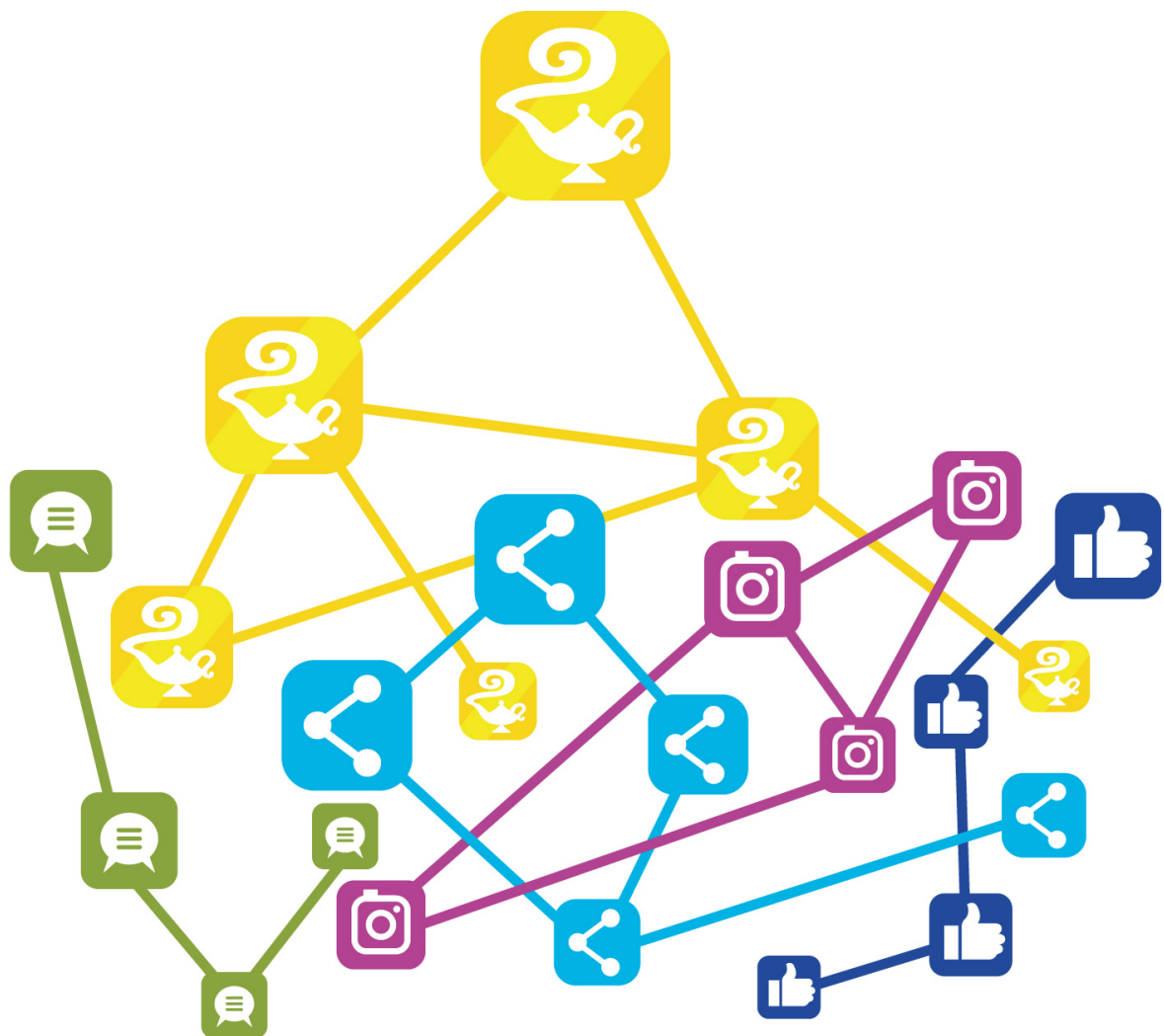# WishingWell

A new social network for all your wishes

About, what are you planning to make?

We are fundraising to build and launch 'The WishingWell'. An online WishingWell for all your wishes. Online we can already LIKE – SHARE – TWEET – PIN – CHAT – SHOW and with my WishingWell we can – WISH

Social Media

WishingWell

Image: www.shutterstock.com

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What is 'The Wishing Well'?

An online social media network, a WishingWell for all your wishes to make a wish, share and get or help others getting their wish.

