Gratis

"Everybody needs help sometimes."

1. Proposal: *What is our mission?*

Gratis is a solidary non-profit startup that develops a free-libre open source search engine of commons, gratuitous products, services, and events, both online and presently local.

2. Relevance: *Why is this platform necessary?*

Gratis arises from the urgency of social promotion of gift economy, philanthropy, & charity, and to make more accessible the glocal commons, free products, services, and events to the endangered populations that need it, or may better benefit from it, the most, contributing to the wealth distribution, equal opportunities, CSR, social inclusion & justice.

3. Compliance: *How do we commit to fulfill our values?*

Gratis keeps coherence to its beneficient open-source mission complying to be audited by:

- Rule of Law, World Compassion Charter e Effective Altruism Guidelines;
- International Workers Standards including Unions by the ILO;
- Solidary Economy Principles Charter by the REAS;
- CSOs Accounting Global Standards by the Accountable Now;
- Business Religious Freedom Commitment Charter by the RFBF;
- Civic Popular Participation Standards Charter by the ISC;
- Open Science in Open Data Reccomendations by the UNESCO;
- Journalism Ethics Global Charter by the IJF;
- Ethical Publicity Practices and Principles by the IEA;
- GDPR, Acessibility e Data Best Practices and Standards by the W3C;
- Global Philanthropy Data Charter by the WINGS;
- GSustainable Logistics Best Practices and Guidelines by the Logistic Cluster;
- Open and Flexible Copyright Licenses by the Creative Commons; &
- Sustainable Development Goals by the United Nations,

contributing, through the facilitation of access to gratuitous glocal commons, to (1) erradicate poverty and (2) hunger, promoting (3) health and (4) education services helping to improve them and (8) strenghten philanthropic and adjacent markets with their (9) technologic and human infrastructures, serving as a model program of (10) social inequalities reduction for (11) more sustainable communities and cities that (12) consume better, fotifying their (16) existing institutions and overall peace into a new world network of (17) solidary initiatives partnerships for glocal welfare.

4. Theory of Change: *What problems does the platform solve?*

Gratis follows a [theory of change](#) that synthesizes fourteen years of [field research](#) between the solidary, commons defense, and philanthropic international movements; which echoes the data in the [Global Philanthropy](#) and the [State of The Commons](#) reports; from where we analyzed the difficulties for acting by their agents and institutions to develop our startup with its mission, values, methods, and social platform.

Agents	Current Problems	*Gratis* Solutions
Citizens	• Lack of information and acces to solidary, online and local, intitatives. • Want to help people in extreme need without giving them money. • Want to donate objects, expert services, and money but don't know who to exactly.	• With our platform the public may get to know the solidary ecosystem, meeting gratuitous solutions for what they need. • Our app gives address and contact to local solidary initiatives that may be given to people without internet, instead of money. • Our solidarity social network allows people to make available their commons, be it a product, service, or event.
Solidary Institutions	• Quality of donations. Lack of support and material resources. • Lack of volunteers. • Lack of qualification and scalable growth assistance for solidary actions.	• Publishing in our platform the institutions promote themselves glocally for philanthropic investors and crowdsourcing microfinancers. • Institutions may also search for volunteer specifically for their needs not only in their communites, but online. • Our network allows a larger communication of the solidary community that may share free courses, incubators, and events.
Philanthropic Investors	• Lack of databases about the actions of small and medium size institutions. • Lack of systemic information on the solidary market.	• By researching and allowing solidary initiative to self-insert in our system we use crowdsourcing to also audit and measure them. • Being fully developed in open source and data, our app makes available glocal philanthropic data, researches, and reports.
Commons and Solidarity Defense Networks	• Difficulties lobbying for public policies in favour of common causes. • Lack of popular visibility in traditional media and of organic traffic.	• By spontaneous and paid promotion of the solidary movement, our project educates for institutional dialogue. • Our startup is aimed at the promotion of the commons ecosystem serving as a catalyzer of new initiatives in its favour.

