



SERAVIVA

Plan of Action

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Introduction

Purpose

The mission of SERAVIVA is to provide products, services, systems, and environments which improve the overall wellness of our species and planet.

The purpose of this document is to outline and describe the current plan of action to realize SERAVIVA's mission.

To provide products and services on a global scale, the current legal, regulatory, and economic environment requires SERAVIVA to operate as a for-profit multinational corporation. Therefore, this document details a plan of action regarding how to rapidly develop and grow such a corporate entity.

Stages

SERAVIVA will have 4 stages of growth based on clear thresholds:

- Stage 0 : Pre-incorporation
- Stage 1 : Pre-profit Incorporation
- Stage 2 : Profitable Incorporation
- Stage 3 : Pro-generative Community Creation

This plan of action therefore details how to proceed from Stage 0 to Stage 3.

Operating Models

Because of SERAVIVA's mission and the intention for rapid global expansion, SERAVIVA must operate distinctly when compared with the way that corporations have operated up until now. Specifically, it utilizes 4 innovatory operating models to achieve its mission.

- Open Company Model
- Dynamic Equity Model
- Conscious Revenue Model
- Wellness Within Model

The Open Company Model replaces proprietary and restricted access to information with complete transparency. This includes transparency of activities, ownership, resources, and decision-making.

The Dynamic Equity Model replaces limited, large, high-risk initial investment with frequent, small, low-risk investment and contribution of resources for equity, based on the relative value provided multiplied by a current risk factor. As a result, shares can be sold sooner and with greater granularity than traditional business investment models.

The Conscious Revenue Model renounces the false premise that shareholders are somehow separate from humanity and our planet. Instead, it directs SERAVIVA to consciously maximize *real* shareholder return by profitably creating more wellness than illness for the species and planet of which shareholders are a living aspect.

The Wellness Within Model renounces the extractive use of living beings. Instead, it directs SERAVIVA to form mutually supportive relationships. This is true most especially in relation to its employees, contractors, customers,

and investors in order to create wellness for all from the inside out. This allows SERAVIVA to function more rapidly and effectively than other multinational corporations while also reducing marketing, advertising, healthcare, and retention costs.

Details are provided below.

Open Company Model

Transparency of corporate activities, ownership, resources, and decision-making has only been practical on a global scale for the past few years. This has been due to the global spread of portable devices having Internet access combined with the commonplace use of social media platforms. These conditions have trained the general public to readily post and access information concerning both individual and group *activity* as well as both individual and group *identity*.

Although most social media platforms have been generating income through focused advertising, the *interest* of social media users has been in creating, maintaining, and extending *relationships* beyond the limits of physical distance. Therefore, SERAVIVA can utilize this interest to connect individuals, groups, and organizations to create and coordinate activity globally on the basis of a common identity aligned with SERAVIVA's mission.

Fundamentally, nearly everyone desires to create, support, purchase, and use products, services, systems, and environments which improve the overall wellness of our species and planet. However, lack of access, lack of trust, lack of knowledge, and lack of purchasing power have all hampered the fulfillment of that desire. By using an open company model based on social media technologies, SERAVIVA is able to offer access, trust, knowledge, and purchasing power to sufficiently interested parties.

The way it works is by setting up a social media-type technology platform for SERAVIVA, inclusive of websites and mobile phone apps. This platform then allows SERAVIVA to communicate and coordinate both internally and externally on a global basis. In this way, the open company platform acts as SERAVIVA's nervous system.

Dynamic Equity Model

Due to the need to rapidly expand globally, SERAVIVA requires an easy and standardized way for individuals and organizations to *contribute and invest* money, labor, and other resources. Correspondingly, SERAVIVA requires an easy and standardized way for contributors and investors to receive a *return* on their contributions and investments. Furthermore, SERAVIVA requires an easy and standardized way for proposals to be *voted on* relative to one's current equity stake. This easy and standardized way is SERAVIVA's dynamic equity platform.

