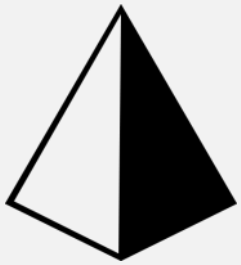
BUSINESS PLAN

THE ABS-TRACT ORGANIZATION

Metamodern Think Tank



THE ABS-TRACT ORGANIZATION

Metamodern Think Tank

BUSINESS PLAN

November, 2016

Brent Cooper

Email: brent@abs-tract.org

http://abs-tract.org

© The Abs-Tract Organization

TABLE OF CONTENTS

1. Executive Summary 4

2. Policy Environment 5

3. Business Concept 6

3.1. The role of think-tanks 6

3.2. A Meta- Think Tank 7

3.3. TATO's vision, mission, value proposition 7

4. Research Agenda 8

4.1. Background Research 8

4.2. Priority Areas 9

4.3. Abstraction White Paper 10

5. Campaigns 11

6. Project Potential 16

6.1. Methodologies and approaches 16

6.2. Projected summary of key successes and achievements 18

6.3. Services 19

7. Organization 20

7.1. Founding Partners and Management Team 20

7.2. Advisory Board 21

7.3. Governance and board of directors 22

7.4. Potential for novel structure 23

7.5. Compensation of officers, partners and directors 23

7.6. Infrastructure and staff 23

7.7. Locations 24

7.8. Communication and advocacy strategies 24

7.9. Quality control 25

7.10. Networking 25

7.11. Internal policies and procedures 26

7.12. Partnership and strategic alliances 26

8. Financial projections / Organizational Sustainability 27

8.1. Summary of financial assumptions 27

8.2. Sources of funding 27

8.3. Total philanthropy required 27

8.4. Projected uses of funding 28

8.5. Crowdfunding 29

8.6. Social Enterprise 29

9. Risk assessment 30

9.1. Risk factors 30

9.2. Competitive analysis 30

Appendix I - Timeline 32

Appendix II – Local Partners 33

Appendix III – List of sources of funding 33

1. EXECUTIVE SUMMARY

The Abs-Tract Organization ("TATO") is a nascent non-profit think tank for absolute social philosophy and global civil society, committed to definitively solving the world's systemic social problems through a high-level framework of "abstraction". TATO is looking for capital funding to cover start-up, as well as basic operational and administrative expenses. This includes setting up its legal structure, establishing its research program and academic partners, initiating an outreach campaign, and developing a long-term sustainability strategy while securing public and philanthropic support.

Broad Mission

TATO's **broad mission** is to establish a new consensus of superordinate knowledge to streamline and pacify globalization.

TATO emphasizes the urgency and opportunity to 'abstract' a unified social critique in the context of the emergent paradigm of "metamodernism," as a new cultural, political, scientific, and social movement representing a post-ideological, open source, globally responsive, paradox resolving, grand narrative. In this context, abstraction comes to refer to the cumulative pursuit of higher-order self-evident logic that transcends contradictory discourses and dissolves ideological conflict. Our process involves the depoliticization, demystification, and distillation of truth in order to directly confront the multifarious epistemic crises at present. A new enlightenment is already underway and is limited only by the persistence of detractors bounded by the constructed opportunism of the system.

Value Proposition

TATO's **essential value proposition** is found in the concept and special applications of "abstraction," a manifold term differentiated across and within many fields, including math, computer science, linguistics, neuroscience, psychology, philosophy, and social theory.

Such a vast methodological synthesis is resistant to summary, and is detailed within this Business Plan. Abstraction is generally defined as a conceptual process of complexity reduction that highlights the essential properties or first principles of a given object or idea. Given the wide range of expressions, from a shorthand for critical thinking to an integral process of knowledge production, the utility of abstraction cannot be understated. However, as the term 'abstract' is highly equivocal, TATO provides the necessary depth and insight to make abstraction more accessible and relevant to the public and specialists alike.

This "Proof of Concept" Business Plan details the vision, mission, and prospective advantages of TATO, the credentials and qualifications of its Executive Director and associates, our internal governance structure, strategy, and the sources and uses of funding. This document also includes a risk assessment and comparative analysis with other nonprofit think tanks. As projected in section 8, TATO is soliciting start-up capital along a spectrum from a functional minimum of $100,000 for the first year, to an idealistic scenario of $1M to cover 3-5 years of impact and growth. These funds will primarily cover its Campaign Plans, research and development, and the salary of the Executive Director. Once operational, we will pursue support from institutional philanthropists for more targeted projects. At this time, TATO's founding is dependent on you; the support of an early-adopter network of academics, civil servants, entrepreneurs, artists, and activists. This Business Plan marks the call to action for financing, membership, volunteers, and board members in order to meet nonprofit operational standards and further funding eligibility. Serving also as a meta-organization, TATO seeks membership and support from other organizations and think tanks with the shared goal of radically evolving the status-quo.

2. Policy Environment

The current policy environment is undergoing upheaval, and not exclusively due to the tumultuous 2016 US election. This poses many risks, but also opportunities. US politics has had a degenerative element for its entire history, which has led to the current collapse of trust in media, political, and economic institutions. In a word, this element is "denial." Whereas the commentariat scramble to identify proximate causes of social problems, the systemic causes are ignored and suppressed, and as such are not adequately addressed in public policy. Denial is in fact the most conspicuous factor of the decadence of the status quo. There is ample proof of the systematic denial of climate science, and thus of environmental politics, and therefore the elephant in the room is *denial*, more so than climate change itself. Given the gravity of the situation, it is highly ironic that environmentalism as a movement is marginalized, rather than being the norm. TATO argues that 'climate denial' is but the exemplar case study of a broader pattern of denial and political polarization. The second most notable case being the failed 'war on drugs.' This culture of denial is the policy environment in which we find ourselves, where the greatest social issues are tackled only superficially.

By definition, one would think that 'think tanks' would be at the forefront of knowledge production on these issues. Perhaps on some issues they are. However, the 'truth conditions' for think tanks to produce unbiased and egalitarian outcomes is virtually non-existent now, such that some of the most powerful think tanks and media organizations are merely lobbying fronts for special interests, perhaps even unbeknownst to themselves (hence denial). The "race to the bottom" for global knowledge is spearheaded by multinational corporations in the context of profit-maximization, rather than by global civil society for equitable outcomes. While there are socially responsible corporations, the general corporate worldview advanced is one political cynicism and techno- optimism that is not substantiated by sociological or ecological reality. That is to say, the current globalist agenda is pursued at the expense of social consciousness, and in many cases, through the co-option of it. What exactly the 'globalist agenda' is up for debate, but TATO can clarify the competing views and narratives, to address the big picture of globalism.

Many conventional think tanks are demonstrably partial and have been increasingly corporatized under neoliberalism, undermining their function as progenitors of objective thought. Our role is in part to compel corporate social responsibility in the marketplace of ideas, with a program of capitalist "absolution" as a system-wide process of truth and reconciliation. The central social problem identified by TATO is how all-important abstract (systemic) issues such as climate change and the "war on drugs" become obfuscated, mystified, and marginalized through market forces and cognitive biases, in turn producing self-defeating abstract wars (stateless, faceless) of attrition against populations and the environment. This status quo is exacerbated by our constant crisis of epistemic authority, where public trust is eroded, the mainstream media is corrupt and misinformative, and knowledge is instrumentalized at the expense of truth. The problem is in fact over-determined by a nexus of causal factors. In response, we seek to simplify the meta- crises in order to maximize the signal-to-noise ratio in civil discourse to correct these aberrations at the root level.

3. Business Concept

3.1. The role of think-tanks

TATO understands the important role of policy research centers, also known as think-tanks, and is planning to follow best practices and examples of major think-tanks in US and globally, but at the same time TATO will bring new ideas, philosophy, and epistemology through sociological education and bringing back the truth to public policy.

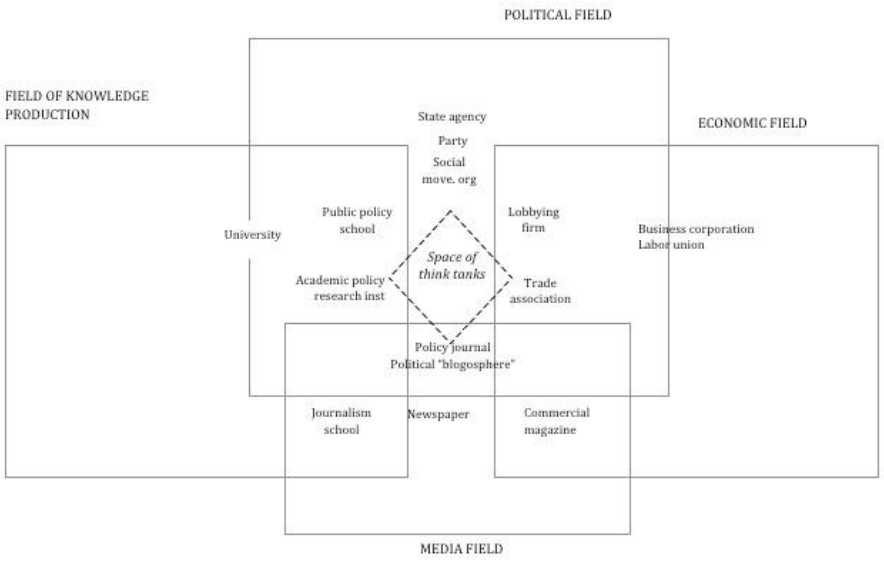
There are over 6000 think tanks worldwide. Despite their intellectual identities, funding sources often skew the quality of research, and as a result many think tanks serve an ideological agenda. In August, 2016, the NY Times hosted a series of articles and debates about "compromised think tanks" and how to protect against special interests co-opting research.[source] These reports found broad acceptance from journalists and the media, while some of the targeted think tanks rebutted the claims. Thinktankwatch.com published an aggregate list of the responses.[source] As a meta- think tank, TATO sees a role in upgrading and interconnecting the capacities of think tanks globally, as well as cutting dead weight in the form of ideological baggage. The media disclosure of think tank corruption, while important, also serves as a distraction from extant media corruption.

