



SUMMARY




OBJECTIVE: RAISE \$2.000.000 FOR IRACAMBI, A BRAZILIAN NGO FOR THE PRESERVATION OF THE ATLANTIC RAINFOREST



INSIGHT: USE THE ONLINE TERRITORY FOR A MULTI SOURCE INDIVIDUAL FUND RAISING. UTILIZE EXISTING CONSUMER HABITS FOR A MUTUAL BENEFIT



EXECUTION: UTILIZE  AS A UNIQUE POINT OF CONTACT WITH IRACAMBI'S INDIVIDUAL SPONSORS. MAKE FUND RAISING A PART OF THE REAL GAME AND USE THE ONLINE GAME INTERFACE TO TRANSMIT THE NGO'S WORK, KNOWLEDGE AND PRINCIPLES



EXPECTED RESULT: RAISE THE US\$ 2MM + A CONTINUOUS FUNDING INCOME FOR IRACAMBI.