

PROJECT VIE

“ DESIGNING AND CRAFTING A FUTURE
WHERE HAPPINESS IS MORE THAN JUST A STATE OF MIND. ”



Vie is the French word for life.

It's also an English word meaning to vie or compete for something.

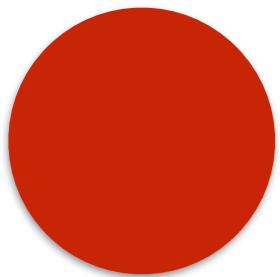
VIE aims to give life a fair chance to fight back for its own preservation.

PROJECT VIE

(PARENT COMPANY)

What VIE uniquely introduces is a holistic business model which structures itself for the purpose of easily diagnosing and effectively treating our present developmental shortfalls.

VIE seeks to accomplish this by introducing a new design for global infrastructure using its model which organises its proposed test company according to the most advanced, self-sustaining, and cohesive model we find in nature - the human body.



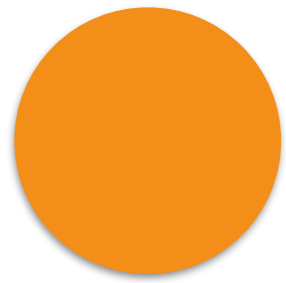
MODEL INNOVATION

(PURPOSE)

This business model innovation provides an upgraded template by which to measure company health by ensuring that its interests and aims are kept in balance, through the application of personal wellness practices toward the maintenance of a corporate body.

We propose to test this model through a social enterprise which we have called Earth, Inc.

We plan to then operate Earth, Inc. according to the implementation of our caremore programme - and develop this constantly evolving programme through the practice of our Juntos.



JUNTOS

(STEERING & METRICS)

Collectivism

- Idea-sharing and quick insight into interests involved
- Means of identifying goals and pooling resources
- Rapid-prototyping of proposed solutions
- Implementation of shared goals as key metric for social value



CAREMORE PROGRAMME

(OPERATIONS)

The caremore programme is built to counteract our current cultural values which imply that to be careless is to be cool; that to be nonchalant, unaffected, and dispassionate is the ideal.

Within the physical spaces of Earth, Inc., caremore introduces its model system for non-physical resource sharing; through facilitating cultural-emotional discussion en masse, further developing intellectual resources, from fin-tech brainstorming to personal healing and creative expression.

When someone truly cares about something they can make miracles. When people are connected to the intrinsic power in their ability to care and apply themselves, they can not only heal their own lives, but when networked together, they can affect history as we know it.

caremore advocates creative awareness through the appropriate use of our myriad resources.

By exploring humanity's past evolutionary stages of its application of various resources, with the purpose of uncovering the consistencies, in order to discern and disseminate the overarching themes of our current potential; assembling the best for the best.

CAREMORE PROGRAMME

(OPERATIONS, CONT'D.)

caremore also introduces a new concept akin to “co-working” and “co-living,” which we call “co-playing,” and which we advocate as our dynamic internal culture.

“Co-playing” is about purposeful play. It’s a reminder that as a child a majority of our learning is gleaned through play; that our human purpose is to learn, is to play!

We hope to reconnect people with the feeling of walking into a kindergarten classroom as a child and everything you could ever dream of playing with is laid out in front of you for you to explore at your own impulse.

Too many people feel cut off from a sense of purpose or meaning. Too many people are shut off from life, from exploring, from faith, from creative impulse.

Alongside the aforementioned infrastructural goals, we also seek to ensure the space provided one where individuals can connect with their personal creative power. Spaces for people to be able to take time away from their daily roles and routines, and have a safe space to delve into what it might take for them to begin incorporating more of their best, and most true self-expression.



EARTH, INC.

(TEST COMPANY)

Earth, Inc., is concerned with every aspect of restoration and preservation of our planet's resources; physical and otherwise.

We would like to pioneer a new field in the global market through the strategised introduction of a new kind of human resource application...

Applying people through our new model in order to see to the work that the world needs doing; from reforestation to reinvigorating the creative inquiry into our human purpose. It's all in the model.

Earth, Inc. seeks physical implementation through a series of "open spaces and sacred spaces," where eco-refurbishment of present structures will create space for the introduction of our caremore programme. These spaces would then act as both functional resource bases and desirable lodging for those interested in pursuing the programme.



ADDITIONAL FEATURES

(MULTI-FACETED PLATFORM DEVELOPMENT)

- Online presence as its own media database; open archive of projects with the shared ethos of “mutual improvement”
- Through the combination of efforts, conscious application of our shared faculties as a species will become the result of overcoming current challenges in order to continue uncovering new ones and through the process, the practice and means of reconciliation
- Through the various possible formats for Earth, Inc., a number of purpose-driven spaces can develop in order to meet need
- Competition will be minimal as one feature of the online platform will be a database of other like-minded organisations entered into a union (Aims to unionise “competition” under common ethos)

JUNTOS

FACILITATING DIALOGUE

- Rapid prototyping of inspired solutions for the world's problems
- Low-cost structure means good potential for proliferation
- Advanced proliferation means accurate census of broader public concerns
- Streamlined functionality through tech aspects mean quick results and resulting changes
- Steering VIE through dialogue and dialogue archiving equates tangible metric for social impact



CAREMORE PROGRAMME

IT'S COOLER TO CARE

- Putting people in touch with the internal and external resources necessary for them to better self-actualise leads to improved emotional and mental health
- Co-playing is highly marketable and with the continued addition of further resources and support can become a dynamic means of introducing future innovation
- Programme is structured on self-management techniques as well as real-world skills training through involvement with Earth, Inc. spaces
- Making an open space (likened to a library) where it's safe enough for people to explore what they feel their purpose might be through open archives, purpose-building workshops, 1-to-1 consulting, and group goals available for involvement



EARTH, INC.

KEEPS YOU CENTRED

- Scalable to investment; online, pop-up, storefront, heritage site(s), acreage(s)
- Spaces and resource harvesting custom-built to location
- Primary aim is resource redistribution, beginning with basic necessities of life and leading eventually to advanced cross-border tech-collaborations
- Multiple possible revenue streams based on chosen format
- With enough sites, large-scale yet fluid market shifts become possible as the network / workforce pioneer a new job market in conjunction with alternate finance and resource reapplication



ADDITIONAL PRESENCE

HOLISTIC LONDON

- Mapped database of present business resources resulting in an unionised task-force through the joining together and cohesive representation of other businesses concerned with similar goals
- Possible delegation of aims through smaller businesses as departments of shared vision
- Social media platform with a strongly intention ethos toward world betterment
- Incorporating broad aspects of media sharing and discussion with a purpose
- Outside consulting with other businesses and markets highly likely as task-force will be equipped to apply holistic model to a broad scope of corporate interests

