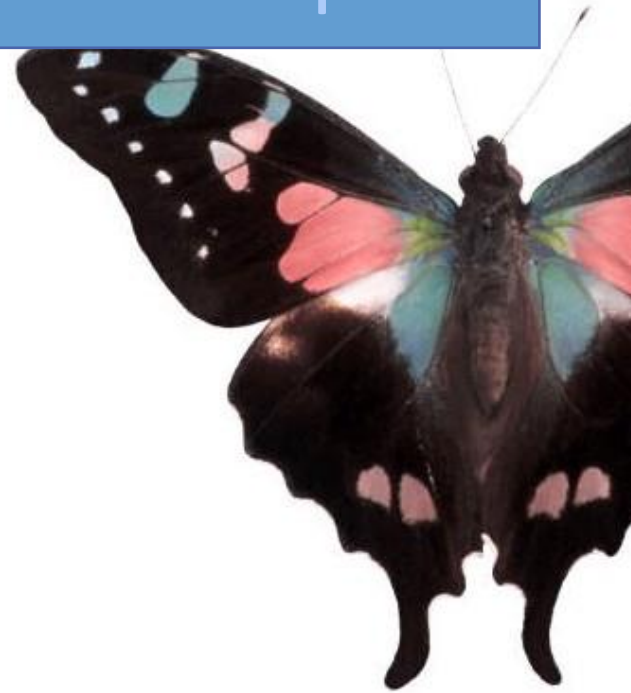


The Metamorphosis Blueprint



In Collaboration
Project Metamorphosis
6 February 2012
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Executive Summary

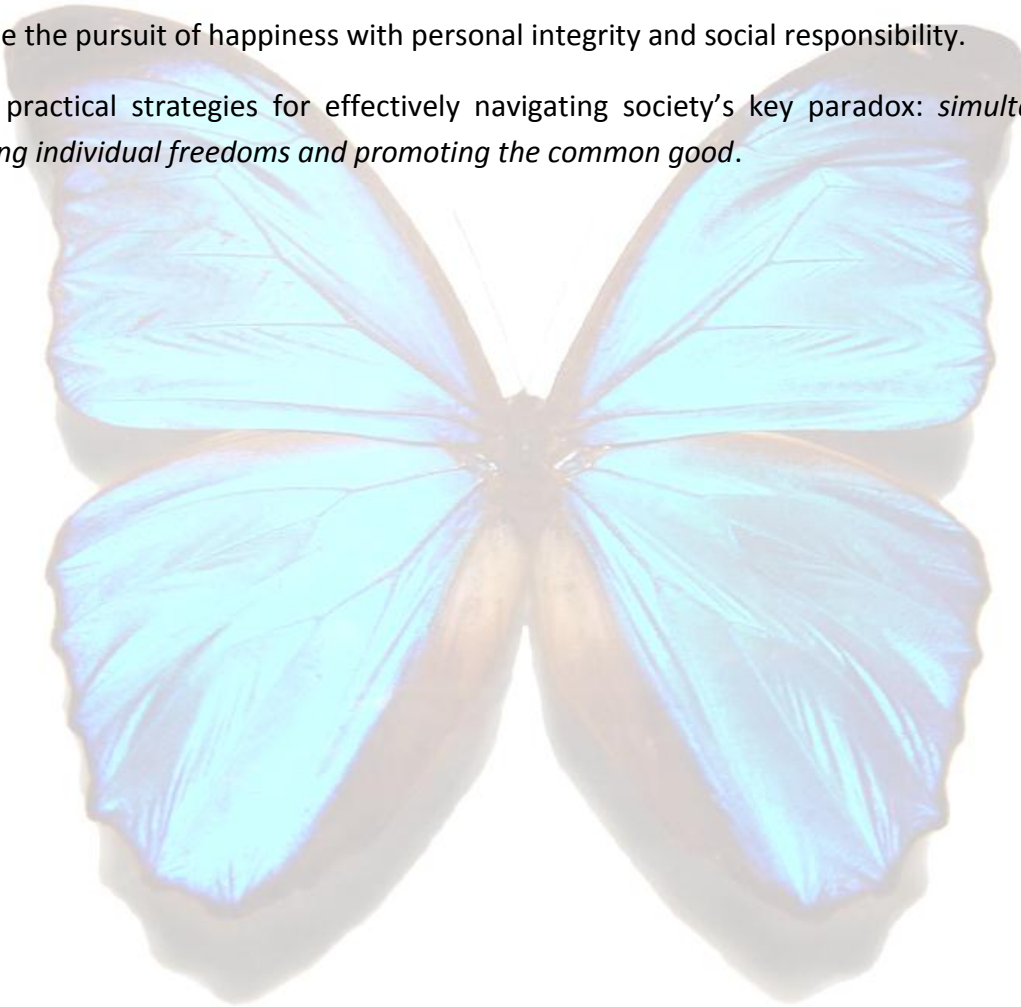
“A practical integrated blueprint is long overdue for overhauling the fundamentals of economic sustainability, the way business is done, how profits are maximized and how society is served.”

