



MONEY OF GOOD

The revolutionary meditation+holochain socioeconomic platform



Money of Good is a socioeconomic platform based on neuroscience and holochain where people can earn money by practicing meditation, improving their health, rising consciousness and fostering a new economic model much more equitable and sustainable.

Read the Vision of 2030 that presents the whole strategy in a glance at www.moneyofgood.org

BIG PROBLEMS

The addiction to GDP growth resulting in over-consumerism that aggravates the impact on the ecosystem and leads to an unprecedented **environmental crisis**.

The growth of **social inequality** and poverty as a result of the concentration of technological power in the hands of mega-corporations and financial institutions.

The **mass unemployment** wave as a result of the exponential growth of A.I. and automation systems collapsing social structures and economies.

The deterioration of the overall health of populations caused by living under constant **stress and chronic anxiety**.

SYSTEMIC SOLUTION

Money of Good strategy addresses all these problems through a **new global decentralized financial system** based on holochain that will be easily accessible to everyone.

The platform runs a **proof-of-meditation reward system** that provides a reliable and sustainable income supply creating economic and social stability, at the same time reducing inequality.

The daily **practice of meditation** reduces the stress, improves health and expands the awareness leading to increasingly positive, harmonious and constructive actions among populations and over nature.

The leverage of a **new economic model** due to the financial support of new sustainable local businesses and the empowerment of individuals will help the society to embrace a more meaningful life, ultimately increasing the GNH index (Gross National Happiness).

HOW MOG WORKS in a nutshell

MEMO
brain-sensor



1. Users meditate using MEMO, the wearable that links the brain activity to the app providing guidance and scoring the earnings in the GOOD currency.



NEUROFEEDBACK
game / guidance

PROOF OF
MEDITATION
TIME 20 min.



\$ EARNINGS
20,00 GOODS

€ 20,00



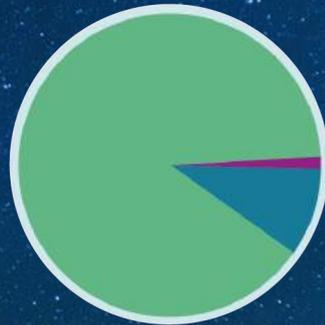
MARKET SIZE

Economic inequality creates a strong need for money among a large part of the population. Money of Good addresses this issue by offering a reliable income alternative for people who need it.

Unlike other cryptocurrencies, the GOOD currency offers true value of purchase from the first day of operation because it will be backed by a product-ballast and a cash reserve. This way, millions of users will be attracted to join the platform creating a network effect that will boost its growth exponentially.

World Population in 2018

7,6 BILLION PEOPLE



MONEY OF GOOD TARGET

 **90% want money***
6.840 Billion people

 **0,25% want to meditate**
20 Million people

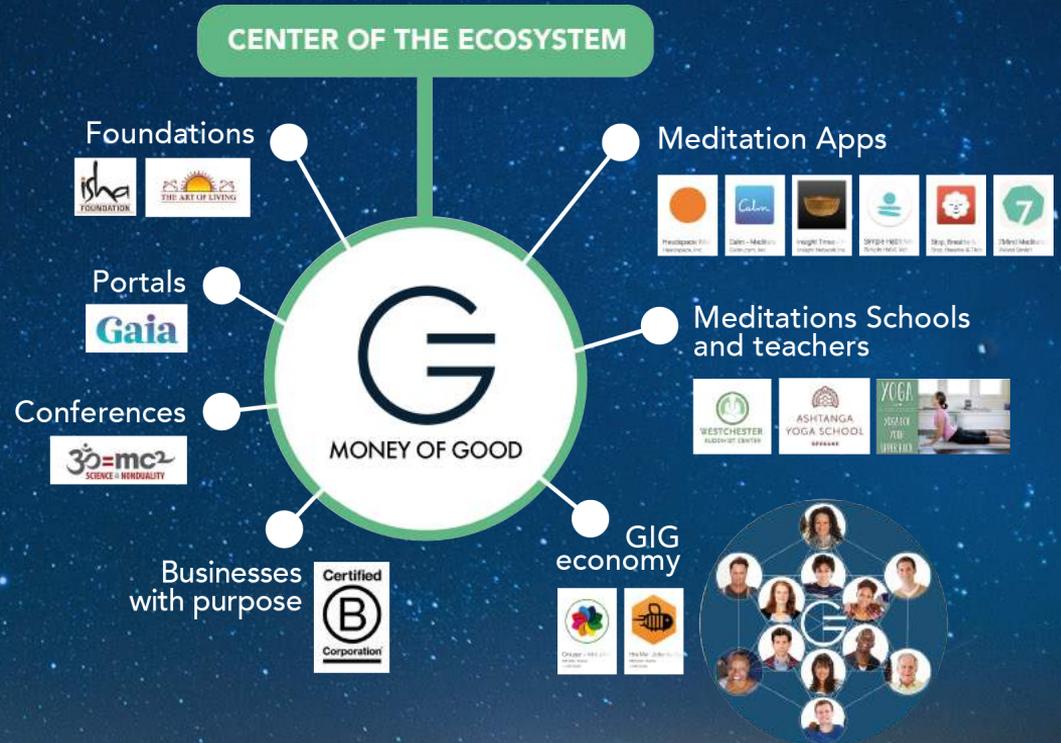
 **9,75% out of scope**
740 Million people

