

Project Peace Portal

An Association of Charities, NGO's, Corporations, Trusts, and Interfaith Organizations dedicated to stewarding a sustainable future.

PARTICIPANTS



ShareMyBiz

Light of Life Society



Peace Portal Humanitarian Trust



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Greetings,

As the designer of Project Peace Portal, I am pleased to present you with an overview of a plan to address and provide solutions to many of the greatest challenges facing humanity today including poverty, the environment, education, health care, globalization, and human rights.

The plan empowers individuals, charities, NGO's, corporations, trusts, and interfaith organizations to achieve their goals utilizing a new Information Age economic system. This system makes the global digital economy accessible to all people, even those in the developing countries through cell-phones, computers, and community Access Point centers. Our plan is unique in that it funds everyone involved; users earn just for participating, charities are funded, and corporate partners make significant profits for their shareholders.

The goal of our cooperative association is to ease the transition taking place between the Industrial Age and the rapidly emerging Information Age for people all around the world.

The timing is seemingly perfect. We have begun experiencing the natural collapse of the old system with environmental, humanitarian, and financial challenges; the time is now to test an economic system that reflects the new age of inter-dependence, environmental innovations, and emerging technologies. Technology is shifting the needs, networks, and infrastructures of organizations globally. This affects all sectors of our society. Our plan is to produce a positive outcome and a win-win scenario.

At the foundation of this plan is a complex legal architecture empowering organizations from the non-profit, for-profit, and non-commercial jurisdictions to cooperate in a common world forum. This is accomplished by creating a distinctly new *virtual world jurisdiction* that transcends industrial age concepts of legal, geographic, economic, or political boundaries.

The virtual world aspect of our project, [Free Digital Universe](#) (FDU), provides a global forum where individuals from all nations and Project Peace Portal partners are able to meet on common ground as Avatars. This allows for a **common virtual currency**, transmitting utility (legal persona), and jurisdiction of law where individuals and organizations alike are served. Corporate partners earn profits as vendors, charities are provided funding, NGOs find partners, and the poor are given equal rights and wages so they may develop out of poverty through digital wealth.

There are numerous essential parts to this system that make up a whole, functioning socio-economic platform. The following are four key elements of the system which collectively communicate the big picture: **Free Digital Universe, ShareMyBiz, Access Point Project, and Global Digital Publishing.** Additional aspects within this system of great value include: decreasing digital piracy, a universal e-currency solvent between virtual and public e-currencies, digital wealth building programs, bonding and micro-loaning.

I hope you enjoy the elements of the plan you are about to read and perhaps identify some synergies for your organization.

Blessings,
Minister Stephen Fantl, System Designer
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Association Elements

I: Free Digital Universe: The Free Digital Universe (FDU) is a non-violent themed virtual game¹ where Avatars called "Digital Soules²," co-create a truly prosperous global community in cyberspace.

Digital Soules are all treated with equal human rights, protection of the law, and various earning options. The coin of realm in FDU is "[Life Force Points](#)" (hereinafter [Points](#)) and can be earned in a variety of ways, including:

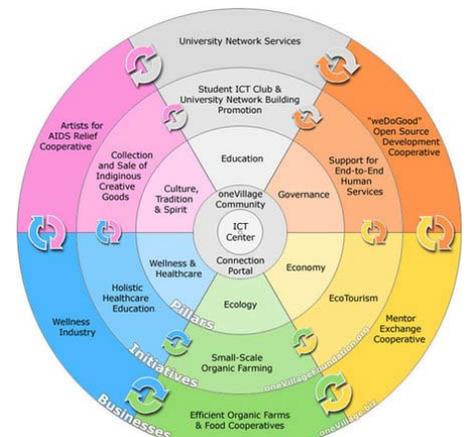
- 1) Players share in the ad revenue of the [social networking malls](#) (MySpace and more) that are provided to every Digital Soule, thereby ensuring all Soules gain Life Force Points just for participating.
- 2) Players may [Publish Digital Products](#) for sale and redistribution in any Game Players Malls and collect the coin of the realm (Life Force Points) for each sale originating from their Mall; and they may also offer these Digital Products to non-players (the Public at large) who can purchase using credit cards, e-currencies, and other public money.
- 3) Players may allow non-players to visit their virtual Malls and purchase Affiliate (such as Amazon, CafePress, etc...) provided products via their virtual store and collect "Life Force Points" each time a affiliate sale is realized.
- 4) Players may exchange other Gaming or e-currencies within our Games "Energy Trading Floor," everything from 2nd Life Linden Dollars to Pay Pal or E-Gold may be exchanged for the Life Force Points earned in this Free Virtual Universe by the Digital Soule.
- 5) Players may [barter directly](#) as peers on our trading floor, the unique auction sites within the FDU allow Players to safely and securely (with built in escrow) exchange real goods and services.
- 6) Players may click on ads placed by other Players to earn Life Force Points, in this way everyone is guaranteed a means of increasing their Life Force Points. The reason another Player will pay you to look at their ad is because they want you to place their product prominently in their Mall space so they sell more using you as their sales partner; each time a sale is made all parties Digital Soule accounts are credited with more Life Force Points.