WishingWell mission statement: to help each other in a meaningful way, global sharing wealth and use of resources, to stop waist and help wishes come true. Your own and others.
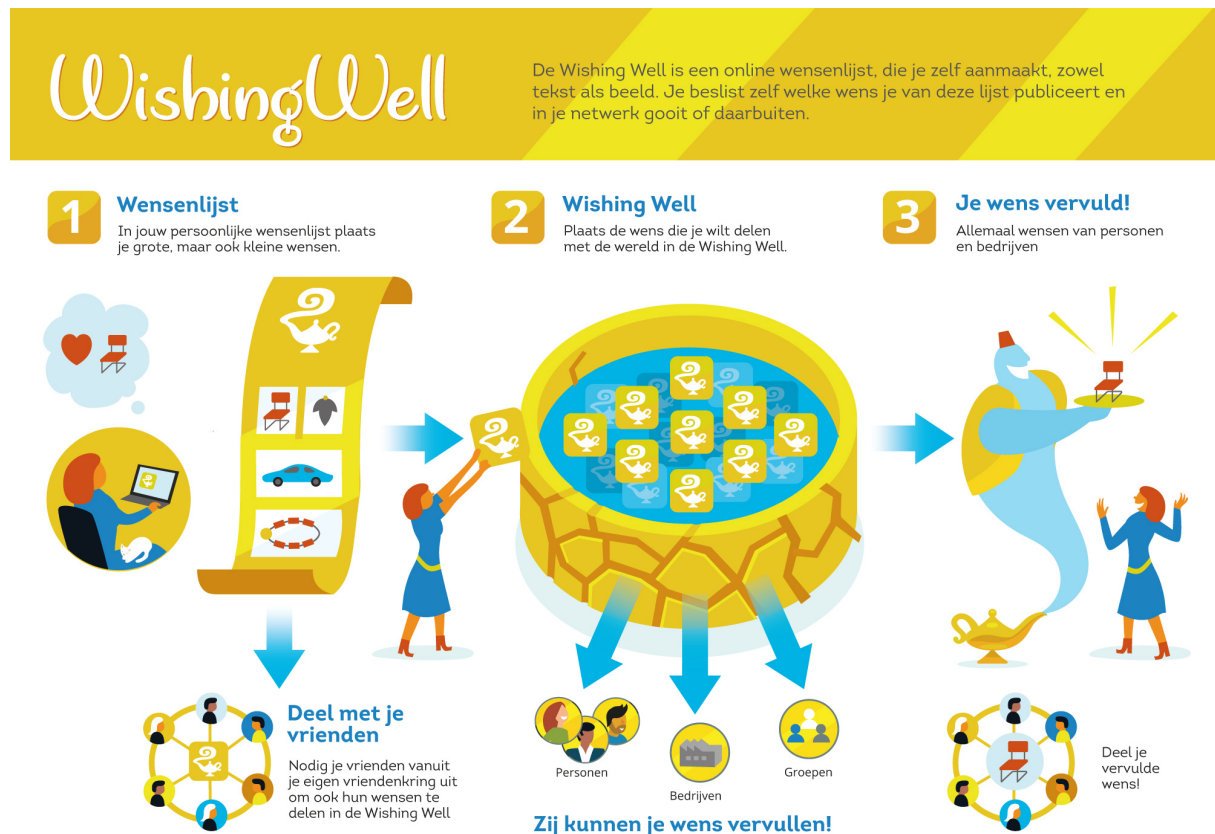
About the Wishing Well

The WishingWell offers people the opportunity to make, share and fulfil wishes and desires. You can share your wishes with the people you know, but you can also share them with the world. It offers hope, inspiration and feeling good about yourself to make a difference by fulfilling someone elses wish.

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How does it work

First you make a list of all the things you want or desire. You can then share wishes from that wishlist into the WishingWell. Other people can see your wish and if they can, have the means to fulfil your wish, you get your wish fulfilled. In the WishingWell you can see all the other wishes from everyone who shares his wish in the WishingWell. You can help others to get their wish fulfilled or you can offer a solution that brings that wish within reach of fulfilment.

System of rewards in the WishingWell

Non-Monetary rewards. The WishingWell basis ia a profit-sharing system in which people receive a direct share of each others profits. So not only profit sharing referring to incentive plans introduced by businesses regarding employees, but everyone who makes and shares a wish in the WishingWell can profit from businesses, groups or individuals who have the means to fulfill wishes.

What inspired this project?

1) We all have them. Wishes
2) We all have them. Human needs

We all have them. Wishes

At Christmastime we make a list of things we wish for. When we see a falling star we make a wish. When we blow out the candles on our birthdaycake we make a wish. We throw coins in a well and make a wish. In other Cultures people put pieces of fabric on a pole and make a wish for the ones they love. So we all make them.

We all have them. Human needs

Our behavior is based on the desire to make ourselves or others like the image we have of ourselves. Most people want to be immortal, irresistibly charming and / or have an almighty influence and power.

Through the power of love (libido a creation) of hatred (mortality a destruction) these wishes are converted into impulses and actions.

People are driven by pleasant experiences and avoid unpleasant ones. On the basis of this we make decisions and come into action. Making decisions means surrendering. We want to meet our desires. But we try to make it as easy as possible for us to do so.