The way it works is that SERAVIVA virtual shares (SVS) are issued based on the U.S. dollar (USD) value of agreed-upon contributions, multiplied by a risk factor based on the stage that SERAVIVA is at. Risk factors are as follows:

Stage	Risk Multiplier
0	3
1	2
2	1

SVS act as *virtual* shares because they cannot be legally treated as shares in SERAVIVA until the business is fully incorporated under a legal jurisdiction. However, SVS are to be converted one-for-one into SERAVIVA Actual Shares

(SAS) upon legal incorporation. In the meantime, the risk multiplier of 3 means that 3 SVS will be issued for each USD accepted in contribution, based on the agreed-upon monetary value of the contribution at the time of its receipt. This is true regardless of whether contributions are in cash, labor, land, or other resources.

When agreed upon by both SERAVIVA and the seller, SERAVIVA can buy back shares based on the current risk multiplier. This means that SERAVIVA would pay:

- 1 USD for 3 SVS at Stage 0
- 1 USD for 2 SAS at Stage 1
- 1 USD for 1 SAS at Stage 2

Both SVS and SAS may also be exchanged, bought, and sold *if permissible* within the legal jurisdictions of the buyer and seller.

This arrangement incentivizes early contributions to SERAVIVA and allows SERAVIVA to pay for certain expenses in the form of SVS or SAS instead of USD or equivalent currencies, reducing cash flow requirements. It also allows for equity distribution to be tied to the monetary value of contributions relative to how SERAVIVA grows. Furthermore, it incentivizes profitability and reduces the financial risk for investors and contributors by having a predetermined monetary valuation for its share buyback program at all stages of development.

Prior to SERAVIVA reaching Stage 3, however, SERAVIVA switches to a market exchange rate for SAS. This transition decouples SAS from USD, allowing for increases in the monetary value of SAS and easier international expansion.

The number of SVS or SAS one owns, as well as share transaction history and percentage of total shares outstanding, are automatically updated on the

open company platform. This means that SVS or SAS will be shown as part of an individual's or organization's profile, along with their equity stake. This public disclosure allows for transparency in ownership and voting rights, as 1 SVS or SAS provides for 1 vote.

To reduce overhead in voting for proposals within the company, each owner of SVS or SAS must indicate another equity holder as their default proxy. In this way, if an equity holder fails to vote on a proposal, the holder's votes will be applied to the selection made by their proxy. If the proxy *also* fails to vote on a given proposal, the proxy's combined votes will be applied to the selection made by *their* proxy, and so on.

As long as a proposal has no less than a $\frac{2}{3}$ majority of total votes in favor, the proposal passes. This process supports greater consensus within the company without creating excessive requirements for the time and attention of equity holders.

Conscious Revenue Model

SERAVIVA acts to consciously maximize *real* shareholder return by profitably creating more wellness than illness for the species and planet of which shareholders are a living aspect. It does so by creating and maintaining subsidiary companies that *each* provide products, services, systems, and/or environments that create more wellness than illness for all.

More precisely, SERAVIVA defines wellness to be an *increased* ability to function, while defining illness to be a *decreased* ability to function. As such, wellness and illness apply not only to living beings but to *everything* that functions. Furthermore, these definitions treat wellness and illness as qualities that are *objectively discernible*. This then limits subjective disagreements due to personal and cultural differences.

One way to think of SERAVIVA is like an octopus with an unlimited ability to grow. By having a brain and nervous system that support the coordinated growth and functioning of new limbs, each limb is supported in working to profitably create wellness for all. This is done by creating surplus value for customers while increasing the ability of things to function and preventing unnecessary harm. This is because harm decreases the ability of things to function and thereby creates illness, by definition.

Wellness Within Model

In order to profitably create more wellness than illness for all, SERAVIVA must be well in itself. This is to say that SERAVIVA can only have an increased ability to function if the people, organizations, machines, systems, and other functioning elements of SERAVIVA *also* have an increased ability to function.

