



# BROCK

## FOR PRESIDENT

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**Brock Pierce** is an independent candidate for President of the United States in the 2020 election. He is an entrepreneur, philanthropist, and father. Brock has an extensive track record of founding, advising and investing in innovative businesses and foundations has made him a global thought leader.

Born into a middle-class home in Minneapolis, Minnesota, to a mother who was a minister and a father who worked in construction, Brock began his working career as a child-actor, starring in

movies like *The Mighty Ducks* and *First Kid*. At 16, Brock witnessed the Internet changing the world and was inspired to become an entrepreneur. Since then, Brock has co-founded, advised, and funded over 100 companies.

A trailblazing innovator, Brock created the first major marketplace for virtual goods in online gaming, which is expected to grow to \$190B by 2025. As a pioneer in blockchain and digital currency, he helped create first Initial Coin Offerings (ICO), as a new way to launch digital currencies. As co-founder of Blockchain Capital, he co-developed the STO, security token offering. Digital currencies that Pierce helped create include EOS, Stablecoin & Tether. In 2014, he put the U.S. dollar on the blockchain with Tether, the world's most traded cryptocurrency (annual trading volume exceeds \$10 Trillion).

Brock's contributions to Blockchain & technology were integral to the development of new industries, resulting in the creation of new jobs, marketplaces, and wealth for millions of Americans.

Seeing Hurricane Maria's devastation of Puerto Rico in 2017, Brock prioritized philanthropy. Developing the Integro Foundation, Brock provided philanthropic resources to Puerto Rico, the Caribbean Islands, and indigenous people. With programs designed to revive areas in critical need, Integro empowers humans, plants, animals, and natural resources to thrive. Providing urgent relief in times of crisis, Integro works with local charities, organizations, and government agencies to deploy resources efficiently and transparently.

A prolific philanthropist, Brock is an advocate of due process and the rule of law founded in justice and equality. As founder of the Brock Pierce Foundation, he supports Foundation for Individual Rights in Education, the Center for Individual Rights, the Brennan Center for Human Rights, the American Civil Liberties Union (ACLU), the arts, and cutting-edge research in medicine and mental health.

Brock holds two honorary ambassadorships in South Korea related to his international leadership in technology and philanthropy. He is the Honorary President of Gimcheon Blockchain AI center. Brock has been a regular lecturer at Singularity University and has spoken at Mobile World Congress, WIRED, INK, Stanford University, USC, and UCLA. He has been featured numerous publications, including *The New York Times*, *Forbes*, *Fortune*, *WIRED*, and *Rolling Stone*.

Witnessing the decline of the American dream provoked by the widening gap of wealth and social inequality, Brock is running for President to positively transform our nation and planet. Recognizing the polarization dividing us, Brock seeks to reunite our country by harmonizing right and left. In repairing our relationship with nature through the renewable use of technology and resources, he believes we can generate our collective rebirth as a nation. Brock is campaigning on a vision for a brighter future for Americans in light of the many challenges we face in 2020. Supporting small businesses and implementing innovative technology solutions to improve medicine, mental health and the environment, Brock aims to help American families lead longer, more prosperous lives.



## KARLA BALLARD

### Vice Presidential Candidate

Prior to joining the Brock Pierce for President campaign as a Vice Presidential candidate for the 2020 US election, Karla Ballard Williams served as Founder and CEO of YING, a peer to peer skill-sharing and global time-sharing platform (iOS / Android app) engaging members and organizations with a complimentary currency that provides community and individual benefits.

YING helps groups and communities to facilitate on-demand skill exchanges to assist with tasks between members. The platform provides B2B enterprise engagement for NGOs and corporations while also creating a plug-and-play sharing ecosystem for affinity groups.

Karla was formerly Senior VP of Participant Media's TAG division, a social-action agency working with brands, foundations and the public sector to ignite compelling campaigns to serve vulnerable communities. Prior to joining Participant Media, Karla was with Ogilvy & Mather as the Senior VP and lead for The IMPACT Studio, working on projects that ranged from the State of California to Sony Pictures Television. Previously, Karla worked at One Economy Corporation, where she led a vital division of a

\$51 million BTOP grant focused on broadband adoption. Given her key role in the media industry and vulnerable communities at the local and national level, Karla was appointed to the Federal Communications Committee (FCC) on Diversity in Media. In addition, she created and led corporate relationships with partners such as Comcast/NBC, Verizon, Participant Media, Sprint, City Year and others.

