

THE LAUNCH AMERICA INITIATIVE

Throughout America's history it has been our pioneering spirit, our can-do attitude that has propelled the country forward. Over the past century, innovative ideas, and the new businesses they inspired, provided jobs and opportunities for Americans to live a better life.

Creating an American Economic Renaissance

The Launch America Initiative is a nonpartisan, grassroots effort to create economic growth that will impact the lives of millions of Americans. The mission of the endeavor is to help people turn their own personal American dream into a successful business.

A bold vision for the future

The Initiative introduces proposals and strategies for creating thousands of new businesses and new jobs all across the country. Launch America encourages the formation of all types of innovative business ventures – from brick-and-mortar stores to online companies – and in all different fields, not just high-tech, high-growth startups.

Primary goals and ideals

- To provide the opportunity for aspiring entrepreneurs all across America to get the support and funding they need to establish and build successful startups and early-stage businesses
- To enable startups to grow and thrive by bringing on board experienced investors, and offering educational programs and best-practice guidelines. Having a team will give the founder and new business a greater perspective and a broader range of experience and contacts.
- To increase dramatically the number of investors who fund startups and early-stage companies through a major new tax credit incentive and safety-net proposal.
- To structure the tax credit in such a way that it will generate jobs, tax revenues and economic growth, and not be a burden to the Government.
- To create a new, clearly written, SEC exemption so that all Americans who choose to invest in a startup, have the opportunity to do so,
- To award cash prizes to promote the most innovative business startups across America.
- To foster the ideal of service by encouraging, and creating opportunities, for men and women to get involved and use their expertise and experience to help startups grow and flourish.
- To support each of the Launch America objectives outlined above, through a national public awareness campaign promoting the many benefits of forming and investing in startups.

The tax credit incentive

Specifically, the Launch America Initiative proposes that an investor in a startup or early-stage company receive a tax credit of 16% per year for five years, which, together with the payments received from the startup, will protect 80% of the investment made.

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Requirements for receiving the tax credit

- A minimum of two investors for each startup, who will review the qualifications of the founder(s) and their business plans. This requirement will provide a screening filter to select those entrepreneurs and their proposed startups that are ready to receive funding.
- A stipulation that the individual tax credit is to be written off over five years, 16% per year, thus allowing time for businesses to grow and for their corporate and employee taxes to offset the tax credits.
- An agreement that a percentage of the business's gross revenues will be paid to the investors each year, offsetting the investors' allowable annual tax credits.
- A requirement that the startup must create jobs for independent employees with a minimum annual payroll of \$40,000 (or an amount set by Congress).

With these incentives and requirements, the objectives of the Initiative are to:

- Provide over \$25 billion in each of the first two years of the program through angel and other investors
- Fund over 200,000 new businesses each year
- Create over 500,000 new jobs each year
- Generate hundreds of billions of dollars of new business revenues and over thirty billion dollars in net tax revenues to the Government during the first six years.

Launch America provides a full support system and step-by-step guide for aspiring entrepreneurs

The book *Launch America! Reviving the American Dream* and the Launch America website offer a full support system and guidance to build a business on a solid foundation and give the entrepreneur the best possible chance for success and longevity. A few of the topics covered include:

- How to form your startup team
- Tips on writing a clear and compelling business plan
- The invaluable help an investor and mentor can offer and how to choose one
- Where to look for investors and getting your new business funded.
- Improving communication and decision-making skills
- The ideal of service, of people helping people

Working together as a team, the entrepreneur, investors and mentors will become the startup's "mastermind group." All will contribute their particular skills, expertise and knowledge to the success of the business.

The Launch America Initiative was created to revive the American Dream and to demonstrate that there is no limit to what can be accomplished if we, the people of this great land, combine our forces. Together, we can restore the beautiful spirit that this nation was built on. And, together, we can realize our dream of a brighter future – for ourselves, for our children and for our country.

Endorsements

“Nothing is more vitally needed in this country today than getting the American economy up and running again. Here at SCORE we see firsthand how many startups, even those with good credit and great business models, struggle to find funding. They need help getting off the ground.

“Banks are hesitant to make loans in the current climate, and venture capitalists tend to invest primarily in high-tech and high-growth startups. What about all the other new-business concepts – from the better-mousetrap idea to the completely unique idea that could bring a brand new product or service to the marketplace? Even starting a ‘lemonade stand’ is no longer a simple task, now requiring permits, licenses, approved kitchen facility, food permits, and everything else that goes along with any new start-up. This all costs money.

“Opening up the investor pool, as Nick Bassill proposes in his book *Launch America! Reviving the American Dream*, has the potential to make available much more capital for new business ventures in a very unique way. It would give more people the opportunity and the incentive to invest in all kinds of ‘shovel-ready’ startups.

“The book is also a treasure chest of advice for aspiring entrepreneurs. It ties together what it takes to shepherd a startup from an idea through all the stages of development – how to get started, form a team, find a mentor, write a business plan, obtain funding – so that the startup has the best possible chance of surviving and thriving, and of contributing to a resurgence of the American economy.”

Michael Scotto, Chairman Emeritus, SCORE
Ventura County, CA

“Innovation and business startups have always been the driving force of American economic growth. The Launch America Initiative, outlined in Nick Bassill’s new book, reveals a clear path to a major economic stimulus.”

Tom Stern, M.D., Chairman, One World Institute
Visiting Fellow, Hoover Institution, Stanford University

A complete, detailed outline of the Launch America Initiative, its Economic Model and Financial Forecasts can be found in the new book *Launch America! Reviving the American Dream*, by Nick Bassill. (Publication date: November 2011.)

Contact: NickBassill@LaunchAmerica.org, NLBassill@gmail.com, or write to Launch America, P.O. Box 4031, Malibu, CA 90264. Telephone: 310-589-5300

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