

SFT21 BUSINESS CONCEPT · DIGITAL MICRO-STATE

Guide for *Small Producers*

*Launching your storefront on SF Shop — trust, guaranteed demand,
and decentralized marketing for local artisans and producers.*

ENGLISH EDITION

SFT21 represents a pioneering “Digital Micro-state” — a sovereign-level ecosystem integrating a decentralized social network (SFNET), a high-liquidity e-commerce platform (SF Shop), and a mathematically patented franchise model.

This infrastructure is engineered to facilitate a return to core family values and moral ethics, establishing what is arguably the world’s most self-sustainable economic system.

Semper Fidelis (Always Faithful) serves as our foundational mission. SFT21 is specifically architected to provide a “Circle of Synergy” for local producers — artisans, beekeepers, soap makers, and small-to-medium enterprises (SMEs) — shielding them from the predatory nature of traditional global marketplaces.

02 Establishing Trust: The BPR Account and Bank-Level KYC

To launch a storefront, a producer must register a BPR (Business) account. While entry is free, we maintain a rigorous, bank-level Know Your Customer (KYC) protocol.

Verification Standards

Producers must submit official government identification (Passport, National ID, or Driver’s License).

The Rationale

This protocol eliminates the “monsters” of the modern web — anonymous bots, troll farms, and synthetic actors. By ensuring every transaction occurs between verified humans, we foster an environment of professional accountability.

Visual Anonymity vs. Internal Responsibility

While your brand may use a pseudonym or trade name publicly for creative branding, the system retains your verified identity internally to ensure total legal compliance and ecosystem safety.

Feature	Traditional Social Media	SFNET / SF Shop
Identity	Anonymity / Fraudulent Profiles	Bank-level Verified Identity (KYC)
Interactions	High Toxicity / Bot Interference	Professional Accountability
Responsibility	No consequences for behavior	Internal Responsibility for Actions
Culture	Driven by Conflict and Clickbait	Driven by Ethics and Trust
Marketing Reach	Siloed and Expensive	Community-Driven and Automated

03 The SF Shop as a “Digital Shield”

The SF Shop functions as a competitive leveling of the playing field. Small producers often find traditional internet marketing to be prohibitively expensive and high-risk, as they must compete for visibility against multi-billion dollar corporations.

ZERO UPFRONT CAPITAL EXPENDITURE

There are no initial marketing fees. Your entry into the global market is risk-free.

MITIGATING BRAND EQUITY DAMAGE

Our “Friction Layer” protocol protects your brand from impulsive public attacks. Members are required to enter an official, constructive dialogue via a formal written complaint before publicizing negative reviews — preventing “internet lynchings” and ensuring grievances are handled through a civil support process.

04 Pricing Strategy: The Performance-Based Rebate Model

The SF Shop utilizes a “Rabat” (Rebate) system. Unlike traditional advertising where you pay before a sale, this is a purely performance-based marketing expense.

- **Producer Sovereignty** — you declare a rebate between 10% and 70% based on your specific margins.
- **No Sale, No Fee** — the rebate is only realized and deducted after a successful transaction.
- **Rebate Distribution** — a portion is allocated for system maintenance; 20% of the total rebate value is paid as a Sponsorship Bonus to the member who onboarded you, incentivizing them to act as your personal “Marketing Manager.”

The Beekeeper Scenario · 1 SFC = 1 EUR

Product price (jar of honey)	10.00 SFC
Declared rebate (30%)	3.00 SFC
Your net earnings	7.00 SFC

If the sale is successful, you retain 7€, and the 3€ rebate fuels the ecosystem and rewards the individual who brought your business to the platform.

05 Guaranteed Demand: Automated Liquidity Injection

SFT21 operates as an “Economic Perpetual Mobile,” ensuring your storefront is never without customers through the 21% Mandatory Consumption Rule.

210

SFC settlement threshold before the spending obligation activates

21%

of earnings above the threshold must be spent within SF Shop

Concentrated Buying Power — this creates a “dream scenario” for entrepreneurs, directing a constant stream of capital specifically toward local, quality producers.

The Circle of Synergy — an algorithmic symmetry: the mandatory spending of one successful producer eventually feeds the sales of the next, ensuring internal budget is consistently recycled into handmade, artisanal, and high-quality local goods.

06 Decentralized Global Marketing: “Radna Obaveza”

We replace traditional, corporate-controlled advertising with Community Marketing.

Work Obligation (Radna Obaveza)

Every member of the network has a technical requirement to maintain their account’s “Active” status — logging in at least three times per week on different days and sharing official promotional materials (videos, texts, and products) on their external social networks (Facebook, LinkedIn, etc.).

Organic Reach

When you launch a product, thousands of verified human members promote it simultaneously — a level of global visibility a small producer could never afford independently.

07 Strategic Growth: SF Points and “Tetris Physics”

Your visibility within the SF Shop is determined by an Algorithmic Meritocracy. Unlike traditional systems where registration date determines rank, SFT21 uses SF Points.

THE SF RESET

Every 13 periods (28 days per period), the system undergoes a reset. “Tetris Physics” means active members with high SF Points “float up” to the most profitable and visible positions, while passive members “fall down” to the bottom. Your date of registration is deleted from the system’s memory — only your contribution matters.

THE HUMANITARIAN MULTIPLIER

Ethical behavior is a technical growth hack. Participating in the "Svi za jednoga" (All for One) project by donating just 1 SFC (1 EUR) grants double SF Points, improving your storefront's visibility and status within the "Waterfall" of rewards distribution.

o8 Professional Ethics and Brand Protection

To maintain high morale and positive energy, we enforce a strict Communication Protocol:

1. **Direct Resolution** — disputes must be directed through official support via email.
2. **The Grey Period** — if a producer becomes inactive for 84 days, the account is blocked, with a 21-day "Grey Period" for appeals allowing producers to justify inactivity due to personal or health crises.
3. **Transparency Requirement** — if a dispute goes public, the user is required to post the producer's official response alongside their claim, protecting your brand from one-sided narratives.

o9 Conclusion: Joining the Digital Micro-state

Launching on SF Shop provides the security of a verified business environment, the power of a decentralized marketing army, and a guaranteed buyer pool.

SFT21 is not an MLM or a pyramid scheme. It is a **Mathematically Patented Reversed Pyramid** — a revolutionary design where the systemic infusion of capital flows from the established base to feed and support the newest members first, ensuring long-term sustainability.

"Become part of the SFT₂₁ Digital Micro-state — turn your craft into a sustainable global brand."