance also to keep pace with the times.*” [37] Jefferson understood the necessity for people to evolve their governments to best address the needs of its people, when society’s understanding of itself progressed. Therefore, “Anyone, then, who knows the good he ought to do and doesn’t do it, sins.” (James 4:17, The King James Version)

Fourth: they must realize they have the mathematical and scientifically-proven ability to induce *logic* and *peer-pressures* amongst the global public that will naturally encourage global understanding, trust and support of the *PPO initiative*; And bring about certain, *evolutionary*, social and economic change. [1]

The mechanism encouraging public figures, politicians, economists, scholars and distinguished individuals to publicly acknowledge and support the PPO initiative relies on a prisoner’s dilemma scenario established amongst *them*, created via the *activism* for the PPO initiative and their ability to understand the inherent benefits that come from their innate duty to be one of the first individuals to publicly acknowledge and support the concept. [1] Successful *activism* for the PPO initiative and their understanding of **1, 2, 3 and 4** (mentioned within the first paragraph of this page) will induce logic and peer-pressures that naturally encourage *reasonable* and *competitive* economists, scholars, politicians & distinguished individuals to publicly acknowledge and support the PPO initiative. But, how does one encourage *activism* for the PPO initiative?

10. How to Encourage: *Activism (The Public-At-Large)*

In order to encourage the *activism*, from the public, that will encourage courageous and innovative economists, scholars, politicians, public figures & distinguished individuals to publicly acknowledge and support the *perfect public offering (PPO) initiative*, individuals/groups (*change agents*) leading the PPO initiative must play three interconnected roles fundamental to effectively launching & sustaining the initiative: *agitator*, *innovator*, and *orchestrator*; And keep in mind the traps associated with each role. [31] [37-40]

The Agitator. The agitator's goal is to mobilize diverse parties around an articulated critique of a system. The agitator needs to communicate (highlight) the problem that needs to be solved and must organize the launch of collective action against the status quo. They can do so in different ways: by tapping into people's passions and emotions and/or by using reason to highlight injustices, inequality, or conditions that need to change. [41] Agitators do not necessarily protest or carry signs; they may use science to critique the system. The agitator needs to be aware of unleashing many different concerns that do not come together as a unified body that can enact change; And well-articulating a critique of a system, but never offering a solution. Without articulating a potential solution, the movement for change is at risk and may not progress beyond advocating. This brings us to the role of the *innovator*. [38]

The Innovator. The innovator's goal is to develop actionable solutions. The innovator must connect the innovation to the problem and explain why it is a superior solution; And build a coalition of supporters behind the proposed solution. Innovators are able to understand the causes of the failings of the current state of things, conceptualize possible solutions, and justify them in appealing ways in order to engage individuals, groups, and organizations to support these solutions. [42] Along with coming up with an actionable solution, innovators must also be able to articulate this solution in a way that can be understood and accepted by other constituents. The innovator must be aware of failing to consider the negative consequences of a proposed solution; And proposing an elegant solution without considering its practicality or likelihood of adoption. Without a solution that is actionable and capable of being diffused throughout the societal sector, the movement is at risk and may not move beyond innovating. This brings us to the role of the *orchestrator*. [38]

The Orchestrator. The orchestrator's goal is to ensure the diffusion and adoption of the change. The orchestrator must tailor the message to different constituents while maintaining its overall coherence; And broaden and sustain collective action toward change adoption. To do so, orchestrators often need to tailor their message to the interests of the various constituencies they are trying to persuade. However, in doing so, they need to strike a fine balance, as they also need to ensure that the overall message around change adoption remains coherent. Overall, orchestrators need to strategize how best to connect with and organize people, groups, and/or organizations outside the movement, as well as within it, in order to bring about change adoption. The orchestrator must be aware of focusing on movement coordination and losing sight of the mission; And diluting the change. To avoid these traps, orchestrators need to be able to evaluate and gauge their progress towards change adoption; And have in place means to measure progress towards short- and long-term goals in relation to the societal change they are pushing for. Without such systematic evaluations, orchestrators risk losing sight of their main goal, or diluting the change. [38]

