



# The Sustainable World Project

**Get a Life You Love => Get a World You Love**

A project which can solve all local, regional, national and global problems  
creating a world that works for all people by the year 2050

## **YOUNG WORLD LEADER PROGRAM 5 YEAR PROJECT PLAN**

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## 1 PROJECT SUBMISSION FORM

|                           |  |
|---------------------------|--|
| Project Principal:        | <b>Richard Alexander, born 24<sup>th</sup> Aug 1969 in the Netherlands</b>   |
| Project Organization:     | <b>SustainableWorldProject.com, founded in the Netherlands and operating in India</b>  |
| Project Name:             | <b>Sustainable World Project – Young World Leader Program</b>  |
| Project Type:             | <b>Humanitarian – Not for Profit</b>   |
| Project Duration:         | <b>From 2000 to 2050. Request for funding for 2020 to 2024</b>   |
| Project Funding:          | <b>One time grant of 7 million Euro</b>  |
| Project Location/Country: | <b>Young World Leader Empowerment Camps: India, Peru, Brazil, Rwanda, Indonesia, Costa Rica<br/>Empowerment Tour, Empowerment Platform and<br/>THRIVE Empowerment Centers: 212 countries</b> |
| Potential Impact:         | <b>The quality of life of 8 billion people</b>   |
| Organization's Websites:  | <a href="http://www.YoungWorldLeader.info">www.YoungWorldLeader.info</a><br><a href="http://www.SustainableWorldProject.com">www.SustainableWorldProject.com</a>                             |
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| Passport # / Country :    | <b>BN4123CD9 / Netherlands / lifelong visa India (OCI card)</b>  |
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| email Addresses:          | <a href="mailto:richard@SustainableWorldProject.com">richard@SustainableWorldProject.com</a>   |
| Teaser video:             | <a href="https://www.youtube.com/watch?v=ivRDucFzvaQ">https://www.youtube.com/watch?v=ivRDucFzvaQ</a>  |
| Submitted to:             | <b>Deepdisclosure.com</b>  |
| Submission:               | <b>February 3<sup>rd</sup> 2019</b>  |
| Legal Advisor / Phone:    |  |

## 2 Executive Summary / Abstract

The Sustainable World Project was started in the year 2000 by Richard Alexander. To launch it's Young World Leader Program we are repurposing our Dutch not for profit foundation and launch an NGO in India in 2019. The Founder will be Richard Alexander. During the time of our soft launch from 2015 to 2020 we will have a core team of Primary Continent Leaders growing to 50 people. Currently, Feb 2019, we have 6 Primary Continent Leaders.

The cause of ALL problems worldwide is our lower egoic consciousness. We can solve ALL suffering for ALL people by bringing the minds of a critical mass of people of the world population to a higher state of consciousness. Latest consciousness science and Ancient Wisdom from around the world informs us how a critical mass can change the collective consciousness. To increase our impact on the collective consciousness we will experiment with critical mass actions using pyramids, Sidereal time, thought coherence, heart coherence and more. References for scientific evidence and information are on the last page.

Our vision and objective is to create a world that works for all people by the year 2050. Our mission is to organize highly participative, authentic, empowering, interactive online and offline live community events where through participation in shared activities we connect the hearts and raise the consciousness of millions of people in 212 countries worldwide. Our founder Richard Alexander will teach a critical mass of 9000 young change makers worldwide to bring their minds to a state of unity or heart consciousness. These Young World Leaders will connect to thousands of locations with millions of people through audio and video and bring the minds of our participating audience to a higher consciousness. This will cause a **sustainable** shift in the collective consciousness and solve the problem.

The Young World Leader Program has four elements:

1. An online Empowerment Platform
2. The launch of THRIVE Empowerment Centers
3. The Primary Leader Training
4. 16 Young World Leader Empowerment Camps

Richard Alexander graduated top of his class, Cum Laude, as Civil Engineer, was CEO of a European IT company, and is currently active as founder of the Sustainable World Project and Author of the Young World Leader Program. He is joined by 5 Primary Continent Leaders for Africa and 1 for South East Asia. By August 2019 we will have a total of 10 Primary Continent Leaders in the team. We are in 5 different funding processes, one being self funded. The others via the Red Dragon family, Deepdislosure.com, 'the Sedona Connection' and companies like A.E.G. We are in the process of creating our collaboration with the Maharishi Network, Humanity's Team, Heart Math, Ubuntu Contributionism, The Venus Project, Disclosure Project, Thrive Movement, the Art of Living and more. All these organizations have a global reach. When a grant is given we will employ 13 more Core Team Members. If we self fund then we will use Primary Continent Leaders for all roles.

Future plans involve the making of an interactive movie. This will be facilitated by Young World Leaders worldwide and involve millions of people. This movie will show the real past of humanity, then will have an interactive dialogue with the participating audience worldwide and last it will show the wonderful inspiring future waiting to be claimed by humanity.

After the grant, we will sustain the project financially by inspiring a participating audience who will be paying a monthly subscription fee. Backup plans are in place if we do not reach our target numbers.

## 3 The Sustainable World Project

### 3.1 Introduction of the Young World Leader Program

The Young World Leader Program will instill higher consciousness values and skills through participation in online and offline local, domestic and international interactive events using guided dialogues, light, sound, movement and touch designed to transcend the Egoic conditioned mind. These sessions will lead to unprecedented experiences of unity consciousness in a critical mass of initially 750 and later 9000 young people. These 9000 young people will bring the same unprecedented experiences to a participating audience of millions of people. As all consciousness is connected these experiences will bring forth new thoughts and new ways of being in the collective consciousness of humanity. This will lead towards new ways of communication, new types of action and new ways of collaboration. These new ways of collaboration will lead to a sustainable world; a world that works for all people by the year 2050.

### 3.2 History

Through many pilot projects the 9 transformational programs of the Young World Leader Program have been tested, evaluated, modified and re-tested over the last 20 years. In 2015 we started our 5 year soft-launch ([Watch Video](#)) including the launch of our online Empowerment Platform. March 2016 we started a 1 year pilot to train one youth leader. ([Watch Video](#)) June 2016 we have started the first THRIVE Empowerment Center in Bangalore, India. In May 2017 we have started the first of 5 pilot Young World Leader Empowerment Camps. In 2018 and 2019 we have reached out to more than 100.000 youth leaders and started the pre-selection process for finding Primary Leaders. We are currently (April 2019) interacting with 100 youth leaders in our weekly session, 98 in our Welcome Group, 159 in our chat group and out of that there are 24 in the potential Primary Leader group and so far we have chosen one Primary Continent Leader. We promote on Facebook and select on WhatsApp.

### 3.3 The Need

#### What is the Need

Billions of people are suffering on a daily basis. Humanity needs to be assisted to overcome this suffering. Humanity needs to be assisted to move from a young immature violent species, controlled and manipulated by secret rulers, fighting and competing for survival, to an awakened higher consciousness society thriving in abundance for all beings.

#### Why is there a Need

The world is currently in a phase where chaos, violence and suffering is waking up humanity. Technology has evolved faster than consciousness and secret rulers with insane agenda's have brought our world at the brink of destruction. As humanity awakens to unity consciousness worldwide, there is an urgent need for higher consciousness programs. These programs will avoid further, possible severe, consequences coming from an old egoic mindset and will assist humanity to a new golden age.

#### What is the Problem that Creates the Need

The lower egoic consciousness is the default state of mind (also known as Beta state) for most people most of the time. The judgment, which comes automatically and frequently in this state of mind, brings an almost continuous, often subconscious experience of separation. The ongoing identification with painful, negative thoughts and feelings leads to unconscious violent communication and action. This is as well to ourselves, as to each other, as to our environment. It causes tremendous suffering for billions of people. It causes a world which does **not** work for all. **The lower (egoic) consciousness is the root cause of all problems worldwide.**

### 3.4 Six Statistics that Support the Reality of the Problem

1. War - around 200 million deaths in the 20<sup>th</sup> century only  
<http://necrometrics.com/all20c.htm>
2. Hunger – 805 million people go to bed hungry - (September 2014)  
<http://www.trust.org/spotlight/Hunger-facts-and-stats>
3. Poverty- 2 billion people live in poverty - (July 2014)  
<http://www.rt.com/news/175208-un-development-report-poverty/>
4. Crime – every minute someone is murdered in our world (2012)  
[https://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_intentional\\_homicide\\_rate](https://en.wikipedia.org/wiki/List_of_countries_by_intentional_homicide_rate)
5. Depression – more than 300 million people are suffering from depression  
<http://www.who.int/mediacentre/factsheets/fs369/en/>
6. Suicide – yearly 1 million people commit suicide and 20 million make an attempt (2011)  
<http://www.medicalnewstoday.com/articles/234219.php>

### 3.5 What Happens when this Project is Not Started

My personal experience and my research tell me that our world will awaken no matter what. Universal Laws governing evolution will take care of that. I believe it would be my ego talking if I said that without this project the world will not transform. However, I do believe that this project can support reducing the duration and the intensity of the transition. It will therefore reduce the suffering for billions of people. In this we find our purpose.

