

Pipeline of Positive Change for the Future of our World

Section One: Pipeline Overview

As you may already know, corporations are entities existing in our reality with rights nearly the same as our own. These rights are demonstrated by the laws we have put in place to govern and guide us, however corporations are not quite the same, because we have a form of consciousness which they lack. It is this key difference, that they do not share the same spectrum of intentions and needs as us, which inhibits them to work in a fully harmonious and symbiotic manner with us. Their lack of consciousness restricts their intentions to those of selfishness and greed or never ending financial wealth and growth. They take so much, but give so little. They are the chief entities or ruling forces governing our economic systems with their unconscionable intentions. Over time we have come to realize the dramatic impacts this effect has played on societies, our environment and modern economic systems that we all depend on. I am proposing to help shift the current effect these corporations have on our world to a more harmonious one. To help imbue them with intentions in alignment with our own, by creating a series of social corporations that will have an ever magnifying positive impact and effect on all our economic, social, and environmental support systems and will propel their resounding effects on throughout the rest of the world to create a more harmonious reality for us to exist in. This process will create, implement and restructure or change corporations and businesses to be more socially and environmentally directed and obligated in their intentions. I will create a series of corporations and thus a stream of capital or funding to build a pipeline to fuel this process of positive change. These corporations will serve as a beacon of inspiration and change to the world. These corporations will be owned by the consumers through the sale of the products or services that they provide. The products or services these socially conscious corporations create will be socially and environmentally focused. The majority of the profits that these corporations make will be directed back to the people of the world through the creation of a continually regenerative and sustainable system that will help create a more socially and environmentally conscious economic and business world which is vital to harmonious and balanced growth into the future. The benefits of this system will make their way down to all the individuals, communities and organizations of the world as well.

This social business and economic concept is something that has been done recently in a similar manner in Bangladesh, which has greatly improved and accelerated the

developmental growth and stability of that country. Muhammad Yunus, an economics professor, was the creator of this movement in Bangladesh. Yunus was part of the inspiration I needed to fully apply myself to following my ideas. Yunus's ideas for social business and economics, and the changes and benefits they can provide our world have spread far and wide but are slowly making their impact on the rest of world and have hardly impacted our country at all.

My ideas will help further develop and increasingly speed up and spread this social concept into mainstream corporate and business circles, industries and markets, and in turn eventually throughout the rest of the world. People are more hungry for and accepting of change in our world today and we need it now more than ever before and quickly. Any business, corporation or organization using environmental or green and socially positive based; marketing, services, development and production practices and strategies, have an ever growing place and hold in the market they reside in and rightfully should, as they align their intentions with ours. Their success is granted by us, as we support these businesses and corporations as consumers, as voters. After all, the most important voting any of us can do to help change our world for the better is vote through the choices we make and the dollars we spend on the services and products from businesses and corporations that are in sync with our conscious intentions. This has much more impact on the economic, environmental and social support systems that bond us together than voting for any governmental changes. We have waited long enough for the government to resolve our problems. We must realize that within each and every one of us is a; leader, supporter and follower, based on our intentions and choices. Now is the time for us, the people, to rise together to implement and support a system which we and the rest of the world deserve to; brighten, sustain, stabilize and harmonize our world for the future of generations to come. This country has much potential to help change the world for the better. We must change and redevelop our ways to help guide a path to a brighter future for the rest of the developing world. We have done it before and now it is time for us to rise up again.

Section Two: Pipeline Walkthrough

This pipeline or directed process of progression through positive and beneficial change will come through a series of social corporations and businesses cooperatively linked together. They will help spark growth in needed changes towards; selfless, socially and environmentally conscious and supportive economic and social structures and systems of our world. These changes and conscious intentions will spread and magnify as they are continually accepted in their beneficiary and holistically supportive abilities for the world. I have provided a descriptive visual diagram on the last page of this proposal in reference to the pipeline of positive change created from these ideas.

First of all, funding or capital will need to be provided to start the process. I know there are many selfless and consciously aware individuals who have the financial wealth and who wish to help change the world for the better. I have faith that if they are presented with situations or creative ideas to help make change, they will offer their help. I speak of financially wealthy individuals who are also social entrepreneurs and activists, environmentalists, humanitarians, philanthropists, and activists for positive and harmonious change in our world, our reality. I am looking for individuals that see the potential of the video game branch of the media industry as a powerful tool for bringing wide reaching awareness and enlightenment through deeply interactive and immersive enriching and educational experiences, as well as a huge source to generate continuous monetary funding for this pipeline of positive change.