In a 2008 report titled *Think Tanks as an Emergent Field,* Tom Medvetz conducts a deconstruction and renewal of the concept of a think tank. The postmodern discussion of think tanks refers to it as a 'murky object' and suffers from an unresolved "dilemma of definition," which he seeks to address. His basic argument is that "the space of think tanks has its own specific laws, agents, conventions, and so on, but also that its structure mirrors that of the field of power in which it is embedded." After a thorough critique…;

> "[t]he concept of field becomes useful here as a meso-level device for steering a middle course between the micro-organizational approach that grants too much autonomy to the think tank and the macro-structural approach that tends to reduce them to a series of **abstract** determinations."

Medvetz describes the think tank as taking place in "an institutional niche with its own intelligible structure and history… [that constitutes] a hybrid *interstitial field*." The field is visualized, and can be used as a schematic interface to mediate between micro- and macro- power structures. (Figure. 1.1 from Medvetz).

Figure 1.1: Think tanks in social space



The conclusion of the report indicates that more research is needed along the lines established. The conflict between the ideal of a think tank and the limits imposed on it by the field undermine its very purpose.

> "It is thus possible to speak of a master opposition in the space of think tanks between authority based on intellectual consecration, on the one side, and proximity to political and economic power, on the other. Which is to say that any effort a think tank might make to heed the considerations of academic rigor and exactitude will run up against a set of powerful limitations, the main ones being the need to maximize political access and immediate policy relevance, the need to sustain the budget, and the need to garner continuous publicity. Each of these demands exacts a particular cost on the think tank's intellectual production, curtailing its ability to do long-term research, to gather background knowledge, to incubate ideas – in a word, to *think*."

TATO seeks to overcome Medvetz's 'master opposition' by forming an open-source global think tank based on the speaking sociological truth to power. The current turbulence in the intellectual marketplace is primed for the emergence of principle based meta- think tank. TATO can be a meta-think tank thrice over as a 1) virtual organization, 2) concerned with meta-issues, and as 3) a network of existing think tanks.

3.2. A Meta- Think Tank

The prefix "meta-" (variously denoting change, beyond, above, etc.) has many vital uses that coalesce with the advent of metamodernity and TATO's abstract agenda. The concepts of "metacognition" (thinking about thinking) and "metanoia" (to change one's mind) are central to intellectual revolution. "Meta-analysis" reveals unknown common truths across conceptually related studies, providing a 'big picture' perspective and quality control. The study of "metaphysics" as social humanism reclaims it as a 'philosophy of first principles,' and highlights the distinction between physical and social science. Marx's notion of "metabolic rift" theorizes the entropy of ecological and social systems under capitalism, granting us the necessary foresight to prevent such dehumanizing decay. Notwithstanding these grand theories, TATO seeks to serve as a meta- organization and create a think tank coordination layer, integrating humanist knowledge and policy on the global scale. In the start-up phase, TATO's virtual nature will allow for greater flexibility and adaptability to rapidly changing conditions. Meta-problems require meta- solutions, and from this perspective TATO can devise macro policies that are adaptable at the local level.

3.3. TATO's vision, mission, value proposition

- **TATO's broad mission** is to establish a new consensus of superordinate knowledge to streamline and pacify globalization.
- **TATO's vision** is to be the superlative "meta-" think tank coordinating epistemic communities and solving fundamental contradictions at an abstract level.
- **TATO's essential value proposition** is found in the concept and special applications of "abstraction," a manifold term differentiated across and within many fields, including math, computer science, linguistics, neuroscience, psychology, philosophy, and social theory.

4. RESEARCH AGENDA

4.1. Background Research

TATO's research agenda will focus on six major priority areas, which will be used by the research team within the development of research papers, briefs and articles. These areas are abstraction, meta-theory, public sociology, epistemic justice, globalization, and systemic-conspiracy (the military industrial complex). Abstraction is the core methodology, but the other research areas are equally important. The first task of the research program is simply to consolidate TATO's research library (currently at 4,000 journal articles and books, with about 500 constituting the core as it relates to abstraction and sociology. The second task is to associate with scholars already working on TATO's core issues, and to collaborate on the research agenda and consensus building via abstraction. A white paper on "abstraction" is attached to this Business Plan. A broad goal of the research agenda is to advance the paradigm of metamodernism.

For backgrounders on some of the core themes of TATO, ten research papers authored by the Executive Director are available for download on the website. These papers are peer reviewed but are unpublished. Abstracts are also available on the website. Collectively, they reveal a complex picture of globalization. The point of abstraction is to simplify it. TATO contends that competing globalization narratives can be mediated, streamlined, and optimized in order to construct a new policy consensus. Here is a summary list:

1. The Zeitgeist Movement: Alter-globalization, Complexity, and Conspirituality
2. Theory of Conspiracy: Analyzing Hidden Power in Globalization Processes
3. Israelpolitik: Regimes of Truth and the Clash of Definitions in the "Promised Land"
4. Corporate Cosmopolitanism: Global Citizenry and White Collar Crime
5. Lost in Space: A Realist and Marxist Analysis of US Space Militarization
6. Self-centered Social Theory: Overcoming European Ethno-history and the Crisis of Sociological Knowledge
7. Not Historicism: Contemporary Historical Materialism and Global Social Change
8. Broken Hardt, but still works: A Critique of "Empire"
9. The Quickening: The Acceleration and Growth of Global Civilization
10. Western and non-Western Systems of Thought: Socio-cognitive Worldviews, Regimes of Truth, and the Prospect of Consilience

4.2. Priority Areas

Abstraction

Abstraction is generally defined as a conceptual process of complexity reduction that highlights the essential properties or first principles of a given object or idea. It is a manifold term differentiated across many fields: math, computer science, linguistics, neuroscience, psychology, philosophy, and social theory.

Meta-theory

Meta-theory refers to theory about theory; studies about studies. This includes meta-analysis and other meta- tools for deconstructing the knowledge-power nexus, building consensus, and fostering epistemic communities. Meta-theory investigates the philosophy of science and asks higher-order.

Public Sociology

The public has a right to know about sociology and society, to put ideas into action. Public sociology is the field to communicate insights from social theory into the public discourse. We will produce reports, videos, lecture series, and educational tools to instill a 'sociological imagination' for global.

Epistemic Justice

Knowledge is power, and constructed ignorance creates injustices that arise as a result of the deprivation of key knowledge. Epistemic Justice seeks to address the "knowledge gaps" in society for just social outcomes. Consumer protection is an example institutional enforcement mechanism.

Globalization

A comprehensive approach of systems theory, worldviews, and the philosophy of history lays bare the collective existential threat of climate change, a key feature of which has been its systematic denial. We are advancing global civil society ahead of corporate and state hegemony.

Systemic Conspiracy (Military-Industrial Complex)

Referred to as the 'defense industrial base' by insiders, the war machine has grown to include, media, academia, congress, sports, entertainment, pharma, oil, and the war on drugs, among other industries. By definitively exposing the structure of the 'systemic conspiracy,' we can demonstrate effective demilitarization policies.

4.3. Abstraction White Paper

Coupled with this Business Plan is a white paper, *Abstraction: Map of the Problematique*. Included here is an abstract of the document:

The Abs-Tract Organization (TATO) identifies the meta- problem as how all-important abstract (systemic) issues, such as climate change and war, become obfuscated and mystified through market forces and manufactured ignorance, creating negative externalities negative feedback loops that perpetuate conflict. This white paper attempts to map the meta-problem of society to demonstrate "abstraction" as the basis for the proposed meta- think tank and subsequent system-wide knowledge and policy intervention to directly address the meta-crisis. "Abstraction" writ large is proposed as a knowledge representation (KR) framework, with novel expression under metamodernism - an emergent paradigm suggestive of universal social philosophy. Abstraction also a multivariate thought process, social process, and critique of society and its conceptual objects. A sampling of abstract tools introduces the tree of Knowledge (ToK) System, the Data-Information-Knowledge-Wisdom (DIKW) Pyramid, 'abductive logic programming' (ALP), critical discourse analysis' (CDA), 'root cause analysis' (RCA), immanent critique, and world disclosure, among other methodologies. "Vicious" (false) abstraction, on the other hand, is the errant translation of knowledge, leading to unjust or 'vicious' outcomes, the systematic habits of which are correlated with anti-intellectualism and endarkenment. Global capitalism is an 'abstract empire' that the 'open society' seeks to remedy, but falls short due to fallibility and compromising trade-offs. Global civil society and alter-globalization are emergent movements to establish social and political equilibrium, which TATO seeks to anchor in an abstract or "pure sociology" as a critical pedagogy and public policy platform, communicated through a public sociology that bridges critical theory with common sense to foster a 'critical mass society.'