To support this, all employees and contractors must undergo an 18-week wellness training program based on the upcoming book, *Feel. Love. Now...* (<https://FeelLoveNow.online>) This on-the-job training program provides staff with a common baseline of wellness *within* themselves and a common understanding of how to work together regardless of personal and cultural differences. Since this program supports individuals in their physical, mental, and emotional wellness, staff are more available and better able to perform their work while being less drawn to working elsewhere.

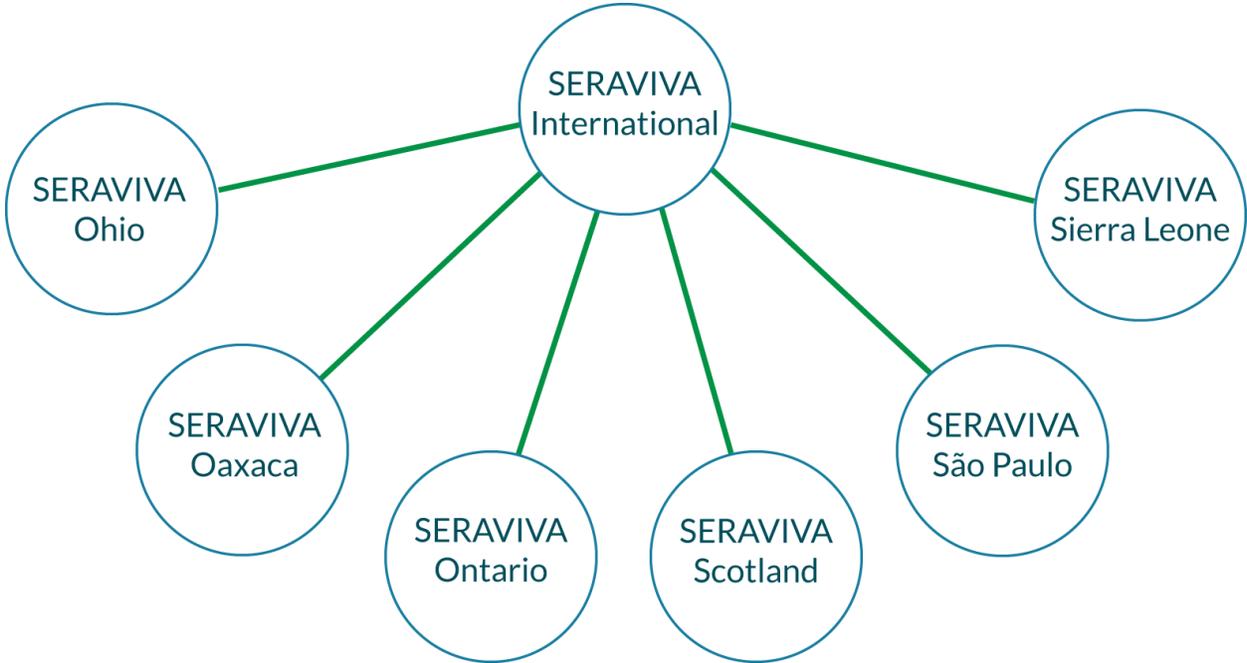
By creating and maintaining supportive relationships internally, SERAVIVA is better able to create and maintain supportive relationships *externally*. This inevitably reduces friction and increases cooperation with customers, investors, partners, governments, and other stakeholders. Because the *Feel. Love. Now...* program will be publicly available, job candidates can begin to

prepare themselves well in advance, allowing for more rapid on-boarding to facilitate SERAVIVA's rapid global expansion.

Subsidiaries

In order to quickly expand worldwide, SERAVIVA must adapt to the varying requirements of different jurisdictions. As these requirements include minimum national ownership thresholds as well as differing laws and regulations that change over time, it benefits SERAVIVA to have a subsidiary for each major jurisdiction that it operates in to support and maintain its operations globally. Such jurisdictions include states, provinces, and other self-governing territories.

