



We're on a mission.

FREE WORLD ONE is on a mission to save the world. (Yes, seriously)

We believe that free access to all basic living requirements is now a fundamental human right of all twenty-first century citizens.

We recognise that, technically, our species' millennia-old battle for survival has already been decisively won, and that our method of controlling resources through markets and money is now outdated, inefficient and unfair to the majority of people.

We realise that by combining the power of community with available technology, we can meet everyone's needs easily and sustainably, while creating better communities.

So we are here to help make that happen.

Our mission

To create, promote and support projects that advance a free world ethos through a philanthropic business that generates revenue from its projects, invests in new ones, and returns profits to its shareholders.

How it works

While we envision the future of our species as evolving beyond a market system, we are also aware of the practical difficulties in promoting those aims in a society where people's basic survival needs are inextricably linked to that system.

As such, **FREE WORLD ONE** is a hybrid enterprise that seeks to bridge both worlds; on the one hand promoting our free world message, while on the other, leveraging the existing system to maintain and grow our operations.

We have identified three areas of interest that fit well with our founding ethos, and which also have significant commercial potential. These are:

- **Education**
- **Raising awareness**
- **Prototyping**

In each of these areas we have projects that have significant commercial potential which can help us spread those ideas to many more people.

We are now crowd-funding investment in our company in order to pursue these commercial avenues, promote our aims, and bring back the benefits in profit to our investors.

You could call it a *win-win-win* situation!

An educational book series

LifeGames is an educational product that we have been researching for around a year. It is a book series aimed at children aged from 4 to 12 to learn essential life skills such as empathy, respect, communication, sharing and cooperation in a classroom environment through the medium of games.

These will be vital learning tools in a future world driven by cooperation and compassion.

This product is already in development and we expect to bring it to market (UK/Ireland initially) within three years.

We have already conducted preliminary market research which found that 85% of teachers polled would use this product.

The UK and Irish market for this product is potentially worth around €20M, and the books and activities will be presented in a culture-neutral format that can easily be exported and translated to other markets too.



Raising awareness through a feature film

Following on from the success of Colin R. Turner's (founder) novel **F-Day: The Second Dawn of Man**, a movie script is now also under way.

An F-Day movie could be the perfect vehicle for delivering a free world ethos right to a mainstream audience.



F-Day tells a near-future story of how the world moves beyond market economics towards an open, sharing economy in an action-packed adventure that is also highly visual.

Though early in development, the movie idea has already captured the interest of several US film industry professionals, including one producer.

Once the script is complete, we will be able to ascertain whether to approach established studios, or to opt for independent production. Both have distinct advantages and disadvantages.

A prototype free community and advertising network

Freeworlder.com is our free-sharing prototype community that has been active for over a year, with several thousand users already sharing goods and services freely across the network.



As that network grows, it will make sense to deliver the same service in a mobile application to make it easier to use and more accessible to people.

The Freeworlder network also allows for the inclusion of commercial traffic such as advertising and sponsored listings. Since many of our users will be of the pioneering 'free' type, there is an opportunity to deliver highly relevant content from ethical companies who wish to promote sustainable products or services that fit our ethos.

Other projects

We have a variety of other, smaller projects that also fit our ethos, and are also interested in receiving submissions from anyone with a good product idea that they think might be a good fit for **FREE WORLD ONE**.

What we need

FREE WORLD ONE is a start-up enterprise like any other. We require capital investment in order to develop and bring our products to market.

We are currently in our first funding phase and are looking to raise €100,000 to complete the development and design of the **LifeGames** book series. This product in particular is the one that we can get to market quickest and is also likely to be the most profitable.

We are offering shares in our company for early investors at a price of just €1 per share. You can invest as little as one share, or you can pay a fixed monthly amount while shares are still available.

- *Remember, this is not a donation. By supporting our company and ethos, you get to share in the profits as the business grows.*

There will be a second round of funding later in the year to raise the capital required to bring those books to market. (It's likely that second round shares will be priced higher, so early investment is advised)

We expect **FREE WORLD ONE** to be in profit within three years, and thereafter to experience significant growth as we open up our educational products to other markets and develop our other products.