5. Campaigns

To support its mission and value proposition, TATO will develop and execute public sociology and educational campaigns on social and political problems that needs abstract concepts for their solution. These campaigns will be research driven while effectively translating the core truths about a given issue in a way that explains where illegitimate debate and conflict stem from. The public will be treated as intelligent and mature, able to handle complex truths. In other words, the public will be entrusted with the necessary knowledge to make responsible collective decisions. We will encourage authority figures to embrace and echo our clear truth statements, as part of the broader campaign to foster the process of truth and reconciliation.

TATO's campaigns will be organized in **twelve major campaigns**, which incorporate distinct research fields and social issues, yet are all aligned with TATO's broader mandate.

1. Political Climate Change. TATO

Research Areas:

Environmentalism
Permaculture
Anti-corporatism
Political reform

There is concurrently a global climate crisis and identity crisis. Political boundaries are socially constructed and tentative, yet their reification locks public consciousness into national matrices. The solution is 'political climate change,' a permacultural shift in the status-quo where environmental imperatives merge, humanist policies align, and cosmopolitan values spread, into a mature and responsible civil discourse and political agenda. Although 'climate change' is a popular catch-all term, TATO considers it a misnomer and euphemism for human pollution and ecological devastation, which serves to mask the decades-long systematic suppression of this knowledge from public policy.

2. Critical Mass Society. TATO

Research Areas:

Critical thinking
Social movements
Activism

One of TATOs principle campaigns is to promote common sense through critical thinking. We perform a service of public sociology, which seeks to engage the public with critical knowledge for a better society by bridging academic social theory and folk theories of how society works (or doesn't). Our methodology is to use critical theory to depoliticize knowledge and address the root causes of social issues. TATO teaches empowerment through knowledge by producing research and media to raise awareness about the 'epistemic' knowledge gaps between obvious truths and pragmatic policy. Political correctness must be eschewed, and it must be disclosed: society (particularly the US) has inarguably suffered a 'dumbing down' at the hands of corporate imperatives and political ideologues.

'Critical mass society' suggests a minimum intellectual standard for a population to govern itself democratically. As a think tank and critical consultancy, TATO upholds a duty to call out and hold accountable leaders and lawmakers who continually breach minimum standard of reason in policy, and thereby ethics. If knowledge is power, then power to the people. When the masses are critical, society is vital and free.

3. Public relationships. TATO

Research Areas:

Media
Discourse
Disclosure
Communications
Public Relations
Propaganda
Truth and reconciliation

The public relations (PR) industry has largely devolved into whitewashing damage control firms, advertising consumerism, sanitizing corporate image, stonewalling criticism, and coordinating with media to manufacture consent. TATO emphasizes public relationships, establishing and fostering trust through honesty, disclosure, and education. The mainstream media (MSM) has disgraced itself in the 2016 election cycle by colluding with the political elite and hoisting a demagogue into the spotlight. TATO seeks to reform and rehabilitee journalistic imperatives and restore public trust. Think tanks are not exempt from image issues, and they misrepresent and skew their findings to appease donors. TATO actively bucks these trends and strives to project unadulterated truth. Accordingly, we unabashedly support the patriotic disclosures by WikiLeaks, The Intercept, The Guardian, the individuals involved, such as Chelsea Manning and Edward Snowden, and countless others of the fifth estate. Citizen journalism and social media are changing the conversation, and TATO is engaged.

4. Opening the doors of perception. TATO

Research Areas:

Consciousness
Transcendence
Experiential learning
Psychedelics

TATO advocates the emerging paradigm of public health that embraces the positive role of psychedelics, and is critical of the 'medicalization of society' (pharmacological supremacy). This movement dovetails with ending prohibition and the catastrophic 'war-on-drugs', maintained via the military-industrial complex and systematic propaganda campaigns. Think tanks that support the status-quo drug policy are willfully ignorant if not demonstrably unscientific, corrupted, and politicized by special interests, working against the public interest. It is of paramount importance to TATO to transform global public policy to acknowledge of the truth about substances, which have legitimate uses including medicinal, therapeutic, recreational, and spiritual.

Partners: LSE Drug Policy Project: http://www.lse.ac.uk/IDEAS/Projects/IDPP/International-Drug-Policy-Project.aspx

5. Opening the doors of perception. TATO

Research Areas:

Education
Enlightenment
Sociology of knowledge

Dare to know, better. TATO

Education is not only a universal human right, it is an investment in social capital and is the best hedge against tyranny. Philosophy fails to solve our problems in part because we fail philosophy, therefore advancing critical thinking is a core principle of TATO, grounded in the sociology of knowledge.

6. Thoughtful Experiments. TATO

Research Areas:

Ethics
Morality
Humanism
Compassion
Experimental philosophy
Reform
Resolutions

Experimental philosophy is intellectual masturbation over big data. Real radical ideas prompt metanoia (mind change) and have definitive social justice outcomes; they are not bourgeois food for thought. TATO takes philosophy to the streets with AbstrActivism, and also conduct focus groups and social experiments. The Prisoner's Dilemma is a classic lesson in game theory, but many conventional thought experiments are impotent, if not anti-intellectual. The famous 'trolley car problem' presents a false dilemma that forces one to weigh life either numerically or selfishly, where the only true solution is to opt out of the insanity. The complex morality of the world demands better experiments; truly thoughtful ones.

7. Anatomy of the body politic. TATO

Research Areas:

Public health
Social systems

Society is sick, and TATO provides sociological diagnostics and expertise on the anatomy of the body politic to cure its chronic problems. For example, it is not a condense that the United States, one of the most advanced countries on earth, suffers from various preventable health epidemics and political regression/ retardation (delayed progress). There is a connection between the two, and public health and political science can inform each other, perhaps even solve each other's problems. Simply put, both health and social problems are mystified for profit, and their deconstruction reveal simple cost effective solutions. By combining physical and mental fitness we can save two birds with one stone.

8. Change the worldview. TATO

Research Areas:

Worldviews
Metanarratives
Globalization
Cosmopolitics
Revolution

Before you can change the world, you have to change the worldview. Ideology and belief shape and distort our social institutions for the worse, so TATO delivers worldview analysis and truth disclosure to disprove sectarian dogma and delusion. We also look at the big picture, without compromising the details at the local level. Evolutionary globalization is an inevitable abstract force determining the macro conditions of our social system. Understanding this compels collaboration to reconcile competing metanarratives. TATO is committed to the challenges of secular and cosmopolitan truth in order to actualize our common humanity. Metamodernism is emergent.

9. Reductio ad absurdum. TATO

Research Areas:

Philosophy
Logic
Irnoy
Truth
Abstraction

This technique is a way of proving the truth of a statement by demonstrating the absurdity of taking its opposite to its logical conclusion. A classic example is the World War 2; where the 'logic' of Nazism was a nonstarter and a lost cause from the beginning, yet it persisted by the will. We should not need more examples but they are countless.

10. Proof of concept. TATO

Research Areas:

Geometry
Pure sociology
Proportion
Perspective
Proof
Human rights

A 'proof of concept' is "evidence, typically derived from an experiment or pilot project, which demonstrates that a design concept, business proposal, etc., is feasible." TATO is a pilot project for abstraction, among other things, to validate its capabilties and potential as a liberatory epistemology. It is literally the proof of a concept. Abstraction proper exhibits a faithful correspondence between model and reality (ie. the blueprint matches the building, the formula embodies a physical law, etc...). In social reality, things are less clear, but not insurmountable. For example, the abstract concept of religion informs its concrete instantiations. Through this mode of critical thinking, people and institutions can better understand the complex world around them. Using infographics, dataviz, and other advanced tools, we can model complex systems and simulate the optimal provision of social goods and services, to prove our concept.

Our authority and integrity stem not merely from an aggregate of evidence, but from proof, in the definitive geometric sense. Notwithstanding our high standard of proof, TATO contends that much of what demands proof should require none at all. Case in point is human rights. That think tanks and universities expend enormous resources on progress yet perpetuate an extremely unequal and unjust status-quo is appalling. MLK Jr. said "The arc of the moral universe is long, but it bends towards justice." We admire MLK as a progressive hero, but TATO prefers to argue that the straightest distance between two points is a line. From moral arcs to straight lines and righteous angles, as a lofty ideal we insist on immediate justice in the abstract. Concurrently, we reject satisficing, sub-optimal outcomes, horse-trading, compromising, trade-offs, lesser-evils, necessary evils, political correctness, let alone theft, corruption, or any other business-as-usual 'banality of evil.' In other words, we take a moral absolutist stance and we prove it, even if it is not practical or feasible yet. Why? Because TATO won't settle for anything less, and neither should you.