### 3.6 Solution

The solution to the problem is to shift the global collective consciousness from lower egoic levels to the higher levels where we experience unity consciousness. For this to happen we need to slow down the mind from the default state of Beta to Alpha, Theta or Delta. The Young World Leader Program will unite 9000 Young World Leaders. They will cause a sustainable shift in their consciousness and the collective consciousness in two ways:

1. Tangible: Through Worldwide Interactive Events on our Empowerment Platform, Young World Leaders will impact the consciousness of millions of people on thousands of locations by inspiring participation in shared activities. The Vision 2024 PDF shows how this looks. [Read PDF Vision 2024](#)
2. Intangible: The moment that we have a critical mass of Young World Leaders experience a higher consciousness, (brain activity down to Alpha, Theta or Delta) then it will impact the collective consciousness as all consciousness is connected as one. This means that all people here on earth will instantaneously start experiencing a new quality of life. This is scientifically proven by the latest consciousness science and known under different labels like the meditation effect, extended Maharishi effect or the 100<sup>th</sup> Monkey Effect. This effect can be strengthened by the use of Pyramids, specific time slots like 1:30 Sidereal time, by using techniques, like from Heart Math and/or others, to create more coherent thought and heart waves. We are continuously doing research to find more and more effective distinctions to raise the collective consciousness. All these distinctions will be embedded in our Miracle Healing session from the Healing Program. More information on some of the above 'out of the box' solutions on the last page of this document.



### 3.7 The Four Elements of the Young World Leader Program

1. The online Empowerment Platform, which is hosting different interactive events for a Participating Audience by Young World Leaders from each and every country worldwide.
2. The THRIVE Empowerment Centers, governed by the Young World Leaders themselves, as a local structure to sustain the work after the camps.
3. The offline Primary Leader Training in Bangalore, India.
4. The 5 Pilot Camps and eleven 6-week long Young World Leader Empowerment Camps.

#### **The online Empowerment Platform**

Starting July 2016 we were hosting 10 weekly sessions on Skype and Zoom in our soft launch phase. The platform also uses Facebook and WhatsApp groups for Primary Leader selection. The Platform will connect the THRIVE Empowerment Centers and the Camps with a Participating Audience. For reaching 8 million people in 2024 the Empowerment Platform will use Zoom to host, will broadcast live, use a global chat program to interact with all people and Skype or WhatsApp Buddy calls for plenty of individual interaction. To understand our Empowerment Platform in the Soft Launch phase click the following link: [Watch Video](#)  
To understand the platform in the future click the following link: [Read Vision 2024](#)

#### **The THRIVE Empowerment Centers**

After the training camps, the Young World Leaders return to their home communities, where they are guided to establish THRIVE Empowerment Centers to sustain and springboard the work (and the new awareness that accompanies it) to the broader community and the world at large. THRIVE Empowerment Centers are places where members of communities come to empower and enable themselves. A place where one can discover oneself and one's purpose. We have observed that when one finds one's purpose – their authentic self-expression – they become a member of society who is playing an active role in the advancement of society. To understand THRIVE Empowerment Centers in more detail click the following link: [Read PDF](#)

#### **The Young World Leader Empowerment Camps and Empowerment Tours**

9000 children and young adults from around the world participate in a series of camps where, for a period of six weeks, they live and learn together in environments which are conducive to advanced learning and personal growth. Through the use of sound, light, movement, breathing, meditation and healing, they are taught how to return their minds to the natural state of Alpha. They learn to dis-identify of negative thoughts and feelings and develop love centered habits revolving around 6 heart virtues - Appreciation, Compassion, Forgiving, Humility, Understanding and Valor.

After the camps there will be Empowerment Tours for the Primary Continent Leaders to give them additional exposure to the worldwide local communities, but also to meet with scientists, inventors and other people working on creating a sustainable world. In the Empowerment Tour we will visit our partnering schools, go to sacred sites to meditate, visualize and manifest a new Golden Age. We will be online connected to our Participating Audience through the Empowerment Platform.

#### **The Young World Leader Training**

Primary Continent Leaders will start with training on location in Bangalore, India. Boarding will be included. By December 2020 we aim to have reached a total of 50 Primary Continent Leaders. They will play a key role in launching the Young World Leader Program.



### 3.8 Benefits of our work

#### Overall Benefits

Unprecedented experiences of oneness in the collective consciousness. In other words: unprecedented experiences of Love, Joy, Freedom, Full Self Expression, Playfulness and Peace of Mind for ALL people.

#### Six Specific Benefits of Being in a State of Higher Consciousness

When we shift to a higher consciousness, brain activity reduces. The state of mind will shift from Beta to Alpha, Theta or Delta. This will:

1. Relieve stress and promote a lasting and substantial reduction in people prone to violence and/or states of anxiety.
2. Facilitate a deep physical relaxation and mental clarity.
3. Increase verbal ability and also the performance IQ.
4. Better synchronize the two hemispheres of the brain.
5. Recall mental images live and spontaneous imaginative and creative thinking.
6. Reduce pain and suffering, promote euphoria and stimulate the release of endorphins.

#### Skills which will be Improved

The following skills will be strengthened in the consciousness of the Young World Leaders.

- Non-Violent Communication Skills - Leadership Skills - Critical Thinking Skills
- Social Skills – Complex Problem Solving Skills - Non Judgmental Listening Skills
- Decision Making Skills - Observation Skills - Conflict Management Skills
- Reflection Skills – Non verbal Communication Skills – Manifestation Skills

#### Values which will be strengthened

The following key values will be strengthened in the consciousness of the Young World Leaders. Acceptance, Authenticity, Compassion, Commitment, Courage, Faith, Initiative, Joy, Peace of mind, Self esteem and Playfulness. To see the full list of 106 values which will be strengthened in the consciousness of the Young World Leaders click: [Read PDF all Values](#).

#### Benefits for our Partners

Through our online Empowerment Platform we will promote our partners and their missions to millions of people. This will forward the fulfillment of the objectives of all our partners. Worldwide exposure will accelerate all projects creating a world that works for all.

#### Benefits for Humanity

Every time we cause our critical mass of 9000 young people to be in a state of higher consciousness, there will be a quantum jump in the collective consciousness. This means instantaneous improvement of quality of life for ALL human beings. Instantaneously all the above values, skills and benefits in the consciousness of the 9000 Young World Leaders will become available for humanity at large without tangible interaction.

### 3.9 Objectives

**2020** => Five Young World Leader Pilot Empowerment Camps have delivered 50 Primary Continent Leaders. In camp P4 five Primary World Leaders will be chosen out of the 50 Primary Continent Leaders.

**2024** => Six Young World Leader Empowerment Camps have delivered 936 Country Leaders. Camp 7 will facilitate a first 6 week long global critical mass action at Pyramid Valley at 1:30 Sidereal time to start shifting the global collective consciousness for 1 hour per day. Through Worldwide Interactive Events 1.596 Young World Leaders are in unity consciousness for 1 hour per month on our online Empowerment Platform with 0.1% of the world population, causing



these 8 million people to experience unity consciousness for 1 hour per month. Daily a growing 1600+ community of Young World Leaders and Country Leaders impact the collective consciousness of 4 billion people for 1 hour during the 1:30 Sidereal time slot.

**2026** => Five more Young World Leader Empowerment Camps have delivered 9000 Young World Leaders. Through Worldwide Interactive Events these 9.000 Young World Leaders are in unity consciousness for 2 hours per week on our online Empowerment Platform with 1% of the world population, causing these 80 million people to experience unity consciousness for 2 hours per week. Daily a growing 9000+ community of Young World Leaders impact the collective consciousness of 8 billion people for 1 hour during the 1:30 Sidereal time slot.