Defense mechanisms lead to actions more unconsciously. We must think of oppression or misguided reasoning. In short, each behavior is based on a consciously or unconsciously formulated objective derived from a need. An unsatisfied need is the starting point for our motivation process. An objective is formulated based on the need and an action is chosen to realize our objective. Once we have achieved it a new conscious or unconscious need arises.

Wishes and needs lie close together
The motivation theory states that a need / desire is a general underlying human characteristic and a goal is the motivating endpoint. Goals and wishes are the essential drivers of our behavior.

By wishing you start thinking about things you want to make better. You draw hope from your wishes. A person always hopes for a miracle or some extra luck.
The human characteristic to connect different concepts with each other even if there is no connection. People continue to do this. There is a need to continue doing this. In all cultures in different forms. Regardless.

Why it matters – Why do we care?

1) The ever-increasing difference in welfare between rich and poor
2) The fact that there are not enough jobs for everyone in our modern society
3) Money is not the reward you should look for
4) Stop mass production and mass consumption

These matters create the need to develop new concepts in social evolution in our current society. We need to develop new concepts that take us to not only share our lives online, with nice pictures. But to start profit-sharing on a global scale in real life.
To inspire businesses when they produce too much that to give is better than to waist.
We all need to act more on the value of pleasing, honour, good reputation and giving.

Prosperity Planet Profit

Image: www.shutterstock.com

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The WishingWell wants to contribute on these matters by making, sharing and fulfilling wishes in the WishingWell. The rich can help the poor by giving. Profit-sharing is not only for the people who have jobs and who's businesses are doing well. Money is not a reward, it is a means to get things done.

To get things done for the WishingWell we need funding. Let the WishingWell help you and help us in realizing the WishingWell as a global network.

We need support

Why do we need funding and where do we use these funds for?

We need funding to set up the WishingWell as a global platform. Think big. To do so we need to build and implement on a large scale. In order to make a wish and to get a wish fulfilled, a large number of users and businesses need to be reached and need to participate in the WishingWell from the start and going life of the WishingWell platform. Size does matter also in spreading the word and using the platform.

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Funding and fulfillment

The WishingWell is a new business model of free profit sharing in the current digital world. The added value is offering hope, global sharing of profit. This in addition to some business models that have emerged in recent years, like:
LEND – SHARE – EXCHANGE – CREATE – SAVE – RE USE.

Key resources

- Intellectual resources: Brand, patent idea protection
- Physical resources: global website and application for wishes and fulfillment
- Human resources: knowledge on social media, social networks, to market the concept, management and maintenance of platform and app.
- Financial resources: funding, partners and participating businesses.

Project Costs (in euro's)
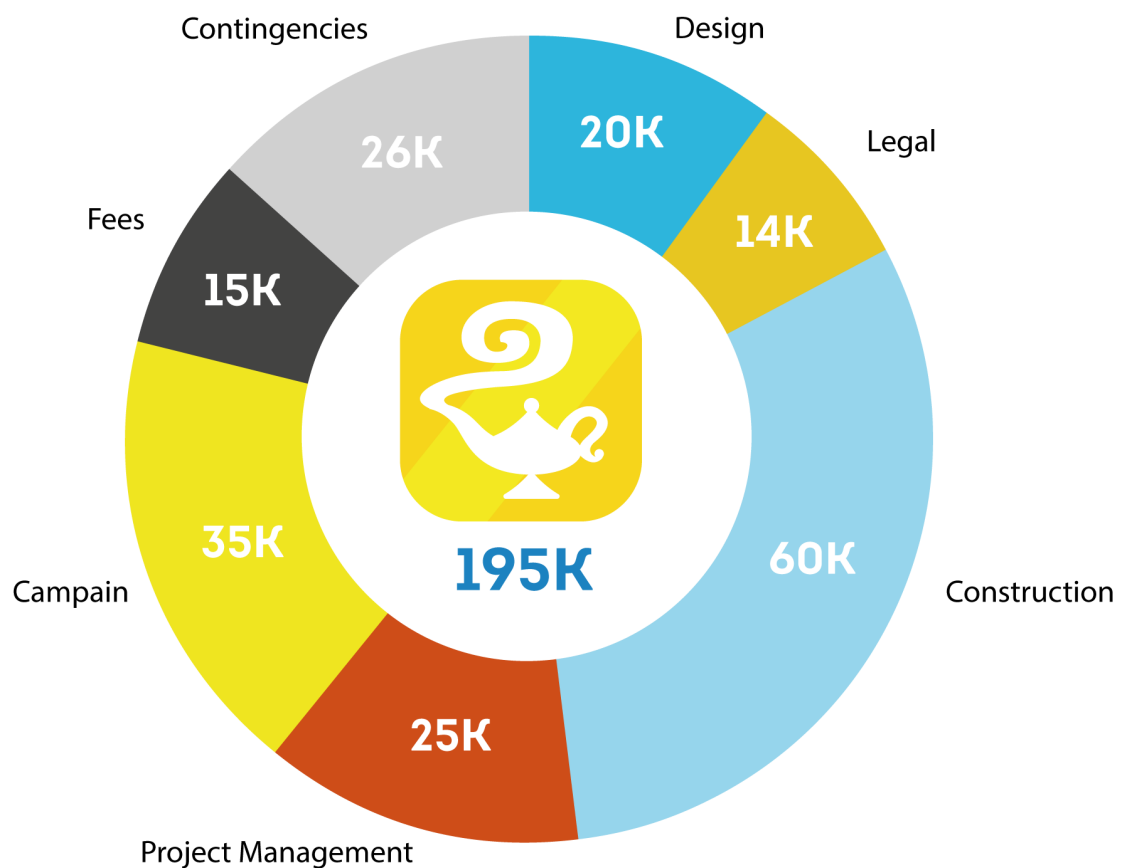
Breakdown of costs

