

PROOF OF CONCEPT TOUR

Showing how the MOG system works and what the benefits are



MONEY OF GOOD

Money of Good is a blockchain-based platform that allows people to earn money by practicing meditation, improving their health and gaining financial stability.

www.moneyofgood.org

PROVING THE REAL BENEFITS OF MOG SYSTEM

We will hold events in 2 cities (São Paulo and Berlin) where people will be able to experience earning money by practicing meditation with Money of Good system.

The whole experiment and interviews will be registered on video to promote the project and raise the awareness of its potential to create a wide positive impact on the world.



THE MEDITATION BANKS

The events will take place in the Meditation Banks, spaces prepared to offer meditation and banking. They will be located in different areas of the city to provide free access to a wide variety of users.

- Coworking spaces
- Communities centers
- Public schools
- Meditation centers

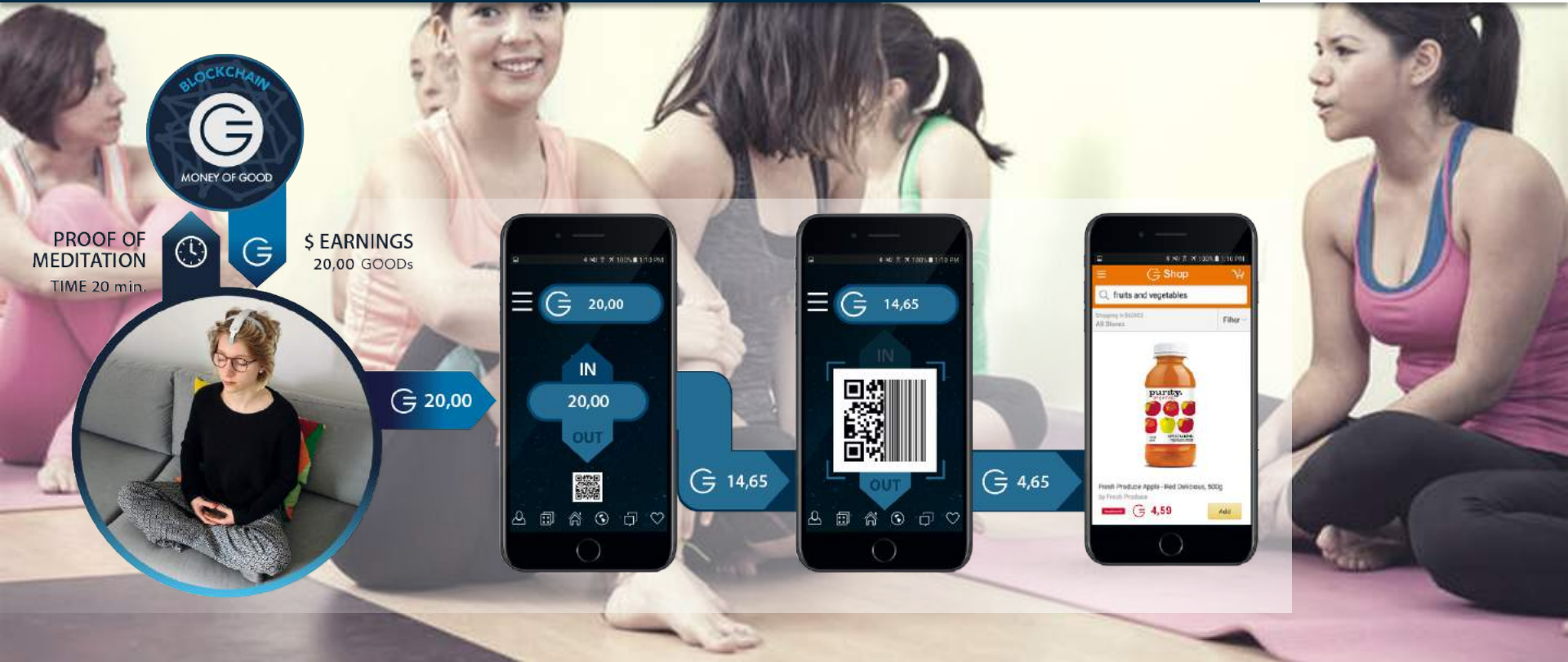


In the Meditation Banks, people will be introduced to MOG platform and receive guidance from an instructor of the Search Inside Yourself Google's Institute on how to meditate using Muse brain-sensor connected to the Money of Good App.

NOTE: We will use MUSE as an alternative to the MOG's sensor MEMO that is being developed with Brainboost.de



At the end of the practice, each participant will receive his earnings in GOODS currency proportionally to the meditation time length. Then with the money, they'll be able to buy products from B-Corps or exchange it for the local currency (Reais or Euros).



PR Activation

Through this unprecedented event, we aim to create a big buzz on the media boosting the project exposure and attracting more followers and partners. To do so we plan several PR actions.



Newspaper Ads: we'll announce in the job section of popular newspapers to attract jobless people that might be willing to try the system to get some money.



Media covering: we'll send extensively our press release to newspapers, magazines, TV programs, web portals, blogs.



Flyers, posters: we'll spread flyers in key locations of the city and put posters all around the neighborhood of the event.



VIP invitations: we'll send special invitations to influencers and representative people from NGOs, meditation schools, and correlate institutions



Watch the teaser video recorded in Brazil.

MOG Team involved in the Tour production / events



MARCELO BOHRER
Head of Strategy,
Money of Good Founder



VALKIRIA Design Studio
Matheus Pinto
Moises Hansen



MARINA MIRANDA
Production manager



BRAINBOOST.DE
Tobias and Philipp Heiler



FELIPE BENITES CABRAL
Technologist, Developer



LEANDRO LIMA
Film manager, producer



CAROLINE BALDASSO
Neuroscientist,
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JULIO L.R. MONTEIRO
Holochain specialist,
Machine learning, AI



FELIPE RECH
Meditation instructor
Search Inside Yourself Brazil



KOHO MONK
Buddhist Economics,
Zen teacher



FRAN CAYE
Event Producer,
Visual designer

PROOF OF CONCEPT TOUR

OVERVIEW

- 2 Cities
- 5 Events / Meditation Banks
- 12 Muse sensors + MOG app
- 4 Meditation instructors
- +160 People testing the system
- 6 B-Corps selling products
- Extensive PR action

POSITIVE OUTCOMES

- Alpha version of the MOG app
- Validation of the MOG system
- Big gain with media coverage
- Bond with new partners
- A fantastic promotional video
- Valuable data collected
- € 1.600 distributed in GOODS for over 160 users



CONTACT

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