

# WHITE PAPER

## *The DNA of FINEBLOCK — Systemic Positioning*

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*"Putting humanity at the heart of the economy"*

FINEBLOCK SAS — Consumer Savings Plan (P.E.C)

*www.plan-epargne-consommation.fr · contact@fineblock.tech*

*Xavier Hesselbarth — Founder & President*

# EXECUTIVE SUMMARY

## FINEBLOCK / P.E.C

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### GENESIS

Launched on October 1, 2024, following two years of R&D; (2022–2023) dedicated to designing the proprietary algorithm, the Sovereign Value Reserve, and the P.E.C economic model. FINEBLOCK SAS has been fully operational since day one of commercial launch.

*Timeline: 2022–2023 R&D → Oct. 2024 Launch → 2025–2026 Option Upgrade & N(m) growth → ETF Euronext Access+*

### THE PROBLEM

€4.5 billion is consumed every year in Guadeloupe. Zero capitalized return for the consumers who drive it. The extractive system captures the value created by popular consumption and concentrates it toward shareholders. The redistributive system partially compensates — through debt and taxation — without net wealth creation. Neither system gives the consumer ownership of the value they create.

### THE SOLUTION

The Consumer Savings Plan (P.E.C) is the first economic architecture that transforms every act of consumption into growing, sovereign capital. Not cashback, not aid, not redistribution. The P.E.C converts daily spending into points whose Unit Value grows mechanically with the mass of members, according to the formula  $V_u(m) = V_0 \times (1+r)^m \times N(m)$  — anchored in the real economy of consumption, without any financial intermediary.

### KEY FIGURES

- €4.5 Bn: Annual consumer spending in Guadeloupe driven by consumers
- €0.004: Initial Unit Value — IP will be valued at €4–6M at ETF introduction by a statutory auditor
- €2M: Target self-financing for Euronext Access+ ETF via memberships
- 20,000 members are sufficient to fund the ETF — without debt, without external investors

### POSITIONING

Post-ideological, humanist-pragmatic.

***"Neither the market that captures, nor the State that redistributes — but the consumer who capitalizes what they create."***

*Intellectual lineage: Sen / Yunus — a third way between extractive (Smith/Hayek) and redistributive (Marx/Rawls)*

### THE MECHANISM — OPTION UPGRADE

In addition to membership, the Option Upgrade allows members to acquire units of the Sovereign Value Reserve in tranches of €100, valued at the current  $V_u$ . Structural premium for early adopters.  $\times 3.5$  coefficient at the 10th tranche. The  $V_u$  reflects the actual penetration of the P.E.C into the French economy (68 million consumers). This penetration calculation does not account for withdrawals: since retention as precautionary savings is naturally maximal, accumulated points

remain massively within the Value Reserve — structurally reinforcing the Vu for all members.

- At 1,000 options:  $Vu = €0.9548$
- At 1,000,000 options:  $Vu = €950$

## THE VISION

***"FINEBLOCK is the economic translation of sobornost — brotherhood made mechanical, solidarity made measurable, hope made verifiable."***

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# TAKE BACK WHAT IS YOURS

*Founding Narrative — FINEBLOCK / P.E.C*

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## I. THE ENGINE WITHOUT AN OWNER

There is an injustice that no one names, because it is too ordinary to cause outrage. Every morning, millions of people wake up, work, spend — and keep an economy running of which they own nothing. In Guadeloupe, €4.5 billion circulates every year carried by ordinary hands: the worker doing her shopping, the driver filling up the tank, the restaurateur ordering supplies. Without them, no major retailer operates, no shareholder is paid, no market exists. Yet at the end of the month, those same hands go home empty — and the cycle begins again.

This is not malice. It is an architecture. The dominant economic system was designed so that value flows upward — from spending to margins, from margins to dividends, from dividends to financial markets. The consumer is the fuel. Never the co-owner.

*"The fundamental paradox of our era: you are the engine of the economy, and you have no claim on the car you make run."*

## II. THE HOPE WE HAD STOPPED DARING TO HAVE

In the face of this reality, two responses dominated the twentieth century. The first, liberal, says: the market is just — each person receives what they deserve. The second, redistributive, says: the State will compensate — it will take from some to give to others. These two responses share a common assumption: the ordinary consumer does not have the means to build their own economic sovereignty. They must either accept market rules, or wait for State assistance.