The mechanism encouraging *activism* for the *PPO initiative* relies on a prisoner's dilemma scenario established amongst individuals which have high integrity¹ for themselves and for their communities/society. The scenario is established when those individuals realize a social or economic issue needs to be corrected, similar to how *high-integrity* proteins in the body realize that a faulty *transfer RNA* needs to be corrected. [43] *High integrity* individuals understand/realize a *Truer Reality* surrounding a social and economic issue which needs to be corrected; And/or experiences consequences incurred from the social/economic issue - thus inducing *logic*, *situational-p pressures*, and *self-p pressures*, testing their integrity, that naturally encourage them to realize and attain the *Truer Reality* by carrying-out the *activism* process: *agitate*, *innovate*, & *orchestrate*. Rather than having an individual, or *peers*, directly induce logic and peer-p pressures to encourage the activism of *change agents*, [1] the *consequences* of social and economic scenarios/events and natural *high integrity* of the *change agent* induce logic and social- and economic-p pressures to promote their *activism*. The example on the next page will briefly explain the entire scenario.

¹ **Integrity**, in this case, will be defined as the quality of being honest and having strong moral principles; moral uprightness; And possessing a high degree of *Empathy*, *Logic*, *Order*, *Will*, *Passion*, *Determination*, & *Courage*, in harmony with the ideas and activities which encourage Life, Liberty & the pursuit of Happiness of *all* Life.

“The Investor’s Dilemma Scenario” (*Iterated Scenario*)

Society wants to resolve the socio economic problems of society and provide the greatest possible return to its people. The virality of effective *activism* for the *perfect public offering initiative*, combined with current news and social media platforms, enables society to understand, trust and support businesses owned and administered by *nonprofit universities* as the solution and enables the decision made by any business to undergo a *perfect public offering* via a *nonprofit university* to be quickly communicated throughout society. Society is looking for all businesses to undergo a *perfect public offering* via a *nonprofit university*. A nonprofit university has agreed to carry-out the *perfect public offering initiative* and has provided a *software as a public service* (SaaPS) to help cooperating businesses undergo their *perfect public offering*, and concentrate strong public understanding, trust and support that increases the revenues and market share of those business, while providing the *nonprofit university* the revenues to sustain the administration of the SaaPS and to acquire the businesses. The SaaPS also provides cooperating businesses the *social* and *economic* robustness and resilience to ensure reasonable returns and exit/liquidity for its remaining *individual investors* while transferring complete ownership and direction of their business to the university, regardless of global market conditions. Simultaneously, the people of society (*via the nonprofit university*) publicly offer each business a proposition. All businesses are given the opportunity either to: cooperate in undergoing a *perfect public offering* via the *nonprofit university*, or not cooperate. *The offer is:*

- If A and B both cooperate to undergo a *perfect public offering* via nonprofit university, the business which can most quickly and accurately evolve to the needs of the nonprofit university (*the public*) and rapidly changing environment will gain stronger public understanding, trust and support which will increase sales, profit and market value, while the business slower to respond will be consolidated into the operations of the more publicly supported business.
- If A cooperates to undergo a *perfect public offering* via nonprofit university, but B does not, A will establish strong public understanding, trust and support that will increase sales, profits, market share, and valuation which enable its ability to acquire B and other competitors, and B will lose public understanding, trust and support that decreases its sales, profits, market share, and valuation which make it an easier acquisition by A (and vice versa).
- If A and B both do not cooperate to undergo a *perfect public offering* via the nonprofit university, both would be susceptible to X cooperating *or* Z being created by the *nonprofit university* to compete against (or replace) A, B *and* X. Also, if A and B do not cooperate to undergo a *perfect public offering*, their industry and society would remain vulnerable to disruption, cannibalization, automation and other social and economic issues and concerns of society.

