



3T

THINK TOMORROW TODAY

Project Pitch Deck

Think Tomorrow Today (dba) 3T Alliance is a 501(c)(3) nonprofit dedicated to advancing society with greater social and environmental responsibility measures within businesses and communities.

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A modern office interior with a blue wall featuring a logo, a dark grey reception desk, and people working at computers. The office has a high ceiling with exposed ductwork and lights, and a wooden floor. A man in a purple shirt is walking away from the camera, and a woman is sitting at a desk in the background.

Section 1

Introduction



WE BELIEVE...

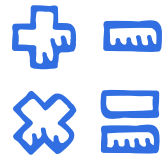
A window of opportunity exists - right now - to design an exponentially greater future for humanity.

We live in a time of massive global transformation due to exponential technologies and rapid globalization. If you want to join us and help drive positive change during this unprecedented era in human history:

- **CONTACT 3T SOON!**



CONSTRUCTS OF OPPORTUNITY



Education Models



Small Business Metrics



Community Wellness



OUR METHODOLOGY

Think Tomorrow Today aligns with other organizations to augment and enhance their existing capabilities.

Develop tools to measure social progress

Collaborate with stakeholders & organizations

Refine for long-term viable solutions & infrastructure



FOUNDERS



Emily Morrison

Treasurer

Social Media & Research Pro

Bravo TV Aficionado



Ryan Preston

Vice President

Wellness Expert

Connoisseur of Disney music



Derek Morrison

President

Environment & Technology Futurist

Jedi Knight Wannabe



Section 2

Projects



Problem: EDUCATION models need to evolve



- **Kids are stressed & lack proper wellness habits**
Due to funding metrics, schools prioritize high academic scores above physical & mental health.
- **Teacher CEUs teach 20th century methods**
Teachers require Continuing Education Credits. Children need to be prepared for the skills, jobs and life of the future.
- **Teachers are often overworked and underpaid**
They want more opportunity to share their talents and also earn higher income.

3T SOLUTIONS for education



- **Project Ed1: Sportball Scholarships**
#1 free Sportball classes to children from low-income households. #2 free Adapted Play programs for special needs. #3 free Active Play (anti-bullying) programs.
- **Project Ed2: Physical Literacy & Wellness Workshop**
Program for teachers to earn CEUs, on the importance and how to incorporate engaging physical literacy into the school day.
- **Project Ed3: NextGen Teacher Freelance Platform**
Website for parents and teachers globally to share Social, Emotional & Experiential Learning lessons. Ability to hire teachers for virtual work.

