

Goods



Cyclonebill – BY-SA – flickr



Chris Harrison – BY-SA – wikimedia

Services



wanhoff – BY-SA – flickr



spine – BY – flickr

A Sample Transaction

Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
Ignite Boulder 14 more info	Mar 02, 2011	\$10.00	\$0.00	1 <input type="button" value="↑"/>



The safer, easier way to pay

You will be taken to PayPal's secure checkout to complete the purchase.



Fast checkout through Google

You will be taken to Google Checkout's secure checkout to complete the purchase.

[Show other payment options](#)

A Sample Transaction



Peter Trimming – BY-SA – [geograph.org.uk/photo/1459920](https://www.geograph.org.uk/photo/1459920)

Monetary Value = Collective Belief



Other Forms of Money

Gold



prawnpie – BY-NC-SA - flickr

Yap Coins



Eric Guinther – BY-SA – wikimedia

Other Forms of Money

Livestock



AlMare – public domain – wikimedia

Chocolate



David Monniaux – SA – wikimedia

Money is an Intermediary



Jonathunder – BY-SA – wikimedia



Matt Yohe – BY-SA – wikimedia

Money is a
tool for persuasion

Value = People Doing Stuff



Social Capital



artist unknown – widely shared by Spanish speakers on the Internet

Social Capital – Family & Friends



Charles J Van Schaick – whsimages – public domain – flickr

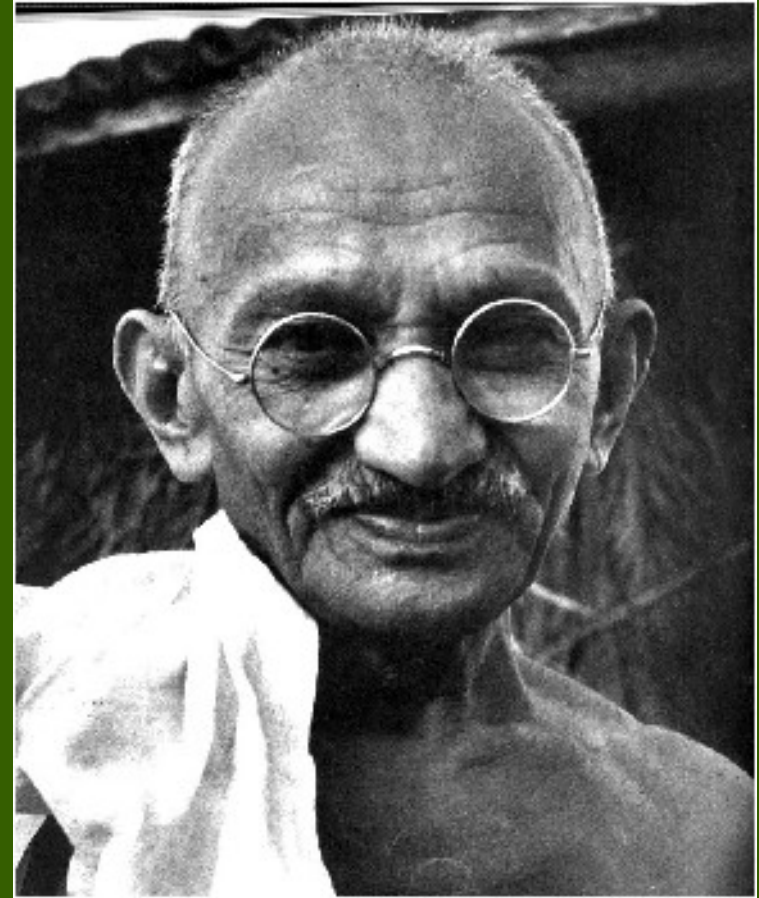


Trevor Stone – BY-NC – picasa

Persuasive Myths – Religion & Nation

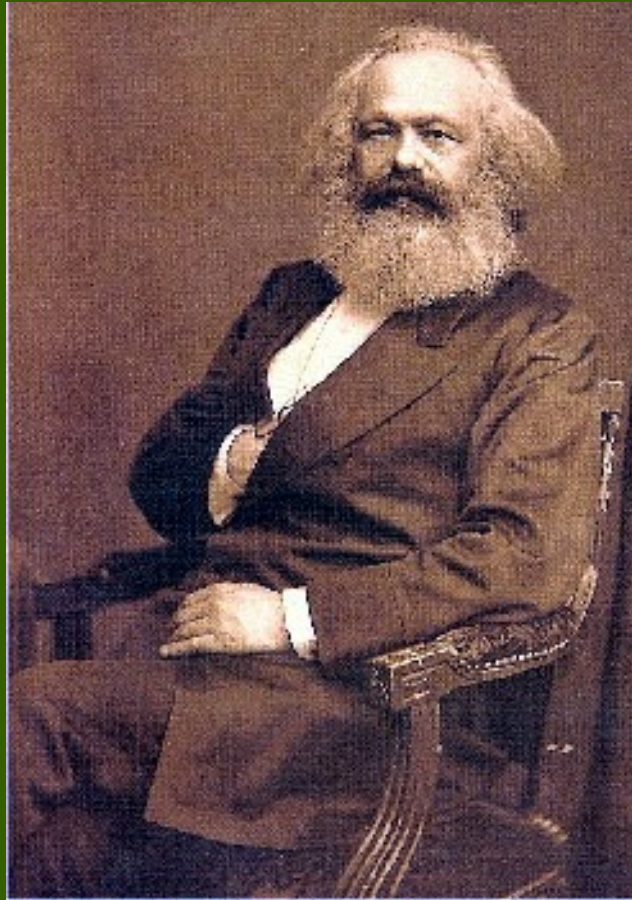


Toby Hudson – BY-SA – wikimedia



public domain – wikimedia

Persuasive Myths – Good Ideas



public domain – wikimedia



monasosh – BY – flickr

Create Value – Build Community



Nick Yurk – happythursday.org



smazurov – BY-SA – flickr

Create Value – Do Awesome Stuff

Making Music



Making Out



Create Value – Give Stuff Away



Money is a myth.

Value is people taking action.

Do awesome stuff: create value.

Use money to support people
doing awesome stuff.

“I do because it's awesome.”

Further Reading



- trevorstone.org/ignite
- npr.org/money
- socialcapital.wordpress.com
- [@flwyd](https://twitter.com/flwyd)

