Independent Currency Brand

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ICB Definition:

An independent currency brand (ICB) is a ledger-based currency that is unilaterally administered by a market entity to quantify, publish and regulate its activities.

The following discussion explains the preceding ICB definition in detail:

1. The **currency brand** corresponds to an entity's name of record, such as a business name, school district, government unit, nonprofit agency, etc. The currency brand represents the entity through which an economic valuation is made, and is not to be confused with currency units, which is a reference scale for measuring economic valuations. An entity is free to define its own native currency unit, either floating or pegged against a widely-used currency unit.

2. A **ledger-based currency** is currency that is issued, assigned and used through the crediting of one account and the equivalent debiting of another account. No physical representation of a ledger-based currency is needed throughout its lifecycle, although a transaction may be temporarily recorded on a check, scrip or electronic device when the official ledger is not readily accessible.

3. **Unilateral ledger administration** and maintenance means that the issuing entity's authorization is required and sufficient to effect changes to its ledger. It implies that an entity, without needing agreement or approval from any other entity, can declare and adjust its own limits with regards to how much product it should be able to contribute and obtain from the market on an ongoing basis.

   In addition, an entity may not enter into any contract or agreement that guarantees its acceptance of another currency brand. Brand independence implies that an entity asserts its responsibility to reject any currency brand that it finds objectionable and to accept those that it views favorably.

4. An **entity's market activities** that are quantified through its currency brand includes:

   4.1 Self-accrued obligation towards a perceived market need
   4.2 Self-measured contribution towards its obligation as it makes products to address the needs it has identified
   4.3 Amount of self-accrued debits to cancel when it sells a product in exchange for credits of another entity
   4.4 Amount of self-accrued credits to cancel when purchasing a product from other entities

5. An entity **publishes** its market activities as a summary of its completed transactions, both internally and with other independent currency brands. Since inter-entity transactions are traceable by

currency brand, the public may verify the accuracy of each entity's reported market activity, in particular those related to the cancellation of self-accrued debt.

6. An entity **regulates** its market activities against the reputation of its currency brand. In addition to the public's perception of an entity's specialization, a currency brand may also be evaluated using metrics such as percent credit recovery, inflow:outflow ratio, currency units issued per member per week, etc. A currency brand that is viewed unfavorably by the market will result in its widespread rejection and diminished market accessibility for the entity's members. An unpopular currency brand may lead the issuing entity to become more responsible in producing and providing products through its market specialization, and/or to modify its specialization towards addressing more pressing market needs.