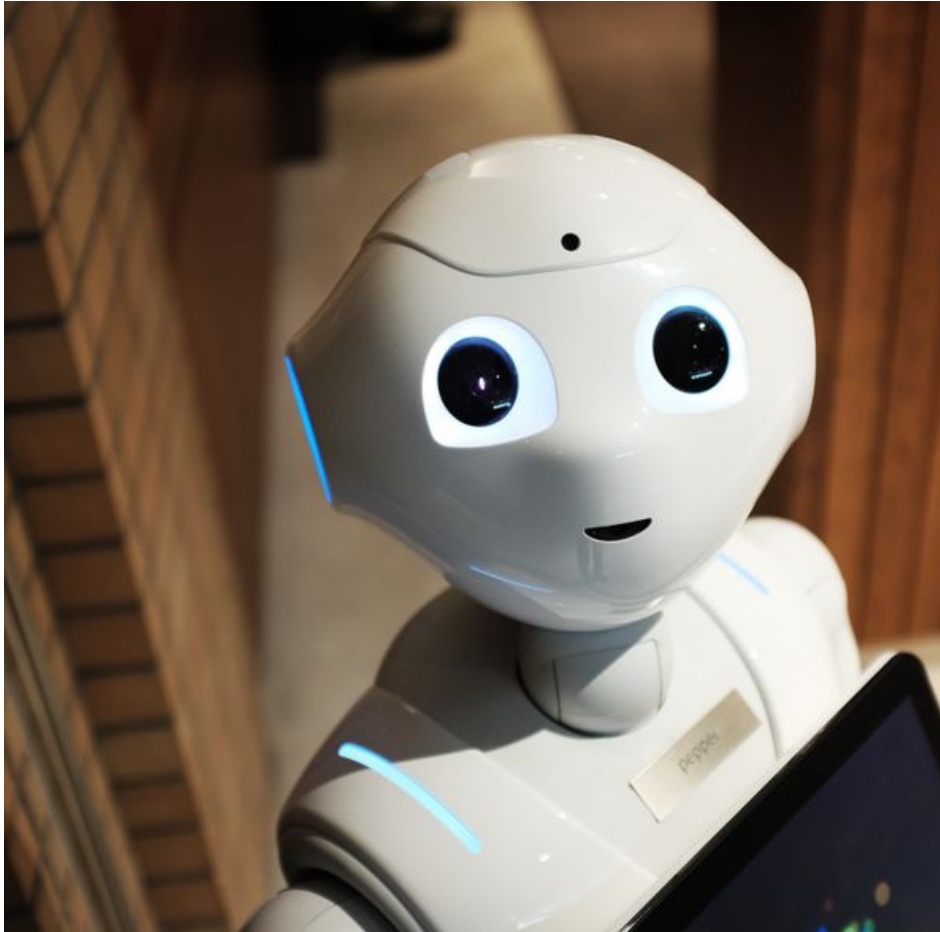


Problem: SMALL BUSINESSES (SB) must evolve



- **SB can't afford CSR consultants**
Consumers want to buy from businesses that are transparent about Corporate Social Responsibility.
- **SB need to be agile in the economy of today**
Consumer behaviors shift quickly and they expect immediate fulfillment.
- **SB need to automate to compete**
Automation is expensive and can ultimately displace workers.

3T SOLUTIONS for business



- **Project Biz1: CSR consultation**
#1. [Net Impact](#) leverages the power of business for social good. #2. [2020Theory](#) has a 10-minute Business Assessment.
- **Project Biz3: Human-Centered Design Think**
An online tool to engage staff in improving the business via this proven workshop method.
- **Project Biz2: Ethical Automation Coalition**
[XEIA](#) is a Benefit Corporation dedicated to automating ethically at a low cost. Their Tech-offset plan (like a Carbon-offset) diverts 99% of profits toward the needy.



Problem: COMMUNITY WELLNESS barriers



- **People are too busy to make the world better**
We all want to survive, enjoy free time & have as few worries as possible. And we feel powerless to affect big change.
- **Community & business get disconnected**
Local businesses often do not enhance the area Social Determinants of Health (SDOH).
- **The homeless (unhoused) lack opportunity**
There are many programs assisting people who are homeless, but it's often a temporary arrangement or difficult to apply.

3T SOLUTIONS for communities



- **Project Com1: 2020 Theory Actions**

#1. a book, #2. deck of cards, and #3. [website](#) all designed to provide tangible, simple actions for people to take agency in changing the world around them.

- **Project Com2: Business Link to SDOH**

Identifying areas with low SDOH scores and [consult](#) local business to leverage resources to reach new customers.

- **Project Com3: Opportunity Pack**

A backpack filled with gift cards, hotel stay, and a computer loaded with resources (i.e. apps for affordable housing, healthcare, virtual jobs) along with an incentive to follow-up. Four types of packs: family, elderly, young women, universal.