For decades, consumers were taught they had no other choice. And when one learns long enough that their actions produce no effect, one stops acting. Psychologists call this learned helplessness. Economists call it rational resignation. In the streets of Pointe-à-Pitre or Fort-de-France, they simply call it: life.

## III. THE MISSING MECHANISM

FINEBLOCK was born from a simple and radical conviction: it was not willpower that consumers lacked. It was the mechanism. No one had ever built them the tool that transforms their daily spending into growing, sovereign capital. The Consumer Savings Plan is that tool.

Its principle resembles nothing that exists. Where cashback returns 1% in the merchant's currency, the P.E.C converts every act of consumption into points whose unit value grows with the mass of members — according to a transparent mathematical formula:  $V_u(m) = V_0 \times (1+r)^m \times N(m)$ . Where bank savings are eroded by real inflation, the P.E.C's Value Reserve is anchored in the real economy of consumption, with no financial intermediary capturing the spread. Where the State redistributes through debt and taxation, the P.E.C constitutes a popular sovereign fund — voluntary, tangible, without tutelage.

This is neither liberalism nor socialism. It is a third way: the consumer capitalizes what they create, collectively and mechanically.

*"We do not sell hope. We build the proof that hope was justified."*

## IV. THE MOVEMENT

Economic history remembers the names of reformers who dared imagine that the rules of the game could change. Muhammad Yunus, who proved that the poorest people of Bangladesh repaid their loans at 98% — when given a mechanism, not charity. Amartya Sen, who showed that true freedom is not abstract: it is the real capacity to act on one's own existence.

The P.E.C belongs to this lineage — not as an idea, but as an operational system, already in motion, rooted in the French Antilles and designed to spread. Every member who joins the movement is not a customer. They are proof. Proof that the act of consuming can be, simultaneously, an act of accumulation, solidarity, and economic reconquest.

Individually, we consume. Collectively, we carry the economy. It is time to take back what belongs to us.

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# STRATEGIC POSITIONING

## *The P.E.C — An Indispensable Economic Bloc*

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*Here is the strategic reading of the positioning diagram for institutional stakeholders:*

The P.E.C's positioning is unique precisely because it belongs to neither of the two known camps.

The extractive system captures the value generated by popular consumption and concentrates it toward shareholders — the consumer remains passive and impoverished despite their driving role. The redistributive system partially corrects this effect, but through state transfers — therefore through debt, taxation, and without net wealth creation for the consumer.

The P.E.C occupies the third space between these two logics: it captures value where it is born — in the act of consumption — and transforms it into appreciating capital for the consumer themselves, via a proprietary algorithm backed by a tangible Value Reserve (ETF Euronext Access+). This is neither aid, nor cashback, nor redistribution: it is sovereign citizen capitalization.

The anti-inflation shield works mechanically: the more  $N(m)$  grows, the more the unit point value grows, meaning the mass of members creates its own protection against monetary erosion — without depending on a central bank or a State.

*This framework can be adapted to three levels depending on the audience: conceptual (investors, banks), operational (merchants, B2B partners), and general public (mass mobilization slogan).*

# THE FIVE STRUCTURAL LIMITS OF THE EXTRACTIVE SYSTEM

*...that the P.E.C Directly Addresses*

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## 1. INFLATION IS ENDOGENOUS TO THE SYSTEM

Companies pass on their costs (wages, materials, energy) by raising prices, while maintaining or increasing their margins. Inflation is not an accident — it is the very mechanism by which real value is transferred from the consumer to the shareholder. The Unit Value  $V_u(m)$  grows with  $N(m)$  — the mass of members. The more inflation pushes prices up, the more spending increases, the more the accumulated points represent a growing real value. The shield is mechanical, not declarative.