This blueprint must

Restore capitalism to healthy functioning by vastly upgrading how individuals, businesses and governments share information and collaborate.

Reconcile the pursuit of happiness with personal integrity and social responsibility.

Provide practical strategies for effectively navigating society’s key paradox: *simultaneously preserving individual freedoms and promoting the common good.*



Vision Statement

The history of mankind is full of experience, both successes and failures, which has led us to the point in history we collectively face today. The collected works of economics, policy, and law have led us in a direction that we believe is unsustainable and must be changed. If today's leaders and policy makers are empowered by the collective to remain in power, they must set policy and direction based on what they perceive is the will of their constituents. Yet all great changes in history have been the outcome of a counter-intuitive change of direction due to the vision of a few that reach outside the box for solutions.



Our initiative proposes the co-creation of a broadly shared framework and practical action plan designed to create a sustainable future. Project Metamorphosis has become a focal point of the following unifying vision:

to birth effective and highly profitable mechanisms to restore the global economy, while ending the era of counterproductive values, divisiveness, chronically unfulfilled employees and citizens, and the erosion of the fundamental principles of freedom and personal responsibility.

Project Metamorphosis Mission

To build a comprehensive architecture for sustainable economic stability that results in healthy communities, watersheds, countries and a healthy planet - to empower diversity of culture and country.

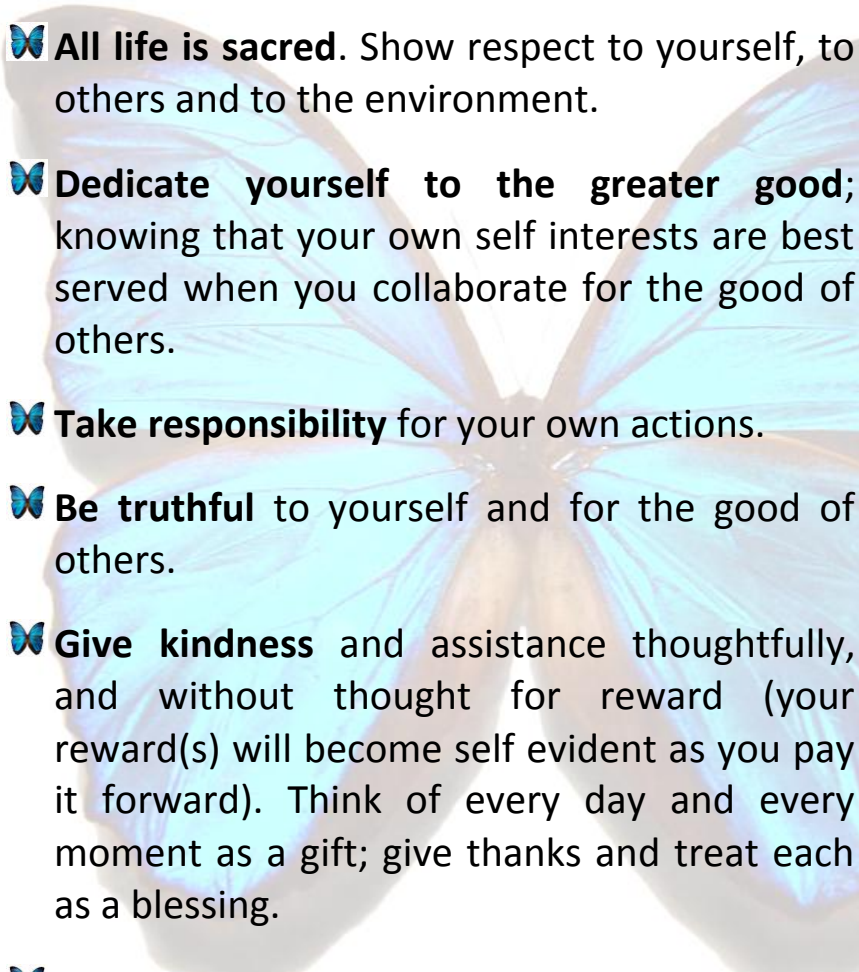
At the heart of Project Metamorphosis is a continuously evolving and ever-more powerful integrated and regenerative framework (the “**Metamorphosis Protocol**”). This framework combines the ground rules that transform business relationships from unhealthy competition to highly productive and profitable collaboration, using highly integrative management accounting and information technology breakthroughs.

