

**Project VIE**

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





# Intro

Social enterprise is inefficient. It uses the same model as traditional business, effectively fighting fire with fire, making it ineffective in competition against corporate interests, as well as in achieving its own aims for social impact and development.



# C-Suite & BOA

Jessie Hamilton: Owner / Founder / Group Head / Chair All

Jack Lahiff: Secretary / Commissioner / Superintendent / Vice All

BOA			
M/R (earth)	M/NR (water)	C/R (air)	C/NR (fire)
Jesse Pruneda (Agriculture)	Jack Lahiff (Management)	Jonathan Huot (Communications)	Nahum Mann (Legal)
Sben Korsh (Architecture)	Patrick Newton (Operations)	Ben Morgan (IT)	Reuben Young (Economics)

Our current BOA & C-Suite are the closest people we've found who share our vision - these are the individuals who over time have proven they truly understand the cause and are actively seeking their own expressions of these coinciding aims.

# Team

M/R (earth)	M/NR (water)	C/R (air)	C/NR (fire)
Kate Tirion - Agricultural Training (DDF)	Tom M. - Community Development (LOPO)	Tom S. - Implementation (B£)	Lior - Gov / System Design (UK)
Seb - Agricultural Team Lead (Urban Food)	Olivia - Connector (BiDN)	Rob - Tracking (PP/N)	Halina - Sociological Design

Our prospective team represents the specific leaders already in our network and involved in project development whom we'd like to target in our hiring practice; whether through employing the individuals themselves or parties referred through said contacts.

# Partners

M/R (earth)	M/NR (water)	C/R (air)	C/NR (fire)
SFLT / Nourish (SCO)	First Nations (Americas)	EU GOV	UK GOV
Guardianships (ENG)	Indigenous Worldwide	US Startups (Tech)	EU Startups (Social)
Housing Anywhere (NE)	The Order of the Good Death	Impact Hubs (Global)	Freemen / Sovereigns
Deep Dirt Farms (USA)	Before I Die Network	CSIx (CAN)	
Kibbutz Network			
Tree-planting Community			

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# Consultants

M/R (earth)	M/NR (water)	C/R (air)	C/NR (fire)
TLA Studio	Maddi - Co-Play Chair	Vince - Lead Analyst (The Economist)	Cory - Director (Earth Guardians)
Maya Network - Biodome Consultants	Naomi - Catalyst (LLOW)	Matt - Gov / Poli Design (NATO)	Rio - Correspondent (White House)
Saraphina -	Yasmin -		John -
Michael -	Autumn -		

We have had a number of consultants whom we've employed in incubating us on a volunteer basis; many of these individuals and companies have helped inform our policies and helped to guide our progress.

# Problem

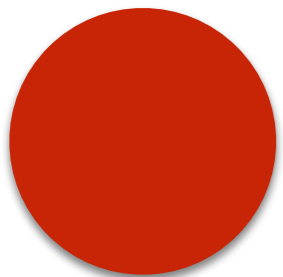
*The 7 Key Challenges of our Age  
+ The 8th Potential*

# We have 36 months until the point of no return.

We've stagnated in every area of life - business and physical resource practices, intellectual and academic inquiry, emotional and artistic exploration, as well as spiritual and social expression.

# Unsustainable Food Practices

Competition has led to the commodification of our essential resources, redistribution has not been facilitated, and established low-cost practices have disrupted the ability to accurately discern demand.



# Housing Crisis

Few solutions presented for market overturn and inflated values; generational gap fuelling intense disparity.



# Ethical Conflict & Human Rights

Fragmented, unclear, and competitive operations throughout industries leading to reduced effectiveness in collaboration



# Green Tech Disruption

Restricted advancement due to potentially isolated market opening and resultant underdeveloped models



# Sofi / Crypto Disruption

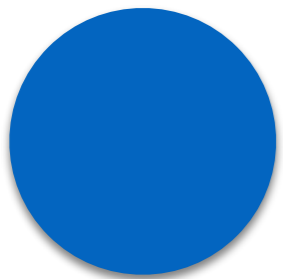
Uncertain future for new technologies due to unmoderated development and lack of cross-sectoral facilitation





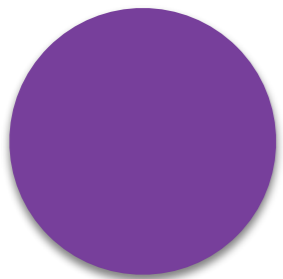
# Predatory Data Markets & Consumer Control

Steering consumer habits forces the market into cyclical buying patterns, thus stagnating and preventing any real insight into consumer preference



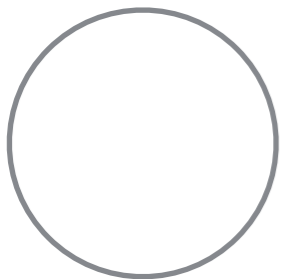
# Outdated Methods of Management & Governance

Inaccessible and convoluted world of history and theory  
which is out of step with progress being made in other areas



# Unchecked Progress & Confused Globalism

Cognitive Bias, overwhelm, burnout, sense of  
purposelessness and hopelessness



By viewing these problems more as philosophical growing pains and choosing to understand them as symptoms of a shared root, one can effectively treat the source as it truly is: innocent ignorance, development through discovery, and natural error.

This self-awareness is a survival necessity as well as a biological imperative in advanced cells; psychologically as the meta-cognitive function, and now finally sociologically en masse, and eventually to define our species anthropologically through history.

