



rganism

we | can : Build a better world, a brighter future by working together

Organism is a global collaborative platform, a web space where users can go to: learn, develop and collaborate on projects. After our experience with World Bank's collaborative network, UrgentEvoke, it is clear to the Organism team that the best way to promote social change is to encourage the 1.6 billion talented internet users to collaborate. We believe that the right team, right idea, motivation, the right time and place could catalyze and change the world, and we believe that we are that team.

We are young, passionate, and optimistic enough to believe that we can fix the world. Our varied background and experience keep us flexible; growing up in the social media revolution, we want to plan what's next. People dream of: creating a community project, starting their own business, incorporating their own charity, launching a website, etc. The major obstacle is that they themselves lack the necessary talents or resources to begin. Organism's global collaborative platform will empower users to share their talents with other talented people through the unparalleled connective power of the internet. We are the right people to be tasked with this platform's construction because we are the very people who want to use it. We have the vision required to synergize the necessary elements to create a truly unique web experience.

The four elements which together combine to make Organism are ideas that already exist, but have yet to be used to their full potential: Social Networks, Collaborative Tools, Micro Finance, and Dynamic Interface Design. Social networking sites connect millions of users enjoying leisure activities. It is our goal to provide internet users with more meaningful ways to connect and spend their time on the web. Collaboration tools developed by corporations to promote employee productivity are very effective. It is our belief that autonomous users will find even greater application for these tools. Micro finance platforms equate community support with financial support. A micro finance platform within the network would further establish the bond between community and finance. Dynamic interface design represents all of the blogs, users, and projects on screen at one time, in a stunning network visualization. Each blog, user and project, will be dynamic, or visually changing in real time, based on user input. By combining these four elements our team believes that we will create a social site centered on collaboration where people can use their connections, talents, and tools within the network to create projects which can be funded within the platform.

For the platform to be successful it will require more than tools and features; the motivations of the users will ultimately determine Organism's impact. As an administrative staff we feel that by supporting and encouraging the development of online business, education, and environmental projects Organism will conform to Bill McDonough's "Cradle to Cradle" framework, which will promote an organization which is environmentally, socially, and economically conscious. A balance between these three genres will make Organism a platform which will create a strong, close-knit community, and inspire cradle to cradle-conscious values in each region of operation.

Given the challenges facing the world, individuals tend to turn away from problems, rather than work to resolve them. The potential for synergy through the Organism platform can open new windows of hope and innovation. Encouraging individuals to change their lives, and the world for the better.