11. Reinventing the wheels of justice. TATO

Research Areas:

Natural law
Epistemic justice
Jurisprudence

When a law itself is unjust, there is often no recourse. One has a duty to break it. Some hopeful responses are nonviolent resistance and civil disobedience, but these pose lethal risks and no rewards in many cases. It takes an extraordinary act of faith, and this burden itself is unjust. Furthermore, disobeying the law does little to change it in the short term. Legal codes are unnecessarily byzantine and legislation is a tedious process. Praised for its slow evolution, the justice system is still highly dysfunctional and partisan, and sometimes in very obvious and outright criminal ways (prohibition, institutional racism, mass incarceration). TATO advocates natural law and jurisprudence, abstracting a straightforward legal code grounded in universal human rights and their provision therein. One of our central legal concepts is 'epistemic (in)justice', relating knowledge inequality to socially unjust outcomes.

12. Honesty in the best public policy. TATO

Research Areas:

Public sociology
Philosophy and
Public policy

It is a truism that politicians lie to get elected. People vote for leaders even knowing they are being lied to. Many public policies are built on fundamental lies. We propose full accountability, zero tolerance, and harsh penalties for participating in these patterns. This is where philosophy, public policy, and public sociology intersect. There is a general crisis of systemic corruption, lying, and strategic falsehoods. TATO aims to tackle deception head on, from the common person to the highest levels of government, business, and religion. TATO is a proponent of alter globalization (bottom-up, empowerment of the disenfranchised), but top-down organization is also necessary. It is time to reform (or reinvent) the United Nations, a global collective that has been (anti-)socialized from its humanitarian origins into a weak instrument of US power politics. The US is in staunch denial of many of its core pathologies, such as that it is founded on enlightened principles as much as it is founded on slavery and genocide, and it is time for global truth and reconciliation; it is time for honesty in public policy.

6. Project Potential

6.1. Methodologies and approaches

TATO will use different innovative approaches for the realization of upper-mentioned campaigns. These approaches have been selected as the best ones in order to raise the awareness, influence and increase the attention of different stakeholders to problems and present the solution.

Following methodologies and approaches will be used in TATOs work:

a) Development of journal articles

The Executive Director and other employees will work with professors to co-author articles related to the concept of abstraction, and the landscape of issues we cover.

TATO's team will be working on each of twelve selected campaigns through the development of articles and analysis for media in order to influence decision-makers.

b) Producing of an online journal (monthly);

TATO is planning to produce an online academic journal with articles, news and analysis relevant to the TATOs mission and goals. The producing of a journal will be available only in case of receiving maximum amount of target funding from philanthropists and donors. As a test, submissions may be solicited for a "special issue" on Abstraction, perhaps in coordination with another journal, or independently.

c) Podcast

TATO would like to produce various podcasts, which may include brief lectures, news reporting, and interviews. Similar podcasts include Think Again by Big Think, Waking Up by Sam Harris, and The Long Now Foundation. Podcasts are a low cost way to produce content and gain exposure. The bulk of the costs for a larger production would be dedicated to research and prep.

d) Educational videos

TATO will involve external experts along with its own experts and scholars to produce an education videos on topics related to the selected campaigns/priorities of TATO. These videos will be disseminated by TATO through its website, as well as social network in order to cover the wider audience. Similar videos from other organizations are posted on the TATO website under MEDIA. This could be developed in conjunction with online courses.

e) Documentary/Vignettes

TATO will work on producing of documentary movies (mostly short ones) related to the campaigns/priorities of the organization. The aim of such movies will be raising of awareness and education of people of selected topics. This will be depending on a stable production budget. Start-up media organizations producing similar critically minded content include AJ+, NowThis, Business Insider, Shots of Awe, GOOD, and UPROXX.

f) Infographics and Data Visualization

Experts of TATO will work on collecting data on selected priorities (specifically on small issues under these priorities) and visualize it through using of design software and other tools. The data will create a better and well-understandable image for readers and decision-makers and will have a better and deeper impact and influence them. The data will be disseminated

among media structures as well and will be available them to use the data within their publications. TATO wants to develop real-time data visualization. A good example of important real-time sociometrics is available at worldometers.info

g) Political Commentary

Experts and researchers, as well as scholars of TATO will be developing and publishing political commentaries on different issues relevant to the TATO's campaigns/priority areas. These commentaries will be published on TATO's website, social networks, as well as disseminated among well-known media structures. TATOs policy positions will be clear and simple to understand, and will challenge the narrative of lobbyists and policy-makers who politicize the issues. The blogosphere and press are already saturated with commentary, so TATOs analysis will be lean critical, always trying to bring the conversation back to the core issues.

h) App Development (Health/ Critical Thinking)

We are considering the market opportunities for various apps. The TATO brand can be applied across a suite of apps that promote a critical lifestyle. TATO observes that there are thriving apps for brain training, such as Lumosity and Elevate, but there is a distinct lack of interactive critical thinking apps. There is a lot of great resources that could be streamlined into a worldview education app.

i) Book series publication (all ages)

TATO will work on development of series of books on each of priority campaigns and based on the existing challenges and problems relevant to the overall mission and objectives of TATO. TATO will also begin to develop a global universal curriculum that integrates local information and culture, while also teaching a secular knowledge base. The process of abstraction will be instrumental in summarizing encyclopedic knowledge and distilling it to Prime Knowledge and a Core Philosophy.

j) Performance Art (AbstrActivism)

TATO will also use unique performance art options for the awareness raising and dissemination of problems and information. Flash mobs are a theatrical mode of collective action. They may be used for entertainment purposes, but could also serve a critical function. Public vigils, demonstrations, strikes, and sit-ins are also forms of activism that could be supported by TATO. Events staged in solidarity with the oppressed wherever they may be, can be considered as abstractivism.

k) Social Experiments

TATO intends to reimagine social experiments to engage people in society. Social experiments may include focus groups, collaborative online projects, data collection and analysis, and random acts of kindness. Experiments could also be carried out as host or participant in gallery events, which can be collaborate and interactive in nature, in pursuant of the mission and goals of TATO.

l) Meta- research projects

Meta- research projects look at the big picture. A prime example is meta-analyses, abstracting large data sets and comparative analysis. Meta- research can also look at the root causes of social problems. A possible meta- project is a wiki-white paper, crowd-sourced by members. Broader meta- ambitions of TATO include a think tank coordination layer.

6.2. Projected summary of key successes and achievements

Phase 1: $100,000

- Funding itself is a key success
- Officially found the organization; establish routines, homoeostasis
- Officially secure 1000+ academic membership, affiliate with 10+ organizations
- Partner with at least 1 think tank/ university.
- Consolidate library (500+) and resources; make publicly available.
- Proof of concept/ project proposals (12)
- Campaign Plans/ Policy stream demos (12)
- TATO White Papers (6)
- Secure grant funding for Year 2 of Scenario 1
- Book produced (1) on Abstraction
- Long-term strategy/ vision Plan
- Annual Report

Phase 2: up to $500,000

- Secure institutional support for growth
- Secure media partners
- Phase 1 Projects and Campaign Plans beta testing.
- Meta- think tank network and coordination layer
- Knowledge interface prototype (ThinkMap SDK)
- Hiring 2 or 3 additional full time staff. Secure grant funding for Year 2 of Scenario 1
- Book produced (1) on Abstraction
- Long-term strategy/ vision Plan
- Annual Report

Phase 3: $1,000,000+

- Secure philanthropic investment
- Partner with 10+ think tanks, 4-5 full time staff
- Sociological AI R&D
- Global outreach campaign
- Develop universal education curriculum
- Produce documentary and/or film

Phase 4: $10,000,000+

- Influence and eminence in global think tank culture/ global civil society
- Enterprise/ venture capital growth
- Meta- think tank global infrastructure and digital hub

6.3. Services

Along with the development and implementation of campaigns enabled by donors, TATO will also offer consultancy services to its members and other organizations to be more effective in the area of conceptualization of their ideas through abstraction for effective political and social change.

With the initial funding, TATO will create a mechanism that will develop the internal structure for the effective service delivery to members and client organizations in order to provide them with all relevant resources, including books, articles, and tools. In a later stage, if TATO will be able to attract more funding, the number of services for client organizations, members and stakeholders will be increased and they will be based on needs and requirements of these target groups.