The game is designed to be a win-win-win; every time a player engages their Digital Soule all parties participating in the game win, including:

- 1) The Player playing the Game (Primary Player),
- 2) The other Players interacting with the Primary Player, and
- 3) Humanitarian, charitable, and environmental non-profit organizations.

Charities: A Charity is supported in two ways on our system:

- 1) Small Groups: The Soule Family Option



¹ The Free Digital Universe "concept" for a sustainable global economic system achieved through playing the FDU game is explained at [Hwww.freedigitaluniverse.com](http://www.freedigitaluniverse.com)H

² Digital Soules may be thought of as an Avatar, Account, Membership, Strawmanous Homos, *ens legis*; Digital Soules exist exclusively, without recourse, within the virtual universe domiciled in a educational ministry auxiliary, the FDU Private Association. [Worldwide Developers Foundation & Light of Life Society, an unincorporated ministry](#)



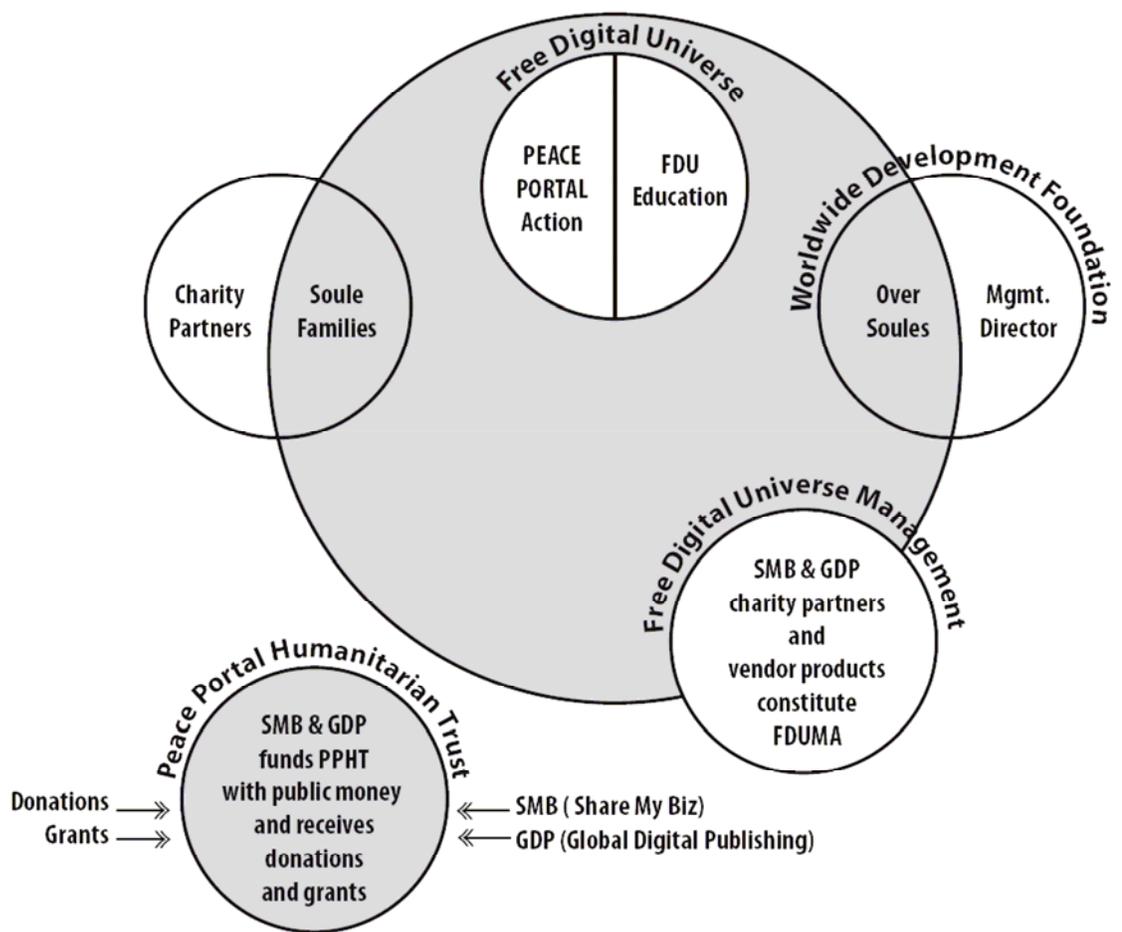
In the FDU, each “Avatar/Soule” chooses a Charitable Soule Family from which they derive, this Soule Family is a charity or local community project participating in the project; it receives donations based the actions of Avatars in their Soule Family. Churches, Access Points, Schools, charities, and even private Associations are eligible to find funding as a Soule Family.

