Empowering the Act of Giving Worldwide

“Nothing is as powerful as an idea whose time has come”

Victor Hugo (19th Century French Poet)
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1. VISION

We are a nonprofit organization fusing search and social technologies to empower the act of giving worldwide.
2. WHY

We currently face the prospect of environmental catastrophe\(^1\) and exist amidst vast resource inequalities\(^2\), yet our current economic/socio-political models remain unable to provide viable solutions. Meanwhile, the technology to connect and empower humanity for change now exists. We need only the courage to use it.

*All forms of organization, regardless of how democratic they may be at the start, will eventually and inevitably develop oligarchic tendencies, thus making true democracy practically and theoretically impossible, especially in large groups and complex organizations. The relative structural fluidity in a small-scale democracy succumbs to "social viscosity" in a large-scale organization. According to the "iron law," democracy and large-scale organization are incompatible.*

**Iron Law of Oligarchy, Robert Michels**

*You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.*

**Buckminster Fuller**

\(^1\) World Wildlife Day message from IUCN Director General.  
http://www.iucn.org/?14493/World-Wildlife-Day-message-from-IUCN-Director-General

\(^2\) The 67 People As Wealthy As The World's Poorest 3.5 Billion.  
3. WHAT

Cluster is a concept for a networking tool that will fuse architecture from the latest search and social technologies. Cluster focuses on maximizing efficiency through the strategic allocation of influence and resources across a large network. This structure moves away from systems that focus on centralization and into a system that focuses on efficiency. With this new system, we believe it is possible for democracy and large-scale organization to exist in harmony.

The primary purpose of Cluster is to significantly improve the operating efficiency of the Global Donation Economy (GDE) through a system of transparent Dynamic Democracy (see Section 3.7). Hundreds of billions of dollars\(^3\) are injected every year to the GDE which is struggling with sub-standard operational infrastructure and a lack of transparency that is creating distrust among donors.

When we secure funding for development, a full scope of the Cluster technology will be made available to the public. For now, we are simply highlighting the key features that make Cluster unique.

3.1 Interface and Functionality
The Cluster interface and functionality will be modeled on Facebook (http://www.facebook.com), with the look and feel resembling something more like Tsu (http://www.tsu.co). A lot of the functionality will remain the same so that users find the Cluster platform natural and comfortable.

3.2 Removal of Advertising
Advertising degrades the user experience by allowing content to be influenced by the needs of advertisers. The Cluster strategy is to empower users in maximizing the quality of their content by providing them with a high level of control over what they see. The removal of advertising is therefore an essential part of the Cluster strategy to vastly improve network efficiency.

3.3 Purpose Driven Content
Cluster will connect people together who are focused on helping humanity through the GDE. The content created and supported will be orientated around identifying problems and developing solutions for different causes. Funding for solutions will then be allocated through Cluster’s unique system of Donation Management (see Section 3.9). Content created will be driven by the purpose of improving the GDE. This purpose should lead to an increase in overall content quality which will support further improvements to network efficiency.

3.4 Posts, Discussions and Ideas
Cluster will offer 3 types of content; posts, discussions and ideas. This change is designed to improve the strategy behind the creation of projects. Content types will allow users to filter content to an important level of detail, allowing them to connect with the exact content they are interested in (e.g. users may only want to view ideas for projects).
3.5 Interest Groups

Categorizing content into interest groups will improve the user experience by allowing users to connect with content that is more specific to the interests they have (e.g. Conservation, Awareness, Music etc.). Content categorization will be user-driven through Cluster’s system of Dynamic Democracy (see Section 3.7) which allows users to add and remove votes for content in the interest groups they connect with.