We've further broken down the project costs into individual components to provide a reasonable basis for determining a ceiling on our funding. Cost effective factors to account.

Cost Allocation	Quote Source	Total Cost
DESIGN		
Design back-end	SPEKK Innovation/Ivengi	€ 7,000
Design front-end	SPEKK Innovation/Ivengi	€ 7,000
Developing Brand Wishing Well	LWeijts Infographics/SPEKK	€ 6,000
LEGAL		
Create Company profile	SPEKK Innovation	€ 5,000
Business plan	SPEKK/Scheersgroup	€ 5,000
Legal registration BV	Paulussen Advocaten	€ 2,000
Non-life insurance	N/A	€ 2,000
CONSTRUCTION		
Building platform WishingWell	Ivengi	€ 20,000
Backoffice platform in place	Ivengi	€ 5,000
Developing APP Android, iOs and Windows	Ivengi	€ 30,000
R&D expenses	SPEKK Innovation	€ 5,000
PROJECT MANAGEMENT		
Initiation project	SPEKK Innovation	€ 5,000
Management full time	SPEKK Innovation	€ 20,000
STRATEGIC MARKETING		
A strategic marketing plan	N/A	€ 5,000
Campaign social media	N/A	€ 30,000
FEES		
Kickstarter (8,5%)	Kickstarter	€ 15,000
CONTINGENCIES		
Kickstarter Failed Payments	N/A	€ 5,000
Project contingencies	N/A	€ 16,000
Implementation risks	N/A	€ 5,000
GRAND TOTAL		**€ 195,000**

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WishingWell Cooperative

From development to optimization, this project needs the best collaborators and partners.
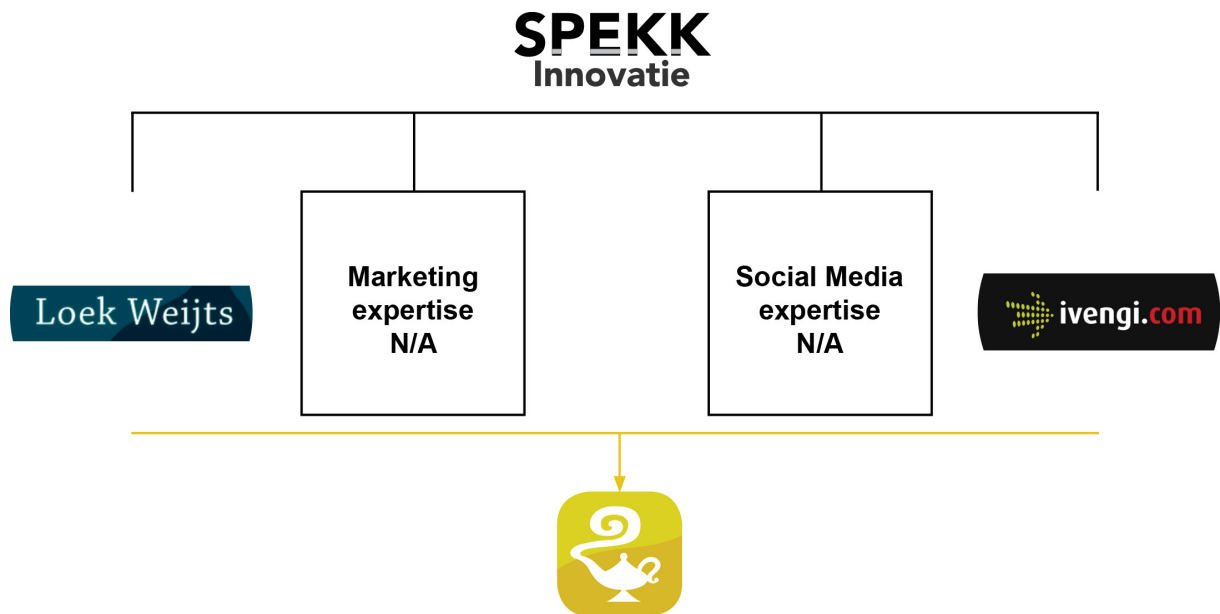
Collaborators & partners

Loek Weijts Infographics
A young and talented designer, who helps us to develop the WishingWell language, look and feel of the images used.
www.loekweijts.nl

Ivengi
Ivengi is a very experienced agency for developing websites and smart digital solutions, think big as a business motto. The right motto and expertise for this project.
www.ivengi.com

SPEKK Innovation
Experienced in Graphic Design, Communication, Brand design, Marketing management.
I started SPEKK Innovation as a think-tank for ideas and practices. For truly sustainable solutions. Solutions for a better life, a better world and a better future.

