MONEYOFGOOD.ORG

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.

2. Users earn GOODs in proportion to the time they practice meditation.
The earnings go to their Banking App to use in financial transactions like buying products.

HOLOCHAIN

MONEY OF GOOD

Money of Good
Meditation APP

Money of Good
Banking APP

PROOF OF
MEDITATION

TIME 20 min.

$ EARNINGS
20,00 GOODs

120,00

IN

20,00

OUT

20,00

NEUROFEEDBACK
game / guidance

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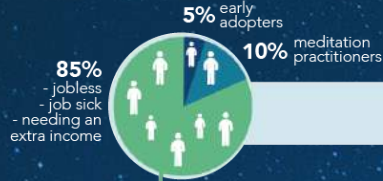
9,75% out of scope
740 Million people

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

SYSTEM DIAGRAM

- Explains the system implementation process and expansion model

1 **LAUNCHING THE PRODUCT / PLATFORM**

2 **RUNNING THE REWARD MECHANISM** (proof-of-meditation)

3 **FOSTERING THE NEW ECONOMY** (running the financial system)

4 **INCORPORATING THE TRADITIONAL ECONOMY** (expanding the system)

People beguin to buy MEMO and sign up for the platform (Global Target: 10 million users in the 1st year)

Users beguin to practice meditation and earn the GOOD currency.

Users make financial transactions p2p and p2b.

Associated companies and others trade with GOODs

GNH GDP

5% early adopters
10% meditation practitioners
85%
- jobless
- job sick
- needing an extra income

GENERAL GOOD EFFECTS OF MEDITATIVE PRACTICE

USERS

CIRCULAR ECONOMY / SHARED / COLLABORATIVE

fund of investment

FAIR + SUSTAINABLE
New B Corps and small business

products

Ǥ 150,00

time of practice

Ǥ
XX,00 GOODs

products

TRADICIONAL ECONOMY
General market
dropping sales | overstate offer
state-issued money
LOSING VALUE

MEMO brain sensor

HOLOCHAIN
Ǥ
Money of Good

B Bank Security credits to the monetary reserve

The algorithm takes GNH and GDP data to regulate the rate of the credits' emission/distribution.

Associated B Corps (2% of sales)

easy QR code payment system

products

€ 149,00
MEMO purchase

€ 149,00

Value transposition from state-issued money to GOODs

GNH - Gross National Happiness
GDP - Gross Domestic Product

Ǥ = GOOD currency

MONETARY RESERVE SOURCES

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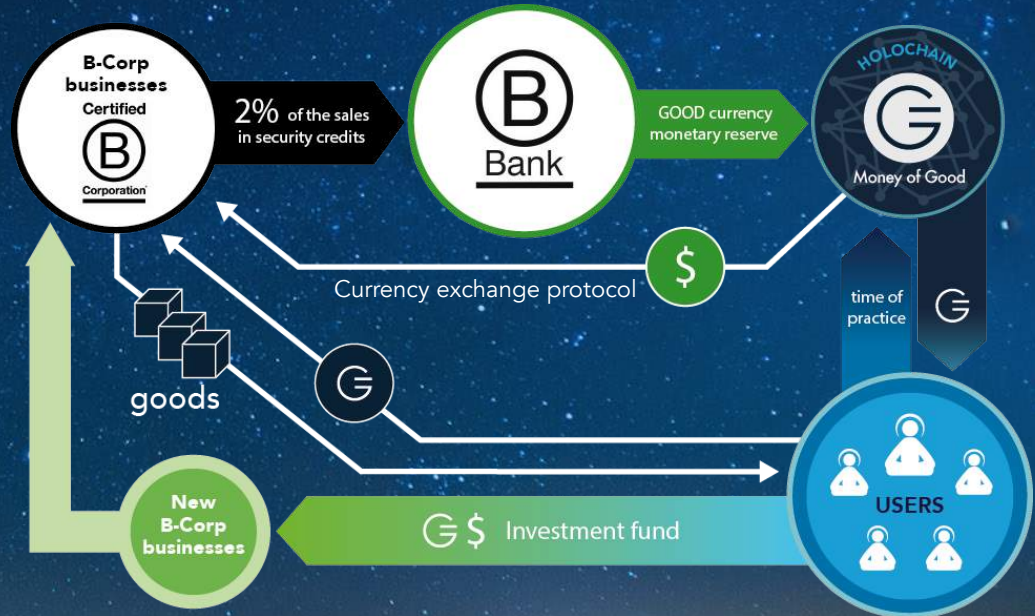- The donations of foundations and organizations that support MOG

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 GOODs 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.

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

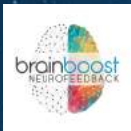**Official Launching 13th Dec. 2021**

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 Höjskole (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

CONTACT   **Marcelo Bohrer** - head of strategy   www.moneyofgood.org
           marcelobohrer@moneyofgood.org   www.facebook.com/moneyofgood
           +49 15 733 922 744