2) Established Organizations: The Peace Portal Humanitarian Trust

Organizations with established infrastructure are supported through the Peace Portal Humanitarian Trust; sample organizations include INVENEO, OLPC, EFF, Doctors Without Borders, Feed The children, SEEN, SEVA, and the like. The Trust was vested by donations of shares from the two main corporate components of Project Peace Portal, ShareMyBiz, and Global Digital Publishing. These companies were designed and created specifically to provide the economic engine

Structure:

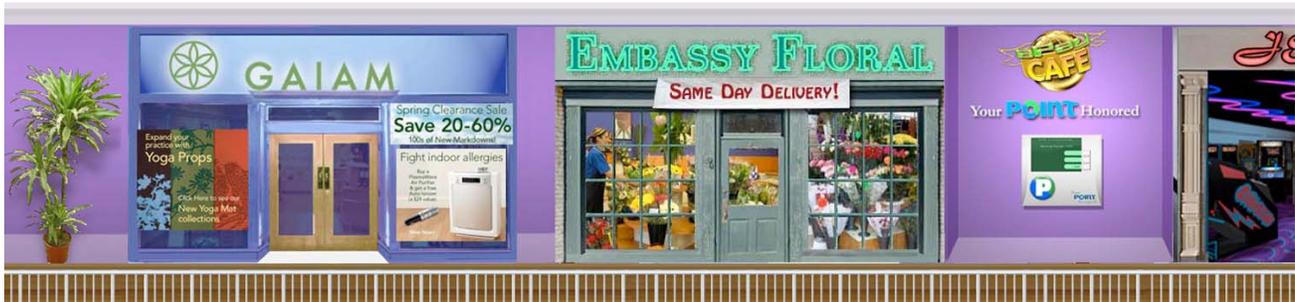
The FDU itself is a private contract association created as a ministry auxiliary (separation of church and state) for purposes of educational outreach in the information age, and as a charity fund-raiser for groups small and large. FDU accounts are open to any and all who request a Digital Soule without prejudice; terms state that the living user is a sovereign soul with equal human rights, which we acknowledge. Upon request a Player receives a Digital Soule as a point of consciousness for inter-relating exclusively with other Soules within and upon the virtual game field/jurisdiction of the FDU.





II: ShareMyBiz: [ShareMyBiz](#) provides the marketing component of the economic system, making a very healthy profit by doing so. Here is a short excerpt from the companies' summary.