Who am I? and what is my wish

SPEKK Innovatie

Pascalle Thomassen
Founder / Owner

Design

Marketing

Creative Direction

Project Management

Innovation

My name is Pascalle Thomassen. I am an innovator, always want to make things better, smarter, sustainable, life changing. I have worked for more than twenty years for all sorts of businesses, done different projects big and small. I produced brands, websites, books, magazines, brochures and organized events in various sizes. Helped to build businesses. For example I have helped successfully build a hotel business with an average of 1,500 guests per month, up to 10,000 participants per event. It developed from a local business to an international operating hotel with visitors from all over the world, Europe, US, United Arab Emirates. The standard was exclusive and unique.

My wish
I have set a new goal to startup one of my ideas and build it into a successful business. My first achiefment is to build the WishingWell platform and implement it in the Netherlands.
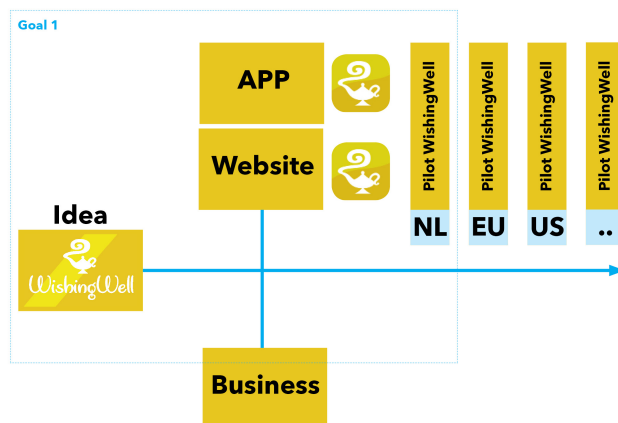
Some of my older projects
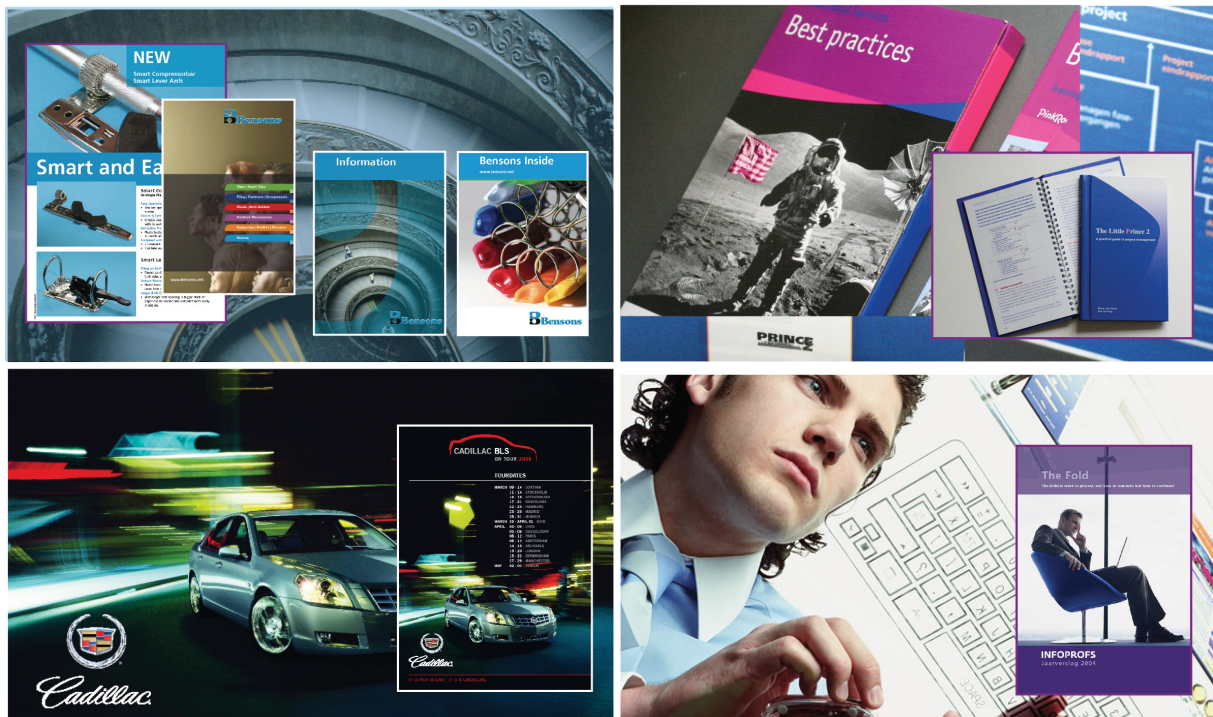
Some of my previous clients

Businesses I have done projects for.