3.6 Clusters
Users will control the content they see by creating powerful content filters called “clusters” (how Cluster derived its name). By using clusters, users will be able to filter content by interest groups, keywords, countries and content types. Clusters will also be able to track content from other users and groups. The use of clusters will increase the efficiency of user-driven decision making across the network.
3.7 Dynamic Democracy

At the core of the Cluster technology will be a system that will enable a new model of democracy which we will use to create efficiency gains within the GDE. We are calling this new model Dynamic Democracy. Dynamic Democracy is a blend of Direct and Representative Democracy⁴ with all voting occurring in real-time. All decision making will feed into a collective intelligence made possible through Clusters unique content voting system, supported by open-sourced mathematical algorithms. Content will be used to raise concerns, create discussions, form ideas and inspire change. Both users and content will build up votes. Votes allow users to influence the strength of content by adding or removing their votes to interest groups. Users then receive votes for each interest group when other users add or remove votes to the content they create.

The above provides a basic example of how the voting system would work. Here, a user has added 17 votes to the Conservation interest group attached to the content they are viewing. This increases the votes in that interest group to 341, which then increases its exposure across the network for other users who are interested in Conservation. The user who created the content will also receive 1 Vote in Conservation from the user who is voting (maximum of 1 vote per user for each interest group). Votes will have a very short life cycle, so users creating content will need to maintain the interest of their voters by maintaining the integrity of the content they create. Voting caps will be applied to each interest group, providing healthy limitations for the influence each user has on Cluster.

3.8 Project Management
Smart project management will play a very important role in providing vast improvements for the GDE. By sharing resources through a transparent global network, Cluster will quickly become the world’s most efficient project management system within the GDE. Project transparency will allow the public to easily monitor the performance of projects supported, providing important feedback that will influence their decision making and help to build trust.

3.9 Donation Management
Users will be able to make donations through the clusters they create (see Section 3.6) or by donating directly to individual projects. Their donations will then be strategically allocated into virtual accounts of expert users that match the donation criteria. Funding decisions are therefore placed in the hands of experts who have a better understanding of where donations will have more impact.

In this basic example of donation allocation, the value of a vote is determined to be $10. The above user would receive $770 for their 77 votes in Hunger. The user receives $70 as an income for allocating funding (see Section 6.2); leaving $700 available to support the projects they
believe will have the most impact in helping to address Hunger. By allowing user experts to be making decisions, we should see significant improvements in the strategic allocation of donation spending. Providing an income will also offer users incentive to build their expertise. User incomes will be paid when projects reach their funding goals, which will encourage users to support the projects that are more likely to be funded.

3.10 Transparency
The level of accountability through Cluster will set a new standard for the GDE. With complete transparency, all user actions, funding decisions and project management will be available for the world to see. The purpose of Cluster is to focus humanity on the development of solutions to the problems we share as a global community. With this important purpose as a driver, the benefits of full transparency will be easily understood and accepted. Transparency will allow for incredible detail on the reporting to donors. Every cent from donors will be tracked through the network, allowing donors to see exactly where their donations were spent. Donors will also be able to view the internal operations of projects supported, providing important feedback on the impact of their donations.

3.11 Open-Sourcing Algorithms
Making algorithms open source will be one of the key advantages in rapidly improving the efficiency of Cluster. Algorithms will be used at many levels of operation and will be directly connected to overall performance. Strong financial incentives will be provided to increase engagement among the global mathematical and programming community for the purpose of improving the Cluster algorithms.
4. HOW

Due to the scale of this project, we will be developing many strategies that will allow for a large and diverse team of specialists to become engaged with the development of Cluster. We will also focus on solutions that support large scale participation and feedback from the public.

4.1 Existing Technologies

By fusing existing technologies we can accelerate the development of Cluster through the replication of processes we already know and understand. From this foundation, we will be able to explore new functionality, whilst maintaining familiarity within the user experience. Familiarity will reduce the amount of user training required for learning new functions.

4.2 Last Tribes Peace Pact

The Cluster technology will be transferred into the sanctuary of what we are calling the Last Tribes Peace Pact. One representative from each of the last 5,000 indigenous tribes around the world will be invited to be a founder for the Pact. These original custodians will then invite people who gain recognition as leaders through Cluster to also join. This Pact is symbolic of our need to live more in balance with the natural ecosystem.