Key data: +42% food price increase in France 2019–2024 | +67% large food group margins same period | €0 returned to consumers

## 2. POPULAR SAVINGS ARE STRUCTURALLY ERODED

A Livret A savings account at 3% against real inflation of 5–6% produces a net loss of purchasing power every year. The banking system lends small depositors' savings at much higher rates, capturing the spread. The P.E.C capitalizes without a bank intermediary. The Value Reserve is anchored in the real economy of consumption — not in a benchmark rate set by a central bank. The member does not lend their money: they build capital that belongs to them.

Key data: Livret A 3% | Real inflation 5.7% | Net annual purchasing power loss: -2.7%

## 3. CASHBACK IS A FALSE ALTERNATIVE

Loyalty programs (Miles, Carrefour points, Lydia cashback) return 0.5% to 2% of spending, in the merchant's currency, with restrictive usage conditions. They generate loyalty without capitalizing. It is marketing, not savings. The P.E.C does not return merchant currency — it converts spending into loyalty points whose Unit Value is sovereign, growing, and belongs to the members — not to the retailer. The difference is fundamental: loyalty versus capitalization.

Key data: 0.5–2% average return | Non-capitalized | 100% of value stays in the merchant's extractive circuit

## 4. WEALTH CONCENTRATION IS SELF-REINFORCING

Capital calls capital: dividends are reinvested, capital gains generate new capital gains, while the consumer restarts the same cycle each month with zero accumulation. The P.E.C creates a symmetrical loop for the consumer: spending > points > growing  $V_u$  > capital > option upgrade. The member enters a structural accumulation logic — mirroring that of capital, but open to all with no initial investment.

Key data: +180% billionaire wealth growth 2020–2023 | 1% of individuals own as much as the 99% | €0 capital built by the average consumer in 10 years of spending

## 5. THE CONSUMER FINANCES THE ECONOMY WITHOUT OWNING IT

This is the fundamental paradox documented across 520 pages in your book: without popular consumption, no company exists — yet no mechanism allows the consumer to become a co-owner of the value they create collectively. This is precisely the void the P.E.C fills, transforming every act of consumption into a contribution to a Sovereign Value Reserve that belongs to the members —

not to external shareholders. The Sovereign Value Reserve is the missing mechanism. For the first time, every act of consumption contributes to a collective fund of which members are co-owners. The consumer ceases to be the fuel of a system that escapes them — they become a proprietor-actor.

Key data: €4.5 Bn annual consumption in Guadeloupe | ~0% returned as sovereign capital | P.E.C: first mechanism to close this gap

# THE EXTRACTIVE SYSTEM: INSTITUTIONAL READING

*Step-by-step analysis*

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## **Step 1 — The Expenditure**

The consumer is the only actor who injects real value into the circuit. Without them, no company operates. Yet they are the only actor with no return on investment.

## **Step 2 — The Capture**

From the moment of the transaction, the margin is extracted upstream, before any possible redistribution. The average cashback (1%) is granted by the merchant as a loyalty tool — never as a capitalization mechanism. It is marketing dressed up as an advantage.

## **Step 3 — The Concentration**

Value flows mechanically toward structures that hold capital: holdings, funds, financial markets. The CAC 40 has produced on average +8 to +12% per year over 20 years. The Livret A, meanwhile, loses real value against structural inflation of 4 to 6%.

## **Step 4 — Zero Return**

The consumer restarts the following month in exactly the same position — with no accumulation, no capital built, no participation in the value they created. This is the fundamental paradox documented over 520 pages in 'Saving Without Investing Your Capital': popular consumption is the fuel of the economy, but its actors are excluded from all ownership.

## **Step 5 — The Five Structural Limits**

The five limits that make the extractive system a closed loop: endogenous inflation, debt as a substitute for savings, self-reinforcing inequalities, savings eroded by negative real rates, and illusory non-capitalized cashback.

This is precisely the void — 'the consumer finances the economy without owning it' — that the P.E.C transforms into the inverse proposition: every act of consumption becomes a contribution to a collective Value Reserve that belongs to the members.

# THE REDISTRIBUTIVE SYSTEM: FIVE STRUCTURAL CONTRADICTIONS

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Classic redistributive systems start from good intentions — correcting the excesses of the extractive system — but their architecture produces five structural contradictions that make them insufficient, even counterproductive in the long run.