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Our reputation and a clear plan for completing

To bring creative ventures to fruition I always rely on a product-based planning. Planning a project for me is a repeatable process. Planning provides all partners involved in the project with information, tools and resources that will be used for completing the project.

Project set up
I put together a project team (board) in which design, development, marketing and communications disciplines, work together. This helps directing the project in stages.
I am the initiator, project manager, designer and owner of the WishingWell. I provide all collaborators and partners with work packages and deliverables. We share the same goal, building new social network and application and making it successful.

Product Breakdown Structure
In order to manage the products required for realization of this project and to keep its timeline transparent, I have made a global Product Breakdown Structure, top-down.
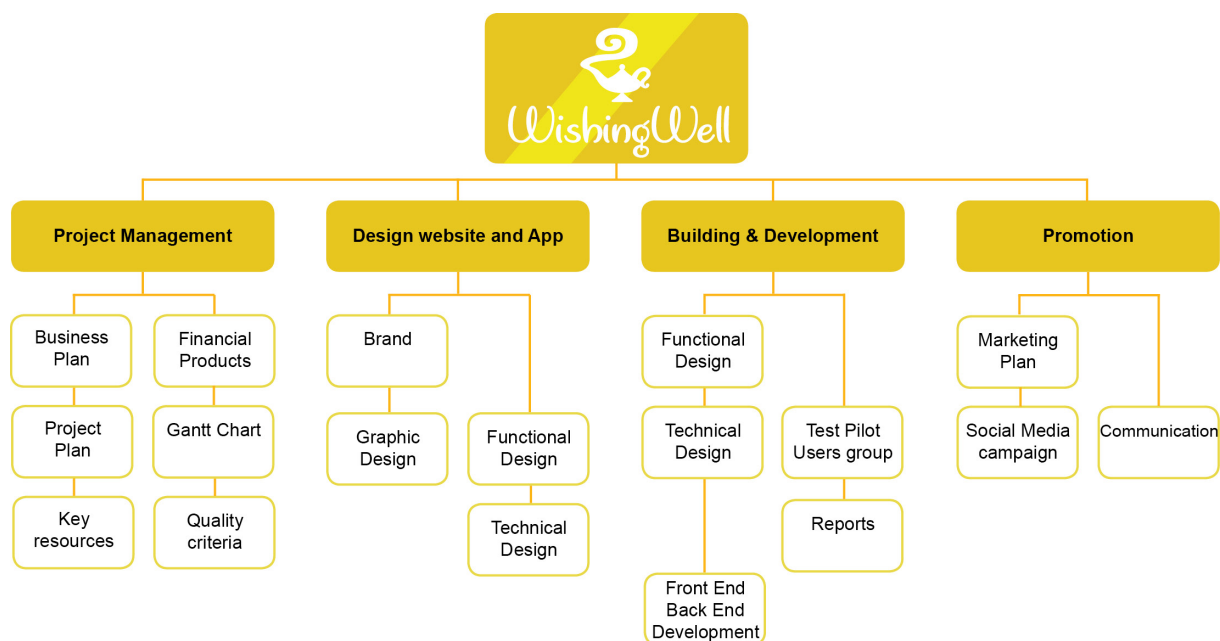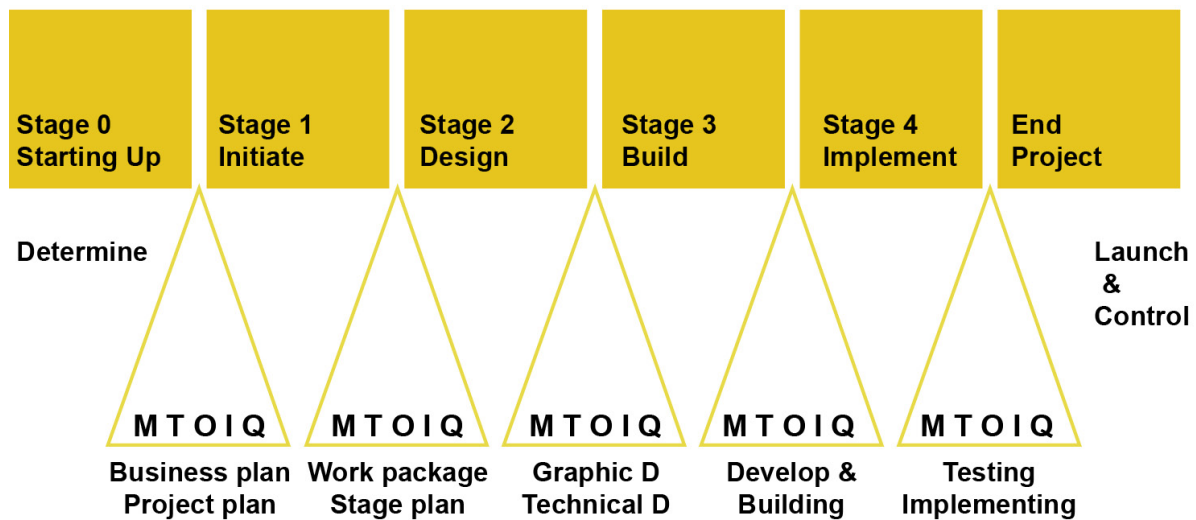