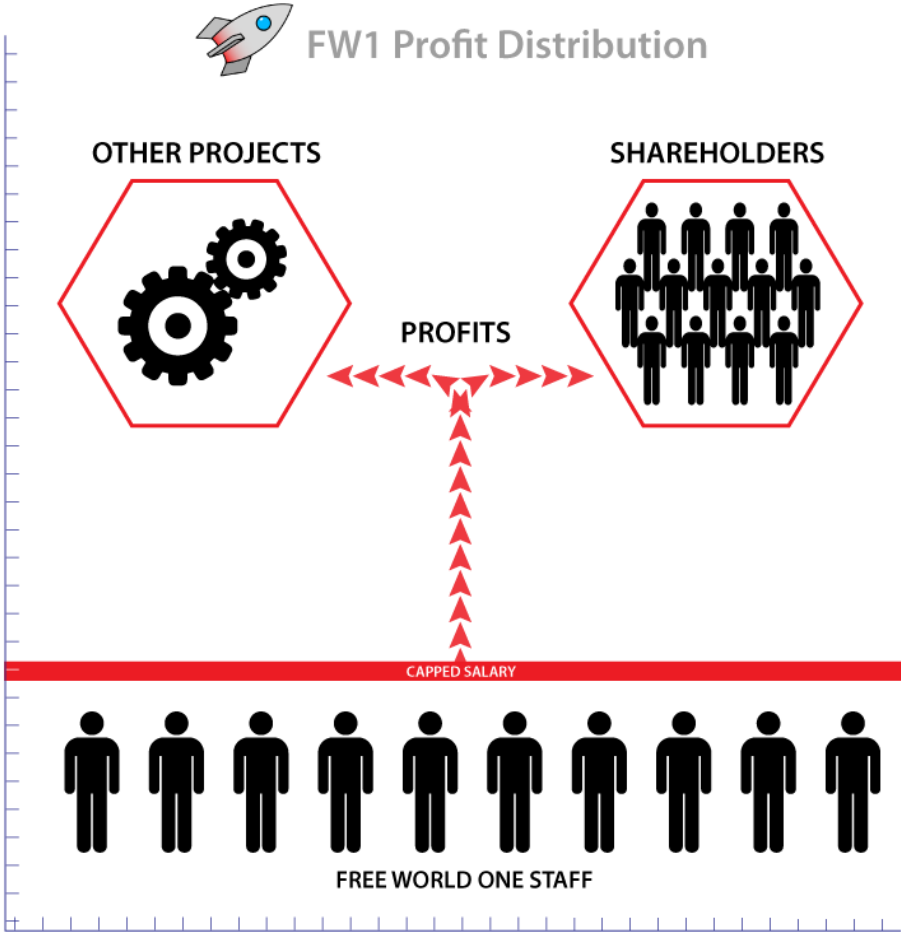
Your investment now will help ensure a solid financial base for the company as we work to bring these projects to fruition. [\[Business Model & Projections\]](#)

Why invest?

Apart from the obvious financial rewards, there are a few other reasons why **FREE WORLD ONE** is different from any other investment you will ever make:

- **We are a hybrid, philanthropic company**
- **All staff wages are capped at the same fixed maximum**
- **You have a democratic say in how the business is run**
- **All accounts and expenditure are completely open and transparent**
- **We are a distributed enterprise with almost zero fixed costs**
- **We only pick staff with a proven track record in eco-philanthropy**
- **We already have a large global following of 80,000 people**
- **We have the aims of a non-profit, but the perks of a business**
- **There is a massive emerging market for alternative, eco and community solutions which we are perfectly positioned to take full advantage of – and for everyone's mutual benefit.**

Profit distribution and salary capping



The team



Colin R. Turner, *founder, creative director*

Colin has been at the forefront of promoting socio-economic change since 2011 with his work as founder of *The Free World Charter*, *HonorPay* and *Freeworlder*. He is also the author of two Amazon top 100 selling books: *F-Day: The Second Dawn Of Man* and *Into The Open Economy*.

Sarah McIver, *co-founder, marketing director*

Sarah has over 15 years experience running her own marketing communications company for a worldwide clientéle including many multinational companies. Her knowledge and experience across the for-profit and non-profit sectors has enabled her to create highly effective communications for philanthropic endeavours.



Lukarte Turner, *creative coordinator*

Lukarte is a creative artist and illustrator, with a big passion for colours, shapes and creating things with her hands. She has a decade of experience in working with children through play, music and social contact.



What motivates us

We are motivated – and feel obligated – to attempt to remedy the unnecessary injustices we see around us like poverty, financial stress, employment uncertainty, environmental waste and biodiversity loss by reawakening our innately cooperative and compassionate desires and combining it with the best of technology to create a society that supports everyone unconditionally and sustainably with minimal effort.

We believe **FREE WORLD ONE** has an actionable direction and mechanism for effecting these simple changes to our social habits *within* our current model through education, raising awareness, and leading by example.

If, like us, you are passionate about creating a better world for ourselves, our children and our planetary cohabitants, then join us today and let's work together to make it happen.

Let's invest in the Future.



freeworldone.com

NOTES:

1. Although Free World One is a for-profit company, our main mission is to promote social change. While we fully expect to return reasonable profits to our investors, this is not our highest purpose. If your sole interest in investing is to maximize a return, you might wish to consider other alternatives.
2. For legal reasons, shares offered at the initial funding stage are *promissory shares* which will be automatically legitimised into legal shares as soon as we have completed the relevant legal compliance and founding processes.
3. As with any business investment, there are risks and no guarantees. Always seek legal advice before making an investment.
4. Online share purchases are processed in Euro through PayPal in Euro currency. If paying in a currency other than Euro, PayPal will apply a standard retail conversion rate.
5. You can make either a single or monthly payments. Monthly payments will continue to aggregate shares (while available) at the current rate. If you are paying monthly and shares no longer become available, or a funding round ends, you will be notified and payments will be automatically cancelled.
6. Share prices are subject to change. If the share price changes during a monthly payment cycle, you will continue to be deducted the original cash amount, rounded to the nearest equivalent number of shares.
7. You can also make a single SEPA payment directly to the Free World One bank account. If you wish to make a direct payment, please contact us and we will give you the details and a reference number to include with your payment.