

Ministry of Generosity-Startup Chile

Participants

Education and Technical Experience

VICENTE PIRONTI-BRAZIL Poetry-Philosopher and Swimmer that Weaves a social business network and develop educational and social technologies. Awarded by the OEA and DIF in the social area with first place in the Americas in Mexico in 2004.

Advisor

Laercio Simoes, a PhD candidate at University of Sao Paulo - Brazil, is a multiple award-winning Software Engineer, who is currently working to develop a new generation of Health Care diagnostic processing. He has developed several applications for Microsoft, IBM, Nokia, Bank Itau, Unibanco and Bank of Boston.

He has 20 years of experience with social projects, supporting slum dwellers, homeless people, prostitutes and drug users. He also works as an advisor to social entrepreneurs to raise money for projects and help them better use their available resources.

On the Ministry of Generosity project, he will help to connect with social entrepreneurs on Latin America and Africa, using the Singularity Alumni network. His work will be voluntary.

Employment History

Vicente Pironti:

Born in 1968

1978-1987 (Swimming) Professional Exchange, Invited to National Swimming Team in Brazil, met Brazil in sports competitions

1991-1994 formal entry into an industry, working as an analyst for O & M, Systems Analyst, Systems Development Industrial and ends his career integrating administrative systems.

1994-Creates cultural movement and travel as circus artist, artistic director, producer, author, promoter of social work.

1995 - Develops Projects Community TV, art education for street children, Humanization in Healthcare in the streets acting as a clown and a great team of clowns, participates as an articulator of the National Volunteer Network, coordinated by the First Lady of Brazil. It is a pioneer in social mobilization through the internet with NGOs in Brazil. Create a Social Enterprise Development humanize, which begins to act with the principles of social business.

2004-2011 Awarded by the Organization of American States with the first project of the Americas in social network aimed at education and communication. It's acting artistic and Sportsman developing humanization projects in both areas

Dedication to their project

Vicente is working full-time on this project, for more than 15 years. Now, after a deep experience helping to rescue people on the most difficult situation, he is focused on the expansion of this network to Latin America. The Humaniza is Human Development Company, social and economic that act inside the principles of Social Business building Cultural and

Educational technology through innovative solutions. The Humaniza are composed by a network of DOERS that have relations mainly with the economic and human development in your communities..

Our network in Brazil are able to help us on the project, but we intend to build a new network of relationship on Chile.

Motivation to develop their project in Chile

The main objective of this proposal is to democratize prosperity, that is, to develop social justice, reducing the economic and social inequality. We know that despite the wealth and stability of Chile, this is still a major problem in this country in particular and Latin America in general, so the possibility of creating networks of companies with social entrepreneurs from situations of social vulnerability, and develop a project that could become a public policy or better, a Ministry of State who has the role of humanizing the economy, create an economy with compassion and heart is our major motivation !!!!!

We hope to attract to our network of work organizations, businesses, entrepreneurs and even start-ups that have affinity with our proposal and want to incorporate this vision of generation of entrepreneurs from the weakest links of the human chain, but that often have amazing intelligence, resilience, compassion and wisdom.

Product or Service

A solution to assist the generation of prosperity in Latin America based on the human wealth, creative, and affective. Create social enterprises, from groups in situations of social vulnerability. From these experiences are created social technologies that are marketed and exported to other continents.

Finalizing the process provide a service to countries that want to deploy a new model of the Ministry of State, namely the Ministry of Generosity, which will be responsible for creating a new type of economy in the locality.

Our main product is Social and Educational Technology, from human wisdom, creativity, and generosity of the people of Latin America.

Creating Social Enterprises from groups in situation of social vulnerability and persons that have that has all this brilliance, in different areas of Creative Industry (Art, Culture, Tourism, Web Design) and Sports. From these experiences are created social and educational technologies that are marketed and exported to other continents. Finalizing the process provide a service to countries that want to deploy a new model of the Ministry of State, namely the Ministry of Generosity, which will be responsible for creating a new type of economy in the locality. THIS IS THE MAYOR SOCIAL

We hope to develop the instrumental base with:

a) VIRTUAL AXIS :

1. Web TV
2. EAD-Education Distance training of officers of generosity.

3. Sale of Products and Services from corporate social entrepreneurs.

b) PRESENCIAL AXIS

1. Network of partner organizations that are multiplying the base proposal.

SOCIAL ENTERPRISE FOUNDATION:

They need to have at least one product and / or service so they can be recognized.

VERY VERY SPECIAL SOCIAL ENTREPRENEURS:

We will give special focus to the creation of projects that relate to the economic sector of the creative industry(art, culture, tourism etc.). People in social fragility caused by existential circumstances (health, accident, etc..) or Behavioral circumstances (homeless, sex worker, Prisoner). To accelerate the process by establishing partnerships with businesses, educators and organizations who want to be partners of entrepreneurs very very very special.

TECHNOLOGY CREATED WITH OUR JOB.

We want to create on a large scale what we already developing here in Brazil. Bellow you can found some of our results:

- “Nanci Bertolani, age 10 to 44 lived on the streets as a junkie, sex worker and homeless. Today it is social entrepreneur, educator, academia and is now developing other social entrepreneurs who have gone through a similar situation.”

Nanci's own testimony

<http://www.youtube.com/watch?v=MFVN46m701U>

Nanci's in educative action

<http://www.youtube.com/watch?v=NA4uD108yXo>

See: Nanci developing multipliers of the streets, homeless

<http://www.youtube.com/watch?v=KJd334Uam68>

<http://www.youtube.com/watch?v=eep3qdKkbwA>

- We have a professional dance company formed by parents and people with multiple disabilities (NGO Partnership with CEDAI-Campinas)
- A professional band made up of mentally handicapped (NGO Apae Limeira)
- And a professional group of musicians from a slum(Enfamilia Group)
- And some social projects related to Sport .