Services provided by TATO will be based on its mission and goals, well as on the needs and resources of client organizations. Service for clients and stakeholders will be priced on a sliding scale, and adjusted according to market conditions, and will be valued based on efficient auditing practices and cost/benefit optimization. As per the typical large fees for consulting, this can be a major revenue stream for TATO. Ultimately, TATO aspires to found and develop a culture of critical consulting, whereby corporations and institutions openly collaborate in a publicly disclosed reform process. Along these lines, TATO envisions a line of products and services that may include, but will not be limited to;

- **Worldview Auditing**
  - Ideological deconstruction and rehabilitation
  - intelligence/ Intellectual assessment
  - conflict resolution
  - mental health diagnostics

- **Critical Consulting**
  - Corporate social responsibility (CSR)
  - Sustainable labour policy
  - Good will demonstration
  - Public sociology and education
  - Special reports

- **Social Capitalism**
  - Investing in social innovation, sustainable enterprise, and permaculture projects
  - Divestment hedge funds to reduce demand for fossil fuels and war profiteering.
  - Bitcoin and alternative monetary systems
  - Open source architecture
  - Consumer protection

- **Freethought Projects; Apostasy/ Whistleblowing**
  - Cult deprogramming
  - Enabling apostasy (leaving religion or political affiliation)
  - Encouraging, rewarding, and protecting whistleblowers
  - Elite power abdication and retirement
  - AbstrActivism

7. Organization

TATO is planning to register as a nonprofit foundation and apply for the 501c3 tax status after receiving initial funding. Based on the legal structure, TATO will be managed by a board of directors, who be initially selected by TATO's executive director and management team. Details on board creation continue in section 7.3. After the established basic corporate legal structure, the TATO will start its first operations.

TATO will also pursue forming a C3 Corporation or "Community Contribution Company," which is a type of hybrid organization for social enterprise[1]. This will allow to TATO to create new income generation options through consulting and provision of services to members and stakeholders, and reduce the demand from limited funding available for its campaigns.

A similar legal structure is a B Corporation, defined on its website as follows: "Individually, B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability, and aspire to use the power of markets to solve social and environmental problems. Collectively, B Corps lead a growing global movement of *people using business as a force for good*™. Through the power of their collective voice, one day all companies will compete to be *best for the world*™, and society will enjoy a more shared and durable prosperity for all." (source: https://www.bcorporation.net/)

7.1. Founding Partners and Management Team

In the start-up period, TATO's Management team will consist of founder Brent Cooper, who will be the Executive Director of TATO. The Management Team will be a main body, which will pursue the goals and objectives approved by the board. The Management Team will provide status updates to the board twice a year based on TATO's by-laws.

The Executive Directory will be in charge for overall management, operational functioning, and development of legal structure of organization. Along with the overall management, the Executive Director will work on empowerment of personnel and share the overall vision, plans, and knowledge in the area related to the overall mission and goals of the TATO.

Brent Cooper

Brent Cooper is the sole Founder, serving as President and Executive Director of The Abs-Tract Organization. His primary training is as a political sociologist, focusing on knowledge-power dynamics and elite-mass relations. He has several book manuscripts in the works covering the topics of abstraction, systemic conspiracy, and religion. He holds a B.A. in International Relations from UBC, where he won the Mack Eastman United Nations Essay Prize and received a Graduating Student Leader Award. He subsequently earned an MSc. in Political Sociology from the London School of Economics, where he was introduced to Marxist ecology and witnessed the UK manifestation of the Occupy movement. His varied work experience includes studying renewable energy markets at the National Research Council (Canada), internships at the Simons Centre for Disarmament and the Canadian International Council. He is currently employed in an unrelated field at the Centre for Drug Research and Development (CDRD) at UBC. Brent is also an accomplished filmmaker, and has written, directed, edited, and produced over an hour of cinematic content, including The Abs•Tract: Core Philosophy, a satirical short film about a mystery school that lays the groundwork for a

[1] "A social enterprise is a revenue-generating business with primarily social objectives whose surpluses are reinvested for that purpose in the business or in the community, rather than being driven by the need to deliver profit to shareholders and owners." (source: http://www.centreforsocialenterprise.com)

dramatic paradigm shift. Brent enjoys learning about the world through travel and has backpacked through South America, SE Asia, and India, for a cumulative 10 months.

7.2. Advisory Board

The Advisory Board of TATO will consist of experienced persons in the area of research, non-profit development, and consulting, who will advise and support the Executive Director. Members of Advisory Board will support TATO within the start-up and development stages and provide counseling support to the Management Team in order to increase organizational effectiveness and improve strategic plans in research and organizational development.

- **Dr. Thomas Kemple** – is a sociology professor at the University of British Columbia. His research expertise includes contemporary social and cultural theory (including post-structuralist, semiotic, psychoanalytic, feminist, and queer theory); the history of the social sciences; sociological classics, canons, and founders; literary and interpretive methods; aesthetic sociology; the visual representation of concepts and arguments. His work on the 'sociological imagination' and public sociology is particularly inspiring and relevant to TATO:

  The Sociological Imagination and its Imperial Shadows (abstract:) "…commemorates the fiftieth anniversary of The Sociological Imagination by recalling, renewing and updating C. Wright Mills' pledge to expand a politically aware, self-reflective and publicly accessible intellectual culture between aestheticism and scientism. We begin by sketching how Mills' 'bifocal' vision of the translation between the close-up perspective on personal milieus and the longer view of social structures contrasts with recent calls for a public sociology which would sustain its professional legitimacy while reviving its critical conscience. To illustrate this point, we argue that his project can be reframed in a way that 'provincializes' the universalizing claims and scientific aspirations of much of North American sociology by exposing its imperial unconscious in pre- and post-war movements toward the professionalization and scientization of knowledge. Here our focus turns to the prospects for a 'sociology of empire' to trace imperial forms which are symptomatically manifested both in the discipline's assumptions about historical progress and in Mills' critique of these assumptions. Finally, with an example from the history of British colonialism in Egypt, we show how, despite its blindspots, Mills' vision of the sociological imagination implicitly projects an alternative 'sociological map' with distinct vantage points that can account for the changing cultural tasks of our time, especially concerning how collectives of human and non-human agents are unequally mediated within networks of power. We conclude by revisiting Mills' distinctive approach to 'the craft of sociology', considered more as a prayer than a profession, and undertaken more as a personal and political calling than as career.

- **Ilyas Safarli** – is an experienced non-profit manager with the more than 10 years' experience in this area. He is currently working as an Executive Director of "Uluchay" Social-Economic Innovation Center – Azerbaijan-based national think-tank focusing on civil society, business environment, public sector reform, labor policy and European Integration topics. He also has an extensive experience in the area of organizational development and fundraising. Ilyas Safarli will provide necessary counselling support to the Management Team within the start-up and later stages of TATO based on his own experience in the area of organizational (think-tank) establishment and development.
  Ilyas Safarli also worked as an expert for many EU and USAID-funded programs in Azerbaijan and related to the civil society empowerment, economic development, youth, gender, public sector reform and other issues.

- **Dr. Adrian Smith** – attended the University of Wales Aberystwyth, completing a BA in Geography and an MA in Space, Place and Politics. He then then completed a PhD exploring the conceptual geographies of management consultancy. He retains an active interest in the philosophy of research, and particularly in methodological innovation that bridge the gaps between theory and empirical data at different scales.

- **Eric Godwin** – is the CEO & founder of Godwin Research Group (GRG). GRG is a research and consultancy firm based out of the Toronto Area that primarily focuses on politics, defense & security, economics, and energy & technology. Three activities the firm is actively engaged in are: geopolitical risk reporting, international integrity investigation, and economic & market advisory. GRG creates routine reports analyzing important issues so that individuals, firms, and organizations can efficiently manage their assets to better position themselves in the global community. The firm has developed a successful method of accurately forecasting global trends. Eric Godwin studied at McMaster University specializing in geopolitics and political economy. Eric has gained experience in the financial sector through contract work as well as an internship with D&D Securities where he specialized in mining, oil & gas, and internet technology sectors. He actively monitors stock market activity and uses programs such as MetaTrader and TC2000 to conduct transactions in commodities and forex markets. Eric is also skilled in computing, specializing in hardware and constructing optimized systems for different purposes. As a former varsity athlete in university that played rugby, and other sports for most of his life, Eric values the importance of good teamwork in running any successful organization. His core philosophy includes: increasing the complexity of consciousness, cheating chaos, creating innovation, focusing on the big picture, belief in cause rather than strategy, reconstructing market boundaries, and making competition irrelevant." http://www.godwinresearch.com

- **The "Chilluminati" Roundtable**

  The Chilluminati is an informal inner circle of advocates forming an online roundtable to discuss and analyze US politics, news developments, foreign policy, media narratives, and avant-garde ideas in order to brainstorm radical solutions to framing the meta- problem abstractly. The list of associates is as follows:

  - Brent Cooper (Executive Director, sociologist)
  - Keith Binkly (financial analyst, journalist)
  - Tobias Burns (journalist)
  - Bryan Williamson (consultant)
  - Adam Scislowicz (programmer/ venture capitalist)
  - Kevin Webb (lawyer)
  - Nick Orenstein (rocket scientist)
  - Alex Fairman (teacher, philosopher)
  - Ryan KT (writer)
  - Mischa Pearlman (writer)

7.3. Governance and board of directors

In a start-up period, TATOs board of directors will be formed based on the by-laws of the organization and consist of a minimum of five seats up to a maximum of twelve. We will likely seek six, to ensure that two of board seats are sociologists, and one of these seats may be designated to founder Brent Cooper as a permanent board member. The other six seats will be identified within the start-up period and will be selected based on their experience in the area of non-profits, research, as well as abstraction.

Below is a sample composition of seats reserved for the Board of Directors:

- Sociologist (2)
- Human Rights Lawyer
- AI Programmer
- Philosopher
- Social Entrepreneur
- Other specializations (6)

Within the forming of the board, TATO will consider knowledge, experience, and the sharing of common values and principles with TATO's mission and goals. Selected board members will provide part of their time for the development of TATO and bringing new ideas and innovation to the work of TATO.

