Once upon a time ...

“SOCIAL INNOVATION”
HEADquarters
HEAD quarters

SCR "division"
HEAD quarters

+ out of big lines.
+ Marketing makeup
  SCR "division"
+ Short term
+ Low budgets
+ Old social policies
+ Short term votes
+ "Credibility"
+ Segmented resources
+dependency
+no LT Strategies
+lack professional teams
+egos
+Cloned NGOs
+low/slow impact
+Board-Level Involvement
+Employee Engagement
+Cause-Marketing programs; long term
+winning Skeptical Consumers

(SUSAN MCPHERSON, Harvard)
local & global impact solutions

EDUCATION

HEART quarters

Social Corporation

GOVERNMENT

me
How do we work for SOCIAL INNOVATION?
21st century EDUCATION:
"There must be another way to learn and teach"
1 PROBLEM:
   + School failure growing up (20-30% Europe)
   + Distance teachers versus students
   + Lack of stimulus

2 RESEARCH

3 ANSWER:
   + 21st century methodology
   + Language: best technology
METHODOLOGY

+ Multiple Intelligence Theory
  (Howard Gardner)

LENJUAJE• Experience+Technology
  Multi-touch Surface + Ludic experience
mesosfera

útani social lab: interactive recreational learning table

“to cook knowledge”
Classical Art exam

4 years creation and development + 3 prototypes
2 years testing + Autism programs + exams
"Global Warming" Secondary School activity
"The circulatory system" primary school activity
21st century ECONOMY:

“Why don’t we finance ourselves?”

Financial revolution!
WINKOMUN:

- Method
- Strategy
- Technology

the Revolution
READY TO SCALE

Banks Hill

micro-finance, tontines, etc. Hill
Do it yourself Savings and Investment Community

Do you self-finance, or you let them finance you?

Winkomun

Winkommunity: Club25 (Barcelona)

- Alberto Jonas: 60% share, 2.500 credits
- Abdoulaye Sali: 26% share, 1.900 credits
- Nin Li Sabate: 16% share, 900 credits
- Richard Sanz: 13% share, 750 credits

Messages received: 12

Financial tools
Credits
Loans
Members
Accountability
Notes
tickling room

ludic rehabilitation room
zoom interacting with culture

zoom & Guernica
THE END?