Example of Jurisdictional Subsidiaries



Each jurisdictional subsidiary operates its own locally-hosted open company platform with support for official jurisdictional languages in addition to

English. The use of English as a common language allows SERAVIVA International (SI) and SERAVIVA subsidiary staff to then cooperate and support each other more effectively.

Jurisdictional subsidiaries use their individual open company platforms to host their individual dynamic equity platforms. This then allows them to issue their own SVS or SAS based on an appropriate local currency conversion while adhering to local legal and regulatory requirements.

In addition to the Open Company Model, jurisdictional subsidiaries adhere as closely as legally possible to the other 3 SERAVIVA Operating Models, as implemented and maintained by SI. Furthermore, jurisdictional subsidiaries are required to limit their primary operations to their jurisdiction so as to prevent overreach and conflicts of interest.

By allowing SERAVIVA to operate in a given jurisdiction, jurisdictional subsidiaries allow for the local operations of *production* subsidiaries. Production subsidiaries are business ventures within SERAVIVA that produce and develop products, services, systems, and environments for sale.

Production subsidiaries include startups as well as existing business ventures that SERAVIVA absorbs through contributions and investments. In the case of multinational production subsidiaries, SI provides support for the subsidiaries' multinational operations while each SERAVIVA jurisdictional subsidiary provides support for operations within its individual jurisdiction.

Once production subsidiaries grow large enough to warrant the effort, production subsidiaries *also* create their own open company platform and dynamic equity platform. Production subsidiaries must also adhere to SERAVIVA's Operating Models, as maintained by SI and SERAVIVA jurisdictional subsidiaries.

Because production subsidiaries provide products, services, systems, and environments for *sale*, production subsidiaries are how SERAVIVA integrates with the global economy. This then allows SERAVIVA's investors and contributors to have a monetary return on their investments and contributions, encouraging even greater and more widespread contributions and investments in *all* branches of SERAVIVA.

In addition to facilitating share buyback programs, profits from production subsidiaries may be reinvested throughout SERAVIVA by way of *intrasystem* investments. These investments by production subsidiaries result in the purchasing of shares in other branches of SERAVIVA. In this way, profits can be used to power SERAVIVA's exponential growth and global expansion.

Given that all production ventures must be aligned with SERAVIVA's mission, the following startup production subsidiaries are currently under development:





UpKeepers



WATAIRA

The intention for WATAIRA is to sell drinking water sourced from water vapor in the atmosphere supplemented with fractalized minerals. A brief description follows:

Because of the current commercial availability of cost-effective air-to-water systems, it is now possible to use renewable energy to inexpensively extract water from humidity in the air. Doing so is actively beneficial to our planet and species because the warming of the atmosphere has resulted in higher rates of evaporation and higher average humidity levels. Since water vapor is a greenhouse gas, removing this excess water vapor from the air helps in the global effort to restabilize the climate.

Since water vapor can be extracted nearly anywhere on Earth, it is possible to bottle ambient humidity close to final points of sale. This results in minimal energy requirements for bottle shipments, which allows for the use of glass bottles instead of plastic. This is beneficial because glass can be reused more readily than plastics. Additionally, plastic itself can harm biological processes as and once it breaks down into microscopic particles.

Because water from ambient humidity is exceedingly pure, it requires the addition of minerals to be beneficial for the human body. Otherwise, the solvent qualities of ultrapure water can cause harm at the cellular level.

Given that our bodies evolved to drink primarily from streams and bodies of water fed by streams, the crystalline structure of the mineralized water we evolved to drink is fractalized in a way not found in spring water nor in groundwater used to supply tap water. This means that WATAIRA can produce a consistently nourishing and superior quality product by supplementing air-extracted pure water with small amounts of fractalized minerals.

Due to the poor quality of tap water in much of the world combined with customer preferences for packaged water, bottled water is sold and often relied upon around the globe. This makes WATAIRA an excellent entry point for SERAVIVA to create supportive relationships with local governments, businesses, and consumers while profitably increasing the wellness of both our species and planet.