[ShareMyBiz \(SMB\)](#) is a commerce enabler for FDU Avatars that allows everyone, even 3rd World cell phone users, to begin earning into the global Internet economy. They provide users with a mobile enhanced online business that includes social networking applications, games, and a personalized Cyber Shopping Mall where Avatars can market affiliate products (such as from Amazon) to the public; each time a product sale is realized both **SMB** and the user share in the profit.



The users are rewarded with a common Internet currency; this currency may be exchanged for real goods and services, or other e-currencies. **SMB** as a company receives revenue from two sectors, advertising revenue (MySpace model) and from real sales made by our users (eBay model); this is a powerful combination that unlocks the commercial potential of the Internet for billions of emerging market users who may otherwise be left behind.

SMB can reach these emerging markets through our relationship with partners such as [Peace Portal](#), [Project Restoration](#), [Transcendent Nation](#) and the [FREE DIGITAL UNIVERSE](#) (FDU) virtual world game. **SMB** is under contract as the exclusive "marketing Vendor" for the FDU game where every FDU account, called an "Avatar," is a **SMB** user. As Avatars earn using **SMB** offered applications, **SMB** shares in the revenue.

In order to spend and receive earnings, [SMB](#) Users are provided a private account by ePayCafe, a partner providing a common currency that anyone may exchange for products, services, or other online currencies such as Pay Pal, e-Gold, even virtual currencies such as 2nd Life Linden Dollars, Transcendent Nation "Kundals", or World of War craft Gold.



AVATAR SAMPLES OF TRANSCENDENT NATION

Market Comparisons



comparison of the eBay versus SMB models:

eBay	SMB
Users must supply a product if they wish to sell something.	SMB provides products for the Sellers, in some cases their own products may also be sold by the affiliate network.
It is a minimum .25 cents to sell something at eBay, thereby keeping out all whom have no way to enter the digital economy (Credit Card) to pay the fee.	Users may sell their own, or others, products directly to those visiting their website without start-up, maintenance, or "other" charges. It is free for all to participate as a means to Enter the digital marketplace.
Users of the system work out the payment method; i.e. pay pal, e-gold, check in the mail, etc....	SMB handles all merchant, payment, and remuneration automatically, without fraud.
You must be 18 years old.	No restriction.
You must have a SSN, IN, or other personally identifying information.	Only an e-mail address is required.
You must provide them with an address; many emerging markets have no address, credit card, or identification.	No address, identification, or credit card required – it is the Avatar being paid inside the FDU.
Users are expected to resolve their own disputes, sometimes with the help of eBay staff, at expense to eBay.	The SMB platform has a non-nonsense, speedy and fair dispute resolution process; additionally, since SMB suppliers are Amazon, Barnes and Noble, and other reliable vendors (as opposed to out-of-garage sellers) – we expect little to no fraud.
EBay can access approx. 15% of the total Internet marketplace due to the above listed restrictions.	Because of "others" restrictions, SMB is the singular solution for over 58% of Internet Users; and has capacity to access 100% of both current and future Users whom come online.
According to Forbes, eBay is worth \$46 Billion. eBay said revenues for all of 2006 were between \$5.7 billion and \$5.9 billion	SMB will be worth what? We'll see.

MySpace	SMB
Users do not share in MySpace ad revenue.	Users Avatar shares in ad revenue
Users have no option for "offering/selling" other users' music, videos, or affiliate products.	Users can market their own, or others, products directly to those visiting their website.
Creates return to investors of ad revenue only.	<i>SMB</i> (ROI) from ads, and eBay model of commercial sales %.
Navigation is awkward. Knowledge of HTML is required; therefore users find difficulty in creating web pages.	Simple user-interface and navigational design; no HTML.
Users can send emails, post videos, listen to music, and write blogs; the site also includes classified ads and postings of events.	Users can send emails, post videos, listen to music, and write blogs; the site also includes classified ads and posting of events, <i>plus SMB Users have the ability to buy, sell, and earn.</i>



SMB was designed to be part of the solution for the very obvious dramatic problems facing our world today. We have an excellent opportunity to become a significant player in the globalized economy by integrating a wealth of services to these emerging markets, and while meeting current market User needs by combining Anonymity, Social Networking, and Affiliate Marketing.