*90% of the world population has less than 16,7% world wealth.
World Economic Forum Report 2016

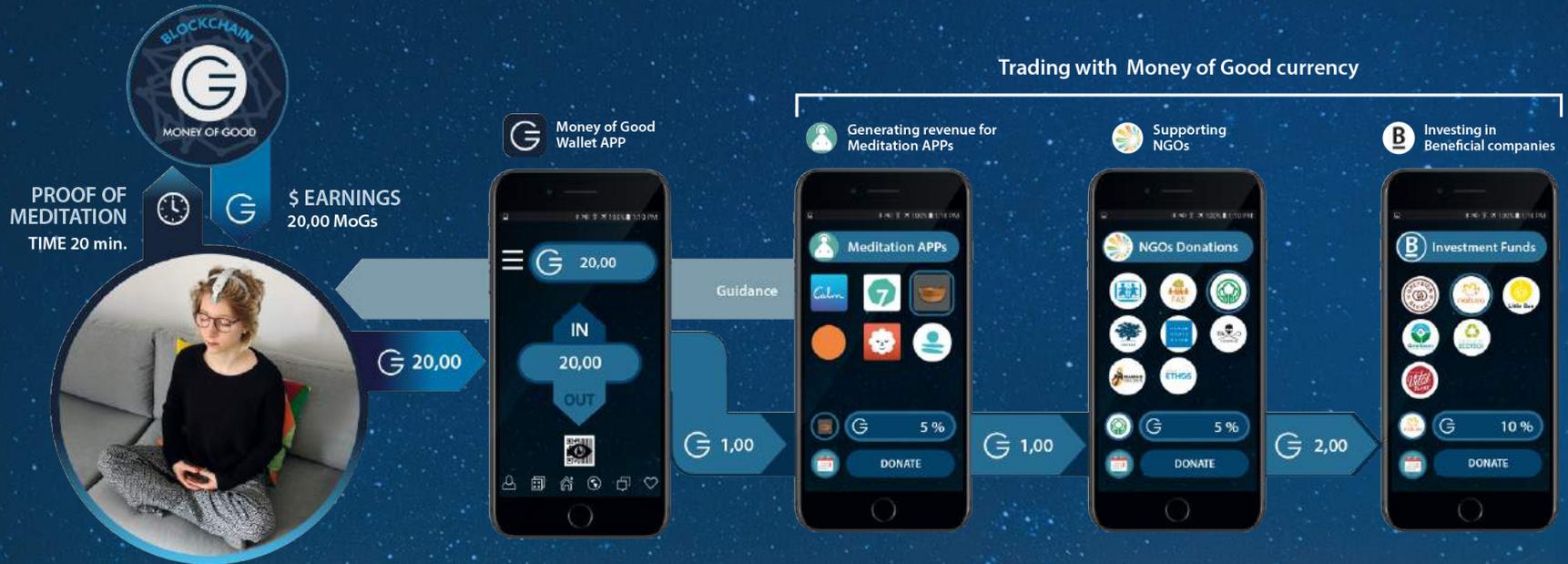
MARKET POSITIONING

Money of the Good is not a meditation app. It is a platform that generates revenue using a proof-of-meditation reward mechanism which is validated by highly reliable brain data collected using the neuro-sensor MEMO.

