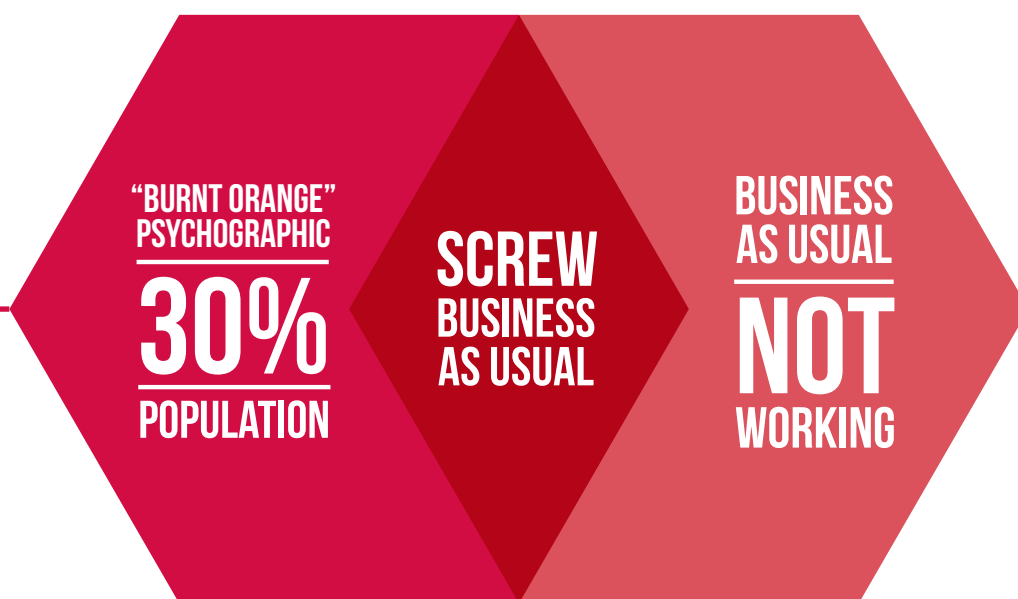




SCREW
BUSINESS
AS USUAL.

SIR RICHARD BRANSON'S BOOK "SCREW BUSINESS AS USUAL" SPEAKS TO A GROWING GLOBAL RECOGNITION THAT BUSINESS AS USUAL IS NOT WORKING.

SIMULTANEOUSLY, THERE ARE MILLIONS OF SUCCESSFUL, INFLUENTIAL AND WELL RESOURCED BUSINESS PEOPLE WHO MAKE UP A SPECIFIC PSYCHOGRAPHIC, "BURNT ORANGE", 30% OF THE POPULATION OF THE DEVELOPED WORLD. THIS GROUP IS GOING THROUGH A TRANSITION TO A HIGHER ORDER PSYCHOGRAPHIC: FROM GORDON GECKO'S "GREED IS GOOD" TO "DOING GOOD IS GOOD FOR BUSINESS."



GLOBAL CONTEXT OF BREAKDOWN ACROSS 3 "LIFE-CRITICAL" SYSTEMS: ENERGY, ENVIRONMENT AND ECONOMY

WE ARE A GROUP OF SUCCESSFUL BUSINESS LEADERS BASED IN AUSTRALIA. WE BELIEVE THAT THE INTERSECTION OF THE “BURNT ORANGE” PSYCHOGRAPHIC AND THE AWARENESS THAT BUSINESS AS USUAL IS NOT WORKING CREATES ONE OF THE BIGGEST PLATFORMS TO ENACT THE KIND OF CHANGE THAT IS GOOD FOR ALL, USING BUSINESS AS THE FULCRUM.

WE SEEK TO ENERGISE AND CONNECT THIS MOVEMENT SO THAT WE CAN LEARN, COLLABORATE AND ACCELERATE TOGETHER FOR IMMEDIATE BENEFIT AND FUTURE GLOBAL PROSPERITY.

THROUGH HIS BOOK AND BEHAVIOUR, RICHARD BRANSON IS ALREADY AN AMBASSADOR FOR THIS MOVEMENT. JUST AS HE WAS PIVOTAL IN INITIATING AND DRIVING THE FORMATION OF THE ELDERS FOR THE GOOD OF HUMANITY, WE SEEK HIS FORMAL INVOLVEMENT AND LEADERSHIP TO ATTRACT LIKE-MINDED BUSINESS LEADERS FOR THE TRANSFORMATION OF BUSINESS.

THIS DOCUMENT IS OUR PITCH TO HIM TO HELP US DRIVE THIS NOBLE AND INSPIRING CAUSE. A PERCENTAGE OF ALL PROFIT WILL GO TO VIRGIN UNITE.



VISION

**REPURPOSE GLOBAL BUSINESS FOR GOOD BY
ENGAGING THE “BURNT ORANGE” PSYCHOGRAPHIC.**



MISSION

CREATE
OPPORTUNITIES FOR
ENTREPRENEURS
AND BUSINESS
PEOPLE TO DELIVER
ON THE VISION.