Choose Views

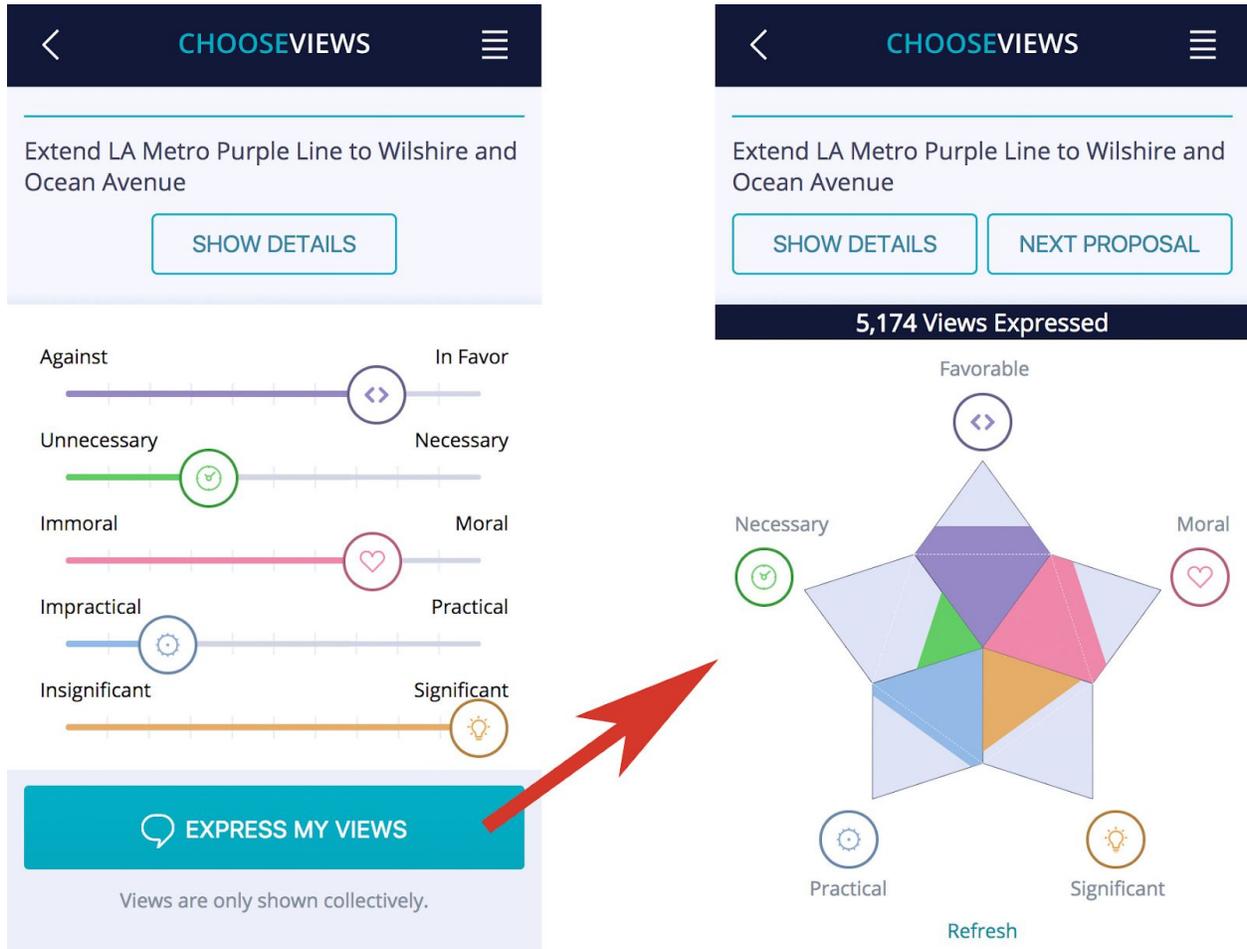
In offering a specialized type of micro-polling platform, Choose Views facilitates cooperative decision-making, increasing speed, effectiveness, and efficiency. A brief description follows:

Choose Views addresses the common need to achieve consensus on proposals that affect multiple stakeholders. It works by enforcing a common and useful structure for proposals that coincides with 5 key parameters used in decision-making. Each proposal includes the following details:

- Title
- Description
- Explanation of the proposal's necessity
- Explanation of the proposal's morality
- Explanation of the proposal's practicality
- Explanation of the proposal's significance

Stakeholders are notified of proposals affecting them and given the option to share their views using 5 sliders, one for each key parameter. Stakeholders can then see a visual graph of a current collective view on the proposal and observe how it changes over time. By providing inclusion and transparency, cooperation with and among stakeholders naturally increases.

Example of Parameters and Result of Selection



Choose Views generates income by charging the submitter a fee for each proposal, based on the number of stakeholders notified. This encourages proposals to be submitted only when needed. By tying fees to the number of stakeholders notified, Choose Views also reduces the demands on stakeholders for their time and attention while still including them in the decision-making process.

Although intended to be integrated with the SERAVIVA open company platform, the service can also be provided for uses *outside* of SERAVIVA. In fact, Choose Views was originally envisioned to increase the wellness and efficiency of local governance.

By giving people opportunities for their views to be shared while observing the views of others regarding proposals for change, Choose Views facilitates efficient cooperation while minimizing conflict. This allows Choose Views to profitably support the wellness of humanity by increasing our ability to function collectively.



Just Requests

The Just Requests platform offers a way for people to publicly request specific improvements to any product, service, system, or environment. A brief description follows:

Starting with a simple website, Just Requests invites people to view, support, and post requests for improvements. Although only a few organizations providing products, services, systems, or environments (providers) will initially be observing posts for new requests, increasing demand from customers will result in increasing numbers of providers using the Just Requests platform.

Examples of Home Page and Requests Page

The screenshot displays the Just Requests website interface. At the top, there are navigation links for 'Explore', 'Register', 'Benefits', and 'Sign In'. The central logo reads 'JUSTREQUESTS'. Below the logo is a main heading: 'Life is better when products and services do what you want them to do!' followed by a sub-heading: 'Use this site to request improvements to products and services.' A search bar contains the text 'businesses, locations, products, services, and existing requests' and a 'Search' button. Below the search bar are three tabs: 'Latest Requests' (selected), 'Most Supported', and 'Most Commented'. Two request cards are visible. The first card is for 'Google Calendar' with the title 'Allow for newlines in outgoing messages using Shift + Enter in outgoing messages', 122 upvotes, 12 comments, and is marked as 'NEW'. The second card is for 'Apple Watch' with the title 'Nothing happens when I click Submit on the Contact us form (new Apple Watch application)', 5,122 upvotes, 36 comments, and is also marked as 'NEW'. Both cards are attributed to 'John Doe'.



Allow for newlines in outgoing messages using Shift + Enter in outgoing messages

I'd like to be able to send messages with multiple lines from the web interface but when I press the Enter key it sends the message instead of waiting for me to click on the Send icon.

Google Voice

NEW

↑ 122

12

John Doe

This request is a

Shouldn't-Have

Could-Have

Should-Have

Must-Have

195 ratings

Comments



Representative of Google

December 17, 2017

Great idea, this should have been there from the beginning!

your comment

Add Comment

By being among the first providers to use the Just Requests platform, SERAVIVA and its subsidiaries benefit from improving their offerings *rapidly* to meet clear and specific customer demand. As more customers and providers come to use the Just Requests platform, it can then be extended to include mobile device apps, voice controls, and other features.

Just Requests generates income through fees paid by providers to display their branding, to integrate with backend business systems, and to integrate with public-facing websites, along with other services.

By giving people opportunities to request improvements to the way things function in their daily life, Just Requests profitably supports increasing wellness for humanity. Additionally, by offering transparent bidirectional communication between providers and customers, Just Requests improves the ability of providers to function as providers, increasing their wellness as well.