It is implied that businesses will have no opportunity to reward or punish their competitors other than the increased revenue and market share gained from cooperating to be owned and administered by the nonprofit university via their *perfect public offering*. It is also implied that their decision to become completely owned and administered by the nonprofit university via *perfect public offering* will not negatively affect their reputation in the future. It is also implied that businesses which are acquired and administered by the nonprofit university via *perfect public offering* are operating within the legal framework of their parent government and can thereby acquire entire industries without fear of establishing an illegal monopoly. Because cooperating to undergo a *perfect public offering* before a competitor offers a greater reward than not cooperating, all purely rational competitive businesses would cooperate before their competitors, and so the only possible outcome for purely reasonable businesses is for them to be completely owned and administered by nonprofit universities (i.e. *public education system*), via their *perfect public offering*. [30]

11. Supplemental Policy

The more quickly governments, central banks, organizations and people can support the activities that enable their nonprofit universities (*i.e. public education system*) to quickly, accurately and completely own and administer businesses and other important infrastructures of society which contribute to the *regular living expenses* of the entire public (*i.e. utility companies - electric, water, food/agriculture, gas, coal, phone, internet, cable, communications, healthcare, transportation, real-estate, construction/mining, etc.*), the more quickly society will be able to: establish the fundamental needs of its people, and establish and maintain social and economic order - in a manner where the intricacies of the initiative can neutralize the *withdrawal issues/concerns* inherent to this initiative (similar to the withdrawal issues/concerns prone to addicts); [44] And effectively resolve and prevent the social and economic issues and concerns of their societies.

Government Policy

In general, all governments should support activities, laws and regulations which help their *nonprofit universities* completely own and administer businesses and other important infrastructures which contribute to the *regular living expenses* of their citizens (*e.g. utility companies*). A government's ability to support and complement the activities, laws and regulations which: (1) help its *public education system* completely own and administer the businesses which contribute to the *regular living expenses* of its citizens, and which; (2) establish classrooms and curriculums amongst their infrastructures that teach and maintain their operations - will help the government quickly reduce the financial burdens of its citizens, and efficiently and effectively produce and allocate the goods, services, amenities, knowledge, resources, jobs and opportunities of their nation, to its citizens in a manner which helps more efficiently and effectively address the issues of *inequality, unemployment, job automation, education, housing, welfare, poverty, taxes, corporate inversions*, and other social and economic issues and concerns of its nation, while ensuring the continued and uninterrupted operations of the infrastructures important to maintaining (fostering) the social and economic order of its nation. Below are a few government policies which can help:

1. Require Public Infrastructure To Be Completely Owned By Universities. Government policy can be created which requires that public infrastructures be completely owned and operated by the public education system, via nonprofit universities; Require that all public infrastructures completely sell themselves to nonprofit universities within close regional proximity of their businesses; Require that employees of the public infrastructures become faculty of the university, and that faculty and students operate those businesses, to help with the transition of their administration; Require universities to integrate classrooms into the infrastructures of public infrastructures to teach relative academics and encourage innovation; Pass regulations and laws which complement the initiative requiring public infrastructures to be completely owned and administered by nonprofit universities. **Note:** Governments requiring businesses and other public infrastructures to be completely owned and operated via their nation's universities will have a more socially and economically competitive nation, (For example: imagine China utilizing its nation's universities to operate its *state-owned businesses*). China carrying-out this initiative would induce logic and peer-pressure that encourage global governments to assimilate. [1] **Also Note:** Governments recently passed infrastructure policies encouraging "asset recycling," the *inverse equivalent* to the *perfect public offering initiative*.

2. Create New Budget To Fund The Acquisition of Businesses. Government policy can be created to help their public education system (*i.e. non-profit universities*) acquire and administer the businesses and infrastructures contributing to the *regular living expense* of its citizens by creating a *new government budget* which is used to fund nonprofit universities to acquire and administer *utility companies* and other businesses contributing to the *regular living expenses* of the public, which would in turn enable the universities to eventually reduce the costs of those goods and services. A dedicated government budget would be able to help universities more quickly and accurately acquire and administer the companies contributing to the *regular living expenses* of the public. Government funding for this policy may be derived from additional taxes imposed on businesses, its citizens, or any other means by which a government may acquire or reallocate funding for government programs (which would not otherwise jeopardize the initiative itself). [45]

3. Reallocate Funding From Other Government Programs. Governments can help their public education system (i.e. non-profit universities) to quickly acquire and administer businesses and other infrastructures contributing to the *regular living expenses* of its citizens by gradually allocating funding from other government programs (e.g. welfare, medicare, social security) to nonprofit universities which will exclusively use the funding to acquire and administer businesses and other infrastructures, **relative to the issues** that those government programs typically address. *For example:*

(a) **Welfare** funding from the government (*which typically addresses, housing and food issues of disparate populations*) can be gradually redistributed to nonprofit universities in areas where housing and food issues among disparate populations are prevalent - to acquire and build (expand) campus housing and food, infrastructures, and to acquire utility companies (e.g. electric) which will be used to address the housing, food and fundamental issues of welfare populations. It can also be used to provide employment and other opportunities to welfare populations via duties/responsibilities within the nonprofit universities.