These initial funds from these benevolent individuals will create the next segment in this pipeline. A publishing company that will fund an initial game development company to create a game called Reality. This game will bring about wide spread awareness of the current issues we face in our reality and help us all learn about the different ways we can partake in bringing harmonious change, as individuals and cooperatively together as a whole in our world. This publishing company will also provide funding for large and small development companies that wish to make “beneficial for the world” video games, but do not currently have the ability to get funding from current publishing companies which cater mostly to current mainstream market video games of war, conquering and other violence related games, and sports games. The majority of the massive profits generated by these two main companies will be channeled to the next segment of this pipeline.

The main social business bank will receive the funds from the publishing and game development companies. This bank will serve as a financial funding resource for new businesses and corporations that wish to partake in the socially and environmentally conscious business system. There will be a subsidiary branch of this bank to support and fund individuals, communities and organizations that need help to sustain and support themselves. A social business research institute will be created from funding by the social business banking system to support and educate new social businesses and corporations as well as individuals, communities, and organizations in their socially and environmentally supportive intents, as well as developmental and growing processes. The institution will provide guidance to what, where, and how the generated social money flow can be used and directed to help build a more stable, sustainable, and harmonious future for us and our environment.

As this system develops and grows, additional attention and help from the government, social and charity organizations, as well as individuals will be encouraged to partake in helping support and grow this selfless social support system. As the social business principles grow in popularity nationally, we should eventually see tax breaks, possible

additional funding as well as changes in law from the federal government or at state level to help grow and support this social business system. This system will provide something more than what the government or charity organizations can provide, and that is a self-sustaining, continually regenerative and growing system of monetary funding and social support supplied by us, the people, to support us. It would be a self-perpetuating economic and social system incorporating a strong emphasis on being environmentally conscious with its overall goals.

Section Three: Publishing and Game Development Social Businesses

The video game publishing company will work and operate similarly to normal publishing companies in the industry. It will provide funding and support for the game development companies it parents. The publishing company will also carefully handle the marketing, distribution and public relations work for the development companies, creating a new market for informative, socially and environmentally conscious, and educational “beneficial for the world” video games. The publishing company will also have the ability to publish other beneficial forms of media in the future. The publishing company will be innovatively environmentally conscious and caring in its marketing and distribution methods.

The publishing company will be a class c corporation owned by the development companies and in turn, by the consumers of the products the game development companies produce. Specific bylaws will be written for the corporation so to alleviate the amount or shares any one entity; company or individual can own in the corporation. As more game development companies become partners of the publishing company, the shares the companies own will fractionalize. The main game development company will be owned by the consumers that purchase their products. This fractionalizing of shares process will work the same for the main game development company’s shares as well, as they sell more products. The same bylaws will be implemented to disallow the amount any one individual can own in the corporation. Each game development company that partners with the publishing company will have to be a social business in some way; in either giving away a portion of their profits to the social business banking system, giving away some of their profits to a social or environmental cause or organization, or becoming a consumer owned class c corporation by selling their products with company stock shares attached. They may also choose to follow the exact same business model of the main game development corporation. If they choose to follow the main game development corporation, they will have to be class c corporations wherein they will be consumer owned as well as most of their profit will go to the social business banking system. Each one of the products (main games) they sell will carry a single share of the company with it. This way every time you buy a game

from them you also buy a share of the company. This will greatly increase the sale of their products and the size of the company as consumers will receive a two in one benefit unlike what any other business or corporation offers. If they choose this path, bylaws for these game development companies will incorporate rules to fractionalize these shares, as more products or shares are sold. Even though the worth of each share will be reduced as the shares are fractionalized, the worth will be steadily increased due to the mass sales of the products, the shares. Each entity or individual will be limited to be able to acquire only a one share maximum in the company's stock by purchasing a product from the company. Each entity or individual will only be able to own a one share maximum each, to displace the possibility of too much power and control ability for one individual or entity, further displacing any ability for selfish or controlling intentions for the company, instilling even and limiting control across all shareholders and the selfless and socially benefitting traits of the company. The stipulation for the publishing and game development companies to be class c corporations is so that they will be publicly owned, remain as selfless as possible and so that the shares can be infinitely fractionalized to prohibit the ability for individual power or control. Yes, in accordance with our current laws, corporations are instructed to seek financial gain for shareholders, but if corporate bylaws are written and state that only a certain portion of the company's profits can be shares and the remaining profits must be given to another source than the problem is alleviated. These bylaws will be strictly written by corporate lawyers under my guidance and selfless, positive social intent.