**2028** => Through Worldwide Interactive Events 50.000 Young World Leaders are in unity consciousness for 2 hours per day on our online Empowerment Platform with 10% of the world population, causing these 830 million people to experience unity consciousness for 2 hours per day. Daily a growing 50.000+ community of Young World Leaders impact the collective consciousness of 8.3 billion people for 1 hour during the 1:30 Sidereal time slot.

**2030** => Through Worldwide Interactive Events, with 8 three hour shifts of 50.000 Young World Leaders each, a total of 400.000 Young World Leaders is in unity consciousness throughout the day. On our online Empowerment Platform anybody in the world population who wants to 'recharge', there is an opportunity for anybody at any location at any time to shift from egoic to unity consciousness.

**2050** => a world that works for all people.

### **3.10 Methodology / How is the Solution delivered**

As not all people are comfortable with meditation we have developed many different ways to facilitate the shift in consciousness. Here is a list of different activities we use on our platform to shift people's consciousness from the lower egoic range to the higher unity consciousness. As the amount of Primary Leaders is growing we will have more 'flavours' to offer. We can add programs revolving art, sports, cooking and more. Remember there is no 'right way' to raise our vibration. It is highly individual. People can choose any program they love, any program that resonates with their heart.

1. Transformational Interactive Dialogues. (TID) - 20 years of experience
2. A Rhythmic Movement Program. (RMP) - 25 years of experience
3. A Vocal Expression Program. (VEP) - 7 years of experience
4. A Healing Program. (HP) - 22 years of experience
5. A Wellness Program. (WP) - 24 years of experience
6. A Spirituality Program. (SP) - Breathing, Chanting and Meditation - 5 years of experience
7. An Awakening Program. (AP) - 6 years of experience
8. A Reconnection with Earth Program. (REP) - 6 years of experience
9. A Projects Program. (PP) - 22 years of experience

### **3.11 How does it Work and Evaluation**

We will teach the young people:

1. to not look at the outside world as an isolated independent system
2. to focus on the inside, which changes the outside
3. to focus on who they are being in the present instead of performing unconscious action to obtain material (money, car, house, partner, the right body) or mental positions (being CEO, being famous or being rich).



4. to work from inspiration instead of judgment. We stop launching projects because 'something is wrong'. We launch projects as an expression of love through the personal purpose of the Young World Leader.
5. to focus on empowering non violent communication and non judgmental listening instead of reactionary (Egoic) intellectual and righteous talking.
6. how to unite the world by creating a 'bigger' context of a 'Sustainable World that works for all' (understand how this works by watching the movie Invictus where Nelson Mandela unites his country using the same principle)

Our continuous question 'What's present' creates an observer in the mind which brings out the thoughts in the conditioned mind. By non judgmental listening these thoughts are accepted and lose the power to dominate the mind. Unconditional acceptance is one of the key values of unity consciousness and through the process of asking this question repeatedly judgment reduces and the personal power (experience of oneness a.k.a. true universal love) starts to grow. The young people will dis-identify from judgmental thought of their egoic conditioned minds. They become more conscious; they become self aware. By continuous repetition of this question, we create more coherent thought waves in large groups of people and shift the collective consciousness towards the experience of oneness.

In our Transformational Interactive Dialogue (TID) Program we use real life stories. These stories are delivered by our founder Richard Alexander who playfully creates a safe environment where insights bring subconscious belief systems to the conscious. There we can evaluate and make a new choice if a belief system does not serve us. Facilitating these stories online in Worldwide Interactive Events will impact the mindset of millions of people. Over time Young World Leaders will take over the facilitation of this TID program and the 8 other programs for radical transformation.

The Awakening Program will awaken a critical mass of 9000 young people to what has truly been going on in our world. This program will explain to them how we can overcome our worldly problems by shifting our consciousness. Latest consciousness science shows how we can transfer this awakening to the collective consciousness. Instantly people will know what has truly been going on without tangible interaction. This can be explained through the story of 100 monkeys. [Read the story.](#)

As all minds are being in a state of Alpha or higher, people will be inspired by the experience of unity consciousness. When we are BEING inspired we will think in positive, loving and constructive ways. These thoughts will lead to new dialogues, new collaboration and new inspired action. A critical mass of people taking inspired action will lead to worldwide projects created from a realm of unity consciousness. This will lead to a world that works for all.

### Evaluation

1. We will measure the state of mind of the Young World Leaders during the different activities. (Alpha, Beta, Theta or Delta)
2. When we start doing the critical mass actions and the larger interactive events we will measure the local, domestic and global decrease in the following six statistics. War – Hunger – Poverty – Crime – Depression – Suicide. We will also connect with the Global Consciousness Project and measure the impact we have on the collective consciousness.

### 3.12 Qualifications of the Organization / Why by us

Most programs have failed to uplift humanity in a sustainable way as they were still largely facilitated from the old lower egoic consciousness; a paradigm based on 'talking, words, doing



and having'; a paradigm based on secrecy, separation, division, competition, comparison, winning, being the best, being special, entertainment without a context for enlightenment or entertainment without participation. A paradigm where people mostly operate from ego and identity as they do not feel safe enough to be their authentic selves. As people, with no doubt with wonderful intentions, are trying to do good work, but operate from lower egoic consciousness they still add violence to the collective and sustain an unworkable world.

Einstein said: "A problem cannot be solved with the same consciousness that created the problem!" This makes it clear that **FIRST** we need a shift in consciousness, next we can solve our worldly problems. **However, it is VERY difficult for people to get that the ONLY thing there is to 'DO' is to 'BE' in unity consciousness. People are addicted to 'DOING' and when we operate from lower consciousness we actually add to the problems in our world. First we need to create ongoing experiences of love, joy and peace of mind. This is what the Worldwide Interactive Events and Critical Mass Actions are for. A vehicle, a system that repeatedly (first monthly, then weekly, daily and finally ongoingly) brings people back to love, joy and peace of mind. From that space of higher consciousness action will start flowing effortlessly. This will produce unprecedented results.**

The unique skills of our founder Richard Alexander which he has acquired through his life experience play a major role in the beginning. He will inspire the Young World Leaders to facilitate our events from a higher consciousness based on genuine, non-violent communication and non-judgmental listening. This will lead our participating audience to feel safe enough to transcend the old paradigm of egoic separating thought. They will start to experience how wonderful and powerful they truly are. They will start to experience true **unconditional** love, joy and peace of mind. (state of Alpha and higher) In a state of Alpha people automatically claim their power as they get connected to all that is. If we are connected to all that is, then we can influence all and therefore heal all and solve all.

## 4 The Company

### 4.1 Description and History of the Organization

Our Sustainable World Project aims to satisfy the demand of young people to create a sustainable world by offering our online Empowerment Platform, our Young World Leader Empowerment Camps and our support for them to start THRIVE Empowerment Centers. The demand for change gets fulfilled by empowering and uniting the young people so they transcend limiting Egoic thought and start relating to themselves as powerful non-violent change makers.

In the last 20 years various elements of our work have been governed from private limited companies and not for profit foundations. For our Young World Leader Program we are repurposing our not for profit foundation in the Netherlands and we are starting a new legal entity in India in 2019. Probably a Sole Propriety initially and then later an NGO or private limited company.

### 4.2 Legal Structure and Articles of Incorporation

In 2016 the entity 'SustainableWorldProject.com' was started as a not for profit foundation in the Netherlands. The articles of incorporation are available on request.

### 4.3 Board of Directors Netherlands

1. Richard Alexander – Founder and Chairman



- 2. Simone Stegehuis - Secretary

**Advisory Board**

- 1. Sunitha Sridhar – Best Friend - support with overcoming cultural differences in India
- 2. Ramesh Mandur – Founder Vidyaranya – our NGO partner for India

**4.4 The Role and Value of the Advisory Board**

Support with the implementation of the vision, branding, internet presence, marketing and communications. Coordinating operations in India. Guarding the quality of the work.