## Step 1 — The Principle

The State levies, centralizes, then redistributes according to criteria it defines alone. The citizen is not an actor in the circuit — they are a conditional beneficiary. Value passes through an administration before reaching those who need it, with losses along the way (management costs, bureaucracy).

## Step 2 — Taxation

In France, the tax burden represents approximately 45% of GDP. This means that almost half of the wealth produced is levied before being redistributed. This levy is mandatory, not consented to act by act, and independent of the will of those who finance it.

## Step 3 — Debt

When social expenditure exceeds revenues — which has been structural for 50 years in France — the State borrows. The interest burden reaches approximately €55 billion per year, paid to private creditors and markets. The paradox is striking: the redistributive system finances its deficits from the same extractive actors it is supposed to correct.

## Step 4 — Induced Passivity

Aid received is consumed, not capitalized. The RSA welfare benefit, housing allowances, price shields temporarily protect purchasing power, but build no wealth. Worse: the 'poverty trap' means that exceeding an income threshold results in losing benefits, which can discourage economic activity.

## Step 5 — Cumulative Limits

State governance dependency, constrained taxation, unsustainable debt, beneficiary passivity, and inability to resolve real inflation. Redistribution buffers the effects of the extractive system without modifying its deep mechanics.

What the P.E.C provides that neither the extractive nor redistributive system offers: voluntary, sovereign capitalization, anchored in the real economy, without public debt, and which transforms the consumer from passive beneficiary into active co-owner of the value they create.

# PHILOSOPHICAL POSITIONING

## *What gives the P.E.C its irreducible depth*

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### The Question That Decides Everything

Every economic system is first and foremost an anthropology — an answer to 'what is the human being?' Liberalism says: a rational agent who maximizes their interest. Socialism says: a fragile citizen whom the State must protect. The P.E.C says something radically different: the human being is a creator of value the moment they consume — and they have the right to own it.

### Comparison Table

Extractive | Vision of Man: Competitive agent | Source of value: Private capital | Freedom: Free market | Debt: Lever for profit | Inflation: Endogenous, suffered | Lineage: Smith / Hayek

Redistributive | Vision of Man: Vulnerable citizen | Source of value: State budget | Freedom: Guaranteed rights | Debt: Structural financing | Inflation: Partially compensated | Lineage: Marx / Rawls

P.E.C | Vision of Man: Creative actor | Source of value: Act of consumption | Freedom: Real capability (Sen) | Debt: None required | Inflation: Structural shield | Lineage: Sen / Yunus

**P.E.C Position: Post-ideological — humanist-pragmatic — anchored in the real economy**

### The Limit of the Extractive is Moral Before Being Economic

Reducing the human being to a competitive homo economicus means denying the dimensions of dignity, solidarity, and capability that Sen theorized in Development as Freedom. The free market only liberates those who already possess capital.

### The Limit of the Redistributive is Structural Before Being Budgetary

Rawls and Keynes were right to want to correct inequalities — but their model presupposes a benevolent, competent, and solvent State. Yunus demonstrated with microcredit: autonomy is worth more than assistance, even well-intentioned.

### The P.E.C is Post-Ideological

It does not deny the market — it uses it. It does not reject solidarity — it makes it tangible and sovereign. Its philosophical lineage is that of Sen and Yunus: economics in service of real human capabilities, anchored in the daily act of consumption, without State tutelage or dependence on financial markets.

***"Neither the market that captures, nor the State that redistributes — but the consumer who capitalizes what they create."***

# THE NARRATIVE ARCHITECTURE

## *Transforming an economic model into a movement*

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### **The Hero is Already There**

No need to create them: it is Madame Céleste at the market, the taxi driver filling up, the Gosier restaurateur ordering supplies. Ordinary people running an economy of €4.5 billion per year in Guadeloupe — without seeing the return.

### **The Conflict is a Silent Injustice**

Not spectacular like a stock market crash, but dull and permanent: every euro spent permanently leaves the consumer's pocket to flow upward toward structures that do not resemble them. This is not malice — it is the architecture of the system.

