



the idealists

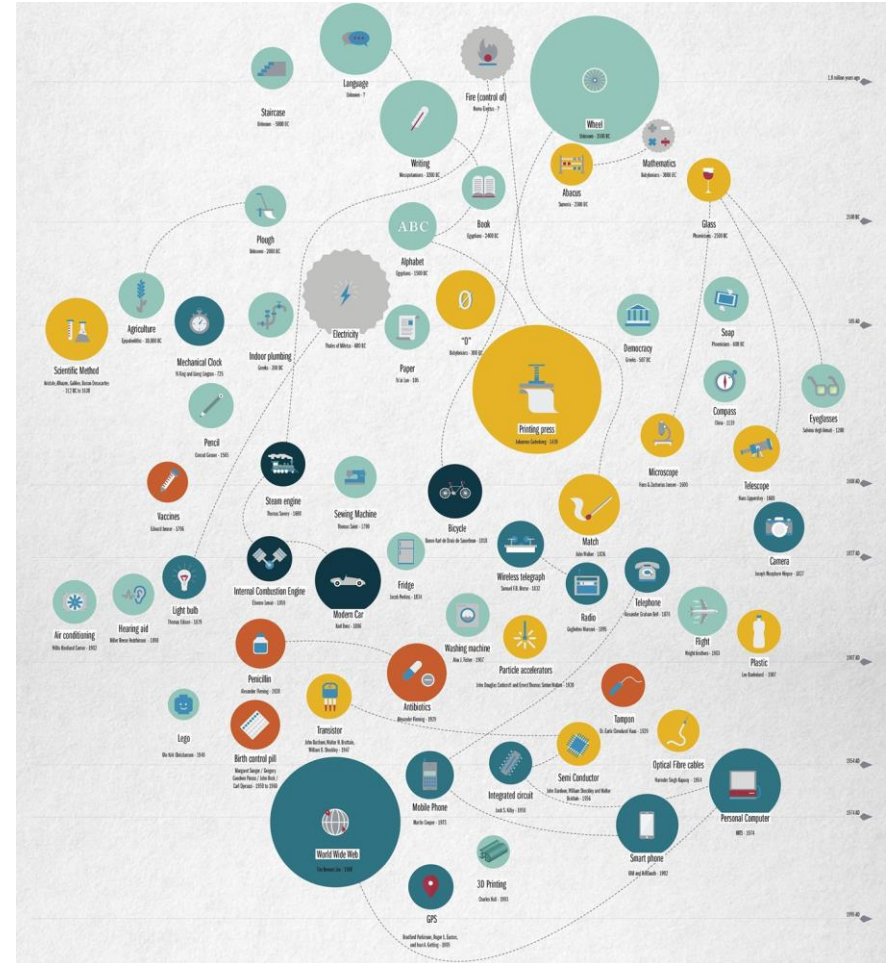
improving the world through ideas



Only 3% of people ever turn their golden idea into reality

And look what kind of amazing inventions this 3% has given us

Now imagine what our world would look like **if the other 97%** had turned their ideas into a reality?



Problem

We believe the world
can and should be a
place where everyone
has plenty and is fulfilled

A World of Untapped Solutions

The solutions to an age of plenty are already distributed over the brains of the 7,7 billion people on this planet

Statistics show that 97% of people will never realize their golden idea, nor will they share it, afraid that it will get stolen and so these ideas are taken to the grave

We lose 150.000 ideas each day and all of these solutions are thus forever lost to the world

Solution

The Idealists is an impactful platform
that assesses, validates, pairs with
founders and funders all of the golden
ideas that people get but will never
start a company for themselves

A Platform That Brings Ideas to Life

People can safely send us their UN Sustainable
Development Goals related golden idea that they'll never
realize themselves

After their idea has been thoroughly assessed and
validated through our unique, extremely cost- and time
efficient process based on collective intelligence, a
founding team consisting of a Catalyst (CEO-Founder) and
a Creator (Technical Founder), along with financiers, our
pool of employees and our coaches are going to build a
company for the idea and bring their solution to life