This document outlining “The Metamorphosis Project” is the result of gathering the best and brightest ideas, vision, principles, and values to provide a roadmap and compass for ourselves, and future generations.

Our Proposed Guiding Principles are based on the following values:

- 🦋 We Value a Positive Mindset, Mental Attitude and Outlook
- 🦋 We Value a “Big Picture Awareness / Perspective”
- 🦋 We Value Open Mindedness, Flexibility, Diversity, and Creativity
- 🦋 We Value Cooperation and Healthy Competition
- 🦋 We Value Health
- 🦋 We Value Freedom
- 🦋 We Value Self-Responsibility and Respect
- 🦋 We Value Proper Etiquette and Civility
- 🦋 We Value Creation and the Relationship of all Created Things
- 🦋 We Value Education
- 🦋 We Value Sustainability
- 🦋 We Value Integration of All Aspects of Life into a Cohesive, Synergistic, and Dynamic System
- 🦋 We Value Interdependence and Independence
- 🦋 We Value Integrity We Value Transparency and Accountability

The Metamorphosis Protocol

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- 🦋 **Do what you know to be right** (without becoming righteous).
 - 🦋 **All life is sacred.** Show respect to yourself, to others and to the environment.
 - 🦋 **Dedicate yourself to the greater good;** knowing that your own self interests are best served when you collaborate for the good of others.
 - 🦋 **Take responsibility** for your own actions.
 - 🦋 **Be truthful** to yourself and for the good of others.
 - 🦋 **Give kindness** and assistance thoughtfully, and without thought for reward (your reward(s) will become self evident as you pay it forward). Think of every day and every moment as a gift; give thanks and treat each as a blessing.
 - 🦋 **Be in the moment** yet set your goals knowing you have already achieved them.
 - 🦋 **Change is the only Universal Constant;** embrace it. Question everything.

Economics

The Metamorphosis Project chooses to focus initially on “Greenfield” developments, in which a pattern of sustainability is built, demonstrated to be economically successful beyond the prevailing model, and is then replicated into other infrastructures.

Establishing Common Communities of Interests

Communities are nothing without the people they are intended to inspire and support. We must therefore reach out, attract and/or join with other similar communities of interest to establish a value system that leads to organic growth and sustainability. The investment system that Metamorphosis Project plans to utilize to accomplish this is found in the “MetroCore Holdings, LLC.”

Our Action plan is to

Identify and define protocols, based on our accumulated knowledge of organizations and systems that most efficiently and effectively establish sustainable organizations.

Establish a set of achievable goals that incrementally allow us to monitor our progress, adjust our direction, and be accountable for our actions and impacts.

Implement those goals in alignment with the underlying values and principles previously described, and utilize state-of-the-art accountability mechanisms to demonstrate the sustainable values our protocols generate.

Continually reach out and network with others, through sharing teaching, learning and growing together.

Accounting, Accountability & Profitable Transparency

Accounting 3.0[®], as provided by the Performance Management Institute, is our RNA, the underlying structure for participation and engagement. It will support operating units to deliver on mission by successfully driving their key mandates. A 3.0[™] embeds Integral Operations Finance and Accounting Practices[®] that bridge the gap between operations and finance in organizations by applying accounting as a science of collaboration. As key components of A 3.0, the deliverables of the CEO Reality Check[®] and The Discovery Process[®] are twofold: the first is a systematic and comprehensive non-directive leadership and facilitation methodology and curriculum, and the second is continuously improving cultural resilience focused on optimizing business results.

A new investment class will emerge as commercial companies earn the right to publish the A 3.0[™] mark next to their logo, because that will enable both much faster and more effective due diligence, as well as significantly reduce risks in either equity or debt financing, and an ability to prepare cooperative agreements for collaboration where mutual support and cooperation improves performance and outcomes at both the company level and within the broader community. This is accomplished by a transparent and evolving architecture of internal controls, organized around a focus on value-creating activities and non-financial data reporting.

NewUrbanism 2.0

The following eight Principles are a starting point for the evolution of Principled Development. They will continually refine and evolve as the shared experience unfolds.