Karla is a current advisory board member of Blue Star Families, Co-Chair of Shareable, HashtagLunchBag, and USC's Next Gen Council for Stephen Spielberg's Shoah Foundation. She has been a visiting speaker at Harvard, UCLA and Georgetown University and is a former board member of the nation's second largest community college, Northern Virginia Community College. Karla is the co-founder of the first Urban League in the State of Delaware, The Metropolitan Wilmington Urban League. She served as the first female national president of the National Urban League Young Professionals.

In 2012 Karla was awarded the Keepers of the Dream Award from the National Action Network in New York City.



# ABOUT THE TEAM



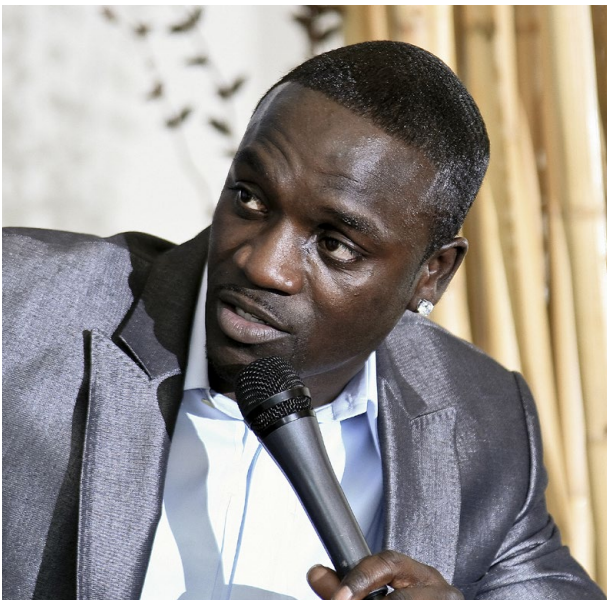
## BRITTANY KAISER

### Campaign Manager

Brittany Kaiser is a data rights and human rights activist. She is the founder of the #OwnYourData Movement. She is a cofounder of the Digital Asset Trade Association (DATA), a nonprofit lobbying firm advancing legislative reform to protect the rights of individuals to control their own digital assets. She currently works with the states of New York and California on privacy and Blockchain legislation. To raise awareness about data rights, she recently co-founded the Own Your Data Foundation, to train others in digital literacy. Brittany is the primary subject of the Netflix Original documentary *The Great Hack*, which premiered at the Sundance Film Festival, was recently nominated for a BAFTA and shortlisted for

an Oscar. Brittany is also the author of *Targeted*, published by Harper Collins in 13 languages. Brittany has lectured at Harvard University, Oxford University, Columbia, USC and other leading educational institutions.

Brittany also has extensive experience in politics and international law. In addition to consulting on numerous political campaigns at the international level, Brittany was a key strategist for two successful Presidential Campaigns for the Democratic and Republican parties. She has worked as a lobbyist and advocate for major human rights organizations, appealing to multiple governments to end crimes against humanity.



## AKON

### CHIEF STRATEGIST

Born in St. Louis, Missouri into a family of musicians, Akon spent his early childhood in Senegal. At the age of 7, he left Senegal for the United States to live in Union City, New Jersey. A Grammy-nominated, multi-platinum selling artist, producer, entrepreneur, and philanthropist, Akon is one of the world's most influential voices in music today. In addition to having two multi-platinum albums, Akon has had 27 songs on the Billboard Hot 100 and is the first artist to accomplish the feat of holding both the number 1 and 2 spots simultaneously on the Billboard Hot 100 charts twice.

Akon is an established bona-fide global superstar. He has sold over 35 million albums

worldwide, received 5 Grammy nominations and collaborated with an array of A-list artists from many genres including Lady Gaga, Eminem, Gwen Stefani, Daddy Yankee, Lil' Wayne, Michael Jackson, Snoop Dogg and many others.

Akon's global vision is rooted in music but has expanded to include renewable energy, an issue that profoundly affects citizens all over the world. His Lighting Africa initiative has put him at the forefront of the sustainability movement. This platform has given Akon a global stage as a multi-dimensional philanthropist, global entertainer and, in his own words, "a social entrepreneur."