The most important functions of the board in the early stages are fundraising support and mentorship. Board seats may be added based on the joint decision of majority of board members, as it will be defined in the organization's by-laws. Depending on the size of early membership, TATO may seek to form a committee of around 100 academics for experimental purposes. This committee will collaborate on research projects, workshop general think tank issues, and provide feedback to the Executive Director.

7.4. Potential for novel structure

During the formation of TATO, mass outreach will attract a large volume of academics and other professionals who could potentially contribute in many different ways. TATO will be open to suggestions and changes to the structure of the board and the organization itself. As a meta- think tank, it must be fluid in early stages, in order to settle into a functional dynamic system.

7.5. Compensation of officers, partners and directors

In the start-up period, TATO will provide a salary to the Executive Director and monthly budgets for virtual assistants. These assistants will play a major role in development phase of TATO and their involvement is crucial in order to accomplish the objective of establishing and development of the organization. It is important that the Executive Director role as manager is also flexible enough to handle the coordination of volunteers.

The Executive Director of TATO – From the $100,000 startup budget, Brent Cooper will receive $42,000 annually for his work in TATO and forming the legal and operational structure of organization as set forth in this Business Plan. He will work full-time in an executive capacity to lead and supervise the development of further strategies and plans, working with virtual assistants and TATO collaborators to build effective communication and networking protocols, as well as initiating fundraising efforts and grant proposals.

7.6. Infrastructure and staff

In the start-up period, in order to reduce costs, TATO will operate a virtual office with the involvement of virtual assistant, capable to realize the campaigns and plans of organization in cooperation with the Executive Director. For this purpose, TATO will use co-working hubs for networking and volunteer coordination, and platforms such as Upwork to optimize the virtual office. With the initial funding, TATO will involve virtual assistants throughout the process, which will be allocated a monthly budget of $200 USD, within Phase 1 funding levels.

- Data Entry Specialist: responsible for the collecting of data and resources for the online library of organization. The collected data and resources by the virtual assistant will be available for all members and client organizations of TATO;

- Grant Writer: responsible for fundraising and proposal writing processes at TATO. The person will be working in close cooperation with the Executive Director and other team members to attract the funding for the development of TATO, publishing books and articles, conducting researches and other purposes relevant to mission and goals of TATO;
- Communication Assistant: responsible for the communication processes with stakeholders and audience through e-mail, social networks and other platforms, including TATOs website. The person will be in charge for the development of communication strategy of organization and creating new channels of communication with members and stakeholders;
- Research Assistant: responsible for the conducting of researchers relevant to the mission and goals of TATO. The person will work in close cooperation with Executive Director within the conducting of researches;
- Business/legal Expert: responsible for the preparation of legal documents of TATO within the start-up period along with the Executive Director of organization;
- Accountant: responsible for the overall financial management of organization and reporting to donors.

These assistants will work part-time for TATO and realize the plans of Executive Director based on the schedule provided and deliverables to be discussed and agreed to beforehand. Detailed descriptions of salaries and service fees are incorporated in the Financial Projections section of the proposal. Staff salaries and fees will be discussed and reviewed by the Board annually and changed based on the performance and increased to reflect the real market rates for specific positions. The number of staff to be hired by TATO will be also increased based on the raised funds and growth of organization and positions will be identified based on TATOs needs.

TATO will also establish an online and physical library with all necessary books and publications relevant to the TATO's work and which can be interested for future members and client organizations. These materials will be available for members and clients of TATO through the website. With the initial funding, TATO is also planning to provide professional development opportunities for its founding members and personnel in order to bring new management, research, communication and other necessary ideas.

7.7. Locations

TATO is global in character, and in time seeks to found offices around the world. The current residence of the Executive Director is Vancouver, BC, Canada. Therefore, the bulk of the preliminary work will be done there until relocation is necessary and/or possible. The Executive Director possesses dual citizenship between Canada and the United Kingdom. Therefore, it will also be incentivized to establish Canada-UK alliances. In the growth period, TATO is also planning to establish its first US office in Washington DC in order to be close to decision-makers and funders to realize its campaigns. TATO currently has representatives in Toronto, London, and Los Angeles, and offices may be established in those cities following successful Phase 1 funding.

7.8. Communication and advocacy strategies

Communication and advocacy strategies are one of important documents and plans, in the process of development. The Communication Assistant and Executive Director will be responsible for improvement and realization of communication and advocacy strategies and plans of TATO. Following communication and advocacy tools will be used in TATO's work:

a) Primary outreach will be conducted through a personal email campaign to targeted individuals from academia, government, consulting, and media. Members will be drawn from the top universities in the US, UK, and Canada, as well as high-profile corporations and media organizations.

b) TATO is planning to use Facebook, Twitter, LinkedIn, and AngelList for the communication and promotion of its campaigns and works among its members, clients and stakeholders. The work within these platforms will be done by Communication Assistant, who will work in close cooperation with other staff members within the publications of necessary information in mentioned platforms.
c) Upon the threshold of 1000 members registered through the website sign-up, TATO's Communication Assistant will also use MailChimp or MailJet for engagement campaigns with academics, members, donors, client organizations and interested parties, to establish their prospective relationship to TATO.
d) One of major advocacy tools to be used by TATO will be direct communication with decision and opinion-makers, and established journalists via e-mail and face-to-face (where allows) and promote its options for solving of problems.
e) TATOs website will be also one of major tools for dissemination of information and publication of articles and news related to the work of TATO. The website will be curated by the Communication Assistant and Executive Director. TATO also intends to establish and moderate an online forum and discussion board for viewers to discuss, debate, and further understand the key issues.
f) In a later stage, TATO will organize round-table discussions, debates, and focus groups, as well as other events in order to bring new ideas and opinions to decision and opinion-makers. This methodology is using by the majority of established think tanks in all around the world and will be one of effective and impact-oriented methodologies to be used by TATO.

7.9. Quality control

Quality control regulations and procedures will be formalized within the start-up period of the organization, and will reflect the veracity of TATO's epistemology. Documents and publications produced and intended for external dissemination will go through a rigorous peer review process, mediated by TATO members. Currently TATO obeys standard academic practices and formats, and new standards will be devised through the de facto crowdsourcing of the think tank itself. The quality control document will also provide mandatory procedures for different types of materials (research papers, policy briefs, articles, media and others), roles and responsibilities, and time schedules.

7.10. Networking

In order to increase opportunities and bring new ideas and resources to TATO, the organization will work to establish relationships and solicit the involvement of scholars and other partners. The network will be expanded through outreach, word of mouth, and partnerships will be attracted on the basis of mutual benefit. These scholars will be involved based on their fields of relative expertise, as it is relevant to the priorities of TATO. This will create a unique opportunity for scholars to collaborate on research projects and to publish articles with TATO, as well as participate in innovative social experiments. TATO also involve passionate volunteers to fill various roles, organized into four essential teams with sub-roles, which will work together to achieve our collective goals:

- Communications: Outreach (clients, customers, partners), PR (email, marketing, social media)
- Fundraising: Grants/ Foundation money, Equity, Revenue Streams (products), Public (crowdsourcing),
- Research: Articles (journal), Blogging, Facts/Data Management and Visualization
- Internal (+Board): Volunteer Coordinator, Directors, Legal, Accounting

7.11. Internal policies and procedures

TATO intends to build an organization with strong internal governance and procedures. These principles will be developed with respect to its core values and that of its staff and associate members, while strictly adhering to universal principles. Guidance and mentorship will be accepted from its stakeholders, but TATO will not be beholden to the agenda of any particular funder where it is at odds with TATO's general mandate for truth.

Towards these ends, TATO will develop or review all necessary internal policies and procedures regarding governance, strategy management, quality control, communication and external relations, accounting and finance, project management, evaluation and monitoring, and human resources management. Where necessary, TATO will work with professionals and consultants to revise, amend or develop new policies and procedures in order to align with customary international standards and leading practices. The Executive Director will engage in training and growth opportunities, such as start-up accelerators and incubators.

7.12. Partnership and strategic alliances

TATO is planning to create important partnerships with universities, media institutions, and other non-profits working in similar areas. With the support of a network of academics, TATO will be able to lobby universities directly for support. We will solicit other think tanks as well to work together in order to bring new and innovative solutions with the consideration of abstraction.