**4.5 Employees**

We aim for employees to work part time. This way people can reduce stress and spend more time in a state of higher consciousness (which is important in this project), spend more time with family, pursue other commitments and we avoid some of the ego clashes. Employees can take the support of Primary Continent Leaders, Country Leaders and Young World Leaders to produce the desired outcome. As long as no external start-up funding is available or cash flows are too low we will use the Primary Continent Leaders to fill all the roles of the Core Team. With external funding we will start hiring 13 part time employees at the beginning of 2020 and expand to a total of 26 (2 people per role into 13 roles) people for the roles of the Core Team. The basic idea is 2 people working part time per role. Role number 6, Visionary and Training Facilitator is managed by the Founder Richard Alexander.

**Core Team**

- 1. Fund Raising & Financial matters
- 2. Project Manager
- 3. Marketing & Promotion
- 4. Sales Manager
- 5. Communication
- 6. Visionary and Training Facilitator
- 7. F&B Manager
- 8. Well-being Manager
- 9. Executive Assistant
- 10. Video Artist
- 11. Secondary Leader
- 12. New Technology / Website Manager
- 13. Organic Garden
- 14. Media

**Local Support Bangalore**

- Security Guard
- Cleaning Staff
- Office Assistant
- Driver

**Primary Leaders**

- 5 Primary World Leaders
- 50 Primary Continent Leaders
- 936 Country Leaders

**4.6 Volunteers and Other Resources**

We will use volunteers and/or Young World Leaders for translation, support in producing the camps, facilitating the activities in the camps and/or Worldwide Interactive Events. We will hire local organizations for managing some of the company and legal matters, accounting, arranging audits and tax work.

**4.7 Intellectual Property**

There is no intellectual property as we strive to work in a 'higher consciousness' paradigm without ownership. There is no concern for organizations or people to (mis)use our 'material' as it is not our material which brings the unique value, but the intangible higher consciousness.



This consciousness has come through the life experience of our founder. It cannot be replicated without going through similar processes. People with similar consciousness will always look to collaborate. People with lower consciousness will not succeed with our 'material'.

## 5 Marketing Plan

### 5.1 Industry Description and Outlook

Youth empowerment is a worldwide encouraged industry. Governments, the corporate world, other organizations and individuals all endorse to empower the young. However, due to a lack of exposure to truth, while being brain washed by our media, most people are not (fully) aware that 'reality' is a function of consciousness. Therefore most organizations are focusing on changing the external physical world while (largely) ignoring the inner world. Our niche is to change the inner world, in other words to shift the mindset or raise the consciousness.

As young people are revolting worldwide ([Read one example.](#)) it is the perfect time for us to step in and assist them in their awakening. Observing how many young people reach out to higher consciousness movements like the Thrive Movement, the Disclosure Project, Ubuntu Contributionism, the Venus Project, Humanity's Team and others, the outlook looks positive for our 'Industry'.

### 5.2 Young World Leader Profile

**Young World Leaders are:** English Speaking, age 10 to 29 years old, having access to a fast internet connection, you are active, creative, rich in initiative, open minded, eager to learn, eager to change the world, interested in becoming a full time change maker and ready to embrace differences. (country, culture, religion) You want to be at service, you are self empowered, you have completed your schooling, are about to complete your schooling or are ready to switch school and complete your education at our THRIVE Empowerment Center in Bangalore, India. You are self educated or you are from a progressive school, a school which promotes meditation or a school which is active in creating and/or promoting a sustainable world in other ways. You are ready to spend **all** time up to the year 2050 to change the world, you are a child of awakened, active and supportive parents who respect your free will or you are strong enough to stand up for yourself.

### 5.3 What are their Critical Needs?

We identify 4 critical needs: Belonging, Mastery, Independence, Generosity.

Our Young World Leader Program addresses these 4 needs through offering the following 8 elements. [Read PDF Critical Needs Target Market](#)

### 5.4 Where are they Located?

We will find powerful youth in the world of music, dance, schools, colleges, universities, youth movements or any other group or community where young people are empowered. These youth are often a member of a family which has:

1. overcome difficulty
2. aware parents and/or grand parents
3. learned from mature teachers, masters or Gurus

We are finding youth through Facebook by sharing in youth groups and / or other (higher consciousness) movements around meditation, peace or sustainability. After 5 years of doing pilots at schools we will start approaching schools for long term collaboration in 2019. In these

schools a self selection procedure will generate one youth per school with the potential to become a Young World Leader.

## 5.5 Size of the Market and Market Share

- Around 12.7% of the world population is between 10 and 25 years old in 2015. <http://populationpyramid.net/world/2015/>
- Approximately 17% of the world population is speaking English. [https://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_English-speaking\\_population](https://en.wikipedia.org/wiki/List_of_countries_by_English-speaking_population)
- This gives a total size of the market of 157 million young people. With 4 billion internet users in 2018, we assume that most of these 157 million are already online. <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- Out of 160 students who volunteered to be part of our pilot in 2014 we identified 1 student who fitted the Young World Leader profile best. This gives a final market of about 1 million English speaking, internet connected powerful young change makers between the age of 10 and 25.

### Market Share

We focus on the most committed of the extraordinary youth. The 1 out of a 100 of the best. The ones with such a strong sense of commitment that they will dedicate their entire life to transforming our world. To find our 9000 Young World Leaders within 1 million powerful young change makers we will need to acquire a 0.85% of the market.

## 5.6 Unique Selling Proposition

1. Our context is not teaching anything which you can do right or wrong. Our context is focused on experience or in other words consciousness while being together in a shared activity. We inspire and impact through our being / consciousness.
2. Our ability to transfer higher consciousness values and skills through providing a non judgmental, non-authoritative, transparent, playful and genuine environment. It creates a safe and joyful space where (young) people open up, accept themselves and claim their power.
3. Our vision for a world that works for all is detailed till the year 2150.
4. A low entry barrier by having an average 5 Euro monthly subscription fee for the Empowerment Platform.
5. Our awareness that problems are NOT solved by focusing on them, talking about them, resisting them or fighting them. The only thing to 'do; is to create a shift in consciousness for 9000 Young World Leaders. As we do so we change the collective consciousness. All people's minds are connected to the collective consciousness. **This means that we will literally change the minds of people who previously caused 'problems' by their lower egoic consciousness without tangible interaction with them.**

## 5.7 Pricing, Positioning and Offers

To create a low market entry barrier we position our Young World Leader Empowerment Camps at a starting price of 25% of the net monthly family income. To cover the cost we use income from the monthly subscription of our Participating Audience. Over time we will increase the price of the camps to 150% of the net monthly family income so together with other revenue streams the camps will become sustainable within 5 years. To guarantee a specific budget for the camp, while providing equal opportunity, we will pre-define income groups so we know upfront how

much income our camp will generate. For more detail please download our excel sheet and look at the page 'YWLEC Base Table': [Download Spreadsheet in Excel Format](#)  
[Download Spreadsheet OpenOffice Format](#)

For the Participating Audience (PA) we position our Empowerment Platform at an average price of 5 Euro for the monthly subscription. To create equality in opportunity we will set the price using 4 categories of family income depending on the demographics of the participants.

For the Young World Leader Empowerment Camps and Empowerment Platform we can adjust the registration fee looking at our cash flow, the strength of our Young World Leader brand and the average income of people in the targeted area.

## 5.8 Marketing Materials and Promotions

1. Young World Leader Program and Sustainable World Project videos.
2. Young World Leader Program and Sustainable World Project PDF's for promoters, participants, parents, youth movements, partners, schools and the public.
3. Web pages.

## 5.9 Competitive Analysis

As part of our work is the shift from competition to collaboration we see two possibilities. When other organizations are operating in the old paradigm, then we will attract our market by our unique ability to bring value. (See our Unique Selling Proposition). When other organizations operate in the new paradigm, then they will be happy to explore collaboration. For our competitive analysis we are looking at Youth Leader, Yes!, WE, Taking it Global, Roots and Shoots, Children of the Earth and Generation Waking Up. Download our initial 2 page research: [Read PDF Competition](#)

Based on the research that we have done so far it would appear that although some youth movements do focus on spiritual unity, it would seem they are more interested in launching projects and exchange dialogue, rather than getting a critical mass of youth into a ground state of unity consciousness, as we have planned. Another thing is that there are very few youth movements who have connections to organizations like the Thrive Movement, Ubuntu Contributionism, the Venus Project, the Sedona Connection or Deepdisclosure.com. This is going to be one of our advantages in moving forward. Another advantage is our miracle healing program and knowledge of ancient wisdom hidden for the mainstream. This will also give us an advantage over the competition as they focus mainly on externals instead of solving the true cause of all problems. The true cause of all problems stems from internals => consciousness!