UpKeepers

The intention for UpKeepers is to provide people with the knowledge and assistance they need to maintain their homes, workplaces, and other environments while also maintaining their health and the health of their families. A brief description follows:

UpKeepers provides the general public with a website offering a series of video tutorials and other resources addressing how to clean, repair, and otherwise maintain things in one's daily life. Once a sufficient fan-base is developed within a metropolitan area, UpKeepers consultants are trained to provide onsite consultations within that area.

UpKeepers advertises the availability of its consultants in each area for a free one-hour onsite consultation. During free consultations, UpKeepers consultants provide an initial evaluation of actions to take and services to be provided so as to better maintain the client's household or workplace.

At the end of each free consultation, UpKeepers consultants offer options for their clients to arrange for additional paid consultations and any outside services that their clients may require. Examples of such services include cleaning services and specialty repair services as well as health-related services, such as personal trainers and dieticians.

As the number of consultations in a given area increases, UpKeepers hires its own specialists to ensure that its clients receive reliable and high quality services at reasonable cost. In this way, UpKeepers is able to grow its network and reputation for directly supporting the wellness of households.

UpKeepers generates income with its videos and other online resources from either advertising or a monthly subscription fee to prevent ads from

appearing. This is similar to the paid options currently offered by media streaming services.

Once a customer base is sufficiently developed within a metropolitan area, UpKeepers generates income in that area through paid consultations, minor referral fees, and specialty services. Because UpKeepers assists people in increasing their personal wellness in addition to the wellness of their household or workplace, UpKeepers implicitly and profitably increases the wellness of both our species and our planet.

The logo for UpKeepers features the word "UpKeepers" in a bold, blue, sans-serif font. Above the letter 'U' is a small blue star, above the letter 'p' is a larger yellow star, and above the letter 'i' is another small blue star.

UpKeepers

ProsperiCare

The intention for ProsperiCare is to provide optimal healthcare for families and communities by combining it with wealth management and other financial support services. A brief description follows:

When healthcare is based on a fee-for-service model, businesses are incentivized to offer unnecessary services and charge excessive fees. This model can harm patients both physically and financially. When healthcare is based on a single-payer model, businesses are incentivized to minimize services in order to minimize fees. This model can harm patients physically whenever needed services are delayed or denied.

ProsperiCare solves this problem by providing *both* financial and healthcare services to families. It does so by charging a fixed percentage of family income, initially estimated to be 11%, in exchange for guaranteed *full coverage* of healthcare and financial support services. With this approach, ProsperiCare is incentivized to increase both family income and family health while reducing the healthcare costs and financial service costs that the company incurs.

The ProsperiCare model provides more optimal healthcare through its focus on *preventive* measures combined with a holistic approach to wellness that encompasses mental and emotional health in addition to physical health. It also makes use of more effective but lower cost treatment approaches, such as hypnotherapy, group physical therapy, and effective low cost remedies that are not marketed by the pharmaceutical industry due to the remedies' low profit margins.

Because ProsperiCare provides financial support services, the company provides families with the basic accounting, tax-filing, financial coaching, life event planning, and wealth management they need to increase their wealth

and income. Since ProsperiCare's income is directly tied to that of its customers, inclusive of investment gains, it is incentivized to increase family income, wealth, and lifespan while both minimizing expenses for the company and minimizing requirements for the family's time and attention.

Initially, ProsperiCare will train customer support consultants and bring trained accountants on staff while creating local referral networks of financial and health support services. ProsperiCare consultants act as the interface for the company with individual families, advising on how each family can increase its wellness and income.

As ProsperiCare grows within a given area, it begins to offer financial and healthcare support services in-house so as to maximize effectiveness and reliability while stabilizing and potentially reducing costs. Given that ProsperiCare is dedicated to increasing the wellness of families, it inherently and profitably supports the wellness of humanity.