The following organizations are willing to cooperate with TATO:

Local Partners* (Vancouver):

- eUBC - http://entrepreneurship.ubc.ca
- Radius - http://www.radiussfu.com
- Futurpreneur - http://www.futurpreneur.ca/en/
- VISR - https://visrfreeschool.wordpress.com/about/
- Centre for the Study of Democratic Institutions - http://www.democracy.arts.ubc.ca
- Liu Institute for Global Issues - http://liu.arts.ubc.ca
- Institute for the Humanities - http://www.sfu.ca/humanities-institute/
- MAPS Canada - http://www.mapscanada.org
- David Suzuki Foundation - http://www.davidsuzuki.org

8. Financial projections / Organizational Sustainability

8.1. Summary of financial assumptions

TATO is planning to involve $1,000,000 (maximum funding) to cover 3-5 years in order to fully operate and work on its priority campaigns. However, the one year start-up period and basic operational costs could be as low as $100,000 (minimum funding) in order to register the organization and pursue higher goals and objectives. The realistic and ideal amounts reflects the slower or faster pace of development, as suggested by the minimum of funding, TATO will be able to stand-up as an organization and work on minimum activities and at the same time fundraise and determine more potential sources. With the maximum amount of funding, TATO will be able to fully realize its campaigns, including the publishing of books, articles, journals, conduct new research, as well as to advocate for issues that are relevant to the mission and objectives of organization. The management of a virtual office and virtual assistants will enable us to reduce the costs and fully maximize donors' financial expectations in terms of realizing these objectives.

8.2. Sources of funding

TATO currently has no source of income to cover basic operating expenses, precluding even the ability to apply for grants and legally form the organization. Despite this hardship, a great deal of research and prep has already been accomplished, evidenced in this Business Plan and the Abstraction White Paper. TATO requires reasonable contributions to move through the first stage of development. Beyond this, TATO will depend on sponsorship from philanthropists in order to grow and carry out ambitious programs.

The first stage of funding will be crowdsourced, through a platform to be decided (ie. Kickstarter, Indiegogo). Outreach to over 50,000 individuals will ensure a reasonable degree of traction and demonstrate the prospects before making a fundraising campaign official. Venture capital networking sites such as AngelList (angel.co) will be used for maximum exposure. The incentive to crowdsource TATO financially, is that it will also be crowdsourced intellectually.

TATO is planning to involve funding from possible institutional and individual philanthropists and social capital funds. Founding partners of TATO will work to create a networking opportunities with mentioned possible sources of funding to present its mission and plans. Considering the specific work and mission of TATO, the team and founding partners will work with specific philanthropists and funds, whose work is also relevant to the TATO's mission and vision. Through the correctly developed list of possible sources of funding, TATO will be able to address this business-plan to them and discuss the possible initial funding.

TATO will also use different options in order to create benefits for individual and consortium of philanthropists. The organization will provide seats in the board for philanthropists provided the donation between $100,000 - $200,000. TATO will consider the ethical, environmental and equal opportunities as a part of its fundraising strategy and will not accept the funding which might jeopardize the independency and integrity of organization.

8.3. Total philanthropy required

There are multiple thresholds and scenarios for fundraising. Phase 1 is considered emergency funding, to immediately actualize the establishment of the organization. The funds will directly enable the full-time pursuance of TATO's research agenda and goals, which otherwise remains in paralysis. Phase 1

can be efficiently crowdsourced through the initial outreach pool of high-value prospective members, while with broader public support and media exposure it may be possible to crowdsource Phase 2 and 3. Otherwise, grants, philanthropy, and institutional support will be garnered to fund Phase 2 and beyond.

Phase 1 is $100,000, 60% of which is expenses (budget below), and 40% is the Executive Director salary. Beyond this, there will be many "flex goals" that the crowdsourcing campaign can activate by crossing a threshold. For example, if we raise $150,000, it satisfies Scenario 1, and provides an additional $50,000 for flex goals, such as PR campaigns, app development, research projects and others.

Phase 2 is up to $500,000, TATOs full plan can be activated with the minimum allocations to budget. The expenses of Scenario 1 are met, and the additional funds go towards the development of products and services, pursuit of the research agenda, the demonstration of PR campaigns, and film productions. With the scenario 2, TATO also will be able to open its first office in US and bring the virtual office into the real and hire staff members, including research, communication, advocacy, administrative and others.

Phase 3 - $1,000,000+

In the event that TATOs outreach connects with larger supporters and professionals, a higher range of venture capital is necessary. This includes the immediate hiring of 3-5 full time staff, and the purchase of 'enterprise' level products and services, to raise TATO's profile into venture capital visibility.

8.4. Projected uses of funding

Phase 1 - $100,000:

#	DESCRIPTION	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER	TOTAL
1.	Executive Director salary	$10,500	$10,500	$10,500	$10,500	$42,000
2.	Virtual staff salaries	$3,060	$3,060	$3,060	$3,060	$12,240
3.	Virtual office establishment	$2,355	$2,355	$2,355	$2,355	$9,420
4.	Administrative expenses	$4,050	$4,050	$4,050	$4,050	$16,200
5.	Start-up costs / legal fees	$3,510	$3,510	-	-	$7,020
6.	Public Relations	$1,500	$1,500	$1,500	$1,500	$6,000
7.	Establishment of library	$300	$300	$300	$300	$1,200
8.	CRM system	$300	$300	$300	$300	$1,200
9.	Professional development	$1,500	$1,500	$1,500	$1,500	$6,000
10.	Pre start-up back pay expenses	$1,500	$1,500	$1,500	$1,500	$6,000
Total for Year 1:						**$101,280**

Phase 2 – $250,000 - $500,000

#	DESCRIPTION	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER	TOTAL
1.	Staff Salaries	$21,000	$21,000	$21,000	$21,000	$84,000
2.	Professional fees	$3,000	$3,000	$3,000	$3,000	12.000
3.	Projects/services	$16,750	$16,750	$16,750	$16,750	$67,000
4.	Research	$3,000	$3,000	$3,000	$3,000	$12,000
5.	Campaigns	$13,750	$13,750	$13,750	$13,750	$55,000
6.	Public outreach/films	$25,000	$25,000	$25,000	$25,000	$100,000
7.	Misc. expenses	$15,000	$15,000	$15,000	$15,000	$60,000
Total for Year 1:						**$500,000**

Phase 3 – $1,000,000+

#	DESCRIPTION	1ST YEAR	2ND YEAR	3RD YEAR	4TH YEAR	5TH YEAR	TOTAL
1.	Staff Salaries	$150,000	$150,000	$150,000	$150,000	$150,000	$750,000
2.	Professional fees	$12,000	$12,000	$12,000	$12,000	$12,000	$60,000
3.	Projects/services	$67,000	$67,000	$67,000	$67,000	$67,000	$335,000
4.	Research	$12,000	$12,000	$12,000	$12,000	$12,000	$60,000
5.	Campaigns	$55,000	$55,000	$55,000	$55,000	$55,000	$275,000
6.	Public outreach/films	$50,000	$50,000	$50,000	$50,000	$50,000	$250,000
7.	Misc. expenses	$60,000	$60,000	$60,000	$60,000	$60,000	$300,000
Total for 5 years:							**$2,030,000**

8.5. Crowdfunding

TATO will use a crowdfunding platform to secure the funding from various sources and increase the chances for securing of initial funding and fill any temporary funding gaps. TATO's team will work on development of effective campaign through famous crowdfunding platforms, such as Ingiegogo or Kickstarter to attract more funding. TATO will preface any crowdsourcing campaign with analysis of survey data from members, to formulate specific projections and solicit feedback. To these ends, a TATO entrance survey has been established on SurveyMonkey.com, and the link is provided in the membership confirmation email.

8.6. Social Enterprise

The long-term plan of TATO is to increase the self-financing options as a social enterprise and decrease donor dependency for realization of its campaigns. Through the development of successful business model and provision of services to its members, non-profit organizations and other stakeholders, TATO will be able to generate an income from non-grant sources. Service provision will be based on core TATO values and principles and related to TATO's core activities. The development of a sustainable business model will commence with basic operations, and diverse income generation streams from services and products will be work-shopped and evaluated by the advisory board.

9. Risk assessment

9.1. Risk factors

As all non-profit organizations and social enterprises, TATO also entails a variety of risks and their mitigation options. Major risk factors identified by TATO's founders are related to the funding. A SWOT analysis is format is available on the website, and what follows is a detailed list of risks and their mitigation:

a) If TATO will not able secure the initial (minimum) funding of $100,000, the organization cannot be established and operations related to the implementation of campaigns and establishment of library cannot be launched. The reason for the development of this business-plan is to show the perspective of TATO and its expertise, along with the unique work and approaches to be used within the implementation of campaigns and research. This business-plan will be a major tool to attract the initial funding from possible sources collected by TATO's Management Team, a sample of which has been attached to the business-plan as an appendix III. TATO's Management Team will work on involvement of initial funding through crowdfunding and working with sources listed in the Appendix III.

b) If TATO will be able to secure the initial funding, the risk remains that future funding to cover operations and realize campaigns/researches will not be secured. This risk will be mitigated through the development of financial sustainability plan, which will provide in-depth details for Management Team and hired grant writer to work on selected areas and sources of funding. The Management Team and grant writer will work with selected foundations and philanthropists in order to secure the future funding to effectively conduct researches and realize its campaigns. At the same time, with the initial funding, TATO will work on increase of its credibility, visibility and image, which will decrease this risk and increase chances to get more funding to cover future expenses.

c) A third risk is related to the recognition of abstraction by media and decision-makers. The risk is one the major ones that can begin to be mitigated relative to the volume of membership, irrespective of fundraising prospects. The Management Team and staff, as well as scholars and academics to be involved in the research and dissemination of knowledge will be empowered through the collective action of TATO. The legitimacy of TATO will be proportional to the demographics and size of its membership. Through the research network, a higher social epistemology can be demonstrated and validated, manifest in the high-quality framework of "abstraction," and the publication of related articles, research, and campaigns organized by TATO. The founder of TATO is relatively unknown, but that the concept should stand on its own, without marquee names, is exactly the point of self-evident logic and truth.

