

A civic institution built to reach 100 million people

The world has the people, the know-how, the networks and the money. It does not yet have the machinery to bring them together at planetary scale. This page shows how UP is designed to do that.

100M

MEMBERS BY 2035

Phase 1 · ~500M by 2045 · an ambition, not a forecast

WHERE IT ALL CONNECTS

UP HUB + NAVi

Where members meet, find each other, form Circles, run Projects and learn — with NAVi as the guide.

01 · CAPACITY

Members

Free* membership · community first · a THRIVE Plan for every member

People join, take part in Circles, build their own plan to thrive — and bring skills, networks and resources with them.

02 · COMMUNITY

Circles

15 GlobalCircles · ThemedCircles · BrandedCircles · LocalCircles

Global in the millions, Themed in the thousands, Branded in the hundreds, Local of twelve. Trust and shared purpose link local action to global reach.

03 · DELIVERY

Projects

Idea → Lean Social Canvas → peer endorsement → funded and measured

Members turn ideas into real work with support and money behind it. The ambition: close to 6 million Projects a year by 2035.

04 · TRANSFORMATION

Outcomes

Be better · Do better · Live better

Results are checked and shared. Member wellbeing and learning build on each other across the whole network.

MISSION LOCK + HUMAN GOVERNANCE

Stichting UnitedPeoples — a Dutch public-benefit (ANBI) foundation

Articles, Tenets, ACE, Hybrid Holacracy and open books protect the public benefit, UP's independence and the members' stewardship of it. Membership that starts free stays free.*

MISSION-LOCKED ECONOMY

UnitedPeoples BV — UP Bank · UP BusinessBank · UP Ventures · UP Platform Services

A charter-bound Flywheel returns profit to the mission: earned income funds the foundation, ecosystem investment and regulated growth, so the institution pays for itself over time.

THE FOUNDING PATHWAY · ENTIRELY PHILANTHROPIC

~€188M of founding capital from visionary funders over three years, within a hard €200M ceiling. No revenue is assumed before the end of Year 3.

SPRINT · 13 WEEKS

~€2.5M

Build-ready design, structured review

BUILD · 6 MONTHS

~€11.5M

~€14M in total by D-Day

D-DAY · MONTH 9

Live

3 GlobalCircles, UP HUB v1, NAVi v1

DEPLOY · MONTHS 10–36

~€174M

All 15 GlobalCircles live by Month 24

YEAR 4 ONWARD

Self-funding

Earned income and the Flywheel take over

WHAT 2035 LOOKS LIKE · MEDIUM SCENARIO

Projected, not promised. Operational measures first; financial measures follow from them.

MEMBERS

100M

in 15 GlobalCircles

CIRCLES

2.9M

150K Themed · 750K Branded
· 2M Local

PROJECTS A YEAR

5.9M

funded, supported, measured

ECOSYSTEM INFLOW

€39.2B

total, in the year

BV REVENUE

€27.2B

€6.3B net profit

TO THE FOUNDATION

€13.6B

€3.5B earned · €1.57B via
Flywheel

UP BANK DEPOSITS

€700B

member and institutional

UP VENTURES

€30B

under management