# Every Voice Counts – Together We Rise!

We are launching a completely new way of engaging the American people, a radically different approach that is inclusive and transparent. We are inviting you to see what usually happens behind closed doors and participate in the collaborative creation of our platform.

You will learn what I learn as I learn it. Because no one has all the answers, we can collectively participate in the process and all be part of the conversation. From these conversations, individual policies will be published.

In keeping with the radically democratic principles of our nation, we invite you to

join us in this conversation so that we can rebirth our future together!

This process empowers the American people by making every voice heard. We have created a collaborative, transparent, open-source platform for those who would like to join our movement to share their thoughts on how to move forward together.

We seek to transform the two-party, partisan political system that serves the establishment through creating a new political process, a new way that serves and expresses the voice of a united American people.



The pillars are the core principles that our policies grow out of

**LIBERTY**

**WELL-BEING**

**SUSTAINABILITY**

**HUMANITY**

**TRUTH**

## Liberty, Justice and Equality

Reforming how law enforcement responds to non-violent, victimless crimes

Ending the private, for-profit prison industry

Overcoming racism and transforming our justice system to reflect the American values of 'equality and justice for all'

Promoting equality for all



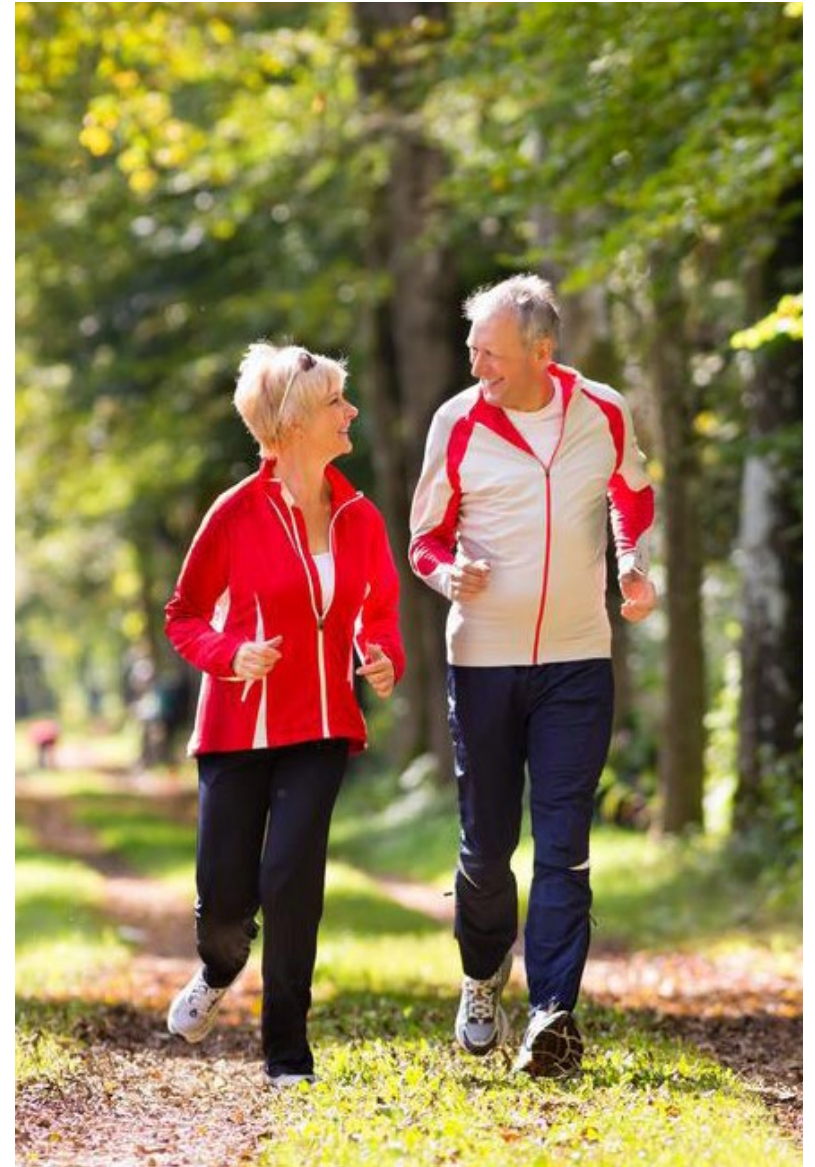


## Well-being and Healthcare

Focusing on mental health by reforming our healthcare system to compassionately care for those suffering from depression, anxiety, ADHD, and other mental illnesses

Ensuring that every American has adequate healthcare while preserving the positive elements of competition and innovation in the current healthcare system.