5. Development Program: *How will we make the startup and platform?*

Gratis is developed under rule-of-law in a progressive [scalable](#) [iterative](#) [DevSecOps](#) that seeks for [entrepeneurial incubation](#) for this project to produce its online platform:

Project Idealization: ✓ *(already developed)*

- [Transparent](#) [project development](#) as presented in this [whitepaper](#) ✓
  - Theory of change development from field research ✓
  - Idealization of the mission, relevance, and organizational values ✓
  - Initial regulatory compliance, [stakeholders](#), and [agenda](#) analysis ✓
  - Startup [organizational culture](#), [code-of-conduct](#) development ✓
  - This [schedule plan](#) development ✓
- [Design](#) of the [minimalist](#) [brand](#) [visual identity](#) in [open design](#) honoring the formality of the original [hipertext](#) and to the [Wikipedia](#) ✓
- [Prototype](#) of the platform with [mockups](#) of the [graphical user interface](#) ✓

## Acceleration Incubation of the Startup: *(seeking partnerships)*

- Review and updating of the project
- Juridical, social, technical, publicity, e comercial [risk analysis](#)
  - Stablishment of [evaluation measures](#) and [auditorial instances](#)
- Juridical architecture including institutional formalization and [contracts](#)
- [Fundraising](#), [outsourcing](#), and [crowdsourcing](#) plans architecture
  - [Investiment](#) and [promoted content](#) partnerships mapping and [pitch](#)
- Startup transparent [accountable](#) auditable [budget](#) engineering
- [Social enterprise](#) formalization as a [philanthropic NGO](#) with an [advisory board](#)
- Initial fundraising
  - [Patrons](#), donators, sponsors, and [angel-investors](#) pitch
- [Team building](#) and outsourcinging: Lawyer, Accountant, Fundraiser, [Software Engineer](#), Designer, Social Publicist, and Commons Researchers
- Social [promotion plan](#) through [UX](#), [PR](#), [SEO](#), and [marketing targeting](#)
- [Agile](#) [software architecture](#) with [gamification](#) and [UGC](#) in [open collaboration](#)
- [UI](#) [responsive](#) mobile-first design architecture
- Services outsourcing: [Server](#), [Domain Name](#), [Apps Stores Licenses](#), and Paid Media

Minimum Viable Product Development:

- Public, [guerilla](#) and [digital](#), [marketing](#) plan development
  - Advertisement video trailer with an influencer development so that users insert initiatives in the platform and share it
  - Technical video about the usage of the platform development
  - Conventional media divulgation actions development
  - [Web traffic](#) aquisition, organic and paid, actions development
- Platform development as a [minimum viable product (MVP)](#) for concept testing in a glocal approach to the reality of [São Paulo](#) city
  - Commons, gratuitous products, services, and events initial glocal mapping
  - [Mobile](#) ([Android](#) e [iOS](#)) and [web apps](#) open [fullstack](#) DevSecOps
- [Audit](#) with [report](#) of [social impact assessment](#) development
  - [Metrics](#) [analysis](#) of the [software](#), [users](#), shared initiatives, and [KPI](#)
  - Traditional media and social network presences analysis
- Startup and search engine scalability architecture design
  - [Think tank](#) and [endownment](#) development plan
  - [Descentralized autonomous organization (DAO)](#) development plan
 - Commons promotion incubator development plan