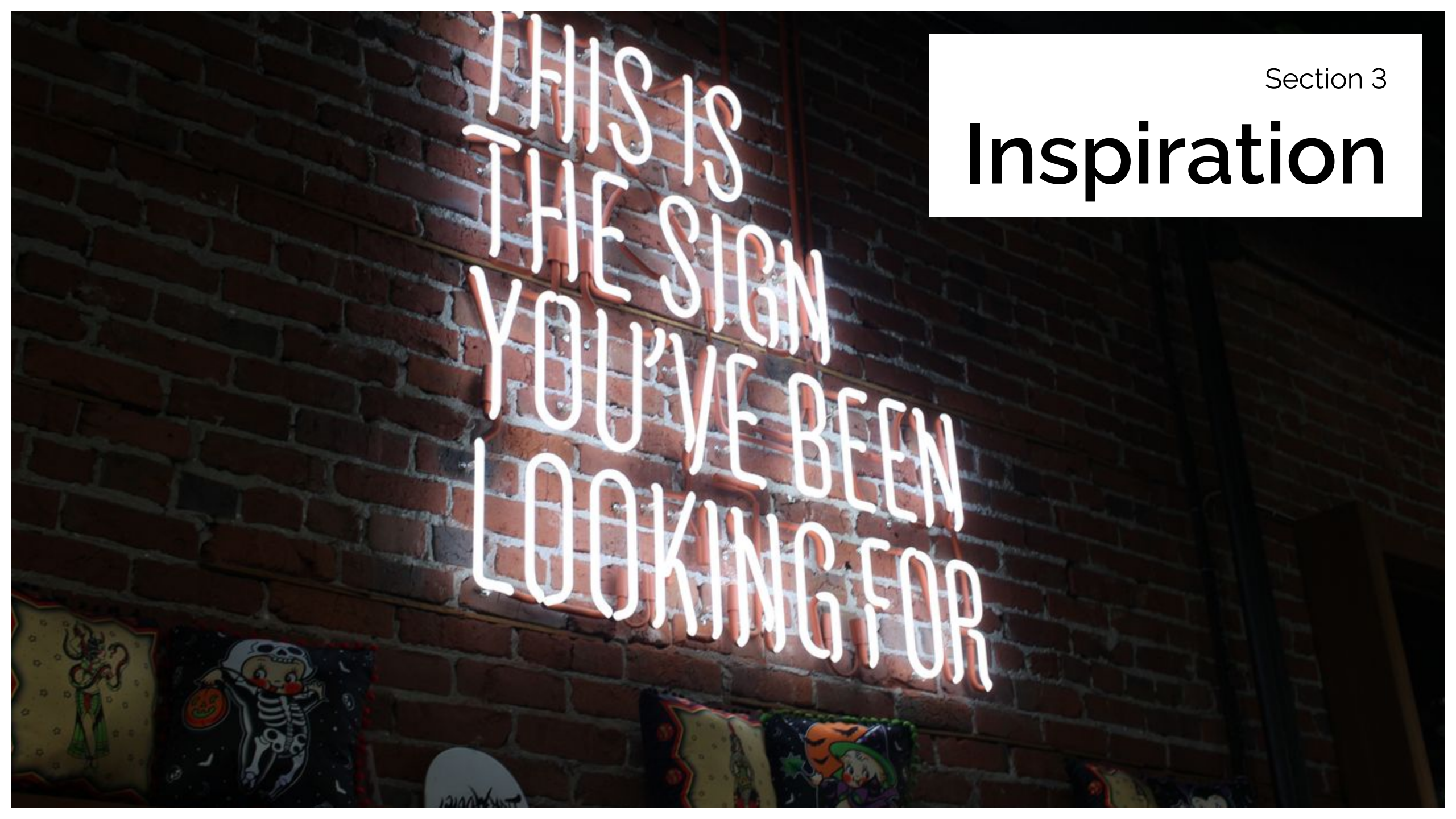
Startup Projects Summary

Ranging in startup costs from \$8,000 for one project up to \$221,000 for all nine initial projects.

CODE	A.S.A.P. PROJECTS (pending funding)	CURRENT ALLIANCE NETWORK (not official affiliates yet)	STARTUP FUND GOAL	SUSTAINABLE REVENUE GENERATION PLAN
3T-Ed1	Sportball Scholarships	Sportball	\$13,000	1% of Sportball revenue.
3T-Ed2	Physical Literacy & Wellness Workshops	JR Storytellers	\$23,000	Schools pay for teachers to attend.
3T-Ed3	NextGen Teachers Freelance Platform	The Abundance Game (TAG)	\$45,000	Free platform with upgrade options.
3T-Biz1	Net Impact & 2020 Theory CSR Consult	NIPHX.org & 2020Theory.com	\$8,000	Member fees & consult donations.
3T-Biz2	Ethical Automation Coalition	XEIA	\$8,000	Commission from XEIA sales.
3T-Biz3	Online Human-Centered Design Think Tool	Be Radical Group	\$40,000	Free tool with upgrade options.
3T-Com1	2020 Theory Actions Cards & Book	Finally & Arizona State University	\$49,000	Sales of book and cards
3T-Com2	Business Link to SDOH Consultations	Opportunity 360	\$24,000	Localized fundraising event
3T-Com3	Opportunity Packs for Sale Online	C.A.S.S. & Phx Rescue Mission	\$11,000	Sale of individual packs

Section 3

Inspiration



THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR



Alpha Generation



Business Owners



Teachers



Earth



The Under-served

Basic Human Needs

Nutrition & Basic Medical Care

Undernourishment
Maternal mortality rate
Child mortality rate
Child stunting
Deaths from infectious diseases



Water & Sanitation

Access to at least basic drinking water
Access to piped water
Access to at least basic sanitation facilities
Rural open defecation