### **The Revelation Overturns a Belief**

'Saving means depriving oneself' becomes 'saving by consuming.' This is the Copernican revolution of the P.E.C — and this is what makes it memorable and transmissible.

### **The Quest is Within Reach**

No initial investment, no training required, no risk. The consumer's daily gesture becomes the founding act of their own capitalization. This is the narrative power: the hero has nothing to change in their life — they change what their life produces.

### **The Movement Transcends the Individual**

It is the shift from 'I' to 'we' that gives the P.E.C its political and historical dimension — a sovereign fund built by and for the consumer people, without State tutelage or predatory shareholders.

### **Three Registers, Three Slogans, One Truth:**

"Take back what is yours." — Mass mobilization slogan (FINEBLOCK / P.E.C)

"Putting humanity at the heart of the economy." — Institutional slogan (FINEBLOCK)

"Enrich yourself while consuming." — Commercial slogan (P.E.C)

# THE CAUSAL CHAIN — THE P.E.C KNOT

*Why cutting upstream and not downstream?*

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The five limits are not separate flaws — they form a closed, self-sustaining causal loop. Inflation destroys savings, which makes cashback even more derisory, while concentration accelerates, definitively locking the fundamental paradox — which itself fuels the next inflation by leaving the consumer without bargaining power.

The causal chain reveals something that no competing system has understood: all existing 'solutions' (price shields, raising the Livret A rate, better cashback) act downstream of the capture. They compensate, attenuate, relieve — but the value has already left the consumer by the time they intervene.

The P.E.C is the only mechanism that acts upstream — at the very moment of the act of consumption itself, before the extractive circuit closes. This is why it is a new architecture and not an improvement of an existing system.

***For a bank or a fund, the formula is: 'We are not proposing a better savings product. We are proposing a new entry point into the economy.'***

## **The Five Causal Links — Mechanics Explained:**

### **Link 1–2: Inflation → Eroded Savings**

Inflation raises the cost of living → the consumer spends more for the same basket → less remains to save → what they save yields 3% while real inflation exceeds 5% → their real capital diminishes each year even if they save scrupulously. What makes this link perverse: the consumer who does 'the right thing' — who saves regularly — is still a loser. Inflation does not punish the imprudent: it structurally punishes those who have no access to real assets (real estate, stocks, gold) to protect themselves. This is a class lock.

### **Link 2–3: Eroded Savings → Illusory Cashback**

Facing real losses on savings, the consumer seeks immediate 'small gains' → cashback programs seem like an answer → but they return 1–2% in the merchant's currency, non-capitalized, ephemeral → value stays in the extractive circuit. What makes this link perverse: cashback is a response to the right diagnosis — 'I'm losing money' — but a false solution. It relieves psychologically without resolving structurally. Worse: it redirects spending toward the same merchant, reinforcing their extractive position.

### **Link 3–4: Illusory Cashback → Concentration**

While the consumer recovers €1–2 in ephemeral cashback, the shareholder reinvests dividends → generates new capital gains → buys back shares → the gap between capital holders and consumers widens each quarter, mechanically. What makes this link perverse: the two processes are simultaneous and of radically different speeds. Capital multiplies at 8–12% per year (historical CAC 40) while the consumer accumulates 0. This is not bad luck — it is a structurally programmed accumulation speed asymmetry.

### **Link 4–5: Concentration → Fundamental Paradox**

The concentration of capital gives shareholders lobbying, governance, and regulatory power → the rules of the game are written by those who possess → no legal or financial mechanism allows the

consumer to access co-ownership — the void is maintained. What makes this link perverse: it is not a conspiracy — it is an architecture. Those who hold capital define financial rules, accounting standards, available savings products. The consumer can only access the instruments the system proposes — and none of these instruments give them ownership of the value they create.

# THE ARCHITECTURE OF HOPE

*From learned helplessness to verifiable hope*

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## From Learned Helplessness to Structural Hope

Seligman calls this learned helplessness: when actions produce no effect on the environment, the organism stops acting. The consumer who no longer saves, who distrusts financial promises, is not irresponsible — they have rationally learned that the system is not designed for them. Resignation is an intelligent response to an extractive environment.