Both the publishing and development companies will also have to follow eco-conscious guidelines in the way that they work and function, helping to change the game development industry to be as environmentally conscious or green friendly and as socially conscious as possible. Though there are certain guidelines, rules and stipulations in this system for the game development companies, these guidelines are selfless as well as socially and environmentally conscious based and will not hinder, but help the growth, success and branding of these companies. This will only strengthen and stabilize them in the gaming industry, ensuring they can survive in a rapidly growing and tough market, continue to support and employ their workers, and continue to develop and produce the products they love, which is what any good company sets out to do.

Section Four: Social Business Banks, Support, and Flow Systems

The concept of social business banking and microcredit banks has already proven a social and economic success in Bangladesh, and in many other areas in the world. My inspiration in where to direct the money flow or bulk of profits from these social businesses mentioned above stems from Muhammad Yunus's successfully proven social banking system. Where else to direct the flow, but to help multiply and reproduce the

effects of positive; socially, economically and environmentally conscious support structures, systems, businesses and organizations.

Both the main social business bank and its subsidiary branch, social business bank will be owned by the businesses and individuals that attain loans and purchase services provided through the banks. These banks will be consumer owned under the same dynamics of the; afore mentioned publishing and game development corporations. Each loan or service will equate to the purchase of one share of the bank they borrow from, and this will be fractionalized every time another loan or service is purchased.

The main social business bank will provide large loans and services for new social businesses and corporations under certain social intent based requirements. These new social businesses will be able to choose their social roles in our world for there are no shortage of areas that could use help. The new social business can choose either to create their business for social or environmental service purposes or designate a certain negotiated portion of their annual profits to a social or environmental cause, organization or business. There will be other stipulations to ensure social intent and activity for the new social businesses. This bank will make it easy for individuals or groups of individuals to start businesses or corporations with positive social or environmental intent, when normally they would be denied loans from regular banking structures. This bank cares about the social or environmental intent to find whether the business is worthy of financing, and is not based on credit or the amount of stuff or money the individual or group of individuals own. This banking philosophy alone will be a better judge of character solution for providing loans, than that of standard banks. If the new social business's intent is serving and helping the world instead of for financial wealth and greed, or selfish purposes than the loans stand a much better chance for repayment.

The subsidiary social business bank will provide small loans and funds to individuals, organizations and communities to help stabilize and sustain systems that support life for the poor, low income, underdeveloped and rural areas in the country. This type of bank would have been perfect for helping the surviving victims of Katrina in the poorest areas of Louisiana, when the government did nothing. This type of banking institution could do much good for victims of possible future natural disasters, in helping them get organized and back on their feet.

Written explicitly in the banking corporation's bylaws will be a stipulation that a pre-designated portion of the profits from these banks will go to funding and sustaining the non-profit social business research institute. This institute will be created in order to; research and document statistics, tactics and development techniques, to teach and inform the world of the concept of social or selfless based business through; a website, documented materials of proven track records, seminars, classes, books, movies and key representatives and speakers to speak out in major media streams worldwide. This

institute will also help guide and facilitate the low income individuals who receive loans; on how to set up plans that work best for them in repayment of the loans and how to make the best use of the loans in setting up a more stable and sustainable life for them and their families. This help and guidance will be provided the same way for communities and organizations as well. This institution will provide different avenues of small business direction for both socially and environmentally focused efforts for individuals, communities or organizations that have received loans or are looking to receive loans in the future. This service will provide them with a chance to take part in and grow the social and environmentally conscious business system as well as provide a source of income for themselves and others.

Credit will not be needed in order to receive loans from these banks. The simple fact that current banking systems require that you have so much stuff, possessions or money to receive a loan further deduces the individual's ability in actually acquiring one. Usually the need for a loan is because of lack of enough money to be able sustain their future ability to provide food, educate and shelter one's self, one's family, or the chance for an opportunity to start a business. This process further reinforces the ways of our world. This drive for more stuff, possessions and hoarding of financial resources is what has put parts of the world into a current selfish and disharmonious state; making it easier for the rich and amplifying more power and control, thus making it more difficult for the poor, and inhibiting them from living a stable, day to day more joyous and fulfilling life. If you do not have stuff, money or credit, then you are not even considered an entity by the current banking and economic systems.

