

Free World One: Business Model

Free World One is a philanthropic for-profit venture.

Our mission statement is “To create, promote and support projects that advance the aspirations of *The Free World Charter* through a philanthropic business that generates revenue from its projects, invests in new ones, and returns profits to its shareholders.”

Our key activities

We create and support products in education, media and community to inspire post-market solutions in accordance with our ethos. These include educational materials, books, films, web applications and associated merchandise.

Our current portfolio includes [eight published book titles](#), an [audio book](#) and various branded merchandise. We have several other products in development that require investment for production and promotion. These are:

- **A set of primary school educational manuals entitled LifeGames**
[LifeGames](#) is an illustrated book and app series of children’s games and exercises to help promote compassion, empathy and cooperation within a fun, classroom setting. After researching UK and Irish schools, we have identified a strong demand from teachers to find ways to improve basic behaviour.
- **A community-powered app based on the free-sharing site Freeworlder.com**
Following on from the success of our [Freeworlder free-sharing website](#), we are updating and bringing this product to a mobile app aimed at securing valuable content from local councils, charities and other community organisations to help them deliver effective services locally. This will open up a massive new audience for us and make the process of free-sharing even easier for existing users. The app would be free for all users, with a premium version for organisations which will incur a small annual charge.
- **A series of global speaking events**
From March 2019, we will begin hosting live speaking events called [Alt+Shift](#) which will raise awareness of our products while also giving a much-needed platform to many alternative future-thinkers around the world.
- **A feature film based on F-Day novel**
FW1 founder Colin’s F-Day novel is currently being developed into a feature length movie screenplay and has already attracted the interest of a US film producer. Because of the timely nature of the story and strongly favourable reviews of the [F-Day book](#), we expect to receive a lot more interest once the script is complete.

Our customers

The concepts presented by The Free World Charter, Colin’s books and Freeworlder appeal to a very broad audience, but in particular to the growing number of people developing a social and environmental conscience and beginning to question the way society operates. A glance at social media reveals that this number is vast.

Our LifeGames book products are aimed at educators of children aged 4 - 12. The UK alone has over 300,000 primary school classes. Our market research has found that 86% of teachers asked were in favour of a product that teaches empathy and communication and would use this product in their normal class.

Already we have a large user database of approximately 80,000 supporters, many of whom have purchased our books, merchandise and supported our efforts. Previously we successfully funded the web development projects Freeworlder.com and HonorPay.org through a member share-based investment program. This would seem to infer that a monthly subscription-based investment in our business cooperative will undoubtedly be enticing to our membership, where they can be both closely involved with our projects, support us financially and be beneficiaries of the profits.

What we need

We are seeking investment to give us the required capital to structure our organisation effectively, develop our new projects and promote our existing ones.

The print, production and marketing of LifeGames books, for example, will have a significant upfront cost. This product is also being developed as an app with in-app purchases of modules which we can continually expand and improve over time.

How we reach our customers

This will be project-dependent. For the feature film we would be seeking a distribution deal with a major distributor who would handle all the marketing. If we premier the movie successfully at any of the many film festivals, it is likely we can secure a distribution company to bring it to a global audience.

For the LifeGames books, we would employ direct marketing and targeted advertising campaigns in professional teaching literature. Of course all other channels will be utilised such as email newsletters and promotions, social media, regular blog posts, videos, and targeted advertising where necessary.

We will also reach our audience in the usual ways, i.e. email, social media, blog posts, online marketplaces (Amazon, Audible, iTunes, etc.), press releases, educational textbooks, videos and personal appearances at speaking events and conferences, etc.

Our key partners

We will work with various different partners according to project-specific needs.

For producing the educational books, we will be providing the content and liaising with an outside design and marketing team. The books will also be translated into other languages and our intention will be to employ local design and marketing skills in the target country.

To produce a movie, we will be seeking additional venture capital to meet the required budget and work with a professional film crew.

