

"The Social Sandwich Theory"

Today's recipe: winkomun

by Utani Social Lab





The meat:
THE BEST 21st Century
MODEL/METHODOLOGY



CAF

- + Savings program
- + Investment program
- + Credits (for any need) program
- + Communities of trust program

ready & easy
to eat
worldwide



The meat:
THE BEST 21st Century
METHODOLOGY





The meat:
THE BEST METHODOLOGY

The complement:
STRATEGY
ReSearch, definition
conclusionS, Idea

Research conclusions:

+ model is simple to explain
and adapt.

+ Need of community.

+ Need of technology.

+ Problems: routine, payroll

+ leader incentives.

+ financial support to
country manager



The meat:
THE BEST METHODOLOGY

The complement:
STRATEGY

Research conclusionS:

- + Need of a new plan to stimulate the team.
- + Need of a new global brand and unique message.
- + To convert the model into an easy, useful product-tool.
- + Need of long term strategic partners.



The meat:
THE BEST METHODOLOGY

The complement:
STRATEGY

winkomun:

do it yourself

savings
& investment
community!

**REVO
LUTION
IS HERE**



The meat:
THE BEST METHODOLOGY

The complement:
STRATEGY



The meat:
THE BEST METHODOLOGY

The complement:
THE strategy

Warm and Human
TECHNOLOGY

e-learning & Social platform

- + e-learning corp. site
- + management app
- + Social Communities
- + Global Communication
- + Country management

The meat:
THE BEST METHODOLOGY

The complement:
THE strategy

Warm and Human
TECHNOLOGY





EXPERIENCE
DeSign= Emotions

The meat:
THE BEST METHODOLOGY

The Complement:
THE strategy

Warm and Human
TECHNOLOGY



winkomun

Do it yourself
Savings and Investment
Community

EXPERIENCE
DeSign= Emotions

The meat:
THE BEST METHODOLOGY

The complement:
THE strategy

Warm and Human
TECHNOLOGY

[contact](#) [log in](#) [explore](#) [faqs](#)

winkomun 
Do it yourself Savings and Investment Community



1 learn

how to create your own bank

Here you can learn from the experts and people like you who owns their own savings and investment communities. Their testimony will help you to start up.



2 find

and join your "winkomuniti"

Clic on the "winKomuniti map tool" and contact with the closest community from your home.



3 do it yourself

download the app and bank!

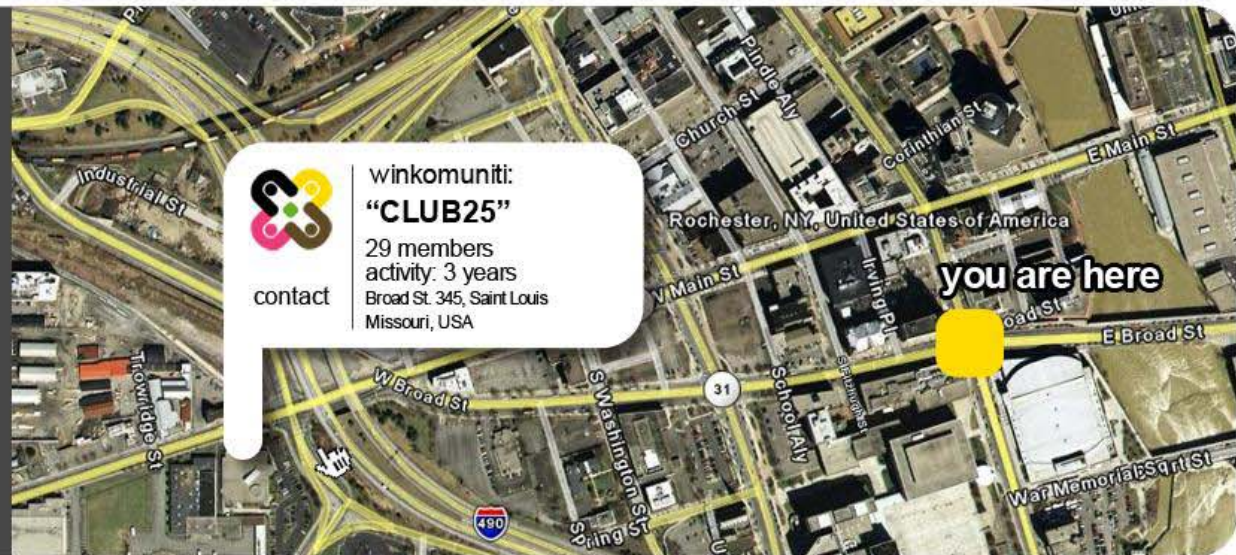
With just one clic you will be able to run your own community bank with your friends.

[contact](#) [log in](#) [explore](#) [faqs](#)

winkomun
Do it yourself Savings and Investment Community

2 | find your closest **winkomuniti**

Before downloading the app-winkomun and start up your own Save and Investment Community, better be sure you can join a community close to you. Use the winkomuniti map tool, to know other communities, contact them and share your winkedo experiences.



1 learn

2 find

3 do it yourself

contact_log in_explore_faqs

2 | find your closest winkomuniti

Before downloading the app-winkomun and start up your own Save and Investment Community, better be sure you can join a community close to you. Use the winkomuniti map tool, to know other communities, contact them and share your winkomuniti experiences.



contact

1



CLUB25

Me gusta

Organización sin ánimo de lucro



Muro

Todos (Mejores Mensajes)

Compartir: Publicación Foto

Escribe algo....



CLUB25

Las CAF participan mañana en la 5ª Muestra de Arte Social en Mataró junto a Verkami y Arcadi Oliveras!