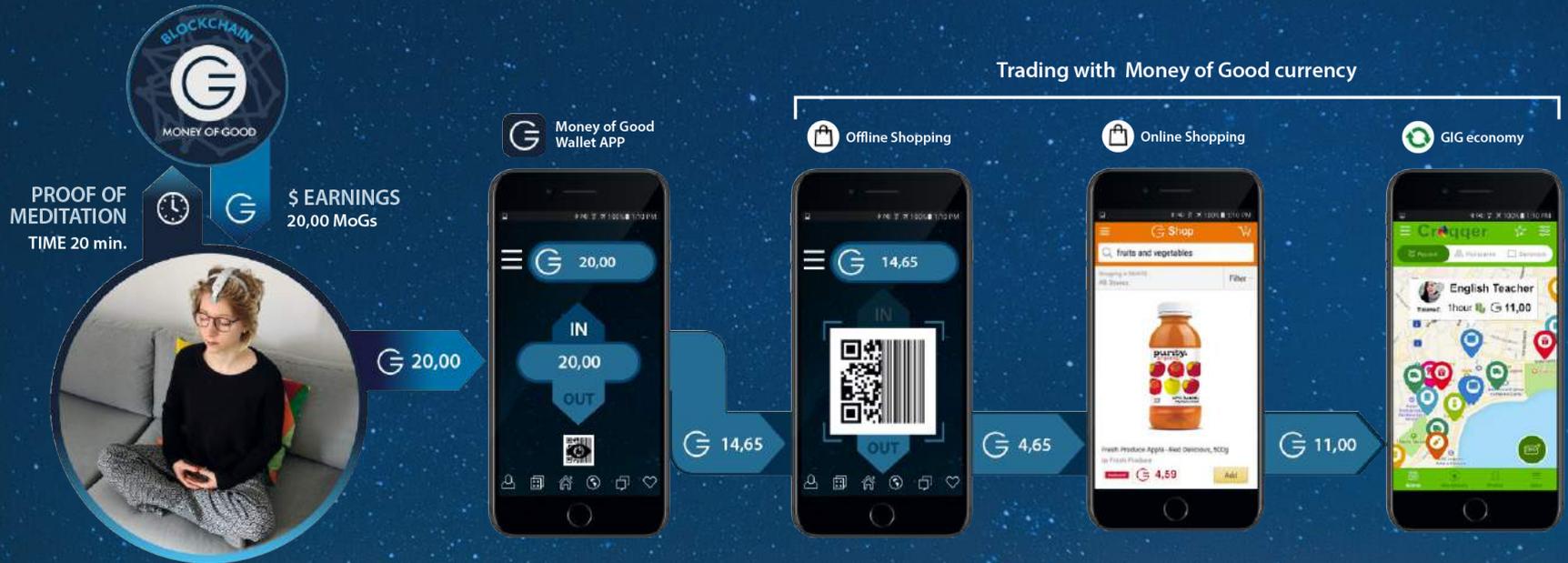
In addition, since the holochain-based MOG platform will support easy and virtually tax-free financial transactions, joining the system will be advantageous to many companies as they can benefit from it by generating extra revenue.