## 5.10 Strategy

Numbers and monthly cash flow for as well funded by grant as self funded are found in: [http://www.sustainableworldproject.com/downloads/Process\\_SWP\\_2020-2024.xls](http://www.sustainableworldproject.com/downloads/Process_SWP_2020-2024.xls)  
[http://www.sustainableworldproject.com/downloads/Process\\_SWP\\_2020-2024.ods](http://www.sustainableworldproject.com/downloads/Process_SWP_2020-2024.ods)

### 5.10.1 Broad Strategy for creating a Critical Mass of Aware Leaders

**2020 to 2030** => Founder, Primary World Leaders, Core Team and other aware leaders focus on empowering the Primary Continent Leaders.





**2030 to 2040** => Primary Continent Leaders focus on empowering the Country Leaders.

**2040 to 2050** => Country Leaders focus on empowering Young World Leaders.  
Obviously the above processes will also unfold parallel.

**5.10.2 Broad strategy Critical Mass Actions**

From July 2024 onwards we use our critical mass actions to shift the collective consciousness. This shift will be brought directly through consciousness (the intangible way) and through the Worldwide Interactive Events (the tangible way). The 9 programs for radical transformation from chapter 3.10 will be used in this strategy. We will start by building a powerful, authentic, transparent relationship with our Participating Audience. This will create the 'space' to expand their awareness. Then we create awareness:

1. around the past corruption in the financial control systems and all other sectors in our world. (arts, environment, media, education, economics, pharmaceutical, government, energy, justice, relations, science, spirituality)
2. around how our minds, brains and consciousness works
3. through programs that heal the past, invite you to live in the Now and Co-Create a beautiful vision for the Future.
4. through exposure to Thrive Movement, Ubuntu Contributionism, the Venus Project and more.
5. around the opportunity to move from scarcity income to basic income to abundant income to a moneyless society.
6. through disclosure of new energy solutions, new transportation solutions, Secret Space Programs, ET's and more. Steven Greer, David Willcock, etc.

**5.10.3 Broad Strategy Healing, Disclosure and Projects**

Abbreviation for programs are found in chapter 3.10.

**2024-2026**

Facilitate the 9 programs for radical transformation for 2 years for 0.1% of world population – 8 million people Participating Audience. The TID Program builds a powerful relationship. In that space we can disclose (Awakening Program) while heal (Healing Program, Spirituality Program, Transformation Interactive Dialogue Program, Rhythmic Movement Program, Reconnect to the Earth Program, Vocal Expression Program, Wellbeing Program) while fix the world through Projects Program. As funds increase we will bring UBI (Universal Basic Income) to these 8 million people spread over 212 countries so in a slow guided process we transform our monetary system from scarcity to basic income, to decent, good, great and abundant income. Once people get abundant income they will naturally stop the process of trading services and goods for money as they have enough money. They will shift from conditional paradigm of exchange (money for goods and services) (scarcity, fear based) to unconditional paradigm (goods and services given without conditions) (abundance, love based)

**2026-2028**

Facilitate the 9 programs for radical transformation for 2 years for 1% of world population – 80 million people Participating Audience.

**2028-2030**

Facilitate the 9 programs for radical transformation for 2 years for 10% of world population – 830 million people Participating Audience.



## 2030 onwards

Facilitate the 9 programs for radical transformation for 2 years for entire world population.

In chapter 5.3 of the 'Game Plan' are some processes how we can shift towards a moneyless society. [Download Game Plan](#)

### 5.10.4 Broad Strategy for transcending identification with countries

1. Create Sustainable World Brand for companies with the highest levels of transparency, integrity and accountability.
2. Create life long Sustainable World Visa for Young World Leaders in 212 countries.
3. Transform mandatory education system into voluntary global learning environment where all youth can opt to become Sustainable World Leaders. They get this life long visa.
4. Over a period of 30 years we get 500 million Sustainable World Leaders with life long visa.
5. Organically humanity grows towards all people having this visa in few generations time.
6. As all people are then free to travel countries can become provinces of our planet. People can live where they want. Passports and visas become obsolete.

### 5.10.5 Broad Strategy for transforming our money system

1. Through Critical Mass Actions inspire a new mindset for an Unconditional Basic Income (UBI) system.
2. We start with an UBI for the Young World Leaders, then expand to the Participating Audience so we shift slowly with the recipients spread over the world to avoid chaos by too extreme moves.
3. Over time we increase from Basic Income to Decent, Good and finally Abundant Income.
4. As slowly more and more people will have abundant money, they will organically stop the conditional paradigm of Exchange and enter the paradigm of unconditional giving and receiving (True Universal Love)
5. As consciousness rises there will come a time that money is barely being used. It can be removed at that time. We have entered the era of moneyless societies.

### 5.10.6 Detailed Strategy for the first years

In 2019 five Young World Leaders will come to India on a long term volunteer visa. One is selected. Funds are getting in place through a combination of individual and group activities to raise funds and through selling of a property of the Founder in the Netherlands. In 2019 these five youth will inspire 5 more potential Primary Continent Leaders. (2 from the US or Europe and 3 from Bangalore, India) When self funded the Primary Continent Leaders take on the roles mentioned in chapter 7, otherwise we hire external professionals. These 10 leaders inspire the first school / college / university to register with 800 students.

Parallel we are already reaching out to hundreds of Facebook groups with youth movements, meditators, awakened youth (Indigo /Crystal children), young successful musicians or dancers, the network of partners and/or other (higher consciousness) organizations. This will generate the first 50 Primary Continent Leaders in 2 years time.

<http://www.sustainableworldproject.com/downloads/Process SWP 2020-2024.xls>

<http://www.sustainableworldproject.com/downloads/Process SWP 2020-2024.ods>

Next more schools will be contacted. The speed of growth is as per SWP Base Table in the Excel sheet mentioned above. We will setup offline and later online presentations at schools, colleges or universities. The schools will be invited to join the Empowerment Platform with at



least 800 students (or lesser students at a higher subscription fee), including the classes which are about to graduate. **We call these students 'Participating Audience Sponsoring Students'.**

With 2 hours per week we start providing value for the students. As we start interacting with the students we inspire them to reach out to their family, friends and others to enroll and register them into a paid monthly subscription becoming supporters of creating a Sustainable World. **We call them our 'Participating Audience Other'.**

We invite the graduating classes to go through a specific self selection process, which will select one student per school for joining a Young World Leader Empowerment Camp. Besides our regular marketing (mostly through Facebook and Twitter) this will also generate participants for the camps. The camps will be an organic selection tool for finding youth who want to dedicate their entire life to transforming our world. Being a Young World Leader becomes a paid position for them.

The family of the Young World Leader will be paying a one time percentage of their net monthly income towards the camp to express their commitment to support their child. The Young World Leader can be empowered to raise more money if our cash flows are still low. Basically their expenses for the camp should get covered by the 800 Participating Audience Sponsoring Students and the Participating Audience Other on the Empowerment Platform. The 800 students will pay an average monthly subscription fee of 5 Euro. (400 Indian Rupees) As said before we call these students 'Participating Audience Sponsoring Students'.

Through our Empowerment Platform they will be connected online to the Young World Leaders while the Camps are in progress. As the camps unfold, these 800 'Sponsoring Students' start to understand more of what we are aiming to accomplish and will experience moments of unprecedented inspiration. This will have them start spreading the word and now any person of any age who gets inspired can subscribe to become a member of the Empowerment Platform. As said before these people will be called 'Participating Audience Other'.

At the end of the camp the participants will understand what it takes to become a Young World Leader. It is at that time that they can claim the Young World Leader title by committing their full time to achieving our objective of a world that works for all people by the year 2050. By making this commitment, they have now created a job as a Young World Leader. A Universal Basic Income (UBI) will be paid to them on a monthly base.

Now per school we have secured a monthly budget of 800 students into 5 Euro. (5 Euro is 400 Indian Rupees) This monthly fee of 4000 Euro (Indian Rupees 320.000) of the 'Sponsoring Students' should be sufficient to cover the monthly expenses for one Young World Leader and our operating cost at that specific time. As we grow in schools so can our operating expenses grow.

