"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
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.
winkomun:
doi yourself
savings & investment community!

The meat: THE BEST METHODOLOGY
The complement: STRATEGY

REVOLUTION IS HERE
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
1 **learn**
how to create your own bank

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

2 **find**
and join your “winkomuniti”

Click 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 click you will be able to run your own community bank with your friends.

“the 1,2,3 savings and investment community!”

www.winkomun.org

by www.utani.org
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 winkomuniy map tool, to know other communities, contact them and share your winksdo experiences.

winkomuniii: “CLUB25”
29 members
activity: 3 years
Broad St. 345, Saint Louis, Missouri, USA
Before downloading the app-winkomuniti 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.
winkommunity: Club25 (Barcelona)

Jun 23

messages received: 12

financial tools

credits

loans

members

accountability

notes

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
The Packaging: BUSINESS PLAN

Social impact
Milestones
investment x country

EXPERIENCE
Design: emotions

The meat:
THE BEST METHODOLOGY

The complement:
THE Strategy

Warm and Human
TECHNOLOGY