



MONEY OF GOOD

Meditation is your  
best investment





Money of Good is a socioeconomic platform based on neuroscience and holochain where people can earn money by practicing meditation, improving their health, rising consciousness and fostering a new economic model much more equitable and sustainable.

Read the "Vision of 2030" at [www.moneyofgood.org](http://www.moneyofgood.org)

# HOW MOG WORKS

Using the MOG's brain-sensor MEMO, users learn how to meditate and attain a healthier state through a game-like interface that responds to their brain activity by neurofeedback.



# HOW MOG WORKS

At the end of each session,  
the user receives their earnings in GOODS  
in proportion to the time invested practicing meditation.



# HOW MOG PAY USERS

The MOG MONETARY RESERVE is generated thanks to:

- The sales of the wearable MEMO
- The security credits offered by B-Corps in alliance with MOG
- The donations of foundations and organizations that support MOG



# FULFILLING THE SDGs + upgrading the human software

In addition to improving global health, empowering people economically, and reducing social inequality, MOG focus on engaging large populations in daily meditation practice. This will raise awareness, leading to increasingly positive, harmonious and constructive actions in society and over nature.



MOG will increase the GNH (Gross National Happiness).



# THINKING BIG + ACTING BOLDLY

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## MENTOR – Prof. Yuval Harari

The renowned historian Yuval Harari (Bestsellers: Sapiens and HomoDeus) replied to our request for mentoring saying that Money of Good is a great idea and, considering its approach based on arising technologies, it's plausible the project does unleash a major transformation. We are counting on receiving his guidance.

## ANNOUNCER – Prince Ea

We invited Prince Ea, a communicator that has already encouraged 1 billion people through his inspiring videos about self-awareness and environmentalism, to be our announcer and to promote Money of Good system all over the world. [Princeea.com](http://Princeea.com)

## ENDORSEMENT – H.H. Dalai Lama

Our letter "Vision of 2030" was kindly received by His Holiness Dalai Lama last year. We are counting to receive his support and blessings to encourage populations to embrace Money of Good as an auspicious path to raising consciousness and live in harmony in this planet.

## BIG VENTURE PARTNERS

In order to expand the Money of Good operations over the global market by making MEMO, MOG's brain-sensor available for purchase in large scale, we intend to covenant with big business players like Elon Musk, Robert Herjavec, Lori Greiner and/or Richard Branson.

In this way, the sales of MEMO will boost the global expansion of the MOG network consolidating the system.

# MOG CORE TEAM



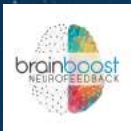
## MARCELO BOHRER - head of strategy, founder

Marcelo Bohrer is a specialist in design thinking and a visionary. With deep experience in finding solutions to complex scenarios, Marcelo acted as a teacher of Idea Design in important Universities in Brazil. He also created and directed several innovative enterprises with a wide impact. Marcelo also has a long track of spiritual exploration, especially about Buddhism. [www.marcelobohrer.com.br](http://www.marcelobohrer.com.br)



## CAROLINE BALDASSO - Neuroscientist and Researcher

Caroline has a Master of Science in Neuroscience, Mindfulness and Contemplative Practices. She has been holding several Studies focused on human behavior, consciousness, spirituality, better living and wellbeing, brain-mind and body connections. Certified mindfulness and meditation instructor.



## BRAINBOOST NEUROFEEDBACK LABORATORY Directors Tobias und Philipp Heiler

**Brainboost.de** develops the most advanced neurofeedback applications to promote the better mental health of society aiming to make these benefits accessible globally. The company masters the technology (soft and hardware) for the production of the MOG's brain-sensor MEMO.



## KOHO MONK - Buddhist Economics

Ordained as a Monk in Zen Buddhism, Aikido and Yoga Instructor. Therapist trained by INFAPA - Findhorn (Scotland), "Climate Ambassador" - Krögerup Højskole (Denmark), Simplicity Facilitator - Schumacher College (England). - Tutor at Economic Dimension of Gaia Education - Design for Sustainability Programme.



## VALKIRIA Design Studio - industrial design

Valkiria uses creative intelligence to develop design-driven strategies to create better and more innovative products, brands and experiences. Project leaders: Moisés Hansen and Matheus Pinto



## FELIPE BENITES CABRAL - Technologist I Developer

Operations Executive of Data Science Brigade. He was one of the founders of Catarse.me first Brazilian platforms for crowdfunding, crowdsourcing and crowdlearning and of the Serenata do Amor Operation, an artificial intelligence system for social control of the public administration.



## JULIO L R MONTEIRO - Holochain specialist

Julio is a developer and architect of distributed, cryptographic and intelligent solutions. He is postgraduated in Artificial Intelligence and Cognitive Sciences and has more than 18 yrs of experience in open source projects, Machine Learning and Blockchain. He is also the co-founder of the Holochain Brazil community and founder of the co-living platform holocasa.org.



# MONEY OF GOOD

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## CONTACT

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