Incentivizing doctors, hospitals and the healthcare industry to prevent disease and optimize our health



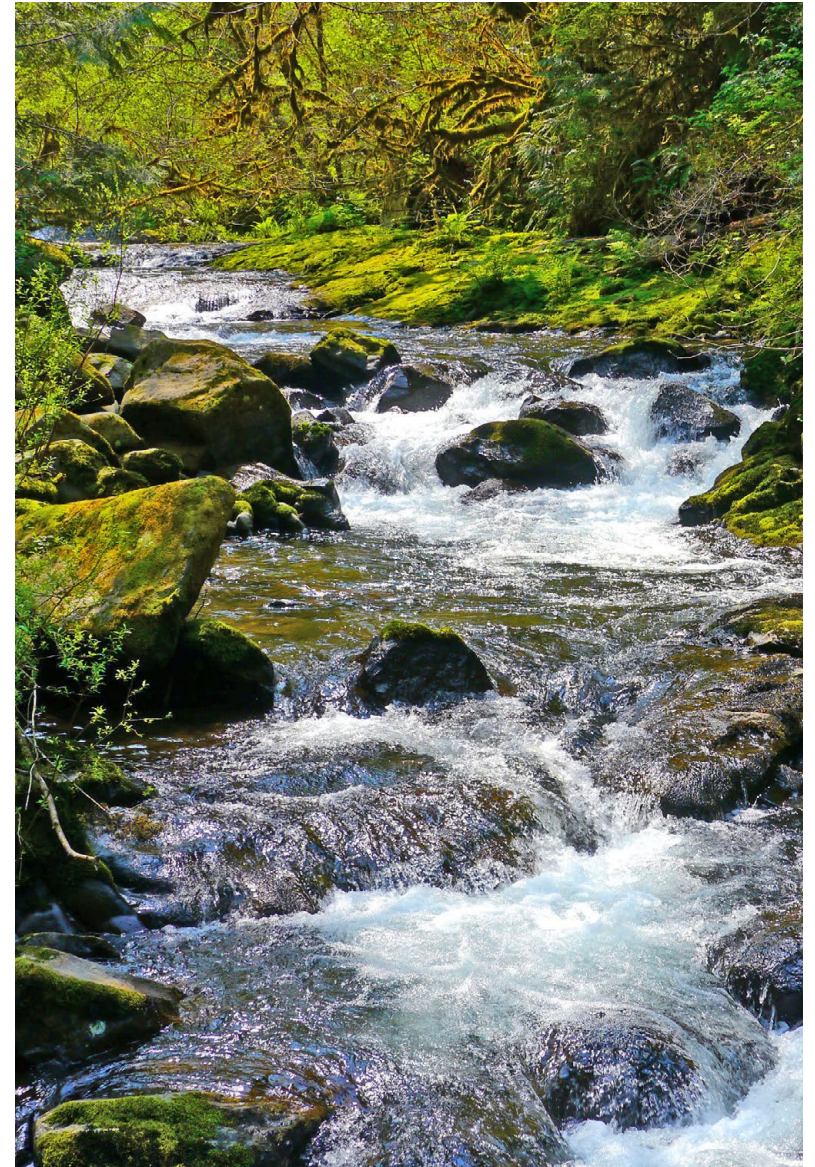


## Sustainable Economy

Creating millions of jobs in renewable energy

Funding new technologies to facilitate our transition from an extractive to a regenerative economy that protects our planet and the future of our children

Cleaning up our nation's air, water, soil and food by creating new standards to eliminate toxic pollution from our lives and our environment



# Renewing our Humanity and Reopening America

Allowing the will of the American people to shape our government's policies in a way that benefits all of us and preserves our freedom, economy and wellbeing

Incentivizing the healthcare, pharmaceutical and medical supplies industries to put our health first

Increasing our nation's preparedness for future health and environmental crises

Safely reopening schools and businesses, transitioning to an environmentally sustainable, thriving economy





## Liberty, Well-being, Sustainability and Truth through Humanist Technology

We seek to create new tools for our democracy, to help each citizen thrive as part of our nation and the global community

Through the beneficial use of technology that serves humanity, we can transform the current system to help all of us

We will implement cutting-edge, open-source technologies to foster liberty, truth and transparency in our democratic process

We will develop and promote sustainable technologies so that we can work and thrive in harmony with the natural world that is our home

Drawing on my experience as a pioneer in the democratization of systems, we will redesign and create new systems to further democratize finance, opportunity and political participation for all Americans

We seek to foster a radically inclusive democratic process and economy to help us rise together from the ground up!







