

Meta Crisis? Meta Solution.

A coordination failure at civilisational scale requires civic infrastructure at the same scope. UnitedPeoples is engineered to be that infrastructure — *the institution democratic society needs, built now, while building is still possible.*

● THE INSTITUTION

Designed as a coherent civic system — not a campaign, not a platform, not a fund. One architecture (community, intelligence, finance) with *mission-lock encoded constitutionally* rather than left to leadership virtue. Built to outlast political cycles and scale across borders.

01 THE THESIS

Climate, democratic decay, inequality, conflict, information collapse — symptoms of a single convergent failure: lost capacity to coordinate at the scope challenges now demand. Existing institutions — national, multilateral, philanthropic, corporate — are *structurally insufficient*. For the first time, AI and agentic systems make coordination at this scope possible.

03 THE SYSTEM

One integrated architecture — UP HUB (coordination platform) + NAVi (agentic civic intelligence) + Embedded Finance (capital as utility) — converging on *Projects*, the atomic unit of action. Action, not engagement.

05 THE FLYWHEEL

The Stichting holds mission, trust, and civic legitimacy. The BV builds scalable services and financial infrastructure — UP Bank · BusinessBank · Ventures · Platform Services. Value flows back to the Stichting in perpetuity. *Compounding, not extractive.*

Now moving from long-cycle institutional design into pre-launch execution — with active conversations across civic leadership, global business, philanthropy, embedded finance, and systems innovation.

07 A NEW CATEGORY

Founding capital for a global-scale civic *institution*. Not venture. Not grant. A raise of ≤€200M over three years, sequenced as **Sprint** (€2.5M / 13 weeks — de-risks launch architecture, first GlobalCircles, governance, and capital pathway), **Build** (€11.5M / 6-month build to public launch — D-Day — with three foundational GlobalCircles), then a 24-month **Deploy** that scales the platform and stands up the embedded financial flywheel. *Ignites a civic-economic flywheel of unprecedented scope — mission-locked by design, tactically relentless.*

HORIZON 1

2035

Y10 · STEPPING-STONE · PHASE 1 MATURITY

100M	members
€13.6B	total Stichting inflow
€39.2B	total ecosystem inflow

HORIZON 2

2045

Y20 · CIVILISATIONAL SCOPE · TIPPING RANGE

~500M	members
€70.3B	total Stichting inflow
€377.5B	total ecosystem inflow