## The P.E.C Inverts This Logic Radically

All existing economic systems first demand faith — faith in the market (extractive), faith in the State (redistributive), faith in technology (crypto), faith in solidarity (mutual funds). The P.E.C inverts this order: it first sets the mechanism, and lets faith come after, carried by proof.

This is what Yunus did with microcredit at Grameen Bank — nobody believed the poor of Bangladesh would repay their loans. He created the mechanism, and reality produced the conviction. Repayment rate: 98%. Hope was in the architecture, not the discourse.

The P.E.C carries the same structure:  $V_u(m) = V_0 \times (1+r)^m \times N(m)$  is not a promise. It is an equation. And an equation does not need to be believed — it is already verified by recordable, verifiable metrics.

## Snyder's Model of Hope Applied to the P.E.C

Charles Snyder showed that hope is an active cognitive structure, not a passive feeling. The three components are multiplicative — remove one and the other two collapse. This is why a hope discourse without a concrete mechanism does not hold: the path and agency are missing.

- Credible Goal: Real capital, growing, visible from the 1st month
- Concrete Path: Consume → points → calculable  $V_u(m)$
- Agency: Every purchase counts.  $N(m)$  is the proof.

*P.E.C Translation: Capital real  $\times$   $V_u(m)$  verifiable  $\times$   $N(m)$  growing*

***"The P.E.C does not ask the consumer to hope. It gives them a mechanism whose growth is calculable — and transforms hope into progressive certainty."***

## Three Dimensions of Hope — Activated Simultaneously

Rebecca Solnit distinguishes naive optimism — 'everything will be fine' — from lucid hope — 'the outcome is uncertain, and that is precisely why my action has meaning.' The P.E.C activates three dimensions simultaneously: my capital grows (individual), the more numerous we are the more  $V_u$  increases (collective), a popular sovereign fund changes the economic balance of power (political). Each new member is both proof and catalyst.

The distinction to carry before investors or academics: hope is necessary when reality is uncertain. The P.E.C reduces this uncertainty through the algorithm, transparency, and collective proof. It does not suppress hope — it gives it a mathematical backbone. And this certainty, propagated at the scale of thousands of members, becomes something even greater: the living demonstration that a third economic way is possible.

# **SOBORNOST**

*"Money is only a means. What we are building goes beyond economics."*

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The proofs are in this book. The algorithm, the formula, the economic model, the legal structure. Everything is here for the rational mind.

But behind every equation, there is a conviction that economics alone cannot contain. A single word designates it with the precision that French could not forge: Sobornost.

The spirit of communion and fraternity. Love in freedom. Unity without dissolution of self. This is the exact antithesis of the selfish individualism that the extractive system presupposes, maintains, and feeds on. Sobornost is not a utopia — it is the direction toward which humanity turns when it rediscovers its deep meaning.

The geopolitical crisis tearing nations apart today is not an accident. It is the logical outcome of a civilization built on the competition of powers, fear of the adversary, and the confusion between force and greatness. States bloated with pride do not produce peace — they produce fear. The awakening that responds to them is peaceful, underground, real.

***"The true meaning of life is unity and not war. Individually we consume  
— collectively we carry the economy."***

FINEBLOCK is the economic translation of sobornost. Brotherhood made mechanical. Solidarity made measurable. Hope made verifiable. A sovereign fund that belongs neither to a State nor to shareholders — but to the consumer people who build it, purchase by purchase, member by member.

**It is time to take back what belongs to us.**

**Xavier Hesselbarth**

*Founder and President — FINEBLOCK SAS*

*Author of 'Saving Without Investing Your Capital'*

*FINEBLOCK SAS — Consumer Savings Plan*

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# OPTION UPGRADE

*For members who wish to invest further in the process*

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For members who wish to go further in their commitment, there is the possibility of becoming more actively involved in the proposed dynamic. This involvement allows them to reinforce their role as co-owner of the value created, by fully participating in the transformation of each act of consumption into a contribution to the collective reserve. Those who choose this option become essential actors in this third economic way, moving beyond the mere status of passive beneficiary to embody voluntary sovereignty and capitalization anchored in the real economy.