Goal

By combining the 97% of golden ideas that will never become reality, with the 3% that will, we can finally use 100% of our global brainpower to together solve all the challenges

to bring the world to an age of plenty

The United Nations' Sustainable Development Goals

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The role business can, and must play in achieving the Goals cannot be overestimated, as governments will not be able to change the world for the better merely by themselves

The reality is that the Goals need business, and at the same time business also needs the Goals, because the **SDGs provide the potential to unlock new markets and bring about a business opportunity of staggering magnitude**. The latter is estimated at no less than US \$12 trillion by 2030 with 380 million new jobs created. Indeed, implementing the SDGs is one of the biggest business opportunities of our time

Paul Polman, CEO of Unilever

The Trillion Dollar Shift by Marga Hoek

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Why the UN's Sustainable Development Goals?

We've chosen to only accept ideas that match the United Nations Sustainable Development Goals, because we believe helping achieve them is currently the best way to bring humankind closer to our vision of an age of plenty

Business for Good is Good For Business

As Paul Polman, CEO of UNILEVER, has already proved, there is no contradiction between sustainable and profitable growth by increasing total shareholder value 290% since announcing UNILEVER's Sustainable Living Plan

The Team



Maren de Kort
Founder

Co-founder of over 500 hair salons globally and several startups

Passionate about startups, scaling, eco-systems, exponential organisations and finding solutions to create a better world. Believes that abundance and fulfillment in life should be a birthright for all



Mike Nuttall
Design Expert
Founder of IDEO



Peter Clancy
Calculation Phase Expert
Founder of 3Quence



Maarten van Kroonenburg
Validation Phase Expert
Founder of Blue Whale Ventures



Bettina de Jong
Novelty Phases Expert
Ex-Global Head Patent Analysis at Shell International



Mixel Klemen
Collective Intelligence Expert
Researcher at Global Brain Institute



Cris van Cleemput
Catalysts and Creators Phase Expert
Founder Cyres, a.o. responsible for personal development at Atlas Copco

Special thanks to our friends for their advice and guidance

- **Marc Nager** Founder, Startup Weekend and Ex-CCO, Techstars
- **David Wyler** Founder, The Kairos Society
- **Elizabeth Yin** Ex-Partner, 500 startups
- **Herman Wijffels** Ex-Chair of the Executive Board at Rabobank
- **Ad van Berlo** Founder, VanBerlo
- **Piet van der Wielen** Brainport
- **Egbert-Jan Sol** CTO, TNO
- **Marielle Sleumer** Brainport
- **Gijs van de Molengraft** BOM
- **Hans Helsloot** Senior IP Advisor, RVO
- **Jalila Essaïdi** Founder, BioArt Laboratories
- **Scott Saslow** Founder, One World
- **Anne Welsh McNulty** Founder, John P. and Anne Welsh McNulty Foundation
- **Fons Wils** Ex-Director, Philips
- **Johan de Jong** Ex-Stichting Idee
- **Rob van den Heuvel** Founder, Sendcloud
- **Francis Heyligen** Director, Global Brain Institute at VUB
- **Martijn de Kort** Entrepreneur, Politician

From Idea to Company



Assess

Validation through Collective Intelligence



Pair

Building the Team and Secure Funding



Grow

Company Growth and Development

Assess-~~Pair~~-Grow



1. Idea is submitted to The Idealists

We receive and safely store all relevant information about the idea and teach the idea-person the value of an idea



2. Automated Market and Patent/IP Check

Our self-learning automated system filters out 80% of ideas already in existence or protected



3. Collective Intelligence Sift-Filter

Industry Experts, together with non-Industry Experts assess ideas through our crowd-based assessment system



4. Expert Market and Patent/IP Check

IP/Patent experts verify the novelty of the ideas submitted at a very low cost



5. Validation Process

Validation experts validate the idea with an efficient and thorough one-month validation process



6. Final Market and Patent/IP Check

IP / Patent experts verify the novelty of the final, validated idea at a very low cost