Shelter

Access to electricity
Quality of electricity supply
Household air pollution attributable deaths



Personal Safety

Homicide rate
Political killings and torture
Perceived criminality
Traffic deaths



Foundations of Wellbeing

Access to Basic Knowledge

Adult literacy rate
Primary school enrollment
Secondary school enrollment
Gender parity in secondary enrollment
Access to quality education



Access to Information & Communications

Mobile telephone subscriptions
Internet users
Participation in online governance
Access to independent media



Health & Wellness

Life expectancy at 60
Premature deaths from non-communicable diseases
Access to essential health services
Access to quality healthcare



Environmental Quality

Outdoor air pollution attributable deaths
Wastewater treatment
Greenhouse gas emissions
Biome protection



Opportunity

Personal Rights

Political rights
Freedom of expression
Freedom of religion
Access to justice
Property rights for women



Personal Freedom & Choice

Vulnerable employment
Early marriage
Satisfied demand for contraception
Corruption



Inclusiveness

Acceptance of gays and lesbians
Discrimination and violence against minorities
Equality of political power by gender
Equality of political power by socioeconomic position
Equality of political power by social group



Access to Advanced Education

Years of tertiary schooling
Women's average years in school
Globally ranked universities
Percent of tertiary students enrolled in globally ranked universities



Section 4

Finances



1 859 317
2 499 808
3 227 076
4 050 935
R 28 331

Investment Value at Year end

Investment	Investment Value at Year end
424 963	467 459
446 211	1 005 037
468 522	1 620 915
491 948	2 324 149
516 545	3 124 764
542 372	4 033 850
569 491	5 063 675
Start at monthly	R 35 414

can we do this?

Year #2 Project **Expense** Projections: DRAFT

	3T Umbrella	3T-Ed1 scholarships	3T-Ed2 workshops	3T-Ed3 platform	3T-Biz1 CSR consult	3T-Biz2 automation	3T-Biz3 Design Think	3T-Com1 Cards/Book	3T-Com2 SDOH	3T-Com3 Opp Packs	TOTALS
Expenses											
Marketing, Ads & SEO at 8%	\$2,440	\$1,200	\$2,920	\$6,400	\$400	\$400	\$5,600	\$7,040	\$3,080	\$960	\$30,440
Other Fundraising at 8%	\$2,440	\$1,200	\$2,920	\$6,400	\$400	\$400	\$5,600	\$0	\$3,080	\$960	\$23,400
CC merchant fee at 2.75%	\$839	\$413	\$1,004	\$2,200	\$138	\$138	\$1,925	\$2,420	\$1,059	\$330	\$10,464
ADP	\$1,200	\$103	\$273	\$100	\$20	\$20	\$100	\$100	\$277	\$74	\$2,267
Admin Payroll at 20%	\$6,100	\$3,000	\$7,300	\$16,000	\$1,000	\$1,000	\$14,000	\$17,600	\$7,700	\$2,400	\$76,100
Workers Comp?	\$0	\$206	\$546	\$200	\$40	\$40	\$200	\$200	\$554	\$148	\$2,134
Direct program cost	\$0	\$7,300	\$20,000	\$40,000	\$1,000	\$1,000	\$40,000	\$55,000	\$20,000	\$5,000	\$189,300
website maintenance	\$2,000	\$1,000	\$1,000	\$3,000	\$1,000	\$1,000	\$2,000	\$1,000	\$1,000	\$2,000	\$15,000
Software/mailchimp/etc	\$1,000	\$0	\$0	\$1,000	\$0	\$0	\$0	\$1,400	\$0	\$0	\$3,400
Equip, Supplies, Compu's	\$1,500	\$200	\$300	\$1,500	\$200	\$200	\$0	\$200	\$1,500	\$100	\$5,700
Office Rent (incubator)	\$8,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,000
Merchandise	\$3,000	\$0	\$0	\$3,000	\$800	\$800	\$0	\$3,000	\$0	\$0	\$10,600
D&O Insurance	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000
Accounting= pro bono?	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500
Legal = pro bono?	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Consultants= pro bono?	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Grant Writing (outsourced)*	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENSES	\$30,019	\$14,622	\$36,263	\$79,800	\$4,998	\$4,998	\$69,425	\$87,960	\$38,250	\$11,972	\$378,305

*seek grants after year #3.