- 🦋 Protect, preserve and restore the natural environment
- 🦋 Establish true-cost pricing economics
- 🦋 Support local agriculture, business products and services
- 🦋 Develop clustered, mixed-use, pedestrian-oriented eco-communities
- 🦋 Utilize advanced transportation, communication and production systems
- 🦋 Maximize conservation and develop local renewable resources
- 🦋 Establish recycling and recycled materials industries
- 🦋 Support education for participatory governance

(These 8 draft principles are from the Citizen Planners of Ventura County Ecological Planning Principles Symposium Report, 1990)

Public Private Partnership programs

The establishment of a symbiotic relationship between the private sector and our shared public responsibility is essential for everyone's benefit and the sustainability model to succeed. A Carefully crafted set of goals and principles must be established upon which we build our sustainable economies. We support governmental action to build an information infrastructure that all can use and trust to provide the leadership required to assure an adequate infrastructure of "public goods" upon which our emergent "New Economy" and "Social Capital" will rely.

Regional Economic Development Clustering

The identification of regional economic strengths and desires lead to establishment of collaborative economic development strategies upon which a vibrant and sustainable economy can be built. Consideration of economic diversity and strengthening the community resilience can be strengthened by use of the A 3.0 model.

A Manifesto for Health

We acknowledge that success, happiness, freedom, & enjoyment of life are intimately dependent on one's health. Health, of the individual and of society as a whole (as well as that of the environment) must be a major, if not the, primary consideration in everything we do.

Those core principles include

- ✦ Health is one's most valuable asset; as an asset, each individual has complete and total control of and responsibility for that asset.
- ✦ Being healthy is a choice coupled with appropriate actions based on that choice. Although this is not an absolute, the vast majority of health experts agree that 85 plus percent of health is related to lifestyle choices.
- ✦ Failing to make a conscious choice is still a choice; failing to take the appropriate actions is still taking action. Just as people must be free to choose health, they are also free to choose disease.
- ✦ Each individual has the freedom to choose to live life to the fullest; to pursue whatever they are passionate about in life; and to do so in excellent health if they make the right choices.
- ✦ Each person is unique and they will have their own unique needs.
- ✦ How one chooses to pursue health and happiness is up to the

individual and cannot, and should not, be deferred to, or dictated by, anyone else. The individual alone has the ultimate say on how they will care for and protect their most valuable asset (as long as they are competent to make such choices and are not infringing on another's rights to do the same).

Jobenomics

This grassroots movement has a goal of creating 20 million new US private sector jobs by 2020 (20 by 20) via small, large, foreign and emerging technology job creation concepts and initiatives. Project Metamorphosis has an international vision to create 100 million new jobs worldwide by replicating these industrial principles. The Jobenomics "20 by 20" Campaign is comprised of four business categories: Small and Self-Employed, Large, Foreign, and Energy Technology Revolution.

The Large Business category goal is to create several million new jobs and is subdivided by multinational and domestic industries.

For multinational corporations, Jobenomics recommends exporting human talent over products. For domestic companies, Jobenomics recommends a more reciprocal trade policy, especially for taxpayer funded programs and initiatives. It is imperative to establish the next generation of production and manufacturing based on the core principles of accountability and scale.

The Foreign Business category goal is to create several million new jobs that are foreign-owned by foreign investors. The Jobenomics Center for Industrial Development (JCID) is designed for young foreign professionals tasked by their parent companies to start businesses.

The Energy Technology Revolution (ETR) Business category goal is to create twenty million new energy-related jobs. An effective ETR strategy would take a system-of-systems approach, and would include:

Both energy independence and energy assurance.

- ✈ A wide spectrum of alternative, exotic transportation and power fuels, technologies and systems.
- ✈ A public-private financial effort using independent organizations and techniques.
- ✈ Legal and IP protection from special interests and predatory business practices that oppose disruptive technologies.
- ✈ International alliances and joint ventures.

🦋 Identification and prioritization of promising technologies.

The Small and Self-Employed Business category has a goal of 50 million new private sector jobs by 2020. Jobonomics is currently engaged in the following initiatives: Community-based business incubators and training centers involving entrepreneurial training, implementation and financing programs in local communities.

Women-owned business initiatives, perhaps the greatest untapped asset in the World, are a key element of the 20 by 20 campaign.

Combat Veterans-Owned Business Centers involving a jobs creation effort for combat veterans.

In-home direct-care (elder/child healthcare) initiatives involving in-home direct-care services provided by mainly small and home-based self-employed businesses.

Real estate owned (foreclosure) initiatives involving the alleviation of the overhang of millions of foreclosed homes.

Entrepreneur City Concept which looks to create millions of new private sector jobs via the establishment and use of specially created entrepreneurial-based communities.

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The Metamorphosis Project is an ongoing work and invites collaboration and input from those that wish to contribute. You may reach the project team by emailing Metamorphosis@2.0Earth.com

The Project team also keeps in touch via the [LinkedIN group](#) “The Metamorphosis Project”

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