In all cases we seek to create social enterprises from these special groups. We also have some examples related to people who had leprosy.

- Art Group and Band composed of the mentally disabled, created by Vincente Pironti on National Human Rights event, attended by the Minister for Human Rights in Brazil in 2006 at an event in Rio de Janeiro. Currently, in 2011, some are professionalized through art.

<http://www.youtube.com/watch?v=ccskZAYfCPQ>

- Show authored by Vincente Pironti with groups of artists with disabilities from two organizations.
http://www.youtube.com/watch?v=1rZSxeGqsBs&feature=player_embedded%20at%20#=215

Description of the Competition and their differentiation

We can add value in the economies of nations incorporating a compassionate vision, and can actually enhance the value of a human being. For over 10,000 years it will not happen, and poverty was eventually incorporated as a side effect of the economic system, this perception itself is selfish, inhuman and unacceptable, especially by technological means that the human race to produce food to develop, disseminate information and bridge geographic barriers.

Humanizing the economy from significant actions related to exceptional people, you can create a concrete symbol of overcoming even that may sensitize the hardest hearts, production and consumption in many locations.

Every generation of products and services will be held from talent, creativity and affection of people and groups from social situations of fragility, and have extreme wealth and wisdom of human life. Great genius of mankind came from extreme poverty, had leprosy, were prisoners, had disabilities were illiterate but managed to overcome adversity and serve humanity.

In much of our proposal aims to discover and educate these brilliant people, to have compassion and competence, in develop their social enterprises. Our competitive advantage is the singularity of this vision, which, although obvious, is rarely taken by private entrepreneurs. However, we do not see the other as a competitor but as a potential partner for this cause.

Commercial Strategy

Source of income for the project:

- **Social Mobilization:** Sponsorship of or participation in projects carried with encourage local laws. Example: local businesses or global enterprises with social sensitivity.
- **Producers and Services** (the network of generosity): Commissioning of Sale, reinvested in the program itself.
- The prototypes of social enterprises can be transformed into social technologies, with copyrights secured for those who participate in the design, which includes including those with intellectual disabilities.

Barriers to entry and to exit

The critical point for projects carried out with tax incentive laws in Brazil are economic crises that may weaken the companies, from small to large, in their sponsorships are based on taxable income. But we are incorporating in our projects a professional attitude focused on the marketing of products and services. Usually these products are related to human creativity, such as a song or a dance show that can attract an audience that will pay the tickets.

The lack of corporate sponsorship for our projects, can be compensated by a professional strategy for the sale of products and services, but the lack of a product or service that serves the interests of the consuming public, is something very serious within a perspective sustainability and continuity of what we produce and do.

Progress of the company

Our results on Brazil was recognized by several institutions. We would like to highlight In 2004 Vicente Pironti developed a new design paradigm of social networks, which was recognized by the Organization of American States in Mexico. The expansion model, this proposal is still winning this vision. At the same event to humanize social development company was also recognized for his humanitarian integrated with the vision of social business.

Our next step is get the same success on Chile and expand to Latin America.





Market

Challenge or Opportunity your project addresses

The result of our service is the promotion of social justice, leading to more acceptable levels of inequality, using strategies that profound social impact. In addition to an opportunity, it's an emergency and a need for the market begins to humanize its approach, and we can help with our products and services!

Objective market and its size

Our initial target market is poor people on the Chile where we can connect with social entrepreneurs on Brazil, Mexico and Latin America.

The Chile have 17 millions of people. We intent to work to get a deep impact on the life of some families and working to spread this improvements to all country.

Position in the Market

Our services are singular and aims to attract businesses, corporations, businesses, start-ups, and states who want to serve human development, but in a humane way.

Environment

Location

Actually we are based in Brazil, in a network of organizations in cities near CAMPINAS-SP.

This year, we receive the support of the entrepreneurs from the Singularity

2.5	456870	456870	456870	456870	456870	456870	2741220
2.6	228435	228435	228435	228435	228435	228435	1370210
2.7	155457	155457	155457	155457	155457	155457	932745
							18274800

(ITENS OF BUDGET

1. Human Resources (HR)

1.1. - Entrepreneur fees

1.2. - Entrepreneur fees

1.3 - Entrepreneur fees

2.Operating Expenses: (OE)

2.1. - PASSAGES (BRASIL - CHILE) IDA-VOLTA(DOIS TRECHOS) RJ-Santiago

2.2. - PASSAGES (BRASIL - CHILE) IDA-VOLTA(DOIS TRECHOS) Campinas-Santiago

2.3. - administrative support staff

2.4. - office rental and Apart

2.5 - product
development

2.6 activities relating to the promotion and dissemination of the product / service

2.7 Consulting Activities

NOTES

1. In addition to the honorary founder, the ability to function will be used to hire professionals from Chile, Brazil and Silicon Valley that will be professionally developing virtual platforms (WEB TV / EAD) and also for professionals who are mobilizing their bases presence in Brazil, existing, and especially in Chile, where he will start.

2. Tickets are justified by the need for a combination of the founder in the two countries, Chile and Brazil. In Chile, the founder will have a base housing and a professionally installed permanently.

3. Consulting activities will involve developing a plan to develop the network of social enterprises in Chile and Brazil, and the final plan of creating a Ministry of State, Ministry of Generosity.

4. Promotion Activities of the Proposal, will always have the inclusion of Art, Sport, Philosophy, Poetry in meetings called (MEETING OF ENTREPRENEURSHIP, generosity and creativity). These meetings will promote the workshops required by the notices, while attention will focus for the development of the project.