Based on the comparison chart of the previous page, we expect it will the company to be extremely profitable, this will create the funding required for our Flagship Project – Access Point.

III: Access Point Project (APP):

Access Points are community centers manned by Project Peace Portal partners who have been funded to provide the basics for a sustainable life. Access Points vary on location, but all provide at the least: ICT access, computer ready classrooms, a local general store with barter and micro-loan local options tied to the FDU model, and computers for earning via the FDU. Digital earnings by one can be traded by many, thereby importing digital wealth into any local community and achieving the great goal of a means of developing our of poverty without requiring natural resources. At the most basic level, Access Points empower a person to click on ads for Points in the FDU system, trade those Points for food placed in the cooperative by a farmer (who will never touch a cell-phone or computer), and now the farmer can take the local dress, pottery, whatever he needs of the shelf on his next visit because he has Points to pay with. These Points stay as new “moving” wealth throughout that community, it is not steal-able since it is not in the users pocket, and Points are not a taxable currency. A type of tax has been built into the FDU system supporting Access Points, they are called Soule Families; and like a tax their revenue goes to providing community infrastructure for the groups doing the work in the field, such as the Access Point itself.

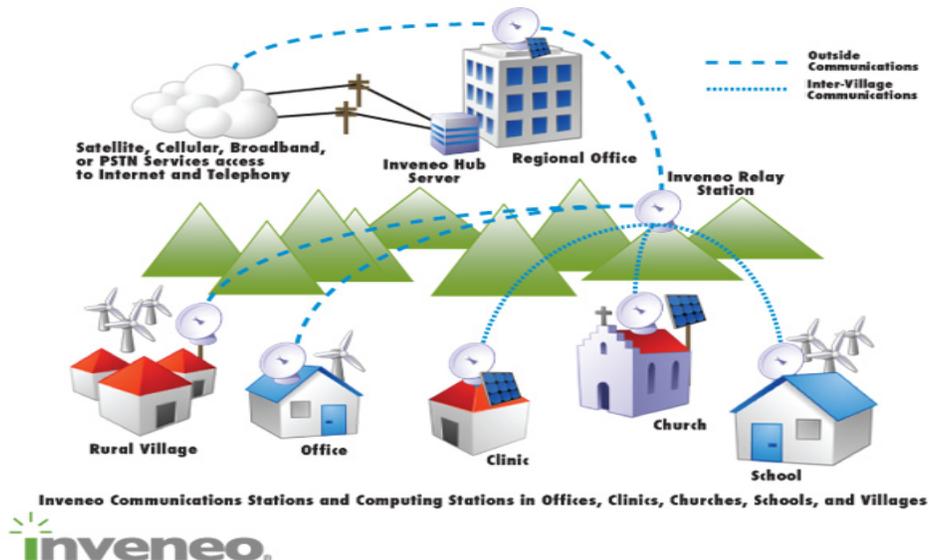
There are 3 main elements to APP:

1. ACCESS (Technology & Communication)
2. MARKET SUPPORT (Prosperity Program)
3. PARTNERS ([Portal Project-Networking](#))

The central challenge we face today is to ensure that globalization becomes a positive force for all the world's people, instead of leaving billions behind. ~ *Kofi Anan*

Providing Internet Access is achieved by donating alternative powered ICT's, cellular phones, and computers to Access Points. Peace Partners with a presence in places of greatest need will help Users in the developing world improve their lives through access to [free education](#), [global marketplaces](#), [social interaction](#) and [equal compensation for their labor](#).

Inveneo Communications System Network





MARKET SUPPORT: Support, training, and services for accessing digital wealth in local goods and services will be needed to supplement technology. Through a Co-op for example, only a few need to know how to use computers; craftsmen can drop off their goods to the Co-op for auctioning, musicians be video-taped as part of a digital creation. Whole communities can prosper even if only a few know how to use the technology.