4.3 World Peace Pledge

The World Peace Pledge is a simple strategy to draw attention to Cluster. A website will be established inviting people to make their pledge online. People will provide their name and choose a symbol for peace. No contact details will be required. A live update of how many people have made the pledge will be made visible for them to see. As numbers grow, this pledge will become a powerful symbol of unity.

4.4 Celebrities

There are many celebrities who are now championing the cause for change in our world. We believe that the majority of these celebrities will connect with Cluster and be supportive of both the Last Tribes Pact and the World Peace Pledge. Gaining support from celebrities will greatly increase public exposure for these three initiatives.

4.5 Charities

With momentum building in the celebrity space, we will approach charity groups to invite their participation in this exciting new technology. Cluster will easily connect charities who share a common cause. This will allow for a new global collaboration to emerge between charities which will enhance their ability to address the challenges they face. As Cluster is designed to
support charity efforts by improving efficiency and lowering costs, engagement from charity groups should be easily gained. Support from charity groups will add to the exposure Cluster has with the public.

4.6 Public
People are ready for change. Cluster will be a tool to create that change. Throughout development, we will be investing in a range of marketing activities to raise awareness for the project. We will also be inviting the public to participate directly in the development process.
5. SOVEREIGNTY

5.1. Cluster
Cluster will be developed by Unity for the Earth Pty Ltd (ACN 167576696), an Australian nonprofit organization. Documentation will be established that provides a 7 year period for Unity for the Earth to initially develop the Cluster technology. Unity for the Earth will initially have ownership of Cluster until the technology can be transferred into the sanctuary of the Last Tribes Peace Pact.

5.2. Last Tribes Peace Pact
Each of the last 5,000 Indigenous tribes on Earth will be invited to have one representative to become a founding member of this Pact. Other people who gain recognition as leaders through Cluster will then be invited to join. The purpose of this Pact is to provide a global sanctuary for safeguarding the Cluster technology.

5.3. World Peace Pledge
The World Peace Pledge will collect the names of people who are pledging their support to world peace. This database of names will be placed under the protection of an entity we are calling the World Peace Pact. World Peace leaders will be initially invited to be the founders of this Pact. Other people who gain recognition as peace leaders through Cluster will then be invited to join.
6. FINANCIAL

6.1. Donation Industry

There are two major issues currently impacting on the efficiency the GDE; transparency and the Overhead Myth. Poor transparency builds distrust in donors, especially when cases of extreme abuse exist. The Overhead Myth is defined as the false conception that financial ratios are the

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6  http://www.tampabay.com/americas-worst-charities/
sole indicator of nonprofit performance. In 2013, leaders of three of the most prominent charity watchdog groups released a landmark letter to donors in America calling for them to consider other factors in addition to overhead costs when making their giving choices. This letter draws important attention to the need for balance when analyzing the performance of any nonprofit. One of the watchdog groups, BBB Wise Giving Alliance, has created a standard for assessing the performance of nonprofits. Their recommendation for overhead costs is 35% with 65% recommended for project expenses.\(^7\)

### 6.2. Projected Expenses

The 10% for funding allocation will be provided directly to expert users who are allocating funding on Cluster. This 10% will be deducted from the donation money users allocate (see Section 3.9). The 5% for promotion, development and operations will be something eventually managed by Cluster users through a special interest group for Cluster management. With only 15% in total overhead costs, 85% will go directly to projects. This will be 20% more than what is recommended by the BBB Wise Giving Alliance.

### 6.3. Projected Growth

Within 5 years of launching a working prototype, we are aiming to be managing at least 3% of the GDE through Cluster. In the US alone, this will equate to over $10 billion dollars per year. At this level, we will have $500 million dollars per year (5%) injected into promotion,

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\(^7\) [http://give.org/for-donors/the-care-we-put-into-our-reports/?id=236909](http://give.org/for-donors/the-care-we-put-into-our-reports/?id=236909)
development and operations for Cluster. This is a substantial budget that will support exponential growth for the Cluster technology.