Product Breakdown Structure of the WishingWell in key products

As an initiator, designer and owner of the project I manage all aspects such as funding, planning, organization, information and quality levels. Together with the expertise of my collaborators and partners I can oversee the hole project in general and in detail.
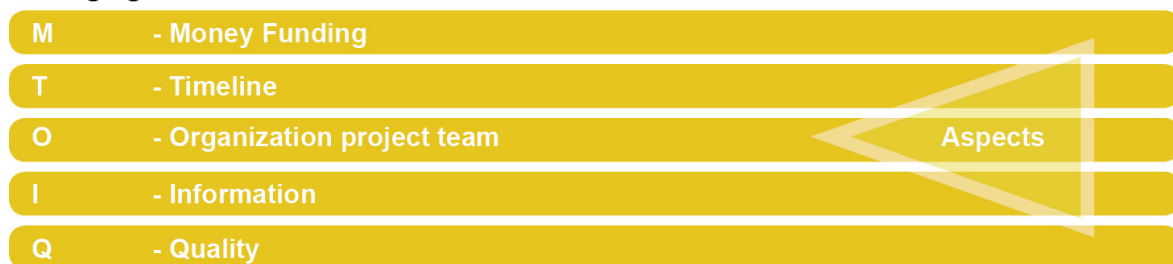
Managing Stages
The working method that will be used is project-based. The characteristic 'think first and then act' is an obvious choice because the emphasis in the project is on funds/money, organization, time, information and quality. In order to manage the project well, I opted for a linear phasing.

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Managing Stages

Stage 0 Starting Up	Stage 1 Initiate	Stage 2 Design	Stage 3 Build	Stage 4 Implement	End Project

Determine

Launch & Control

M T O I Q   M T O I Q   M T O I Q   M T O I Q   M T O I Q

Business plan Project plan	Work package Stage plan	Graphic D Technical D	Develop & Building	Testing Implementing

Managing

M   - Money Funding

T   - Timeline

O   - Organization project team   Aspects
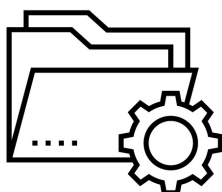
I   - Information
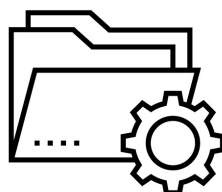
Q   - Quality