## Classic P.E.C vs. Option Upgrade

The difference is that the classic P.E.C distributes points based on the scanned invoice while the Option Upgrade divides the value by the current rate — making it an efficient and prolific multiplier lever.

### Key Offer Features:

- Guaranteed return of 7x your engagement from year 1
- If the target is not reached within 12 months, the difference is reimbursed — the risk is on us
- Your value is anchored in your daily consumption — not in market whims
- One condition: do not activate your cashback before the 12-month term (unless the objective is reached earlier)
- Offer reserved exclusively for FINEBLOCK members who have subscribed to Option Upgrade 3
- Available in your backoffice at [www.Fineblock.eu](http://www.Fineblock.eu)

*\* Guaranteed and justified by a valuation of the Value Reserve anchored in the real economy of consumption*

# ANNEX — INTELLECTUAL FRAMEWORK

## *The P.E.C as convergence point of seven major intellectual currents*

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What strikes in this mapping: the P.E.C is not an isolated idea — it is the convergence point of seven major intellectual currents of the 20th century that had never been united in an operational economic device.

***"Ostrom is the most rigorous academic validation of what the P.E.C builds. She proved that self-organized communities surpass both the market and the State in managing collective resources — provided they have the right rules. The P.E.C has those rules."***

### PHILOSOPHICAL ANCHORS: SEN & YUNUS

#### **Amartya Sen — Nobel Prize in Economics 1998**

Indian, trained at Cambridge. His central contribution: the capabilities approach. Against the idea that development is measured by GDP or income, he argues that what matters is what people are really capable of doing and being. Freedom is not abstract — it is the concrete capacity to act on one's own existence. His book *Development as Freedom* (1999) is the founding text of this vision. For him, economics must serve the expansion of human capabilities — not the reverse.

*The link with the P.E.C is direct: giving the consumer ownership of the value they create is exactly expanding their real economic capability. Not aid — a new capacity.*

#### **Muhammad Yunus — Nobel Peace Prize 2006**

Bangladeshi, founder of Grameen Bank. His idea: the poor are not poor because they are incapable — they are poor because no system gives them access to capital. In 1976, he lent \$27 from his own pocket to 42 artisans. Repayment rate: 98%. He had just proven that the mechanism was missing, not the will. He then theorized social business — a company whose goal is not to maximize shareholder profit but to solve a social problem, self-financing through its activity.

*The link with the P.E.C is even stronger: Yunus showed that a well-designed mechanism structurally transforms people's lives without state aid or charity. FINEBLOCK does exactly that — but at the scale of daily consumption rather than microcredit.*

What unites them — and connects them to the P.E.C — is a shared conviction: the human being is a creative actor, not a passive beneficiary. Economics must be designed to liberate this capacity, not to capture it. Neither Sen nor Yunus are ideologues — they are pragmatic, grounded in reality, verifiable by facts. This is precisely the posture of FINEBLOCK: post-ideological, humanist, and falsifiable by the growth of  $N(m)$ .

### ALTERNATIVE ECONOMIC ANGLE

#### **Karl Polanyi (1886–1964) — *The Great Transformation* (1944)**

The market economy is a recent historical invention that 'dis-embedded' the economy from the social fabric. Before industrial capitalism, the economy was embedded in social relations, reciprocity, and community redistribution. The self-regulating market destroys the social bond by transforming land, labour, and money into fictitious commodities.

→ P.E.C: *The P.E.C re-embeds the economy in the social. Every act of consumption becomes an act of connection — between members, between consumers, between a community and its collective Value Reserve.*

### **E.F. Schumacher (1911–1977) — Small is Beautiful (1973)**

'Small is beautiful' — the human scale against economic gigantism. Economics must serve humanity, not the reverse. Growth for the sake of growth is a pathology. We need technologies and structures of human scale, rooted in the local and the sustainable.

→ P.E.C: *The P.E.C starts at the scale of a territory — Guadeloupe — before spreading. Its structure is human: €30 or €100 per month, a daily gesture, a local community. Economic sovereignty begins from below, not from above.*

### **Jeremy Rifkin (1945–) — The Zero Marginal Cost Society (2014)**

The emergence of collaborative commons as a third economic system — neither capitalism nor socialism. When marginal cost tends toward zero, the logic of profit disappears and the logic of sharing imposes itself naturally. Collaborative platforms prefigure an economy of contribution.