Pro-Generative Expansion

In order to achieve SERAVIVA's mission of providing products, services, systems, and environments which improve the overall wellness of our species and planet, SERAVIVA must support the creation and expansion of pro-generative communities. This is because the ability of products, services, systems, and environments to improve wellness for all is based on *how* they are used.

As a social species, we evolved to live in small groups, such as families and clans. These small groups are considered by SERAVIVA to be Level 1 *communities*.

In the same way that we are able to join together as individuals to form Level 1 communities, Level 1 communities are able to join together to form Level 2 communities, such as neighborhoods. Similarly, Level 2 communities can join to form Level 3 communities, such as towns. This progression of increasing levels of community is fundamentally how humanity is structured.

In the same way that your cells and organs must be healthy and cooperate with each other in order for you to be well as a human being, *lower* level communities must be healthy and cooperate with each other in order for *higher* level communities to be well. This is important for SERAVIVA's success because the wellness of communities determines how they behave in relation to the rest of our species and planet.

Fulfilling SERAVIVA's mission to support the overall wellness of our species and planet goes beyond preventing harmful, degenerative behaviors. In fact, even *regenerative* behaviors such as sustainable agriculture are not sufficient to support the overall wellness of *both* our species and our planet. Instead, it is necessary for communities to behave *pro-generatively* by ensuring that the

total mass of living beings in a community's area of responsibility *increases* over time.

This is why SERAVIVA's mission requires the creation and expansion of pro-generative communities around the world. It is the creation of these pro-generative communities that marks SERAVIVA's 3rd Stage of growth.

By providing products, services, systems, and environments that improve the overall wellness of our species and planet, SERAVIVA exists to *serve* the needs of pro-generative communities. Though existing degenerative and regenerative communities can *transform* themselves to become pro-generative, one of the ways SERAVIVA serves pro-generative communities is by giving *birth* to them.

Essentially, SERAVIVA's subsidiaries generate and distribute the resources that pro-generative communities need in order to thrive. Specifically, to thrive pro-generative communities need to:

- Provide for the core needs of their members.
- Integrate and cooperate with other communities.
- Provide stability for themselves and their members.
- Create more living matter than would grow without them.
- Use only renewable or non-polluting sources of power.
- Safely reuse waste as a resource for more life.

In order to do so, pro-generative communities benefit from having:

- Clean water generation
such as with air-to-water and ultra-filtration systems
- Vertical indoor agriculture
to reduce the use of land to reliably grow food

- Renewable energy integration
to generate clean power sustainably
- Energy storage and distribution
to store and route power as needed
- Waste to resource conversion
such as with pyrolytic waste to energy systems
- Unimpeded Internet access
to support integration and cooperation
- Non-surface transportation
with tunnels and bridges allowing life on land
- Environmental remediation
to support living beings and restabilize ecosystems

For more details regarding how pro-generative community creation and expansion fulfills SERAVIVA's mission, please refer to <https://Soterian.Guide>.

Research & Development

Because of the technological needs of pro-generative communities, as well as the direct needs of SERAVIVA and its subsidiaries, there is a never-ending amount of research and development work to be done to yield efficiency improvements, cost reductions, and novel solutions. Because of this, SERAVIVA's open company platform acts as a means to integrate and operate technology research and development programs.

By integrating research and development into SERAVIVA, new technologies and refinements can be more readily integrated into the products, services,

systems, and environments that SERAVIVA provides. Key technologies to focus on include but are not limited to:

- Air and liquid filtration optimization
- Air-to-water system optimization
- Automated construction
- Distributed network resource optimization
- Energy storage and distribution
- Environmental remediation
- Heat transfer management
- Non-toxic biodegrading materials
- Renewable energy generation
- Small-scale automated manufacturing
- Transportation system optimization
- Vertical indoor agriculture optimization
- Waste to resource conversion

Next Step

If you would like to be part of SERAVIVA, reach out today by sending an email to email@SERAVIVA.com with a subject line of “Interest in SERAVIVA”. We will be happy to connect with you and determine how we can best work together. To succeed, SERAVIVA must be a group effort.