Managing aspects
To ensure that all activities are properly connected and that cost, time, organization, information and quality levels are manageable I schedule the products per stage with actual delivery dates of the product in its various levels of development. This product checklist provides an effective overall picture of the progress and forms the basis of an effective planning and control. All information on cost of resources can be extracted from this schedule.
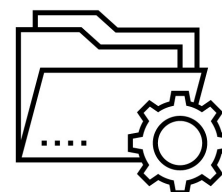
Disclose information
We will disclose information and everything about the project that we reasonably can, which includes financial information, manufacturer invoices and stage reports.
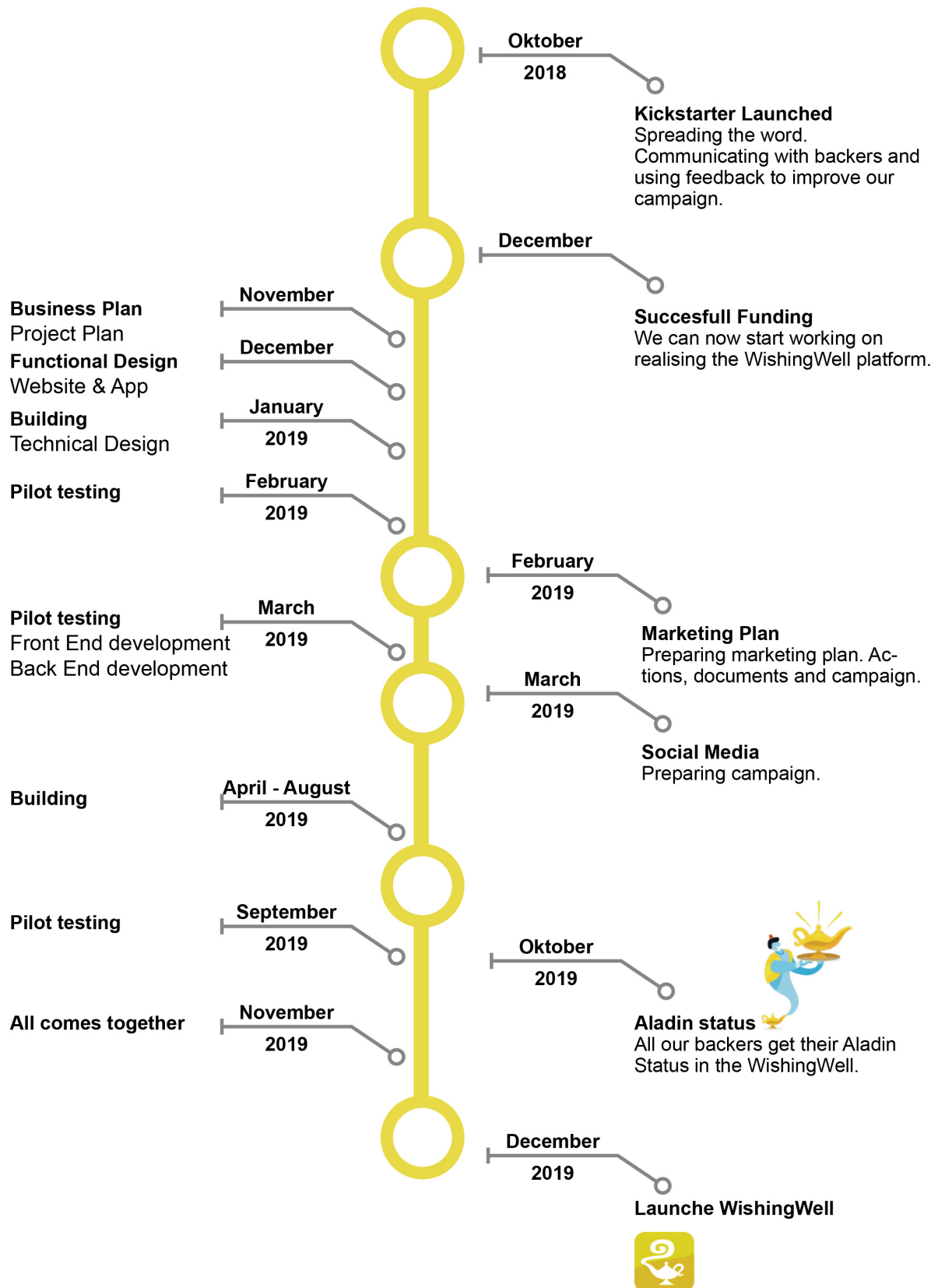
Financial Information   **Organization**   **Quality**

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Timeline

Oktober
2018

Kickstarter Launched
Spreading the word.
Communicating with backers and
using feedback to improve our
campaign.

December

Succesfull Funding
We can now start working on
realising the WishingWell platform.

Business Plan
Project Plan
November

Functional Design
Website & App
December

Building
Technical Design
January
2019

Pilot testing
February
2019

February
2019

Pilot testing
Front End development
Back End development
March
2019

Marketing Plan
Preparing marketing plan. Ac-
tions, documents and campaign.

March
2019

Social Media
Preparing campaign.

Building
April - August
2019

Pilot testing
September
2019

Oktober
2019

All comes together
November
2019

Aladin status
All our backers get their Aladin
Status in the WishingWell.

December
2019

Launche WishingWell

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Risks and Challenges

The WishingWell connects wishes all over the world. So that we can share our wealth and resources and change the way we think about money as the only reward. It is important that businesses experience the benefits in giving. It is better to give overproduction away instead of wasting or destroying them. The WishingWell needs to become a part of their marketing strategy. Use the intrinsic motivation of people's inherent desire to do good.

Our risks and challenges are:
1) The WishingWell needs to grow big and fast with large numbers of users and participating businesses at the start. Spreading the word is very important.
2) Businesses need to be confident to participate in fulfulling wishes as part of their marketing strategy and rely on people's intrinsic motivation.
3) To do so we need to initiate the project smart and efficient on a global scale.
4) Future extra funds may be needed for further global development.

Other ways you can help

If you can't make a donation now, here are some other ways you can help:

- Ask your friends, co-workers, family members with an interest in Wishes to consider donating.

- Introduce us to your business contacts who may be interested in donating or sponsoring the project. We can give them a charitable tax receipt if the donation is over € 1,000 Euro.

- Spread the word! Share this page on social media and talk to your friends and business partners about our project.

- You can also support our project with your expertise and business insights.

Your Reward for supporting

All our backers who donated via our Kickstarter project launch get an exclusive Aladin profile in the WishingWell. This lets everybody know you're a co-founder of this great initiative. With that profile you let the world know that you backed us just by feeling good about it.

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Helpful documents to share

Shareable media items, under 5MB.

1) Project PDF EN
2) Project PDF NL
3) Funding PDF
4) Timeline PDF

Contact information

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Collaborators & partners

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