→ P.E.C: *The P.E.C's Value Reserve is a collaborative common: each member contributes, and each contribution valorizes the whole. The more  $N(m)$  grows, the more  $Vu(m)$  rises — the marginal cost of collective enrichment tends toward zero.*

## **PHILOSOPHICAL & SPIRITUAL ANGLE**

### **Martin Buber (1878–1965) — I and Thou (1923)**

There exist two modes of being in the world: the 'I-Thou' relationship — total presence to the other, authentic encounter — and the 'I-It' relationship — the other reduced to an object, a means, a resource. Extractive capitalism is fundamentally an 'I-It' civilization: the consumer is a target, the worker is a cost, nature is a raw material.

→ P.E.C: *The P.E.C restores the 'I-Thou' relationship in economics. The member is not a customer — they are a co-owner. The transaction is not an extraction — it is a mutual contribution. The economy becomes a space of relationship, not instrumentalization.*

### **Simone Weil (1909–1943) — The Need for Roots (1943)**

The need for rootedness is 'the most important and most overlooked need of the human soul.' Uprootedness — economic, social, cultural — is the deep illness of our era. Dignity is not decreed — it is built in belonging to a community, a territory, a collective work that surpasses us.

→ P.E.C: *The P.E.C roots savings in the territory and community. The Value Reserve is not abstract — it is anchored in the real consumption of Guadeloupe, Martinique, France. The member does not place their money elsewhere — they build here, with their people.*

### **Ivan Illich (1926–2002) — Tools for Conviviality (1973)**

Beyond a certain threshold, institutions become counter-productive — they produce the opposite of what they were created for. Schools make people ignorant, medicine makes people sick, transport immobilizes. Conviviality is the art of living together with tools that remain in service of humanity, not the reverse.

→ P.E.C: *The P.E.C is a convivial tool in Illich's sense: it remains controllable by those who use it, transparent in its functioning, and creates no institutional dependency. The member understands*

*what they are doing — and it is they who benefit, not the institution.*

## **THE COMMONS ANGLE — ELINOR OSTROM**

### **Elinor Ostrom (1933–2012) — Governing the Commons (1990) — Nobel Prize in Economics 2009**

First woman to receive the Nobel Prize in Economics. Ostrom refuted Hardin's 'tragedy of the commons' — the idea that collective resources are inexorably over-exploited. She mathematically and empirically demonstrated that communities can manage collective resources sustainably, without State or market, provided they respect eight governance principles: clear boundaries, rules adapted to the local context, member participation in decisions, monitoring, graduated sanctions, conflict resolution, external recognition, and polycentric organization.

→ *P.E.C: The P.E.C is a direct application of Ostrom's principles: clear boundaries (members), transparent rules (public algorithm), participation (Option Upgrade, governance), monitoring (verifiable Vu), and organization anchored in the local economy. The Value Reserve is a common in the strict Ostrom sense — managed by the community, for the community, without state dependency or extractive logic.*

***"Ostrom did not theorize a utopia — she documented what already works, everywhere in the world, for centuries. The P.E.C does not invent something new: it applies ancient wisdom to the modern consumption economy."***

## **THE 8 OSTROM PRINCIPLES APPLIED TO THE P.E.C**

*Governing the Commons (1990)*

1. Clear boundaries — identified members, delimited Value Reserve
2. Rules adapted to context — algorithm anchored in local consumption
3. Participation in decisions — Option Upgrade, member governance
4. Monitoring — verifiable Vu, formula transparency
5. Graduated sanctions — Option Upgrade usage conditions
6. Conflict resolution — FINEBLOCK SAS legal structure
7. External recognition — AMF, Euronext Access+, statutory auditor
8. Polycentric organization — extension to Martinique, metropolitan France, international

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*FINEBLOCK SAS — Consumer Savings Plan*  
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*Xavier Hesselbarth — Founder & President*  
***"Putting humanity at the heart of the economy"***