(b) **Medicare** funding from the government (*which typically addresses healthcare issues of retired individuals and the disparate populations*) can be reallocated to nonprofit universities in areas where medicare usage is prevalent, to enable universities to acquire and administer health care facilities, hospitals and urgent care facilities, as well as *real-estate* and other assets which provide housing, food and other necessary accommodations for *healthcare physicians* working within those facilities, to comfortably subsidize the wages of healthcare physicians, faculty and student physicians, so that they can continue to provide healthcare to the public service for free, or at a reduced wage-rate until university infrastructures can later establish a means to operate the daily routines of society without traditional currency.

(c) **Social Security** funding from the government (*which typically addresses the source of basic income used for rent, food, utilities and other goods and services contributing to the regular living expenses of individuals who are retired, cannot work, and are of the disparate populations*) can be allocated to nonprofit universities to acquire and administer utility companies and other infrastructures (e.g. real-estate) which contribute to the *regular living expenses* of its surrounding populations which *social security funding* would address. *Social security funding* from the government may also be partially allocated to nonprofit universities, to acquire and administer food & agricultural infrastructures, so that food can be produced and allocated to its surrounding, and other participating, regions.

(d) **Food & Agricultural** funding from the government (*which typically addresses/subsidizes the labor wages and other regular operating expenses of food and agricultural infrastructures that provide food to society*) can be redistributed to nonprofit universities within regions containing food and agricultural infrastructures, to be used by universities to acquire and administer food and agricultural infrastructures and to build any accommodations (i.e. housing, classrooms, amenities, etc.) which will enable the public universities to best utilize faculty and students to produce and allocate food amongst the public and further innovate the agricultural infrastructures in a manner that will naturally bring about the development of technologies and methods (e.g. terraforming) that can best ensure the continued and abundant production and allocation of food to a quickly growing society - to best ensure Humanities development and survival.

(e) **And So Forth.** Funding/subsidies (Federal, State or City) from any other industry/program, (like Military²; Education; Veterans Benefits; State Department & Foreign Aid; Energy & EPA; [46] Science & Nasa, Transportation, Labor, etc.) can be reallocated to nonprofit universities to address those issues via the inherent nature of the perfect public offering initiative. Businesses and other important infrastructures completely owned and operated by universities can more efficiently and effectively produce and allocate their goods, services, amenities, knowledge, resources, jobs/duty, and opportunities surrounding the issues which traditional government budgets try to address. Nonprofit universities would be able to address the issues government budgets try to address as a byproduct of the operations of this new education system.

² West Point and other military academies could also pilot perfect public offering initiative. [47]

4. Better Utilize Taxes. Governments can contribute the corporate taxes (which would have been otherwise cut from businesses) to fund nonprofit universities to completely acquire and administer businesses and other infrastructures which contribute to the *regular living expenses* of the public (e.g. utility companies). For example, a corporate tax rate reduction from 35% to 20% can, instead, have the difference in taxes (15%) distributed directly to nonprofit universities to acquire and administer businesses and other infrastructures within society which contribute to the *regular living expenses* of the public, so that universities can merge their infrastructures to more efficiently and effectively produce and allocate their goods and services to society, as a byproduct of the public education process.

NOTE: All *work is education in motion*.

NOTE: Logically (thus ideally), governments should distribute all taxes from businesses and citizens to nonprofit universities - to address the issues and concerns of its nation through the empathetic, logical and ordered nature of the nonprofit university infrastructures.