9.2. Competitive analysis

TATO is the first think-tank committed to solving the world's systemic social problems through a high-level framework of "abstraction". TATO does not have not direct competition, based on the current research agenda, proposed model, and aesthetic of campaigns and approaches to be used within the implementation of these TATO's modus operandi.

There are currently thousands of think tanks operating under a stagnant status-quo that partisan , trying to lobby for policy reforms and changes, as well as to influence to decision- and opinion-makers, in a very traditional and ineffective fashion. The atmosphere of political correctness has dulled the

faculties of these established think tanks, as referenced in Section 3. The key difference in worldview orientation of TATO from such think tanks is the unique academic methodologies via abstraction. This is shaped by the expertise of the Executive Director in political sociology (knowledge and power, elites and masses), with a critical theory background and forward-thinking outlook.

TATO will also integrate best models and experience from other think-tanks within the start-up period, as it relates to knowledge management, organizational development, and the forming of internal operational structure. The methodology and approaches to be used by TATO, as well as its selected priority areas/campaigns, may seem different from the majority of think tanks, but are overarching universal values and principles are ones to which all would aspire.

This section also includes the comparative analysis of some of think tanks, which might be viewed as competitors or partners, with similar worldviews and objectives to TATO.

- **The Center for Applied Rationality (CFAR)** is a think tank that had humble beginnings and similar inspirations to TATO, which connected with the right people in Silicon Valley. We share their explicit secularism and interest in AI. http://rationality.org

- **Sociologists Without Borders (SSF)** reflects the conceptual heart of TATO, embodying the cosmopolitan cause and humanitarian agenda. TATO practices global sociology, as borders are social constructions that must be overcome. (SSF does not have its own website, but did, which became this ultimately http://www.sociologynetwork.org)

- **The Center for Design and Geopolitics** mirrors our abstract approach and concern for world affairs. They also share a critical perspective, and Benjamin Bratton's critique of TED is particularly enlightening. http://designgeopolitics.org

As for picking some more traditional think tanks to compare to, this is difficult, because policy is often so convoluted; it's hard to get a clear answer where they stand. But here is one we can that set a precedent in its own time, and is influential today.

- **Demos.** "Demos (1993) could be described as the first 'postmodern' think tank," reflecting the breakdown of belief, as opposed to a post-war ideological agenda.[Source], Google Books.

To this effect, TATO can be the first true 'metamodern' think tank. Other comparative organizations are listed on the homepage at http://www.abs-tract.org.

Appendix I - TIMELINE

Timeline

Following tables provides the detailed information on planned activities within the start-up period of TATO.

Period	Description	Details
DECEMBER, 2016	Outreach	E-mail campaign, social media and business-plan development
JANUARY, 2016	Fundraising 1.0	Crowdsourcing
FEBRUARY, 2017	Team building/ Board formation	Networking, negotiations, attract volunteer army
MARCH, 2017	Found organization	Establish logistics, administrative operations
APR-MAY, 2017	Begin operations	Writing, research, media presence, "abstraction" proof of concept
JUN-JUL, 2017	Research projects	Initiate research agenda, secure university partners, found journal
AUG-SEP, 2017	Fundraising 2.0	Grants, venture capital, philanthropic support
OCT-NOV, 2017	Public Engagement / Consulting	Public sociology, critical consulting and advice policy
DEC-JAN, 2017	Think-Tank Legitimacy	Expand staff, establish locations, long-term vision, continue global outreach.

Note: The schedule of research and activities can be changed depending on a funding attracted in a start-up period, as well as in later stages.

Appendix II – LOCAL PARTNERS

Local Partners* (Vancouver)

- **eUBC - http://entrepreneurship.ubc.ca**

The University of British Columbia's entrepreneurship lab; "Inspiring entrepreneurial thinking to create innovative ventures. A powerful combination of mentorship, education, venture creation, and seed funding to support UBC students, alumni, faculty and staff."

- **Radius - http://www.radiussfu.com**

"With people as our starting point, RADIUS Edu is re-imagining how we support the learning journeys of emerging changemakers. Systems focused, RADIUS Lab works with community partners to understand problems and design, test and launch interventions. Built to amplify promising solutions, RADIUS Ventures partners with impact ventures to get them market-, growth-, and investor-ready."

- **Futurpreneur - http://www.futurpreneur.ca/en/**

"Futurpreneur Canada has been fueling the entrepreneurial passions of Canada's young enterprise for nearly two decades. We are the only national, non-profit organization that provides financing, mentoring and support tools to aspiring business owners aged 18-39. Our internationally recognized mentoring program hand matches young entrepreneurs with a business expert from a network of more than 2,800 volunteer mentors."

- **VISR - https://visrfreeschool.wordpress.com/about/**

"The Vancouver Institute for Social Research (VISR) is an independent, para-academic, theory-based free school which began in Feb, 2013. Its intent is to move beyond the borders of the traditional university and to open up a more accessible platform in the city for the engaged discussion of critical theory."

- **Centre for the Study of Democratic Institutions - http://www.democracy.arts.ubc.ca**

"The Centre for the Study of Democratic Institutions seeks to advance publicly-engaged research, teaching, and dissemination of ideas and knowledge about innovation in democratic practice and institutions."

- **Liu Institute for Global Issues - http://liu.arts.ubc.ca**

"The Liu Institute for Global Issues is an interdisciplinary research hub for emerging global issues in the Faculty of Arts at the University of British Columbia (UBC). At the Liu Institute, we strive to catalyze innovative thinking and positive change, bridging the gap between academics and practitioners to transform research into actions."

- **Institute for the Humanities - http://www.sfu.ca/humanities-institute/**

"dedicated to the exploration of the critical perspectives that relate social concerns to the cultural and historical legacy of the Humanities. The Institute seeks to facilitate the development of attitudes that lead toward active engagement in society. In taking such a role, the Institute hopes to contribute reflective, contemplative, and critical public points of view on the conflicts and contentious issues of our time."

- **MAPS Canada - http://www.mapscanada.org**

"The Multidisciplinary Association for Psychedelic Studies (MAPS) Canada envisions a world where psychedelics and marijuana are safely and legally available for beneficial uses, and where research is governed by rigorous scientific evaluation of their risks and benefits."

- **David Suzuki Foundation - http://www.davidsuzuki.org**

"We collaborate with Canadians from all walks of life, including government and business, to conserve our environment and find solutions that will create a sustainable Canada through science-based research, education and policy work."

- **New Ventures BC (tech accelerator)** - https://www.newventuresbc.com

"New Ventures BC is passionate about helping early stage tech companies grow their businesses."

Appendix III – List of sources of funding

Prospective list of sponsors and supporters

($50,000+)

- Conard Davis Family Foundation
- David A. Coulter
- Robert Epstein
- Thomas Campbell Jackson
- Christopher W. Johnson Charitable Trust
- Ilona Nemeth & Alan Quasha
- George L. Ohrstrom, Jr. Foundation
- Gerry Ohrstrom
- Dr. Kelly Posner Gerstenhaber
- The Rosenkranz Foundation
- The Mortimer D. Sackler Foundation/ Mortimer D.A. Sackler & Jacqueline Sackler
- The Paul E. Singer Foundation
- Edward Stern & Stephanie Rein

($10,000+)

- Eurasia Group
- Alex Ginsburg & Hillary Blumberg
- Roger & Susan Hertog
- Stacie & Stephan Kiratsous
- Leon Levy Foundation/Shelby White
- Lisa & Jamie Maguire
- Edward & Reka Schmidt
- Joan & Donald Sherman
- Sydney & Stanley Shuman
- Byron & Anita Wien

($5,000+)

- Stanley Bergman/Withers Bergman LLP
- Franci Blassberg & Joe Rice
- Kenneth & Nina Brody
- James Coleman & Cynthia Ott
- The Gilder Foundation
- Thomas F. & Heidi McWilliams
- Catie & Donald Marron
- Ben Nelson
- Amy & Jay Regan
- Andrew Solomon & John Habich Solomon

($3,000+)

- Alexander J. Gerstenhaber
- Jennifer & Philippe Selendy

($2,000+)

- Michael A. Carpenter
- Cindy Elden
- John Eleoterio
- Deborah & Peter Lamm
- Amb. John L. Loeb, Jr. & Sharon Handler
- Carol & John Lyden
- Mr. & Mrs. Thomas Moers Mayer
- Alan & Susan Patricof
- Bonnie & Richard Reiss
- Nathan Saint-Amand
- Jeffrey Wernick
- Robert F. Wright

($250+)

- Erika Bonner
- Christopher Brennan
- Christopher E. Buck
- Michael & Meghan Caponiti
- Rosalind Devon
- Mike & Michelle Hadden
- Keren Kalimian
- Arthur Laffer
- LogicPrep
- Philip R. O'Connor
- Ross & Alice Sandler
- Adrianne & William Silver
- Dee Wingfield