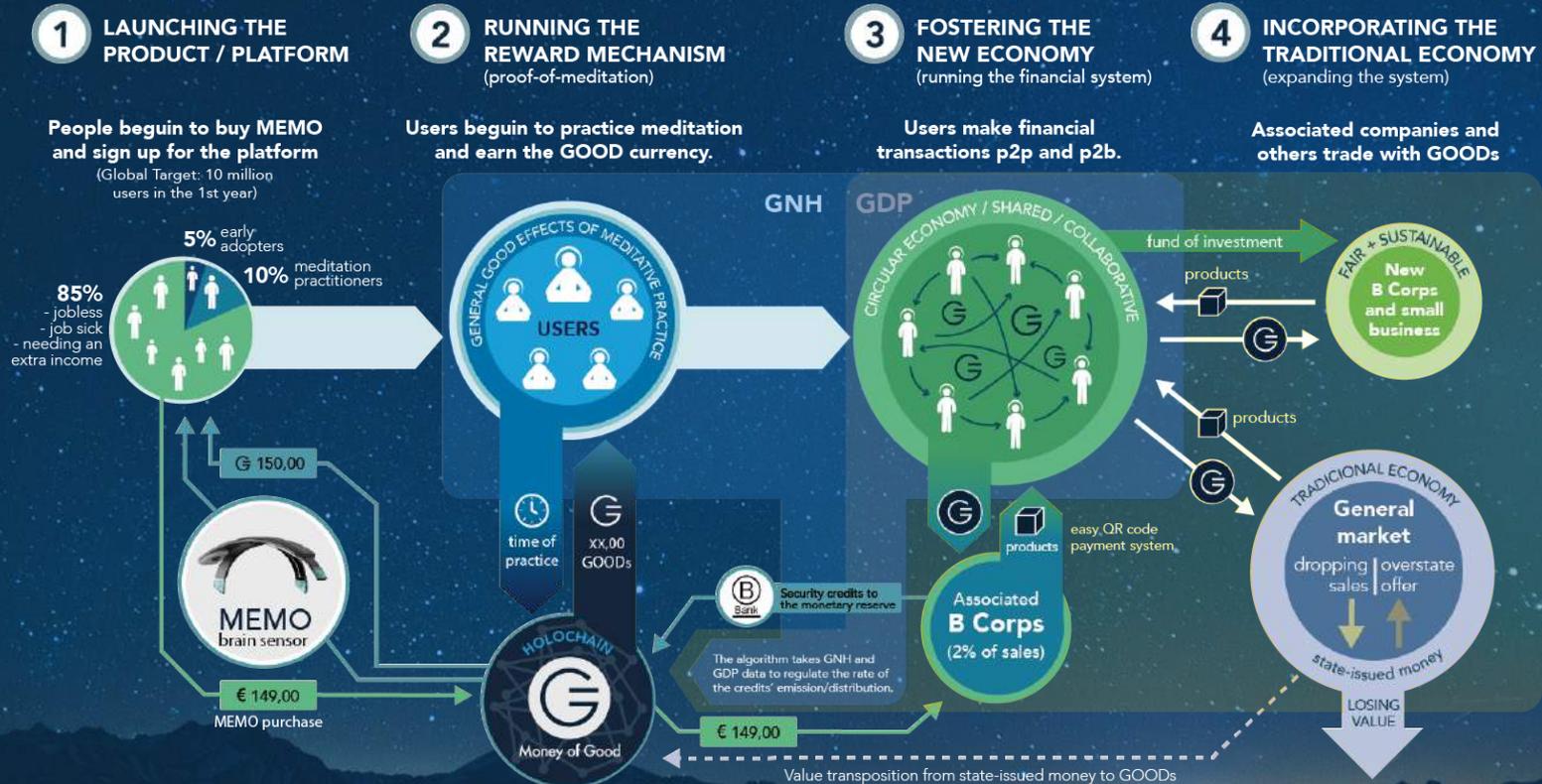
MOG BANKING APP - Setting grant fees, donations and investments



MOG BANKING APP - Purchasing products/services, making transfers



SYSTEM DIAGRAM - Explains the system implementation process and expansion model



GNH - Gross National Happiness
 GDP - Gross Domestic Product

€ = GOOD currency

MONETARY RESERVE SOURCES

- The sales of the wearable MEMO
- The Security Credits Reserve created by B-Corps in alliance with MOG
- The donations of foundations and organizations that support MOG