5. Pass Supportive and Complementary Laws. Governments should pass laws and regulations which support and complement the public education system's ability to own and operate businesses and other infrastructures within society that contribute to the *regular living expenses* of the public. For example:

(a) Governments could pass laws requiring utility companies and other important public infrastructure to be completely owned and operated by nonprofit universities, similar to the "inverse efforts" of "asset recycling," which encourages (individual investors) to own **public infrastructures**. [3] This would also help to break up questionable monopolies existing in energy, cable/internet, communication, phone, and water, industries.

(b) Governments could also pass laws requiring taxes on robots, software and other technologies which automate (replace) human jobs on companies which are not completely owned by the entire public. This "robot tax" would be required of all *businesses (not undergoing a perfect public offering)*, and be used to help provide *funding and time* necessary for nonprofit universities to own and operate the infrastructures which contribute to the *regular living expenses* of the public. "Taxes on robots" would be equivalent to the taxes which would have been collected from the humans replaced by those technologies.

Central Bank Policy (i.e. Federal Reserve, ECB, BOE, BOJ, etc.)

In general, all central banks should carry-out the monetary policies that support its public education system in owning and operating businesses and other important infrastructures within society which contribute to the *regular living expenses* of the public. The consequences from businesses being completely owned and administered by nonprofit universities will enable central banks to more efficiently and effectively resolve the issues surrounding: *interest rates; market bubbles; jobs, wages; overly bullish market; insider trading; corporate tax inversions; quant trading; bitcoin/digital currencies and ICOs; corruption; wage gap; stalled monetary and fiscal policy; high debt-to-GDP ratio; short-termism; inequality of capital income; capital income going to capital income rather than labor income; patent trolls; patent issues; ETF issues, illegal monopolies; cannibalization of industries; automation of jobs; consumer spending issues, etc.*

1. Provide "Helicopter Money" to Universities for Business Acquisitions. As a part of monetary policy, Central banks can temporarily provide what is popularly known in the banking industry as "helicopter money" (i.e. free money) to nonprofit universities carrying-out the *perfect public offerings* of businesses and other infrastructures within society which contribute to the *regular living expenses* of the public. [48]

2. Raise Interest Rates to Prevent Excessive Corporate Debt. Central banks should *raise interest rates* on bank loans to prevent *high-risk businesses* (which are now all businesses that do not undergo a *perfect public offering*) from borrowing money in a manner that could accumulate excessive debt and make it difficult for the business or nonprofit universities to pay back). [49]

3. Debt Forgiveness In Exchange For Ownership. Central banks could provide an option for businesses to relieve the debts (owed to banks) through transferring ownership of their business to central banks, equivalent to the debts owed. Central banks could, in-turn, transfer their ownership of these businesses to universities (the public education system), thus helping to jumpstart their *perfect public offering process*.

Business Policy - (AKA *Equity Investor Policy*)

In general, all businesses which contribute to the *regular* living expenses of the public, should undergo their *perfect public offering*. The more quickly and accurately these businesses undergo a *perfect public offering* process, (and transfer complete ownership and administration of their businesses to nonprofit universities); the more quickly investors of those businesses will be able to ensure that they will receive reasonable returns from their businesses and investments. Company valuations will be volatile during this period, due to the new financial landscape; And businesses that are quick to undergo their *perfect public offering process* will have a more stable exit environment for their investors to receive the most reasonable returns possible.

1. Use Profits To Undergo Perfect Public Offering Process. Businesses should use their recent tax savings to help them undergo their perfect public offering process. Savings from recent tax deductions, [14] can be contributed to a nonprofit university as the *subscription service fees* and *regular donations* required of businesses to undergo their perfect public offering process. Tax savings will help provide businesses with the adequate funds required to undergo their *perfect public offering process*.