SCALE: One of our more innovative support projects to Access Point is called **SCALE**, it charters a co-operative at the local level; a cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations. Working closely with the [Prosperity Program](#), all Access Points are provided a step-by-step plan for implementing a local private community Co-operative, inclusive:

- ~ A [private back-office](#) application for accounting and aggregating of individual community Member funds;
- ~ A support staff made up of various Peace Partners which help Co-ops with increasing their wealth by doing such things as distributing their [digital content](#), helping them in creating digital content themselves, how to take digital photos of hand-crafted goods and sell them via the [Free Digital Market](#), and other on-line support as appropriate;
- ~ Distribution networks for the relay, delivery, and tracking of physical goods and services moving into and out of the Access Points.
- ~ Access to conversion of the private [Points](#) of the digital platform into the Co-op Trustees public currency of choice.
- ~ Help in establishing private regional trading platforms between Access Point Co-ops, with emphasis on attaining regional self-sustainability.

SCALE is a plan supported by volunteers from Missionary Ministries, corporate partners, and Peace Partners.

PARTNERS: No one, two, or even ten organizations can challenge our planetary problems alone, a coordinated effort is required by all groups working everywhere, we all need a rallying point; therefore Peace Portal strives to connect complimentary projects with active organizations globally, volunteers, and supporting technologies through its [Peace Partners](#) communities.

Working closely with the [Prosperity Program](#), all Access Points are provided a private sub-community on the commercial platform provided by [Prosperity Program](#) that will provide financial assistance for the growth and maintenance of the Access Point. Communities and individuals are provided a private global marketplace where they can offer, exchange, publish, and earn wealth. Peace Partners providing the elements of the commercial platform include;

1. [ShareMyBiz](#)
2. [ePayCafe](#)
3. [Free Digital Market](#)
4. [Freebay](#)

[PeacePortal](#) in conjunction with multiple partners inside and external to the FDU platform believe that every person in the world has an equal right to access the social, economic, and educational opportunities available via technology; they have therefore initiated the Access Point Project as a vehicle for organizing the distribution of a PAD to anyone wishing it.



The PAD is a FREE (given away) cellular phone with graphical display and Internet access tied directly to a Free Digital Universe ([FDU](#)) account. FDU earnings and system guarantee the payment of monthly bills to the Provider by directing ad revenue earnings from each FDU User to the cell Providers account, the [FDUMA](#) (Free Digital Universe Management Association) "Banking & Settlements Committee pays the Provider in the public currency of their choice.

Because every eyeball on the internet increases the ad generated revenue, the use of the phone itself generates the minimum monthly amount needed to sustain the company providing the PAD; this is the same model used by industrial age TV networks which give away their programming for free in exchange for ad attention by the viewer.



To address economic growth of those living in poverty, particularly in emerging markets where the majority of people subsist on less than \$2.00 a day, and for them to grow without further depleting the natural resources of their local ecosystems, will require something entirely new – access to the [Information Age](#).

Working closely with educational partners like Peace-Village, Digital Universe Foundation, and the Free Digital University the educational plan aims to put economically poor people at the center of learning, analyzing and responding to their own situation. APP therefore places a strong emphasis on developing and strengthening [sustainable](#) solutions to stakeholders on the ground. Any Peace Portal partners and Projects can help support Access Points with volunteers.

Through the use of a simple cellular phone device, which can be given away due to the guaranteed monthly revenue streams from the phone Users integrated FDU account; everyone on the planet can have access to the digital globalized marketplace via their Personal Access Device – PAD.



Rather than bringing all people together, globalization leaves some with no access to the global community. Young people who do not have access to technology or an opportunity to learn foreign language skills from an early age must play "catch up" for the rest of their lives. We are designed to solve these issues.



IV: Global Digital Publishing:

[Global Digital Publishing](#) (GDP) is the publishing and distribution corporation serving FDU. It also develops future divisions for serving the private global economy of Points. GDP Officers oversee, audit, integrate, and direct the following five (5) distinct divisions:

- 1) ShareMyBiz: *Marketing, website, and cyber shopping malls*
- 2) FreeBay: *Digital self publishing and affiliate distribution*
- 3) UltraTribe: *In-world gaming, wagering, and contests*
- 4) Hospitality: *Conventions and travel sold in Points*
- 5) Expedition: *Goods and services sold in Points requiring payment in public money³*



FreeBay is the Digital Publishing Division of **GDP** that has developed the next generation global **e-commerce solution for the publishing and distribution of digital products in the global marketplace.**

³ Players may purchase items from affiliate suppliers such as Amazon by paying GDP division 5 in Points, we expedite the public purchase by paying Amazon in dollars, taking a small percent for being the go-between.