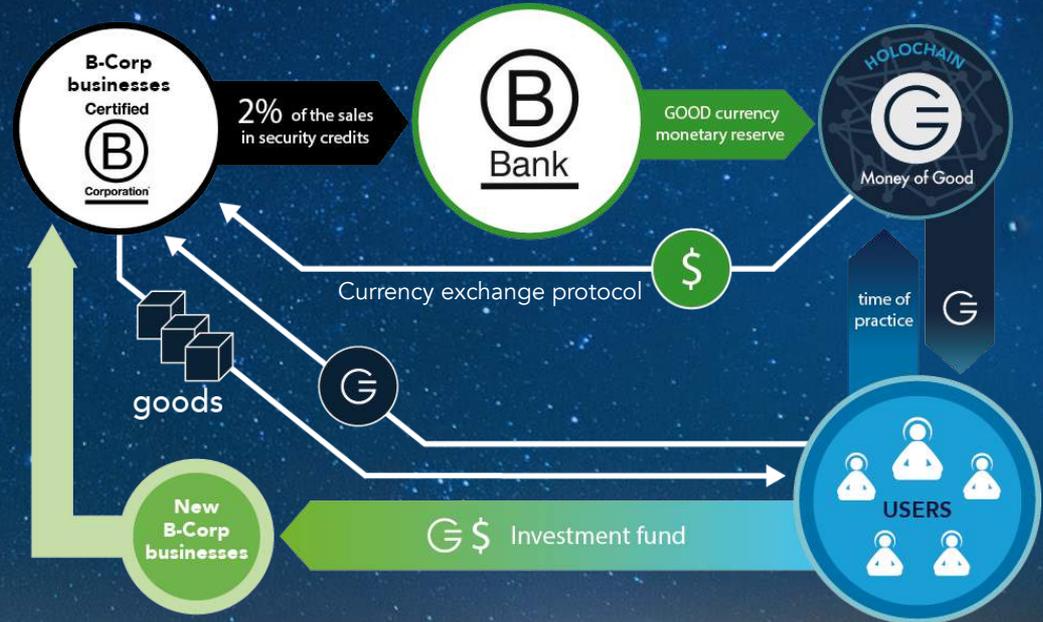


THE SECURITY CREDIT RESERVE

The Security Credit Reserve is created by the agreement with the B-Corps that agree to accept GOODS for 2% of their sales. The value proportional to this amount of sales is deposited as a security in the B-Bank, creating a product-ballast for the emission of GOODS. These B-Corps will have exclusive access to the currency exchange protocol where they can change their GOODSs by dollars or any other fiat currency.

VIRTUOUS VALUE LOOP

The value created by the new economy will organically grow leveraging companies sales and returning by the customers as investments to the fund that will promote new B-Corps scaling the platform exponentially in a virtuous values loop.



THE VALUE TRANSPOSITION FROM FIAT CURRENCIES TO GOODS

It will be done using as reference the currencies conversion protocol ERM (European Exchange Rate Mechanism) defined by the EMS (European Monetary System) in 1999 when European countries changed their currencies to Euro.

BOOSTING ADOPTION

- wide distribution
- easy to trade
- power of purchase



PROJECT SCHEDULE

Project Start - **July 2016**

Project consolidation - **2017**

2018

2019

2020

2021

★ PROOF OF CONCEPT PHASE

Strategy development / TEAM growth / Operational structure

Building the beta platform

Communication operations

Crowdfunding Campaign

Producing MEMO + Interfaces

Building the official platform

Running final tests

Official Launching 13th Dec. 2021

★ PROOF OF CONCEPT PHASE

INVESTMENT

Muse brain sensors	13 unities	€ 2.550,00
Brainboost services	Development and coding of MOG app and hacking Muse	€ 18.000,00
Team operational fees	5 people	€ 16.500,00
Travel and transportation expenses	São Paulo - Brazil and Berlin - Germany	€ 1.850,00
Video production / edition	Team of 2 people in São Paulo and Berlin	€ 1.300,00
Meditation Banks infraestructure	Mats, cushions, decoration, etc	€ 650,00
PR Activation / promotional materials	PR services, newspaper Ads, printed material	€ 2.500,00
Rewards for users	Estimation of attending 160 people times 10 minutes of meditation each	€ 1.600,00
Extra Costs		€ 1.000,00

POC production timeframe - 4 months

TOTAL AMOUNT € 45.950,00

FULL PROJECT DEVELOPMENT

INVESTMENT

* PROOF OF CONCEPT PHASE	system prototype / events to test with users	€45.950,00
TEAM growth / Operational structure	fees for a team of ~ 20 people over 4 years / infrastructure	€ 1.950.000,00
Building the beta platform	developing the operational systems and interfaces	€ 370.000,00
Communication operations	global promotional campaign, connecting partners and launching	€ 1.150.000,00
Crowdfunding Campaing	creation and operation of a global campaign for MEMO pre-sales	€ 950.000,00
Building the official platform	running the entire development + operational systems on Holochain	€ 400.000,00
Running final tests	testing the final version of the system/platform in a big scale (in a small city)	€ 240.000,00
Note: Each phase of the project corresponds to a stage of investment.		Total € 5.105.950,00

Full project timeframe - 4 years (launch on December 2021)

MEMO PRODUCTION COSTS

INVESTMENT

TIME FRAME/ **2020**

2nd Sem. **2021**

Producing MEMO brain-sensor industrial production of MEMO (250.000 units) + supplements € 13.500.000,00

MEMO SALES

TURN OVER

MEMO crowdfunding campaign (pre-sales) 50.000 units X € 99,00 (pre-sale price) € 4.950.000,00

MEMO sales 200.000 un. X € 149,00 (sales price) € 29.800.000,00

Gross € 34.750.000,00

Minus: the return of investment +20% interest, the costs for the full project development and the costs for MEMO's production.

