

*The Clean Money Revolution:*  
*Reinventing Power, Purpose, and Capitalism*  
by Joel Solomon

**POTENTIAL INTERVIEW QUESTIONS**

- What is "clean money"?
- Why a revolution?
- What is your professional work? Tell us a bit about your background.
- What can each of us do every day to have our money be "cleaner"?
- You mention the \$40-50 trillion that will change hands in the next three decades in North America and the opportunity that creates. Can you explain?
- Why does all this focus on clean money matter?
- Is there hope for the future?
- You talk about "love" in connection with your themes in the book. What is the connection between love and money?

**POTENTIAL TALKING POINTS**

- Why we need to reconsider the relationship between wealth and social change.
- Why the next 20 years offers a remarkable opportunity for a systemic, long-term transformation.
- How for-profit capital can be directed towards social and environmental change, impacting for good while still providing a return on investment.
- The significant political and social shifts that can occur when wealth begins to be used for regeneration and social equality.
- How his own story – from former years in politics to his career as a Nashville businessman – is interwoven throughout the book and impacts his approach to investing.
- Advice and anecdotes from highly successful business leaders, including Don Shaffer, Danny Kennedy, Fran Seegull, Drummond Pike, Sallie Calhoun and Esther Park.
- Examples of homegrown, successful businesses who have aligned their values

- with their business models for greater success.
- Practical next steps for investors looking to join the clean money revolution.

## **BIO**

Joel Solomon is the author of *The Clean Money Revolution: Reinventing Power, Purpose, and Capitalism*. He's the Chairman of Renewal Funds, a \$98 million mission venture capital firm. He has invested in over 100 early growth-stage companies in North America, delivering above market returns while catalyzing positive social and environmental change.

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