A 25% of the income of the Sponsoring Students will go to supporting partners. These partners may encompass the school, college or university itself (15%), an organization linked to a network of schools, the Art of Living, the Maharishi network or any other party connected to schools worldwide (5%) and finally for every country we will choose one NGO (5%) (the NGO Vidyaranya is already chosen for India) with the highest integrity, accountability and transparency standards. (they will receive and distribute funds to NGO's nationwide)

In our Young World Leader Empowerment Camps we inspire the Young World Leaders to start THRIVE Empowerment Centers. The THRIVE Empowerment Centers will be the physical location for Young World Leaders of the same city to meet and share the value of our work with



the local communities. Here also the impact for the rural communities will start. The centers will all be connected to the Empowerment Platform. The back bone of our strategy is the online Empowerment Platform.

Our team will optimize this process by taking the practical learning of facilitating a camp and connecting with a school and bring this learning to facilitating the next camps and reaching out to the next schools. We start with 5 smaller pilot camps to optimize the process. We use a Fibonacci natural growth process for the camp participants and schools throughout the entire project where we grow slow in the beginning and faster in the end.

#### **5.10.7 Market Penetration**

1. Use Facebook and Twitter to reach out to youth leaders worldwide – This we already do and it works.
2. Connect with global (higher consciousness) movements who already have a network of schools. Maharishi, Art of Living, Youth Leader, etc. - We connected with the ISDC and this is currently in the pilot phase having visited a first college in Jan 2019. For other organizations we have made initial contact and with some more follow up we see this market penetration also happening.
3. Connect to governments through our partners like Vidyaranya, Art of Living and others – To be followed up upon at a later stage.
4. Backup option: Use our marketing budget to hire companies abroad with experience in marketing to schools so we assure working inside the local cultural paradigm. This way we use their expertise to penetrate the local markets abroad which will be foreign to us.

#### **5.10.8 Growth Strategy and Communication Plan**

Through social media marketing and our collaboration with organizations with a network of schools, colleges and universities we will fill our online Empowerment Platform with youth. Initially, when there is no brand awareness, this requires a lot of time and manpower.

Every school with 800 youth will self select one Young World Leader. This Young World Leaders will have 800 'Sponsoring Students' who are on our online Empowerment Platform as 'Participating Audience Sponsoring Students'. These 'Sponsoring Students' will invite their best friends and family who will join our online Empowerment Platform as 'Participating Audience Other'. As schools get new students they will automatically enroll into the Young World Leader Program. As students leave schools they will mostly take up a membership as 'Participating Audience Other'. Therefore our total Participating Audience grows organically once we have registered the school. 'As our supporting community grows, our amount of youth leaders, students and income grows. It will become easier to facilitate the next camp. The above will lead to an organic growth of our work.

If we do good work at the first school, then this should also lead to an organic growth by word of mouth towards other schools. The result will be that more schools in the same city will register. As we maintain our value add we will be able to move from working with local schools in the same city to schools in the same state. Next our work can spread to other states and finally to educational institutes abroad.

Through (co-branded) WIN-WIN collaboration with our partners we will create digital brochures, videos and web pages which will inspire more schools, universities and colleges into joining the Young World Leader Program. They will be attracted to this as it involves value for their



students, teachers and staff. It will bring global media attention, strengthening of their brand and being a partner in creating a world that works for all by the year 2050. We will offer them the latest and the newest higher consciousness training they will not be easily able to get anywhere else. For schools it will be a very exclusive opportunity to have one of their students becoming a member of our 9000 Young World Leaders who will transform our world. We invite the schools to a landing page where they can download detailed information on how to become a partner in creating a sustainable world. As we progress in time, schools and organizations managing a network of schools will be able to find us more easily. Through our online info they can include themselves in our program without much personal interaction from our side for this acquisition.

#### **5.10.9 Channels of Distribution**

Schools worldwide will send their most mature and awakened student to join the Empowerment Camp. Next we will use word of mouth, social media, alternative media, worldwide movements like Thrive Movement, Zeitgeist, Ubuntu, the Venus Project, the Disclosure Project, True Vision of Peace and more. We will connect with well known people who promote youth empowerment or are active as change makers like Steven Greer, Foster Gamble, Neale Donald Walsh, Dave Schmidt, Kev Baker, David Wilcock and more. Then we will reach out to their audience. We will also reach out to organizations promoting alternative or democratic education like AERO. We will contact celebrities with a track record of supporting good causes and reach out to their audience.

#### **5.10.10 Sustainability**

In 5 years we build a worldwide network of the first 1.596 out of 9000 Young World Leaders and we aim to create a participating audience of 6 to 10 million people. The monthly subscription fee gives the Participating Audience access to be a participant in all our online interactive events on the Empowerment Platform.

Initially we offer the camps for 25% of the monthly net family income. For making the camps sustainable we will increase this 25% to 150% during the first 5 years. This income together with the income of our participating audience is creating a strong cash flow and should be sufficient to sustain our work well within 5 years. (see our monthly cash flow)

In the camps we will identify the Country, Primary Continent & Primary World Leaders. They will empower all the Young World Leaders to start THRIVE Empowerment Centers in their region and they will support us in terms of manpower to sustain the work on multiple locations worldwide.

A Young World Leader gets his salary from the income of one school. The YWL is responsible to keep the school inspired. If the YWL does not perform and the school leaves our network the YWL loses his job. The risk for our organization therefore is limited.

#### **5.10.11 Backup plan**

In case of not budgeted expenses our cash flow after 16 months should be sufficient to carry that risk for easily 6 months or more. At the same time we can create a plan to increase our subscription fee for our participating audience. That way we create a new monthly budget which includes these expenses. If this also does not work out then the Young World Leaders will also have to raise funds for themselves until they are trained well enough to register schools in our program. Another option is to have the 10 THRIVE Empowerment Centers carry their own cost. To sustain the THRIVE Empowerment Centers we will also aim to detach as much as possible



from the system. The Young World Leaders at the centers can grow their own food and generate their own electricity.

If we are able to connect to companies like A.E.G. (or other producers of large scale live events) then we can setup a funding system through selling tickets / subscriptions for joining the worldwide interactive events.

### 6 Operations Plan

|     |         |      |   |
|-----|---------|------|---|
| P0  | May     | 2017 | Bangalore, India - Pilot Camp for 5 Participants – Complete   |
| PLS |         | 2018 | Setting up online Primary Leader Selection process - Complete   |
| PLT | Feb     | 2019 | Bangalore, India - Primary Leader Training 5 youth – in process   |
| P1  | Aug     | 2019 | Bangalore - Pilot Camp P1 for 10 Primary Continent Leaders  |
| P2  | Jan     | 2020 | Bangalore - Pilot Camp P2 for 18 Primary Continent Leaders  |
| P3  | Jun     | 2020 | Near Oxapampa, Peru - Pilot Camp P3 for 31 Primary Continent Leaders + Empowerment Tour   |
| P4  | Dec     | 2020 | Bangalore - Pilot Camp P4 for 50 Primary Continent Leaders  |
| 1   | Jun     | 2021 | Rio de Janeiro, Brazil - Camp 1 for 38 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in South America.  |
| 2   | Dec     | 2021 | San Jose, Costa Rica - Camp 2 for 55 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in Central America.  |
| 3   | Jul     | 2022 | Bangalore, India - Camp 3 for 89 Country Leaders + 50 Primary Continent Leaders. Empowerment Tour in Europe for 75 days.  |
| 4   | Jan     | 2023 | Kigali, Rwanda - Camp 4 for 144 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in Central Easter Africa.   |
| 5   | Jul     | 2023 | Bali, Indonesia - Camp 5 for 233 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in the Pacific.  |
| 6   | Jan     | 2024 | Bangalore, India - Camp 6 for 377 Country Leaders + 50 Primary Continent Leaders. Six week Empowerment Tour in India.   |
| 7   | Jul     | 2024 | Bangalore - Camp 7 for 610 Young World Leaders + 90 Country Leaders + 50 Primary Continent Leaders. For 6 weeks we do critical mass actions at Pyramid Valley. Empowerment Tour in US and Canada for 75 days. |
|     | Oct-Dec | 2024 | First 3 larger monthly Worldwide Interactive Events hosted from 10 stadiums reaching up to 8 million people Participating Audience Other.   |

**Note** - the pilot camps require 3-6 months of preparation time as the amount of participants is smaller and/or we are at our home base location in Bangalore. The other camps will have a 12 month preparation time which will be extensively detailed in our handbook. [Download unedited PDF Handbook](#) We aim to identify all Primary Continent Leaders in 2019 and 2020. We aim to identify the Primary World Leaders at the ending of 2020 in Camp P4.



