

Sponsorship Proposal

# TOUR BRAZIL - MEDITATION BANK

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A proof of the new conscious economy open to the whole population



**MONEY OF GOOD**

[www.moneyofgood.org](http://www.moneyofgood.org)



## A SOCIAL TECHNOLOGY FOR A BETTER WORLD

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Money of Good is a socioeconomic platform on which people can make money by practicing meditation, improving health, raising awareness and promoting a new, much more just and sustainable economic model.

This is made possible by MoG's proof-of-meditation system that combines neurofeedback and blockchain technologies. The project was started by Brazilian designer Marcelo Bohrer in 2017 in Munich, where the start-up is based.

Money of Good lands in Brazil in December for the first time to share its innovative solutions and offer the population the chance to try them out at the Meditation Bank.

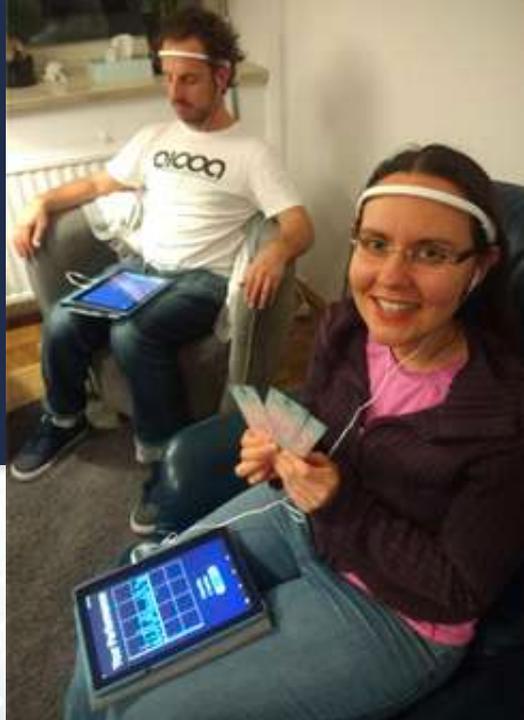
More info at:

<https://www.moneyofgood.org/poctour?lang=pt>

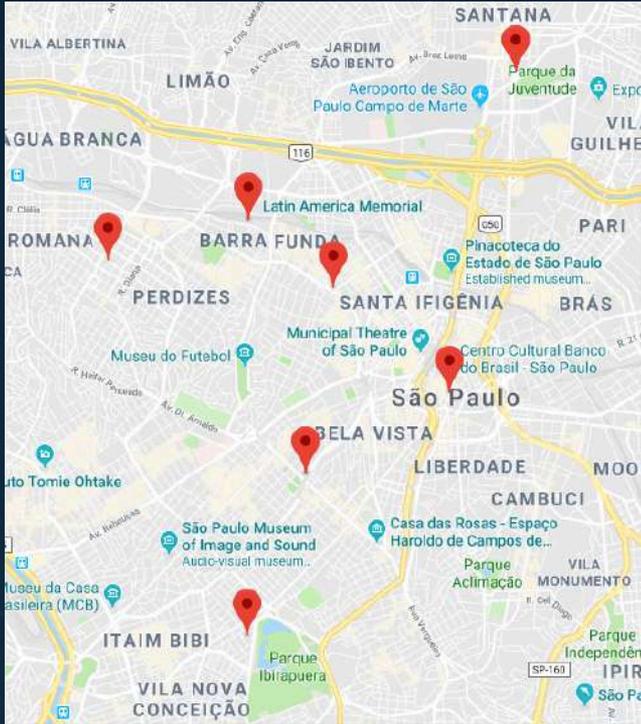
# THE MEDITATION BANK - access to the new conscious economy

On the tour we will show how it will be possible to raise awareness while generating a regular extra income through the Money of Good platform.

At the **MEDITATION BANK MOBILE AGENCY** the population can meditate using a neurosensor connected to the meditation app and then receive payment in **GOOD** currency in proportion to the practice time. This credit may be exchanged for reais or used to purchase products.