6. User Experience Map: *How we organize our platform?*

Gratis is structured through the formalization of its nonprofit NGO that developerates a strategy of users and investors aquisition for its online and mobile responsive platform; programed as much as possible with free and open technologies, in a documented way; where the users, individual and institutional ones, offer and search for gratuitous commons, and from which use and traffic metrics create analytic reports and promotional processes.
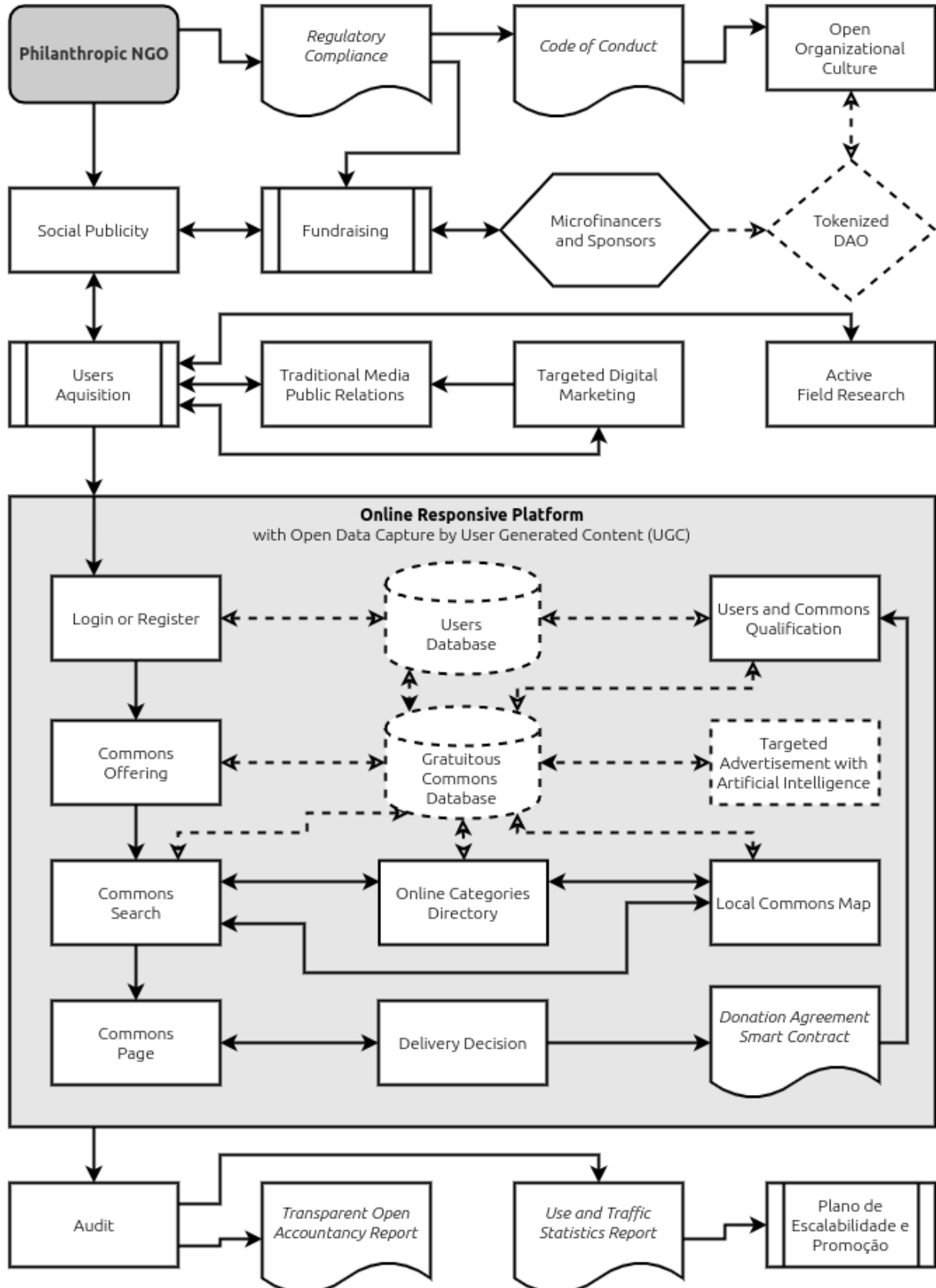
7. **Prototype:** *How we imagine the platform?*

Gratis is sketched with the most modern open design and technologies representing the navigation of a user in its front-end interface that access its databases via back-end, where are stored the users sigilous data, and the open data concearning categories, solidary initiatives, geolocalized research reports, comments about each commons, donation smart contracts, and metrics of qualification of donators and beneficiaries so to promote a continued improvement of the glocal communitary gift economy.
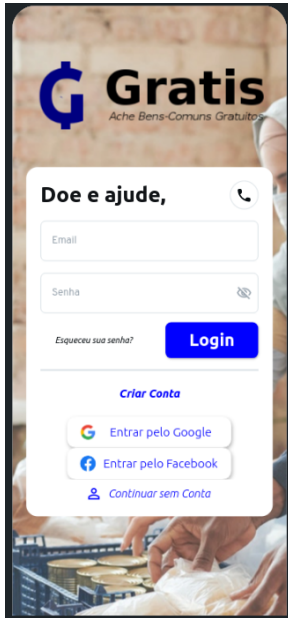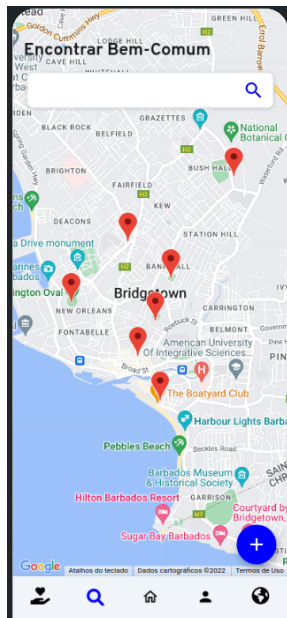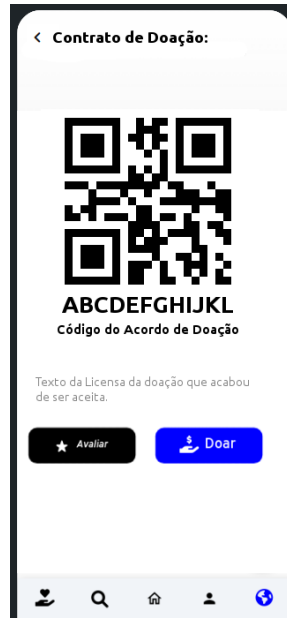