ACTIONS

**THERE ARE SEVEN KEY ACTIONS,
AT THE CORE OF WHICH IS A
FIRST PRIMARY ACTION.**

1

INVITE LIKE-MINDED AND VERY SUCCESSFUL HIGH ACHIEVING ENTREPRENEURS AND BUSINESS PEOPLE TO A GLOBAL “BASECAMP”

- HOSTED IN SOUTH-EAST QUEENSLAND INITIALLY
 - CONDUCTED ANNUALLY, AND POTENTIALLY IN SEVERAL LOCATIONS GLOBALLY
 - INCLUDE A SELECT FEW SUPERSTAR SPEAKERS, SUCH AS RICHARD BRANSON
 - INTRODUCE SEVERAL ALTERNATIVE PERSPECTIVES FOR CONSIDERATION
 - SHOWCASE BUSINESSES THAT ARE SUCCESSFULLY SCREWING BUSINESS AS USUAL, SUCH AS PATAGONIA, PUMA, MAIYET
 - FACILITATE NETWORKING AMONGST PARTICIPANTS
 - FACILITATE THE DEVELOPMENT OF ACTION PLANS PRIOR TO DEPARTURE, FOR IMMEDIATE IMPLEMENTATION
-



SCREW BUSINESS AS USUAL TV. (SBAU.TV)

**SIMILAR TO TED, BUT WITH A MORE
FOCUSED INTENTION. IT WILL HAVE VIDEOS
OF SELECT PRESENTATIONS FROM
“BASECAMP”, SELECT SHORT VIDEOS
FROM BUSINESS HACKS AND
EDUCATIONAL VIDEOS FROM SCREW
BUSINESS AS USUAL PARTNERS AND
EXPERTS. IT WILL BE FREE TO THE PUBLIC.**

-
- > FACILITATE EASE OF ACCESS TO LARGE AMOUNTS
OF INFORMATION FOR PUBLIC USE**
 - > SUPPORT BUILDING THE SCREW BUSINESS AS
USUAL BRAND AND MOVEMENT GLOBALLY**
 - > CREATE A PLATFORM FOR SCREW BUSINESS
AS USUAL BUSINESSES AND EXPERTS TO BE
SHOWCASED**
 - > PLATFORM TO BUILD THE GLOBAL SCREW
BUSINESS AS USUAL TRIBE**
-

HOLD GLOBAL BUSINESS HACKS IN HUB VENUES AND OTHER CO-WORKING SPACES AROUND THE WORLD.

-
- > BUSINESS HACKS ARE DESIGNED TO CHALLENGE EVERY ASSUMPTION MADE ABOUT A BUSINESS.
 - > FOLLOWING A BUSINESS HACK, THE BUSINESS MAY MAKE SMALL OR LARGE CHANGES, OR DO NOTHING, SURE IN THE KNOWLEDGE THEY ARE ALIGNED WITH THEIR VALUES AND PURPOSE.
-

SCREW BUSINESS AS USUAL VENTURE AND INVESTMENT FUND.

- > THIS FUND WILL DEMONSTRATE SCREW BUSINESS AS USUAL PRACTICES IN BOTH ITS DESIGN AND FUNDING MODELS. THE PURPOSE IS **[I]** TO SUPPORT ENTREPRENEURS TO GET THEIR SCREW BUSINESS AS USUAL BUSINESSES TO PROFITABILITY ACROSS MULTIPLE DOMAINS ENSURING SUCCESS FOR ALL CONTRIBUTORS AND STAKEHOLDERS. **[III]** TO ALLOW CONSCIOUS AND TRANSPARENT CAPITAL INVESTMENT
-

SCREW BUSINESS AS USUAL EXPERT ADVISORY AND CONSULTATION COLLABORATIVE.

- > FOLLOWING “BASECAMP”, PARTICIPANTS CAN GAIN MORE DEPTH ON THE PERSPECTIVES PRESENTED
 - > THEY MAY ALSO SEEK SUPPORT FROM EXPERT ADVISORS AND CONSULTANTS AS THEY REPURPOSE BUSINESSES
 - > EXPERT ADVISORS WILL BE AVAILABLE TO FACILITATE BUSINESS HACKS AROUND THE WORLD
-

**SCREW BUSINESS AS
USUAL** GLOBAL ELDERS.
THIS IS A GROUP OF
INVITED BUSINESS
LEADERS, BASED ON
EXPERIENCE NOT AGE,
WHO ARE EXEMPLARS
OF **SCREW BUSINESS AS
USUAL** BUSINESSES.

- > SBAU ELDERS WILL BE INVITED TO PARTICIPATE IN A SIMILAR WAY TO THE ELDERS
 - > THEIR PURPOSE IS TO INFLUENCE CHANGE BY HELPING TO REMOVE SOME OF THE KEY LEGAL, POLITICAL AND CULTURAL IMPEDIMENTS FOR A HEALTHIER BUSINESS AND ENTREPRENEURIAL ECOSYSTEM
-

SCREW BUSINESS AS USUAL “NOBEL” STYLE PRIZE. DESIGNED TO BUILD BRAND RECOGNITION TO SUPPORT THE SCREW BUSINESS AS USUAL MOVEMENT, THIS GLOBAL PRIZE WILL HONOUR SEVERAL CATEGORIES OF LEADERS AND ENTREPRENEURS WHO ARE EXEMPLARS FOR SCREW BUSINESS AS USUAL.

- > SELECTED BY A PANEL AND INCLUDING SEVERAL CATEGORIES SUCH AS; FOR PROFIT, NOT FOR PROFIT, SOCIAL ENTREPRENEURS, AND POSSIBLY EVEN GOVERNMENT AT THE LOCAL, STATE, FEDERAL OR GLOBAL LEVEL.



ENCLOSED

SUPPORTING DOCUMENTATION

1. OVERVIEW DOCUMENT
 2. DETAIL DOCUMENT
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