Minus € 22.327.140,00

This turnover will be used as capital for running and scaling the platform.

Net € 12.422.960,00

THINKING BIG + ACTING BOLDLY

MENTOR – Prof. Yuval Harari

The renowned historian Yuval Harari (Bestsellers: Sapiens and HomoDeus) replied to our request for mentoring saying that Money of Good is a great idea and, considering its approach based on arising technologies, it's plausible the project does unleash a major transformation. We are counting on receiving his guidance.

ANNOUNCER – Prince Ea

We invited Prince Ea, a communicator that has already encouraged 1 billion people through his inspiring videos about self-awareness and environmentalism, to be our announcer and to promote Money of Good system all over the world. Princeea.com

ENDORSEMENT – H.H. Dalai Lama

Our letter "Vision of 2030" was kindly received by His Holiness Dalai Lama last year. We are counting to receive his support and blessings to encourage populations to embrace Money of Good as an auspicious path to raising consciousness and live in harmony in this planet.

BIG VENTURE PARTNERS

In order to expand the Money of Good operations over the global market by making MEMO, MOG's brain-sensor available for purchase in large scale, we intend to covenant with big business players like Elon Musk, Robert Herjavec, Lori Greiner and/or Richard Branson.

In this way, the sales of MEMO will boost the global expansion of MOG's network consolidating the system.

MOG CORE TEAM



MARCELO BOHRER - head of strategy, founder

Marcelo Bohrer is a specialist in design thinking and a visionary. With deep experience in finding solutions to complex scenarios, Marcelo acted as a teacher of Idea Design in important Universities in Brazil. He also created and directed several innovative enterprises with a wide impact. Marcelo also has a long track of spiritual exploration, especially about Buddhism. www.marcelobohrer.com.br



CAROLINE BALDASSO - Neuroscientist and Researcher

Caroline has a Master of Science in Neuroscience, Mindfulness and Contemplative Practices. She has been holding several Studies focused on human behavior, consciousness, spirituality, better living and wellbeing, brain-mind and body connections. Certified mindfulness and meditation instructor.



BRAINBOOST NEUROFEEDBACK LABORATORY Directors Tobias und Philipp Heiler

The motivation of brainboost is to create understanding and control over subconscious processes in the brain. With the successful development of soft- and hardware, the company is continually developing innovative methods to extend the potential of neurofeedback for improving quality of life. brainboost.de



KOHO MONK - Buddhist Economics

Ordained as a Monk in Zen Buddhism, Aikido and Yoga Instructor. Therapist trained by INFAPA - Findhorn (Scotland), "Climate Ambassador" - Krögerup Højskole (Denmark), Simplicity Facilitator - Schumacher College (England). - Tutor at Economic Dimension of Gaia Education - Design for Sustainability Programme.



VALKIRIA Design Studio - industrial design

Valkiria uses creative intelligence to develop design-driven strategies to create better and more innovative products, brands and experiences.
Project leaders: Moisés Hansen and Matheus Pinto



FELIPE BENITES CABRAL - Technologist | Developer

Operations Executive of Data Science Brigade.
He was one of the founders of Catarse.me first Brazilian platforms for crowdfunding, crowdsourcing and crowdlearning and of the Serenata do Amor Operation, an artificial intelligence system for social control of the public administration.



JULIO L R MONTEIRO - HoloChain specialist

Julio is a developer and architect of distributed, cryptographic and intelligent solutions. He has a postgraduate degree in Artificial Intelligence and Cognitive Sciences and more than 18 years of experience in open source projects, Machine Learning and Blockchain. He is also the co-founder of the HoloChain Brazil community and founder of the co-living platform holocasa.org.



MONEY OF GOOD

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