## 7 Management Summary

**Fund Raising & Finance matters** - Experience in fund raising. Contact for accounting, cost estimation, release of budget, bank work and all other financial matters.

**Project Management** - Planning and sequencing, defining scope, execution, monitoring, controlling, risk assessment, hiring and firing of employees, communication, progress reporting, team leadership, strategy, partners, scalability, quality control.

**Marketing & Promotion** - Continuously updating of our marketing plan, internal communications, oversight of media products and media actions, staying up to date of latest trends, managing brand perception. Manages sales objectives, sales planning, negotiations, reminding our customers of payment, internal communications.

**Sales** - For managing the final registration of the YWL's. Manages sales objectives, sales planning, negotiations, reminding our customers of payment, internal communications.

**Communication** – Managing all communications to Partners, Schools, Media, our Primary Leaders, potential Primary Leaders through the various WhatsApp groups.

**Visionary and Leader** - Ensures we work towards our vision, leads the Camps, hosts the Empowerment Platform, inspires youth to start THRIVE Empowerment Centers, facilitates internal training and does research. *Richard Alexander*

**F&B Manager** - Manages the food & beverages during the camp, the empowerment tour and at the Young World Leader Training Center so all team members eat the most appropriate and healthy food for their well being.

**Well-being Manager** - Manages the well being of the visionary and team.

**Executive Assistant** - Documentation, administrative work, reporting, preparation, phone, research, compiling data, scheduling meetings, planning Camps and Empowerment Tours, meeting minutes, preparing correspondence, first point of contact.

**Video Artist** - Shoots and edits all photo and video material for marketing and communications.

**Secondary Leader** - Supports in managing the quality of the camp and the Empowerment Tour. Camp logistics, camp operations, communication to participants. Leadership support for the Coach.

**Innovator for New Technology / Web Developer** - Research into current, future and hidden technology needed for the Empowerment Platform and/or other aspects of our work. Managing our website.

**Organic Garden** - Growing organic fruits & vegetables, keeping bees, chickens, composting -

**Media** – All activities revolving the promotion of our work using the media -



## 8 Young World Leader Program Videos

1. This is the 'Teaser' video for our work. <https://youtu.be/IDvEqIO1F8g>
2. This is the 'Teaser' video with Personal Message from the Founder. <https://youtu.be/9qUV0KS7Z-w>
3. This is a 10 minute video to get insight into the journey of the founder and his vision. [https://www.youtube.com/watch?v=Fy\\_aYHkv6vg](https://www.youtube.com/watch?v=Fy_aYHkv6vg)
4. This is a 4 minute overview of the soft launch phase from 2015 to 2020. <https://www.youtube.com/watch?v=L1OCQuSyHEY>
5. This is a 4 minute video with an overview of the vision from 2021 to 2026. <https://www.youtube.com/watch?v=N8RpAxdRbHU>
6. This is a 9 minute video about the Empowerment Platform. <https://youtu.be/x9O5YcZckNE>
7. This is a 3 minute video about the first THRIVE Empowerment Center in Bangalore, India. This is also our Young World Leader Training Center and Headquarters for the Sustainable World Project. [https://youtu.be/bZZjx4Lx6\\_c](https://youtu.be/bZZjx4Lx6_c)
8. This is a 4 minute video with an overview of the value of the Primary Leader Training. <https://youtu.be/YrAaqMzYjNg>
9. This is a 2 minute video to introduce our first 5 Primary Continent Leaders. <https://www.youtube.com/watch?v=rrUFLJiNNO0&feature=youtu.be>
10. This is a 9 minute video with a visualization of Young World Leader Empowerment Camp P3 in Peru including the 2 week Empowerment Tour to Machu Pichu. (33 Primary Continent Leaders will attend) <https://youtu.be/C5vu5scgmhQ>
11. This is a 6 minute video with a visualization of Young World Leader Empowerment Camp P4 in Bangalore India for 50 Primary Continent Leaders. <https://youtu.be/CkMltZwryyg>
12. This is a 3 minute video with a visualization of Young World Leader Empowerment Camp 3 in Bangalore, India for 139 Country Leaders. <https://youtu.be/07DHzF8iwYI>
13. This is a 17 min visualization of the pre event and start of the first weekly Worldwide Interactive Event in 2026 where we connect 80 million people Participating Audience. <https://youtu.be/KmPPbbjn2o4>
14. This is a 3 minute video with a visualization of one part of the TID Program for 2026. <https://youtu.be/ogE1CzqQ0fo>
15. This is a 6 minute video with an overview of the vision from 2030 to 2050. <https://youtu.be/LqGOnFAGMmM>



## 9 Financials

### 9.1 Cash Flow

**Yearly Cashflow MM**

Cash flow we get a Grant through Deepfathersons  
 YWL => Young World Leader  
 TEC => Thrive Employment Center  
 YWLEC => YWL Employment Camps  
 YWLEP => YWL Employment Platform  
 FA => Participating Institute  
 WR => Grant money via WR and WR's

| Cash flow (in Euro)                       | 2020<br>Year 1        | 2021<br>Year 2        | 2022<br>Year 3        | 2023<br>Year 4         | 2024<br>Year 5          |
|---|-----------------------|-----------------------|-----------------------|------------------------|-------------------------|
| <b>INCOME</b>                             |                       |                       |                       |                        |                         |
| <b>Descriptions</b>                       |                       |                       |                       |                        |                         |
| YWLEC Camp Income YWL Family              | € 26 072,01           | € 79 747,70           | € 69 200,00           | € 202 410,70           | € 673 010,57            |
| YWLEP Subscription FA Sponsoring Students | € 132 000,00          | € 344 000,00          | € 610 000,00          | € 1 072 000,00         | € 4 473 000,00          |
| YWLEP Subscription FA Other               | € 102 000,00          | € 1 036 000,00        | € 1 582 000,00        | € 12 754 000,00        | € 210 163 200,00        |
| Grant WR                                  | € 3 500 000,00        | € 2 300 000,00        | € 600 000,00          |                        |                         |
| <b>Total</b>                              | <b>€ 3 860 072,01</b> | <b>€ 4 369 747,70</b> | <b>€ 7 851 200,00</b> | <b>€ 14 028 410,70</b> | <b>€ 215 469 210,57</b> |
| <b>EXPENSES</b>                           |                       |                       |                       |                        |                         |
| <b>Capital Expenditure</b>                |                       |                       |                       |                        |                         |
| Young World Leader Employment Camps       | € 396 200,00          | € 733 273,10          | € 1 048 920,00        | € 1 960 311,00         | € 2 050 700,00          |
| Young World Leader Employment Tours       | € 53 000,00           | € 625 110,00          | € 627 750,00          | € 751 401,00           | € 670 402,00            |
| Capex Contender TEC's                     | € 100 000,00          | 0                     | € 200 000,00          | € 500 000,00           | € 200 000,00            |
| Capex City Office                         |                       | € 100 000,00          |                       |                        |                         |
| Patent Fees                               | € 33 000,00           | € 90 000,00           | € 204 000,00          | € 460 000,00           | € 1 110 400,00          |
| Child Retirement                          | € 707 303,00          |                       |                       |                        |                         |
| <b>Operating Budget</b>                   |                       |                       |                       |                        |                         |
| Young World Leader Employment Platform    | € 14 500,00           | € 31 000,00           | € 36 000,00           | € 36 000,00            | € 36 000,00             |
| Universal Basic Income Primary Leaders    | € 602 000,00          | € 1 320 000,00        | € 1 320 000,00        | € 1 320 000,00         | € 1 320 000,00          |
| Universal Basic Income YWL & CL           | 0                     | € 141 000,00          | € 602 000,00          | € 3 400 000,00         | € 12 824 000,00         |
| Operating Expenses Contender TEC's        | € 120 000,00          | € 120 000,00          | € 120 000,00          | € 120 000,00           | € 120 000,00            |
| Operating Expenses Contender TEC's        | € 120 000,00          | € 120 000,00          | € 200 000,00          | € 670 000,00           | € 1 100 000,00          |
| Personnel (Care Teams)                    | € 774 000,00          | € 900 000,00          | € 1 020 000,00        | € 1 152 000,00         | € 1 270 000,00          |
| <b>Total</b>                              | <b>€ 3 031 003,00</b> | <b>€ 4 469 683,10</b> | <b>€ 5 963 670,00</b> | <b>€ 6 469 711,00</b>  | <b>€ 20 867 102,00</b>  |
| <b>Cash flow</b>                          | <b>€ 729 069,01</b>   | <b>€ 900 064,60</b>   | <b>€ 2 887 530,00</b> | <b>€ 7 558 700,70</b>  | <b>€ 21 483 408,27</b>  |