5a mostra d'art social | Mataró | del 2 al 5 de juny de 2011

www.artsocial.net

La Mostra d'Art Social és un conjunt d'actes que giren entorn a l'Art Social. Podem entendre com Art Social totes aquelles manifestacions artístiques, en que una de les seves finalitats sigui estimular i afavorir canvis a nivell social.

Me gusta · Comentar · 02 de junio a las 1:58 ·



CLUB25 añadido 20 fotos nuevas al álbum



share_contact

winkommunity: Club25 (Barcelona)



messages received: 12

-  financial tools
-  credits
-  loans
-  members
-  accountability
-  notes

		SHARE	CREDIT
	Alberto Jonas personal data	60% 	2.500 6 PAYMENTS 2 PENDING
	Abdoulaye Sali personal data	26% 	1.900 3 PAYMENTS 1 PENDING
	Nin Li Sabate personal data	16% 	900 3 PAYMENTS TODAY
	Richard Sanz personal data	13% 	750 3 PAYMENTS 2 PENDING



share_contact

winkommunity: Club25 (Barcelona)



messages received: 12

 financial tools

 credits

 loans

 members

 accountability

 notes

Back



Paola Do Santo

 Entrance: 12 / 05 / 1963

tel. 034 56 67 89

mail: paola@gmail.com

twitter: @paola

Paola's birthday today



DATES	CREDIT	BALANCE
12-01-2011	2.500	2.500
22-02-2011	-230	2.200
03-03-2011	-200	1.900
23-04-2011	-500	1.400
07-06-2011	-500	900
11-07-2011	-900	0
12-08-2011	1.500	1.500
22-08-2011	-200	1.300
17-09-2011	-300	1.000
30-11-2011	-500	500

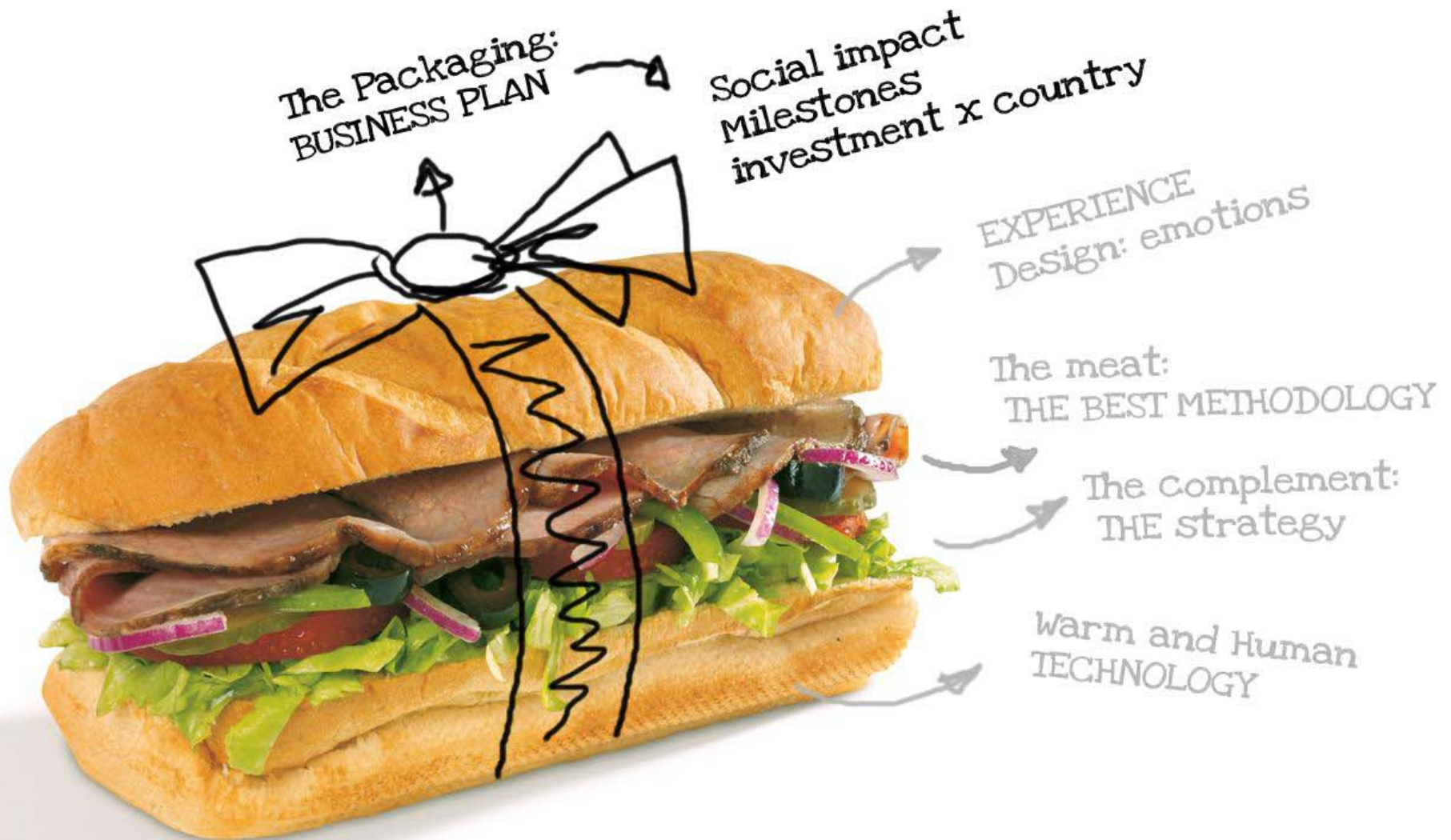


app-winkomun for mobile

by www.utani.org



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