6.4. Donations
Donations will be critical to fund the initial launch of the project before any lending is secured. Donations will also be used to offset the lending required when we commence each lending stage. When Cluster is transferred to the Last Tribes, all remaining donations will be injected into the global donation pools to support projects through Cluster. After this point, Cluster will no longer receive direct donations as it will become self-funding (see Section 6.2).

6.5. Crowd Funding
Crowd funding will be connected to donations online and will offer the public a number of levels. The levels will represent the first waves of testing for Cluster. Due to the exciting possibility Cluster offers humanity, being one of the first users will be very attractive. A crowd funding model will be designed that factors in the response we receive from launch.

6.6. Lending
Money lent will not provide any ownership of Cluster as the technology will be kept in the sanctuary of the Last Tribes Peace Pact. Lending will be repaid by extracting an additional 5% from the Cluster donation pools. This will elevate Cluster’s overhead costs to 20% during repayment periods.

6.7. Stages
Cluster will be developed in stages. The first stage will span a 2 year period. All successive stages will be 1 year. We are seeking a minimum of $7M to commence Stage 1. This will be used to build a working prototype of Cluster, initialize marketing, establish the Last Tribes Pact and initialize the World Peace Pledge. Funding for all other stages will be based on results achieved in the previous stage. Our projections for the final stages (years 6 & 7) are to be running budgets of $500M+ per year (see Section 6.3). Total lending required for each stage will be offset by any money received from donations (see Section 6.4), crowd funding (see Section 6.5) and Cluster’s 5% levy for promotion, development and operations (see Section 6.2).
7. RISK

7.1 Early Momentum
Due to the scale of the project, it is critical to start building a strong momentum early. To strengthen momentum, we will be launching the Last Tribes Pact and World Peace Pledge in conjunction with Cluster. While these projects will be run separately, all three are closely linked and will support each other for the purpose of gathering momentum. We are confident that these 3 initiatives will each draw support from a number of leading celebrities, who will play an important role in raising awareness for the project.

7.2 Project Scale
With hundreds of millions of people managing hundreds of billions of dollars through the GDE, we need to be ready for a rapid expansion when Cluster becomes operational. Typically this would be problematic in maintaining stable infrastructure. We anticipate the opposite. Due to Cluster’s de-centralized transparent architecture supported by extensive resource sharing, the network will get stronger as it increases in size. As Cluster is a de-centralized design, this makes it infinitely scalable.

7.3 User Engagement
For Cluster to work effectively, user engagement is critical. Our strategy is to target users working in the GDE, building solutions specifically to connect them with other users who share their passions and interests. We will utilize a standard social media template, which will be both versatile and comfortable. From that point we will gradually introduce new features designed to improve user experience and network efficiency. There are many strategies we can implement through this phase depending on the responses we receive from testing. As the network grows, we will open up the algorithms to the global mathematical and programming community, inviting millions to contribute by improving the user experience.
8. FUTURE

By building a strong foundation within the GDE, Cluster could eventually be adapted to provide similar efficiency gains in business and government sectors. The implications are enormous.
9. TEAM

Paul Forest, Project Coordinator
Paul has spent a life time searching for understanding and purpose. As a child, Paul grew up feeling confusion around what was required of him to be accepted by modern society. In October 1993, when Paul was 19, circumstances had led him to living on the fringe of society with absolutely no money. This 6 month period was the most exciting, scary and exhilarating time of his whole life. It was the moment that helped Paul to understand what it felt like to be truly free. At age 20, Paul started to engage with activist movements who were fighting to protect the freedom of people and the natural world. At 25, having completed a double major in Software Engineering and Pure Mathematics, Paul began working on solving the Google Search Algorithm. By the time he was 27 he had cracked the algorithm, going on to be one of the world’s most successful Google marketing professionals. This achievement allowed Paul the opportunity to work alongside 100’s of leading business innovators from around the world. Over his career, Paul turned down a number of multi-million dollar deals to stay focused on what was to become his life work. After 10 years of development, the final pieces fell into place and in October 2014, Cluster was born.