7. Financial plan is made

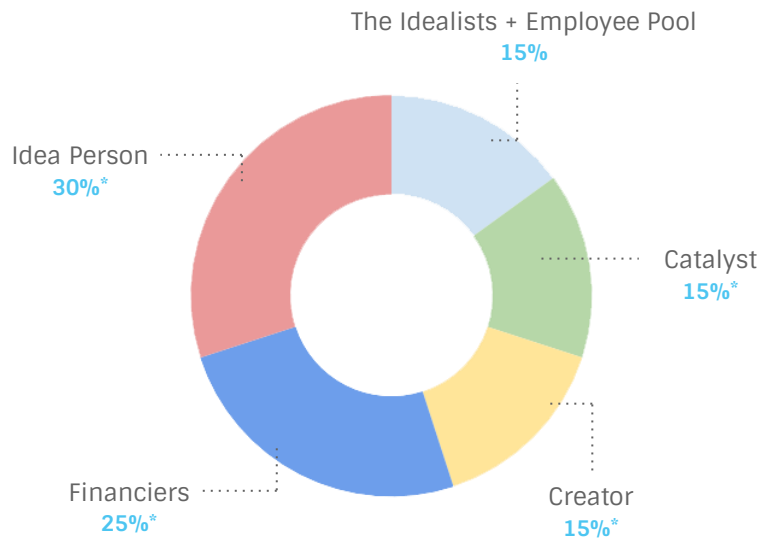
Our self-learning AI, together with a Financial Advisor and a Subsidy expert creates the financial plan



Validated Ideas

Ideas that pass the Assess Phase continue to the Pair Phase or are sold by us as Innovation Capitalists

Assess-Pair-Grow



* Exemplary figures

Building the Team

Catalysts (entrepreneurs without an idea) and Creators (technical founders) are intelligently matched based on renowned tests & collective intelligence and bid on the validated idea by stating their minimum equity percentages and wages

Equity

With the idea fully validated and the team now formed, financiers get the opportunity to bid on the idea through equity-crowdfunding. If the bids result in a 15% or more remaining equity-stake for the idea person, he or she must agree to the split

Company is Formed

The equity is split and the idea company is founded

Assess-Pair-Grow



1. Start Up



2. Scale Up



3. Grow Up



4. Feet Up





Expert Coaching

In each phase, there will be coaching by the teams who have advanced to the next phase in The Idealists program, along with mentors and our coaches who work based on our own growth-system (influenced by a.o. lean, scrum, Rockefeller habits, the theories of Osterwalder, Maurya and Blank)

Employee Pool & Living Ecosystem

All employees receive a basic income plus a form of stackpay dependent on the project(s) they are working on. This, combined with our living ecosystem (influenced by The Global Brain Institute, Semco, Valve and the workings of nature), allows for employees to be able to move between projects easily and to contribute to multiple projects, which forces projects to either thrive or die

Comparison Chart

	Accelerator  Combinator	Competition  PRIZE	Design Studio IDEO	Studio Model  expa	The Idealists  the idealists
Ideas come from	Founder(s)	Founder(s)	Founder(s) / In-House	Founder(s) / In-House	Crowdsourced (the other 97%)
Structure	Program	Program	Program	Program	Platform + Programs
Ideas are assessed by	Partner(s)	Partner(s)	Partner(s)	Partner(s)	Knowledgeable Crowd
Idea is validated by	Founder(s)	Founder(s)	Founder(s)	Validation Experts	Validation Experts
Company is run by	Idea-founder(s)	Idea-founder(s)	Idea-founder(s)	Idea-Founder(s)	Professional Outside Founders
Funding through	Demo Day(s)	Prize Money	Customers	Investment Network	Equity-Crowdfunding

With our unique platform we solve all the scalability issues others have, such as manual assessments through partners, manual co-founder searches and manually securing funding through deal making in their own network or through demo-days

“ Leave this world
a little better than you found it. ”

- Robert Baden-Powell