These two social business banks will not reinforce the systems and ways of life that have imbalanced and corrupted the chance for possible harmony in the world, but give an opportunity to medicate and balance them. The sooner we all have an equal say and opportunity in the world, the easier it will be to build a brighter, more stable, sustainable and harmonious future for all.

Section Five: References and Statistics

In this section I will list a few different real world references and statistics to the social concepts and ideas I have mentioned in this proposal. I have also listed specific information and statistics pertaining to the gaming industry in general, and the publishing and game development processes to give you an idea of detailed costs and earnings. These references and statistics will help give you an idea of the potential magnitude this pipeline of social and environmental awareness, monetary funding and positive change will provide for the world! I have provided and categorized certain statistical information and references for this proposal in the following two pages for you to view.

Social Business Related:

Yunus Centre Website

<http://muhammadyunus.org/Social-Business/social-business/>

“Social business is a cause-driven business.”

“The impact of the business on people or environment, rather the amount of profit made in a given period measures the success of social business. Sustainability of the company indicates that it is running as a business. The objective of the company is to achieve social goal/s.”

Social Business Bank Related:

Grameen Bank Website

http://www.grameen-info.org/index.php?option=com_content&task=view&id=26&Itemid=175

“Nobel Peace Prize, 2006”

“Owned by the Poor”

“No Collateral, No Legal Instrument, No Group-Guarantee or Joint Liability”

“Recovery Rate 97 per cent”

“Total amount of loan disbursed by Grameen Bank, since inception, is US \$ 9.43 billion. Out of this, US \$ 8.36 billion has been repaid.”

Game Development and Publishing Related:

SFGate Website

<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2010/07/27/businessinsider-disney-acquires-social-gaming-company-playdom-2010-7.DTL>

“Disney Paying Up To \$763 Million for Social Gaming Company Playdom”

“Through well-known titles like Social City, Sorority Life, Market Street and Bola, Playdom engages an estimated 42 million active players each month.”

Starpulse Website

http://www.starpulse.com/news/index.php/2006/07/10/bono_slammed_for_supporting_mercenary_vi

“The U2 front man has invested \$300 million in California manufacturer; Pandemic Studios, whose game, Mercenary 2: World in Flames allows players to play a mercenary sent to Venezuela, which has been taken over by an oil-hungry dictator.” ** (Why?)

The Escapist Website

<http://www.escapistmagazine.com/news/view/96227-How-Much-Did-Modern-Warfare-2-Cost-to-Make>

“Call of Duty: Modern Warfare 2 may have made staggering sums of money, but it wasn't cheap to make, either - not only did its development cost \$40-50 million, but its marketing and launch budget was a whopping \$200 million smackers.

“Activision was spending money to make money, and these high costs have been more than offset by astronomical sales of the game”

Wikipedia Website / Call of Duty: Modern Warfare 2:

http://en.wikipedia.org/wiki/Modern_Warfare_2

“Release date: November 10, 2009”

“After five days of sales, the game had earned revenue figures of \$550 million worldwide. As of January 18, 2010, it has taken over \$1 billion in sales.”

VGCharts Website

<http://vgchartz.com/>

“Millions of units of video game consoles sold worldwide” **(excluding PC's # = ?)

“Nintendo Wii – 72.7M, Microsoft Xbox360 – 41.3M, Sony PS3 – 36.1M”

Video Games Sales Wikia Web Site

http://vgsales.wikia.com/wiki/Video_game_industry

“2008 Worldwide Media Sales: Music: \$30-40 billion, Movie: \$27 billion, Books: \$63 billion, DVD: (US) \$23 billion, Video Games: \$54 billion”

“Video game sales number expected to grow 9.1% annually”

A Digital Dreamer Website

<http://www.adigitaldreamer.com/articles/video-game-industry.htm>

“While the world-wide economy has been hit hard in several industries in 2009 and 2010, the video game market still was able to record its best month ever in December 2009 with \$5.53 billion in sales in the US alone. Revenue from video games has now exceeded the movie industry by a solid amount for the past several years.”

Grab Stats Website

<http://www.grabstats.com/statcategorymain.asp?StatCatID=13>

“Sixty-five percent of American households play computer or video games.”

