Goods

Cyclonebill – BY-SA – flickr

Chris Harrison – BY-SA – wikimedia
Services

wanhoff – BY-SA – flickr

spine – BY – flickr
A Sample Transaction

<table>
<thead>
<tr>
<th>TICKET TYPE</th>
<th>SALES END</th>
<th>PRICE</th>
<th>FEE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ignite Boulder 14</td>
<td>Mar 02, 2011</td>
<td>$10.00</td>
<td>$0.00</td>
<td>1</td>
</tr>
</tbody>
</table>

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

The safer, easier way to pay
A Sample Transaction
Monetary Value = Collective Belief
Other Forms of Money

Gold

Yap Coins

prawnpie – BY-NC-SA - flickr

Eric Guinther – BY-SA – wikimedia
Other Forms of Money

Livestock

Chocolate

AlMare – public domain – wikimedia

David Monniaux – SA – wikimedia
Money is an Intermediary
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

Trevor Stone – BY-SA-NC – trevorstone.org
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