There are also many groups that promote similar values to what we are promoting, so we expect there will be lots of opportunities for cross-promotions between us, extending our potential reach to several millions of people.

Methods of distribution

Our books are currently distributed through print-on-demand and via download through all major online retailers.

Our apps are delivered via the web.

Our feature length movie will be handled by a film distributor.

LifeGames educational books will be distributed by a third party fulfillment company initially. As demand and sales increase, we may opt for in-house warehousing and a delivery chain.

Our costs

The running costs of our company are very small, as all staff members work from their homes. All staff will work to an annual contract and receive a capped salary indexed to the current EU average, so they can devote themselves full time to creating and promoting our projects. We only hire staff with a proven track record in eco-philanthropic projects, experience in their chosen field, and a passion for inspiring change.

Costs of implementing our various projects will vary from project to project depending on what needs to be done to achieve the best end result.

Projected income

We expect the business to be in profit within three years and thereafter to experience significant growth in our educational products. Once these books have proven successful in the UK and Ireland market, we can look to exporting or franchising the product to the US, Indian and Middle-Eastern markets, then further, through translation to other markets.

Projections for our feature length movie are omitted here as they would require external venture capital and risk to bring to fruition.

Please see over for our five year projection:

Five year projections

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|---------------|----------------|------------------|------------------|------------------|
| CASH AT BANK | 30,000 | 92,000 | -2,000 | 664,200 | 1,414,400 |
| INVESTMENT € | 100,000 | 0 | 0 | 0 | 0 |
| OUTGOINGS | | | | | |
| Promoter Salaries | 25,000 | 48,000 | 48,000 | 48,000 | 48,000 |
| Sales & Support Staff [1] | | 25,000 | 48,000 | 48,000 | 48,000 |
| Professional Consultation [2] | 5,000 | 15,000 | | | |
| Advertising & Marketing | 10,000 | 20,000 | 20,000 | 10,000 | 10,000 |
| Book design | | 15,000 | 15,000 | | |
| Book printing | | | 168,000 | 168,000 | 168,000 |
| Book fulfilment & Logistics | | | 16,800 | 16,800 | 16,800 |
| Alt+Shift event production costs | 12,000 | 24,000 | 24,000 | 24,000 | 24,000 |
| App development/maintenance | 10,000 | 10,000 | 5,000 | 5,000 | 5,000 |
| TOTAL COST OF SALES | 62,000 | 157,000 | 344,800 | 319,800 | 319,800 |
| SALES | | | | | |
| Sales of novels, audio books | 3,000 | 5,000 | 6,000 | 12,000 | 10,000 |
| LifeGames app subscriptions | 0 | 6,000 | 12,000 | 45,000 | 80,000 |
| Sales of LifeGames books [3] | 0 | 0 | 936,000 | 936,000 | 936,000 |
| Alt+Shift ticket sales | 21,000 | 42,000 | 42,000 | 42,000 | 42,000 |
| Freeworlder community site [4] | 0 | 10,000 | 15,000 | 35,000 | 55,000 |
| TOTAL SALES | 24,000 | 63,000 | 1,011,000 | 1,070,000 | 1,123,000 |
| NET DISTRIBUTABLE PROFIT | 0 | -2,000 | 664,200 | 1,414,400 | 2,217,600 |
| Total number of school classes (UK, 2017) | 300,000 | | | | |
| Estimated print cost per book € | 7 | | | | |
| Suggested price per book | 39 | | | | |
| Estimated yearly orders (% of classes) [5] | 8 | | | | |
| Number of books per yearly run | 24,000 | | | | |
| NOTES: | | | | | |
| [1] Additional staff members in Year 2 to ramp up marketing | | | | | |
| [2] Professional consultation fees from industry and educational experts. | | | | | |
| [3] Sales figures of educational books are for UK / Irish market only. Obviously there is strong export potential too. | | | | | |
| [4] The site will be free to join initially for community organisations | | | | | |
| [5] Estimated yearly market penetration | | | | | |

For more information and details, please contact us at contact@freeworldone.com