“Eighty-five percent of all games sold in 2007 were rated "E" for Everyone, "T" for Teen, or "E10+" for Everyone 10+.” ** (“Reality” the game, will be rated in this bracket)

** (Remarks that I Added)

Section Six: Proposal Summary

This proposal exemplifies the potential for a socially profitable system to help the world achieve a more selfless intent based social support structure, giving more opportunity and ability to the individual to help change the world for the better. I use the term

world, even though this particular system will take off here in the United States first. Eventually this movement and change in social and economic systems will be recognized and spread throughout the world as people become aware of its intentions and capabilities. This country has led the way before and still has a chance to do it again. The easiest way to make changes in the world is by taking it one step at a time, usually small ones. This step works cohesively with the current social and economic systems in place in most of the world. It's a small step, but one in the right direction and with potential to make big waves as it brings us one step closer to a brighter future for all.

We all vote everyday with the individual choices and demands we make from the world. If we buy a product or service and it gives back much more than it takes as well as supports both positive social balance and environmental conservation, then of course we will choose products and services that help support and sustain us and all other life as opposed to selfish based businesses and "only profitable for some" support systems. This social business system movement will spread as people become aware of its sustainable success in other markets and industries, and will eventually replace the selfish based businesses and corporations of the world, for they will have to change for their own survival. Businesses will always reinvent themselves and their ways for survival. We see this happening now with the green and environmentally conscious movements. They shift their products, development, and production processes as well as marketing strategies to change their image to the consumers, to stay alive, which is what any entity does to continue to exist, they adapt to the environment in which they exist. This method works for ecological or environmental purposes, why not incorporate socially conscious business reasons into the mix and amplify the selfless effects, positive change and harmonious balance for the future of our world, our reality. We deserve it!

I see both the business world; private businesses, banks and corporations, as well the gaming industry as large conscious lacking entities in our reality. They exist, and they do things for us, but they lack in their ability to work with us in a cohesive relationship to the full potentials that they can. They need redirection, guidance and a form of conscious substance and positive intent that works with us for a more harmonious symbiotic partnership. They have generally selfish and negative intentions which can be redirected to serve, support and help us grow as a whole. They are powerful tools that we have grown, and they can help us build a more stable, sustainable and harmonious future if we imbue and align them with more positive and selfless intentions to build a brighter future for us all.

I am fully aware and understand the specific details of the difficulties and hurdles of creating and implementing this pipeline of change with all the entailed cooperative systems and businesses. I also know that any difficulty can be overcome with; positive intent, endearing motivation, persevering will, and the help of the many that share this passionate intent, motivation and will. This goal for our future is within our grasp, if only

we take it into our own hands as individuals, to empower ourselves to change our future!

Section Seven: Pipeline Funding Estimates

Publishing Corporation:

ONE4ALL Publishing Inc. will cost \$125 to start the corporation and will require corporate lawyer advice and legal services costing approximately \$1,000-\$2,000 or more. This corporation will receive the whole of the total funding amount and channel the funds down through the pipeline to the other corporations. The expected total amount for funding is minimal of \$100 million to a maximum needed \$200 plus million. The number varies widely based on variables within development and publishing costs for the game development corporation's first game. Any excess to this total amount of initial funding will supply the publishing corporation the ability to fund other "beneficial for all" game development companies that are currently searching for funding. The publishing corporation will require a minimal of \$50 million for a very thrifty and efficient marketing and distribution approach for the game "Reality". If the game is sold internationally, publishing costs would raise to at least \$100 plus million on a thrifty budget. The bulk of the profits (minimal of 51%) from this corporation will go to funding the Social Business Banking System.

Game Development Corporation:

Games for Consciousness Inc. will cost \$125 to start the corporation and will require corporate lawyer advice and legal services costing approximately \$1,000-\$2,000 or more. This corporation will receive its funding from the publishing corporation. This corporation will require roughly \$50 million to design and develop a big budget mainstream video game for play on Personal Computers, Nintendo Wii, Sony Playstation 3, and Microsoft Xbox 360. The development process would take two to three years. The development costs and time could possibly rise if the game is developed for international markets. The development costs and possibly time will rise if the developer designs a simple and "free to play" version of the game for Facebook, which could reach millions of people worldwide. The bulk of the profits (minimal of 60%) from this corporation will go to funding the Social Business Banking System.

Pipeline of Positive Change for the Future of our World Diagram