FreeBay gives people without an outlet for profiting from publishing digital products, due to lack of account for receipt of remuneration, to realize their potential. Internet users from around the globe will have the freedom of publishing music, video, e-books, software applications, licenses and more; and then be remunerated through utilization of a FDU Avatar. What better way for developing poor to earn their way out of poverty than through the creation, sale, and distribution of digitally created peer products?

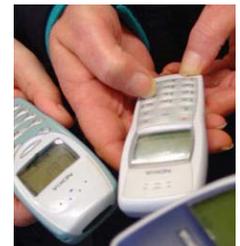
Through the FreeBay division, GDP provides a digital publishing and distribution engine allowing any Internet User to realize the all encompassing, infinite, commercial potential of cyberspace; even if they do not publish themselves. Due to the ingenious wealth-building design of this web platform, even for those without capital, ideas, or their own products will be able to participate.

For the first time, hundreds of millions of Internet users who are currently unable to make purchases over the Internet because they are without electronic means of payment, will soon be able to fully participate in the world of online commerce by earning into the system via selling or publishing digital content, no longer must they remain mere spectators. The digital publishing market place has over 1 billion Users⁴ and collectively generates Billions of dollars in revenue every year. **GDP** has multiple divisions that support the FreeBay digital publishing system. They act as strategic partners to provide a combination of applications, and websites that makes the Internet easier and safer for hundreds of millions of users from around the world. We accomplish this by taking all the best of the Internet and *integrating* it into a **Single User Interface**. The Interface provides each member with an anonymous virtual world Avatar.

Automation combined with integration is the key to our success. All the different functionalities of the members' sites positively impact one another. For example, a woman is looking to purchase a local artist, she does a search for the artist and finds the Bands marketing Store (provided by **SMB**⁴) where she can purchase the album. She is able to view and listen to a sample. The user reads the publishers blog and decides to buy the product.

When this digital sale is made the following automated events take place:

1. Band/Musicians account is credited at ePayCafe;
2. Distributor (affiliate) – in this case the Band itself - is credited;
3. Purchaser is given a **FDU** web account called a Avatar of their own for tracking, receiving, and - if they wish - redistributing their purchase.
4. Receipt is issued to all parties Avatar Account Manager;
5. Product is sent to the Purchaser's new Avatar **account** and the notification of that delivery is also sent to their public e-mail;
6. Purchaser receives notification they will earn revenue from visitors to their **SMB** provided **CyberMall** where the product is for sale, and then are prompted to choose a three click marketing method for inviting people to their site.



The transactions are complete, everyone involved is paid, and a new member comes online.

Because everything is both automated and integrated, all our members need do is "Share" their unique URL with products or opportunities they have chosen to promote or participate in. We even provide instructions for new entrepreneurs whom have never had a business of their own with easy to follow step by step instructions to start

⁴ www.sharemybiz.com



earning immediately. This will be a powerful tool for people in the developing nations to import digital wealth into their communities, cashing in their earnings at local Access Points, the wealth stays in local circulation.

Conclusion:

Our world will continue to exponentially evolve into the new Information Age, now is the time to implement an economy of ideas with foresight and responsibility, for the benefit of future generations. Should our plan be even partially successful, it will have great impact, especially for people in the developing world. Given that potential, I hope an organization as conscious and future oriented as yours will see a benefit in participating. Some of the obvious options are: alliances between charities we work with, product placement of your corporate interest in our virtual marketplace, investment in the [ShareMyBiz](#) profit center, or co-development of future profit centers derived from the private global economy of the Free Digital Universe. Should you have any projects you are currently working with you feel should be added, or compliment ours, please feel free to contact me.

I thank you for your time and kind consideration. May you and yours be blessed with good health, long life, prosperity, happiness, and peace.

In Service,
Minister Stephen Fantl

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