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See these numbers on the pages Yearly Cashflow MM and Monthly Cashflow MM in:  
<http://www.sustainableworldproject.com/downloads/Process SWP 2020-2024.xls>  
<http://www.sustainableworldproject.com/downloads/Process SWP 2020-2024.ods>



## 10 Resume Richard Alexander

|                       |   |
|-----------------------|---|
| Name                  | Degenaar <b>Richard Alexander</b>   |
| Date / place of birth | August 24 <sup>th</sup> 1969 / Roelofarendsveen   |
| Country of birth      | The Netherlands   |
| Address India         | Mary McBride Health Centre, Dinnepalya  |
| Zip code, city        | Kaggalipura Post, Bangalore 560085, India   |
| Cell / WhatsApp       | +91 98862-84276   |
| Skype ID              | richard24081969   |
| Facebook              | <a href="https://www.facebook.com/richard.alexander.24">https://www.facebook.com/richard.alexander.24</a>   |
| YouTube               | <a href="https://www.youtube.com/watch?v=TfRdVvcf8B4">https://www.youtube.com/watch?v=TfRdVvcf8B4</a>   |
| E-mail                | <a href="mailto:richard@sustainableworldproject.com">richard@sustainableworldproject.com</a>  |
| Info                  | <a href="http://www.YoungWorldLeader.info">www.YoungWorldLeader.info</a> / <a href="http://www.sustainableworldproject.com">www.sustainableworldproject.com</a> |



|           |  |
|-----------|--|
| 1988-1992 | Completed Civil Engineering – Cum Laude  |
| 1992-1993 | Mandatory military service   |
| 1993-1995 | Junior Software Engineer   |
| 1995-1996 | Database Administrator & Senior Software Engineer  |
| 1996-2001 | CEO of European IT company DCSS with 10 employees  |
| 1999-2002 | Higher Consciousness Leadership & Communication training at LEC  |
| 2001-2002 | Traveling the globe preparing the start of the Sustainable World Project   |
| 2002-2007 | Starting and managing a Paying Guest business with 13 houses for generating passive income while pursuing the Sustainable World Project.   |
| 2003-2005 | Founder of pilot project for the first THRIVE Empowerment Center   |
| 2006-2014 | Part time trading on Indian stock market and currency exchange. Testing, evaluating and retesting all the transformational activities of the Young World Leader Program. Writing 450+ page interactive autobiographic workbook 1 for the Transformational Interactive Dialogues. (TID) |
| 2013      | Performed a 900 hour pilot to test the full Young World Leader Program on Sunitha Sridhar of 30 years old.   |
| 2014      | Piloted transformational dialogue program on 20 students of 17 years old   |
| 2015-2020 | Soft-launch of the Young World Leader Program. Fund raising, team and documentation. Start Empowerment Platform and Camp Preparation. Pre-selection Primary Leaders. Training of the 50 Primary Leaders  |

### OTHER INFORMATION

I am someone who can make all people feel comfortable. I never give up on reaching my objectives. I have worked in teams in very professional environments as well as in informal environments as on my own. My passion is to awaken people and reduce suffering.

### Strengths

Initiating, vision, connecting people, facilitating our programs and activities, research, eye for detail, non-violent and non verbal communication, non-judgmental listening, unconditional acceptance, being playful, genuine, an intuitive empath with high sensitivity.

### Weaknesses

Grounding. Managing systems and structures, marketing, sales, daily repetitive work, the written word and project management. I can be overly sensitive and critical if I cross my boundaries.

The weaknesses can be taken care of by having the right team members surrounding me.



## 11 Last Words

What we do has never been done before. This does not mean that it will be difficult. It actually is not. The conditioned mind however will have difficulty as it will try to label it and fit it into any existing conditioning wired in the brain. The Young World Leader Program will not fit. The risk therefore is that the mind will reject it or judge it as not feasible.

To resolve this problem I will have to go beyond the conditioned mind of the crucial people who can provide resources for the Young World Leader Program. If I can give people an experience of what the project can provide then we have gone beyond the conditioned mind and an understanding will come through an experiential recognition of truth. Beyond a mere belief of 'this could work' now a knowing 'this will work' will be there.

Truth only lives in experience and therefore the impact of a written document like this and others I have made is limiting. The author Eckart Tolle says: "Words only point towards experiences. The words are not the experience itself!" I have learned that words and numbers cannot guarantee the transfer of the experience of what this project can provide for the people in our world. The conditioned mind of the receiving party will determine the perception.

Depending on your consciousness, for me to assure a sufficient understanding of the Young World Leader Program, I might have to initiate a dialogue or setup a healing session in which I can guide you to experience the power of our programs for radical transformation. Then a glimpse of the true potential of our work can be generated.

Be aware of our conditioned mind as it tends to judge and separate from what we do not yet understand. This project can have a tremendous impact on the quality of life of ALL people. I have spent more than 20 years to test and develop this program. In that process I have invested more than one million Euros and I am still nearly one million Euro in debt. I have been falsely accused, jailed, abused and threatened to be killed. I have been jobless, homeless, broke and suicidal. I have faced death 6 times, lost 6 houses, 3 cars, a marriage, my family, my country and sometimes almost my sanity. 😞 I do not mind as I am willing to give my life for something which can assist humanity to a new Golden Age. Do give consideration accordingly.



## 11.1 Links to more information

1. Read a short life story on the author of the Young World Leader Program. [Download Short Life Story](#)
2. Get detailed info about all the homework done on the numbers through our excel sheet for the first 5 years. [Download Spreadsheet in Excel Format](#)  
[Download Spreadsheet OpenOffice Format](#)
3. Get a more detailed understanding of our vision for the year 2024. [Download Vision 2024](#)
4. Understand how the personal experience of the founder changed his consciousness through his auto biography - Workbook 1 (450+ pages). [Download Autobio](#)
5. Understand more about consciousness and the Maharishi Effect. Link 1: <http://maharishi-programmes.globalgoodnews.com/maharishi-effect/research.html> Video 1: [https://www.youtube.com/watch?v=vH7mjTynqIq&list=PL7LIbzozv\\_7QsbHZtEpi5EsfmZ-I4Nh8P](https://www.youtube.com/watch?v=vH7mjTynqIq&list=PL7LIbzozv_7QsbHZtEpi5EsfmZ-I4Nh8P) – Link 2: <http://www.permanentpeace.org/>  
Link 3: <https://www.mum.edu/about-mum/consciousness-based-education/tm-research/maharishi-effect/> Link 4: <http://purusha.org/index.html>  
Link 5: <http://www.truthabouttm.org/> On coherent thought link 6: [http://www.worldpeacegroup.org/what\\_is\\_world\\_peace.html](http://www.worldpeacegroup.org/what_is_world_peace.html)
6. Browse through our Young World Leader Program Handbook. [Download unedited PDF Handbook](#)
7. Browse through the Game Plan, a document created by the Founder of the Sustainable World Project to inquire into what it takes to transform our world. <http://www.sustainableworldproject.com/downloads/SWP%20Game%20Plan.pdf>
8. Understand Sidereal Time by James Spottiswood and increased psychic abilities (ability to influence the collective consciousness) Watch at 10:00 minutes into the following video. <https://www.youtube.com/watch?v=HI2sf5fulBA>
9. Understand the influence of Pyramids on meditation and consciousness. <https://www.gaia.com/article/can-pyramids-enhance-meditation>
10. Visit Heart Math website <https://www.heartmath.org/> World Peace is a reflection of inner peace and requires coherent heart waves. <https://www.heartmath.org/research/science-of-the-heart/global-coherence-research/>