Now that I am running for President of the United States – I'd like to make one thing clear: 2020 gets better from here.

[VIEW VIDEO >>](#)



"Technology should be embraced, not feared," Pierce said in a video announcing his independent presidential bid. "If our government was using 21st century technology, all of those stimulus and unemployment checks would have been received by the people in need much sooner."

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"I've spent my life creating great things from nothing and I can help others do the same," he said in a statement. "Entrepreneurs are essential to the rebuilding of this nation that we love, and I'm running in this race because I know that together we can help build a pathway towards the rebirth of the America we love so much."

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**RollingStone**

Twenty-six men and women are seated along four folding tables laid end to end in the ballroom of a former Masonic lodge in Old San Juan, Puerto Rico. An eclectic mix, ranging from local charity workers to Silicon Valley investors to cryptocurrency early adopters, they all believe that they're about to make history. Specifically, they are here to help Brock Pierce – a child actor turned video-game entrepreneur turned crypto titan – give away a billion dollars to charity. Not in a will after his death, but now, in the prime of his life and the peak of his career, at age 37.

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**Forbes**

In the world of cryptocurrency, fortunes can be made overnight, and the winners of this digital lottery differ from those in previous manias. The shadowy beginnings, at once anarchistic, utopian and libertarian, have drawn an odd lot of pioneers—from anti-establishment cypherpunks and electricity-guzzling “miners” to prescient Silicon Valley financiers and a larger-than-usual assortment of the just plain lucky,” the typo-inspired crypto jargon for “buy-and-hold” investors.

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**The New York Times**

SAN JUAN, P.R. — hey call what they are building Puertopia. But then someone told them, apparently in all seriousness, that it translates to “eternal boy playground” in Latin. So they are changing the name: hey will call it Sol.Dozens of entrepreneurs, made newly wealthy by blockchain and cryptocurrencies, are heading en masse to Puerto Rico this winter.

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**WIRED**

On the drive back up to his house in the Laurel Canyon hills, he kept talking, telling me about his current list of projects, entrepreneurial and other-wise. He had just sold a casino in the Philippines. There was an oil deal in Kazakhstan. He was doing philanthropic work with the Clinton Global Initiative. He was working with the family of the president of El Salvador to make some worthy documentary or another.

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**Bloomberg**

Just months after Hurricane Maria swept through Puerto Rico, wrecking the island's power system, demolishing or damaging one-third of its homes, and killing almost 3,000 people, Brock Pierce showed up in San Juan with a message: Block-chain is here to help.

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“Covid-19 has taken a toll on all Americans. Depression and suicide continue to rise sharply. More than three million adolescents aged 12-17 reported at least one major depressive episode in the past year. We need to prioritize our people’s mental well-being by making counseling and treatment more readily available. We have to take a more holistic approach to ensure a better sense of well-being for every American.”

— Brock Pierce







## The Next Level for America Driven by Renewable Technology

“The immediate challenges we face today – The Coronavirus Pandemic, the environmental crisis, our healthcare crisis, unwinding the racial and social inequalities that still exist in our nation, and so many more – must be solved collectively. Our way forward as a nation today is through our creation of collaborative conversations, new policies and new leaders!”

“For over 20 years, I have helped pioneer radically innovative solutions that are integral to our future as a nation. My campaign for the Presidency of the United States grows out of my life’s work in developing critical new technologies and philanthropic organizations for the betterment of humanity. Here are just a few of these new paradigm solutions . . . solutions based on innovative technology, new thinking and a dedication to challenge a status quo that so clearly does not work for the majority of our fellow Americans!”

— Brock Pierce

# LOGOS

 **BROCK**  
**FOR PRESIDENT**



**BROCK**  **KARLA**  
**2020**

 **BROCK2020**



**Deeply committed to:**

**UNIFICATION   MENTAL HEALTH   ENVIRONMENT   TECHNOLOGY**

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