Login
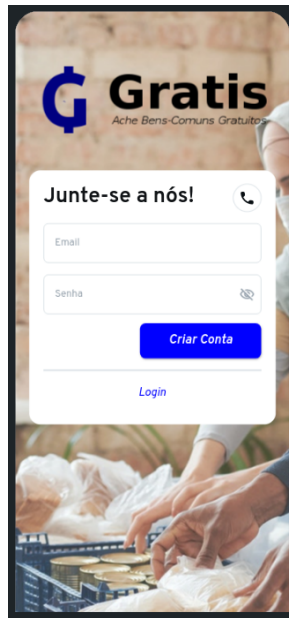
Register

Add

Categories

Local Search Map

Commons Page

Smart Contract

Qualification

8. Possible Partnerships: *Who may help us to make this project prosper?*

Gratis is a project that is intimately interlinked to the strenghtening of solidarity fostering, commons defense, and philanthropic networks being open to partnership with these.

- No Lo Tiro (I don't Throw It Away)
- Artemísia Incubadora de Negócios de Impacto Social and Potencia Ventures
- Movimento pela Cultura de Doação and Movimento Bem Maior
- Red de Economia Alternativa y Solidária (REAS)
- Mapa do Impacto Social and Monitor das Doações
- Socialab e Rede Cidades Sustentáveis
- Programa Cidades Globais da Universidade de São Paulo
- Fundação Tide Setúbal
- Global Partnership for Social Accountability (GPSA)
- World Initiative for Grantmakers Support (WINGS)
- Google Ads Grants for Non-Profit Organizations and Google Startups
- Investidores-Anjos do Brasil
- Yunus Negócios Sociais, Ribon.io, and Benfeitoria
- Pipe Social, Civi-Co, and Aceleradora Glocal
- Open Knowledge Foundation (OKF) Brasil and Escola de Dados
- Open Society Foundations
- Global Innovation Fund
- Global Good Fund
- Effective Altruism Fund
- Grupo de Institutos, Fundações, e Empresas (GIFE)

9. Proponente: *Quem idealizou e encabeça esta empresa?*

FELIPE RIBEIRO works since 1998 with the solidary, altruistic, philanthropic movement when he started as a research and technology educator in the Cidade Escola Aprendiz NGO. Has affiliated in 2006 to the free open software movement helping in the development of community entrepeneurial projects management in the creative commons ecosystem. Has an internationally awarded artistic and curatorial career for collaborative creations. Since 2016 works with the secular interfaith humanitarian CSOs such as the Create 2030, for the UNSDG promotion, homeless movement, JLIF&LC and United Religions Initiative where produces rescue and educational projects for cultural sustainable development. /in/operarioribeiro ◊ operarioribeiro@gmail.com ◊ +55(11)99977.0055

10. Possible Team:

- *Design:* DAVI SOMMERFELD
- *Fundraising:* ROMEU LORETO
- *Juridic Consultancy:* MICHEL ROSENTHAL
- *Accounting:* MARCELO MONELLO
- *Software Engineering:* APP CÍVICO
- *Publicity:* SOCIAL IDEIAS, AGÊNCIA KIO

11. Credits: *With what technologies we developed this project?*

- Peppermint GNU Linux baseado em Debian, Ubuntu, e Mint
- Navegador Web Chromium
- Gedit
- Libre Office Writer
- Ubuntu Open Font Family bold e light
- GNU Image Manipulation Program (Gimp)
- Draw.io organograms
- Remix de ícones do Projeto Noun
- Flutterflow.io prototipagem

- Hospedagem temporária por [Neocities](#)