Individual Policy - (Policy for Individuals Within The Public)

In general, all people should support a single nonprofit university to completely own and operate businesses and other important infrastructures within its region which contribute to the *regular living expenses* of its surrounding public. Doing so will help the university quickly and accurately establish the infrastructures which enable it to: (1) Eliminate costs of electricity, gas, water, cable/internet, phone, housing, healthcare, food and transportation to all people within its surrounding region (as businesses relative to those goods and services become completely owned, operated and subsidized by the university); And it will enable the university to: (2) naturally establish and encourage social and economic order within its surrounding region, via the nature of its work-education system - thus to reduce, resolve and prevent the social and economic issues within its region, and help establish its university (and region) as a "*social & economic template*" for the rest of society to understand, trust and support the *perfect public offering initiative*, so that the initiative can be replicated, scaled and networked amongst regions to complement each others needs - to ultimately reduce, resolve and prevent social and economic problems, globally. In order to help individuals support a university to completely own and operate businesses in its region, they should adopt these personal policies:

1. Understand The Initiative. Individuals should understand the concept of a *perfect public offering*, the initiative, and its vision and goals for all of society; And understand how it affects them, and their interests. They should understand how the intricacies of the *perfect public offering initiative* naturally address the underlying fundamental needs of any social and economic issue or concern they may have; If they do not know, or are unsure, they should ask friends, family or knowledgeable individuals. Post questions on social media and relevant forums; And ask input from peers. Tweet, email, or message individuals, public figures, politicians, economists, new journalists, or any smart person you know; Ask them about a *perfect public offering* - this will eventually start a public debate which will bring into the conversation the necessary individuals who will properly *vindicate* (validate) the initiative; And better communicate it to the public so that the *general public* can understand; And so that society can carry-out the next step, *advocate*.

2. Advocate. Upon understanding & trusting the *perfect public offering initiative*, people must demonstrate their understanding by physically bringing about the change at every level of society. *Highschool students* must make the initiative "viral" on social media and *proccott* only universities that carry-out the initiative. *College students* must protest their universities to carry-out the initiative. *Millennials* must introduce and encourage their bosses to cooperate with the initiative; And run for local, state, and federal governments. *Politicians* must publicly acknowledge the initiative and pass the laws which complement it. *Baby boomers* and *senior citizens* must realize an excerpt from one of Thomas Jefferson's letters; [50] And to support their children to change society for the better; To succeed where they, as young adults, have failed. *Economists and scholars* must publicly acknowledge the initiative and publicly support it with their work. *Public figures* must use their positions in the "public limelight" to encourage public understanding and support of the initiative. *Investors* must vote to have their businesses undergo a perfect public offering.

12. Conclusion

We have proposed a system which makes it beneficial for investors of businesses to *completely* sell their shares to nonprofit universities: to transfer complete ownership and direction of their *sustainable* businesses to the *entire* public (rather than investors, or institutions, *within* the public) - thus structuring businesses to legally operate in the best interests of the *entire* public. We explained how nonprofit universities are well-positioned to completely own and operate businesses and other infrastructures within their regions, and how universities can naturally maintain social and economic order within their regions via the natural duties and processes of its work-education system. We presented a *software as a public service* (SaaPS) which universities use to help it and its surrounding public actively collaborate with the businesses cooperating to be completely owned and operated by universities; And explained how the SaaPS benefits *individuals, businesses, the general public* and the *universities* acquiring businesses. We also explained how the SaaPS helps universities generate revenue to completely acquire businesses; How businesses should be acquired; And how the localized activities of an initial group of businesses owned and operated by a nonprofit university can produce global externalities which induce logic and peer-pressures that naturally encourage global assimilation of businesses and universities within other regions, which allow the initiative to effectively scale, network activities and complement each others needs. Finally, we explained the structure of relationships, payoffs and strategies necessary to implement the entire process; And provided policy for governments, central banks, businesses and people to complement the initiative.

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***Note:** May I add to Thomas Jefferson's excerpt that: A single *Truth of Mechanisms* (Algorithm) exists which best nurtures the fundamental needs of every individual in society, **very** similar to the DNA that nurtures the fundamental needs of every cell in the body; It is inherently the Duty of every generation of human civilization to consciously, or unconsciously, evolve towards that Truth; And once realized, think and act in harmony with that Truth, *Individually*, and as a *Society*; And grow and expand, like a fragile fetus to an enlightened adult, from Earth throughout the Heavens (Universe) - To the end of time, if anything human can so long endure. I **know** that the vision and goals of the *perfect public offering initiative* operate in harmony with this Truth; And hope that all human civilization can, once again, come to *know* this as well; To ensure the development and survival of Humanity and *All* Life, so help me God. RW