

THE COLOR CASH MANIFESTO

A cultural statement for the people watching the printers run.

**THEY PRINT MORE PAPER.
WE COLLECT COLORFUL PAPER.**

THE PROBLEM

If you are young, compare your starting point with the one your parents had. Have you asked them how they managed to buy their homes? Have you heard that in your grandparents' time, one income could support a household comfortably? Then ask the uncomfortable question: if prices keep rising at this pace, what will the next 20 years look like?

Inflation is often presented as a small number on a screen. But behind that number are groceries, rent, education, time, and choices slowly disappearing. It is like the old frog-in-slowly-heated-water metaphor: nothing feels dramatic in one moment, so we do not jump. By the time we realize the water is too hot, the choices are smaller.

If everything continues on autopilot, money could buy around half as much in 20 years as it buys today.

And that is before a black swan. During the COVID-19 shock, inflation accelerated across the world. As an illustration, if an extraordinary event adds a cumulative 25% inflation shock on top of that long-term erosion, purchasing power would fall to roughly 44% of today's level - a total loss of about 56%. The exact impact will vary, but the direction is clear: shocks compound the erosion.

Perhaps you are already realizing that, if everything continues this way, the retirement we long for may never become financially reachable.

The system can change, but only if people can see the problem clearly enough to question it.

THE IDEA

Color Cash turns that frustration into humor. We use the familiar shape of paper money, the satire of the dollar, the absurdity of the meme, and the speed of the internet to make an invisible problem impossible to ignore. The Meme Dollar is a visual question: are prices really rising, or is the money we measure them with becoming weaker?

THE MESSAGE

While governments continue issuing more paper, our printers create a unique and finite collection. When the Meme Dollar appears to rise in price, remember the other side of the picture: the fiat currency used to measure it may be losing purchasing power. The point is to make people look twice, ask questions, and notice what the numbers are really saying.

This is a cultural project and a satirical meme. It is not a promise of profit, a guarantee of future value, or financial advice. Scarcity can make a symbol memorable, but no appreciation is guaranteed. The message should be louder than the sales pitch.

Historical reference points: IMF World Economic Outlook (October 2022), World Bank Global Inflation brief, and the Federal Reserve broad dollar index.

A MEME CAN BE A FLAG.

The goal is to create a symbol people recognize, understand, and want to pass forward.

01 TURN FRUSTRATION INTO HUMOR	Make inflation relatable through short memes, absurd money-printer scenes, and Meme Dollar moments people can share without needing a finance degree.
02 MAKE THE INVISIBLE VISIBLE	When the price of homes, food, or assets rises, the story is not always that the thing became more valuable. Sometimes the unit used to measure it lost value. The Meme Dollar makes that reversal visible.
03 HOLD THE MESSAGE	Hold the idea long enough to question it. In meme language, Hold the Message says what a community chooses not to forget.
04 GIVE THE COMMUNITY A VOICE	Invite people to share memes, stories, and ideas for future characters. The collection should feel shaped by the people who helped spread the message.

WHAT IT MEANS TO JOIN

To join the movement is to help the message become visible. Share the memes, explain the idea to someone you know, and help wake up the people who have accepted the slow loss as normal. When the world is talking about the Meme Dollar, the mission has been completed.

The system will not change because one person complains. It changes when a message travels far enough that it cannot be ignored.

THE PROPOSAL

Our humble proposal is simple: use the meme as a signal. Make the Meme Dollar recognizable. Make the question shareable. Make the conversation global. Not a guarantee. Not a financial promise. A cultural intervention.

Share the message. Wake up the room.