Section 5

10-Year Target

As the world transforms, so shall we. The 3T path will change, but here's the destination for now.



- 20 projects successfully sustained
- Refined measurements based on data
- Offering membership subscriptions
- Multiple benefits for Alliances / Affiliates
- At least one annual Fundraising Event
- At least one grant writer on staff
- At least one volunteer recruiter/trainer on staff



BEFORE YEAR 2030	
FUTURE PROJECT IDEAS	BRIEF SCOPE
1 Five-Hive Business CSR rating	Social responsibility score out of 5 (similar to 1 to 5 star) to post alongside reviews on sites like Amazon, Google Review, Yelp, etc.
2 Eco-Travel & Volun-Tourism Reviews	Eco-Travel & Volun-Tourism website similar to TripAdvisor.
3 The eHarmony of Volunteering	Improved volunteer matching website relevant to volunteer skillsets & charity organization needs.
4 Monthly Subscription Insurance	Low-cost, creative Automobile Insurance without a profit-motive. Similar to www.lemonade.com & https://huddle.com.au
5 Community Health Ambassadors	Authorized individuals who can offer healthcare discounts & health consult in exchange for proof of regular health checkups.
6 The Good Internet	A search engine with only websites for B-Corps, qualified non-profits, NGOs & accredited Universities.
7 Corporate Competition Collaboration	Consulting businesses to set standards & open source certain methods among all competitors in order to advance an industry forward.
8 Impact Investment ROI Tracker	App to see a map of your investment funds & videos from people at each major step in the funnel to show exactly how funds were used.
9 Intended Consequences A.I.	A.I. designed to evaluate new business ideas, products, or services & consider potential 2nd, 3rd, 4th order & long-term consequences.
10 Freelance & Gig Work Credentialing	Skill credentialing & validating program.
11 The Indeed of Sharing Economics	A job post site for employers to find part-time workers willing to share their job. (i.e. a teacher & a bookkeeper want to share 20 hrs/wk.)
12 A.I. Lawyers	Online A.I. tool that can read through fine print & summarize. Eventually to augment Judge verdicts with case & judgement research.
13 Home Garage Repurposing	Converting garages to bonus rooms. Encouraging less vehicle ownership & more autonomous car & ride-share innovations.
14 Electric Delivery Vehicles	Electric UPS trucks & delivery vehicles to replace current fleet of gas guzzlers.
15 Prime Rate Loans	Angel Investors who buy up people's debts for prime rate interest. Eventually include a global platform for Tax Lien Auctions.
16 Non-profit Incubators	Office space for non-profits to collaborate & utilize economies of scale.

+Progress on the Initial Nine Startup Projects

CODE	A.S.A.P. PROJECTS (pending funding)	FUTURE ADD-ON
3T-Ed1	Sportball Scholarships	complimentary birthday parties and events
3T-Ed2	Physical Literacy & Wellness Workshops	Online or Telepresence
3T-Ed3	NextGen Teachers Freelance Platform	Payments via Basic Attention Tokens
3T-Biz1	Net Impact & 2020 Theory CSR Consult	3T University workshops
3T-Biz2	Ethical Automation Coalition	Infrastructure as a service marketplace
3T-Biz3	Online Human-Centered Design Think Tool	app for businesses, school, or families
3T-Com1	2020 Theory Actions Cards & Book	Selling on Voice-User Interface (VUI) skills
3T-Com2	Business Link to SDOH Consultations	Collaboration with MTMs "Reveal" product
3T-Com3	Opportunity Packs for Sale Online	Gamified outcome tracking for investors



Section 6

How to Help



Are You Thinking About Tomorrow?

Today, thousands of ads, information and decisions compete for your attention every moment. This leaves most humans incapacitated and focused on self-preservation, short-term goals & instant gratification. . . **But you are different.** You are here thinking about humanity's future.

Our team will research, build, and implement the project you care most about. Prior to launch, we must achieve the project funding objective to ensure long-term viability of the project. Please ask us if you would like specific details about any project.

TAKE ACTION NOW:

3Talliance@gmail.com | www.3Talliance.org



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Cash Donation Receipt

Today's Date: _____

Thank you for your contribution of \$_____

No benefit was bestowed upon this donor in exchange for this contribution... other than the joy of giving to an organization committed to making the world a better place.

Think Tomorrow Today is recognized as a nonprofit organization by the IRS.

IRS Code: Section 501(c)(3)

Tax Identification Number: 82-4466100