All the cures are in the symptoms -  
it's as simple as rebalancing  
through taking a broad view of the  
extremes.

With all areas signalling distress at once due to the initial systems adolescent development, we see it is possible to affect all aspects through approaching the same starting point with a new, informed, innovative, and inclusive intent.

# DATA

## ANALYSIS

## The Opportunity

Poised with technology and resources beyond our wildest dreams. We have too many people and too many jobs. We also now have enough data and insight in order to begin making informed choices about how we approach enterprise.

## Advantages

Due to this fear and apprehension, an overwhelming amount of social good projects have been cropping up all over the world. Over the past decade, we've seen myriad "micro-causes" make themselves known. Our USP is that we're the first "macro-cause," having coined our identity as a "meta-organisation."



## Solution

We have designed a model which will allow for the consolidation of efforts, doing away with competition for resources, while ensuring individual brand identities are maintained.

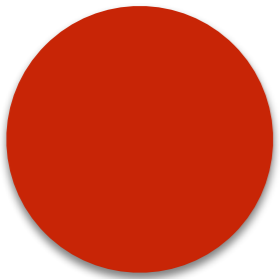
We've established ourselves as leaders in the community through nurturing partnerships with preexisting projects; granting us access to data, metrics, and insight multi-nationally.



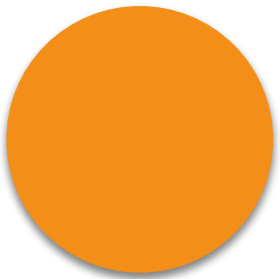
## Product

We seek to deliver an efficient model for social enterprise; consolidating efforts in order to actualise a social eco-system through the joining of environmental, social, community, and practical project missions.

# Project VIE



Junto



# Caremore Programme



Earth, Inc.

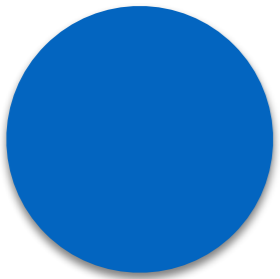


# Social Eco-System

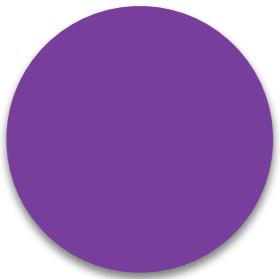




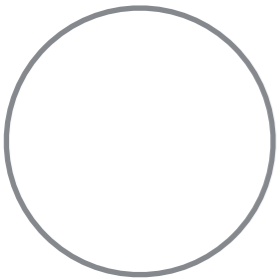
Archive



Ethos



Puritas



# Traction

Based on our market testing, we can foresee immediate traction on the small-scale shop front and based on these small successes we are looking to secure large-scale investment and long-term involvement as quickly as possible in order to facilitate utmost traction through the introduction of a new market which we plan to completely monopolise.

3 Months

6 Months

9 Months

12 Months



# Milestones

ROI

18 Months

24 Months

36 Months

# Market

We expect initially to appeal to current leaders in the cross-sectoral innovation field, both individuals and organisations, as well as investors who may be seeking involvement in the industry of social impact but aren't sure where to start.

Through this market approach we hope to affect the broader market and everyday consumer via our installation of values and shared aims in those involved; building a multi-national workplace culture through VIE that teaches ours involved how to lead better and in conjunction with our partnered gears.



## Competition

Through our referral and networking practices we aim to incorporate our competition into our umbrella offering, sharing data and metrics amongst us in order to effectively integrate the assorted efforts and provide long-term growth, consistent operations, and stability.

We strive to eliminate competition by nurturing partnered efforts as the basis of our ethos and offering.



# ReGen Villages

Impact, Zif, B£, TT,  
Moishe House, Lowe,  
somewhereto\_,

These are just a few examples of similar projects...



C/NR (fire)	C/R (air)	M/NR (water)	M/R (earth)
Eden Project	Cryptocurrency Exchange	Impact Hub	Lowe
			Financially successful implementation without accountability or clear social aim; singular gain and outdated offering.
Venus Project	Ziferblat	Transition Towns	Moishe Houses
			Unionised ethos and strong multinational community with clear criteria and aims; exclusive.
Auroville	B£	Collective Housing Networks	somewhereto_
			Attempt to individualise the space search for whomever might be looking; limited ability and support.

Each model lacks something that has only been discovered through testing; we propose to use these insights as prototypes for various strata of expressing the same impulse - something which has been proven desired by every economic level.

# Business Model

We are seeking early investment in order to fully launch our multi-faceted platform project; ideally achieving revenue within the first year following an aggressive development strategy aimed toward efficient roll-out.

Following early investment, we would like to seek crowdfunding support in order to involve more of the market in our decision-making process.

We expect immediate revenue through crowdfunding and early support options, as well as through referrals, consultations, and donations.

Following this phase we would seek for larger investment from early adopters and market leaders; transitioning from a CIC to a split model.

# Data Graph

# Business & Roll-Out Strategy

Current Stage



Next Stage

Final Stage

# Investing

Initially we are looking to fund our project and its employees for the next 36 months in order to allow for full involvement of staff; during which we're keen to develop property and shares portfolios in order to invite outside investors in contributing toward half shares; maintaining the first half as the vested interests of the initially involved communities.

# Investment Aims

# WHY US?

*Building the market for hope*

Contact