# ACTIVATION AND VISIBILITY



To give access to as many people as possible and to enhance the visibility of the action we will take the mobile agency to several strategic points of the city such as: Paulista Avenue (Masp), Sé Square, Latin America Memorial, Pompeii, Ibirapuera, Minhocão, Youth Square, etc.

## AGENDA IN SÃO PAULO

Dates: 7, 8, 9, 10th december 2019

Time: 12h - 18:30

Mobile Agency Estimated Audience: 760 people

Mobile Agency Visibility: 260k people

YouTube Live Hits: 600k people

# PROMOTION ACTIONS

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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



**Documentary video:** We will film the entire event and conduct interviews with users to produce a promotional documentary video.

# POSITIVE IMPACTS

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- ★ Massive exposure of Money of Good Mobile Agency at strategic points in the city
- ★ Inclusion in cutting-edge social technology
- ★ Extensive press office action
- ★ Documentary Video
- ★ 500+ people trying the system and learning meditation techniques
- ★ 10,000 Reais distributed to users on GOODs and products

# RETURN FOR SPONSORS BRANDS

SPONSOR EXPOSURE //	Sponsorship 1 quota	Co-sponsorship up to 2 quotas
Placing the brand at the Mobile Agency exterior and interior	X	X
Brand in all digital communication: website, newsletter, Facebook, Instagram, etc.	X	X
Brand in print: flyers, posters, banners, etc.	X	X
Brand highlight in Press Communication Material	X	
Brand in the documentary video	X	
Mention and thanks of the founder in lectures and interviews	X	X
Branded products available at Mobile Agency	X	
MoG founder lecture for the brand (management and / or contributors)	X	
	<b>INVESTMENT //</b>	
	<b>\$ 35.450,00</b>	<b>\$ 14.250,00</b>

Money of Good guarantees full transparency in the use of resources via Glass Social:  
[www.paybook.com/glass/moneyofgoodorg](http://www.paybook.com/glass/moneyofgoodorg)

# LECTURE - The Birth of the Conscious Economy of the Common Good

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Lecture at the Mindful Conference in the Impact Hub Munich / 04.2019

Marcelo Bohrer, founder of Money of Good, shares a disruptive view of the role of new technologies in creating systemic and exponential solutions.

He also introduces the unprecedented proof-of-meditation reward system that connects neurofeedback to the blockchain and explains how this innovative social technology will help us make the transition to a much more sustainable, fair and healthy economic model.

Topics covered: economic, social and environmental crisis, meditation, neurofeedback, cryptocurrencies, blockchain, shared economy, circular and universal basic income.

**Duration:** 45 min. + 15 min. of Q&A

**Audience:** up to 100 people

**Fee:** 1.250,00 USD

Schedule a lecture: [contact@moneyofgood.org](mailto:contact@moneyofgood.org)



## RECOGNITION AND EXPOSITION IN THE INTERNATIONAL MEDIA

Money of Good was praised by the author of the bestseller Sapiens, Yuval Harari, and recently featured in one of Germany's leading newspapers, the Süddeutsche Zeitung. English translation: <http://bit.ly/InterviewEG>

Thanks to his innovative ideas such as the Nadism Club and the CyberOrganic movement, Marcelo has received extensive media coverage. Especially in Brazil where he was interviewed by Jô Soares, Fatima Bernardes and Ana Maria Braga, GNT and in several newspapers and magazines.

"The Money of Good seminar was the most innovative event of the MCBW." Tanja Knöllner, Project Director of MCBW.de (Munich Design Week) and the Bavarian Design Institute.

Video clip of the event:  
<http://bit.ly/MoGMCBW19>



# MoG Team

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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,  
Researcher



JULIO L R MONTEIRO  
Holochain specialist,  
Machine learning, AI



KOHO MONK  
Buddhist Economics,  
Zen teacher



FRAN CAYE  
Event Producer,  
Visual designer



# MONEY OF GOOD

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## CONTACT

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