Darren Pryce, Head of Arts
Darren cut his creative teeth at two of the world’s best design studios: Cato Purnell & Partners and David Lancashire Design– both inductees to the Alliance Graphique Internationale. By 24, he was the most awarded illustrator in Australia with ‘Leuzers Archive Worldwide’ acknowledging him as the planet’s most versatile. He’s worked for the biggest and best internationally as an art director, designer, illustrator and artist, his work featuring in Rolling Stone and on the cover of Time magazine. He is presently scaling Maslow's Hierarchy of Needs working on causes that are further reaching. It is for Cluster that he thinks he will fulfill his true potential.
John Smith Gumbula, Last Tribes Global Coordinator

A force of nature, John Smith Gumbula is a descendant of the Wakka Wakka people from the South Burnett Region of Queensland. For 25 years he has been passionately involved in the activities of his people, promoting their culture in Australia and on the world stage. He studied Aboriginal studies at the Queensland Museum and then became the Aboriginal curator at the Regional Galleries Association of Queensland. In 1997 he won the prestigious Silver Jubilee Queens Trust award which opened up diplomatic and cultural doors to all four corners of the globe. From USA to Canada, Switzerland to the UAE, he has shared his Aboriginal art and culture. He is well known and respected by many world Indigenous leaders, considered an Aboriginal Ambassador of Australia for promoting and building cultural bridges of understanding. John’s passion is to share his wisdom and extensive network strategically with Cluster to unite the indigenous tribes of the world.

Paulie Bromley, Celebrity Coordinator

An Australian music Gem, PaulieB is a world renowned Musician and Record Producer. After studying Audio Production at the SAE institute in 1993, he went on to become a full time touring musician with a variety of very successful Australian Bands. As a member of George and The Beautiful Girls, Paulie has won many awards including an Aria and an Australian Centenary Medal, had a Number 1, triple Platinum selling Album and completed numerous sold out tours of Australia, Japan, Brazil, North America and Europe.

Jonathan Donnelly, Technology Strategy

A software genius Jonathan co-created the Quikscribe (hardware and software) technology at age 18 and revolutionized digital dictation worldwide. He became the Technology Director at 1st Place Design shortly after where he worked with Paul Forest to create some of the world’s leading solutions in search engine marketing. At 24, Jonathan rewrote the Google search engine using his own unique algorithms to improve local search.
Jock Gordon, Communications Coordinator
Jock is a venture developer who started his first Internet business at age 19, building his domain name trading business into a full service web development and mobile application development company, NetStart. Less than a decade later, he had carved a niche in web history with MenuPad, the first restaurant menu system for Apple’s iPad. MenuPad was implemented in hotels and restaurants in the United States, Middle East and Australia, attracting investment from hospitality industry heavyweights. The system was featured as an Apple iPad Case Study and attracted international attention, winning coverage in prestigious media outlets such as Fox News, Australian Financial Review, CIO Magazine, Chicago Tribune, and The Atlantic Magazine.

Leila Henderson, Media Strategy
Ex News Limited technology journalist (The Australian) and former editor with Fairfax, ACP and Toronto Star Group, a prolific writer (50+ books) and PR specialist for companies such as IBM and Porter Novelli. Founded the award-winning Newsmaker service in response to the massive changes in media consumption. Thrives on change.

Stuart Coffey, Lore and Sovereignty Steward
Stuart is an investigative researcher, writer and educator. He is the founder and presenter of “The Secret Life Of Earth and the Web of Connection”. Specializing in the principles of constitutional law, human values, purpose and equity, he is a humanitarian, advocate and architect of systems for global social prosperity. He holds a strong focus on ethics of care as the foundation of investment for all societal services, economic models for providence, preservation and sanctuary of human life, habitats in peace and harmony and where happiness is the measure of success.
Kishen Vijayadass, Financial Manager
Kishen is a Partner and a member of the Board of BDO in South Australia. A Chartered Accountant and a holder of a Master in Business Administration; he is a passionate supporter of entrepreneurs, innovation and growth, sharing infectious enthusiasm with his clients and team. Joining BDO as a graduate, Kishen has over 15 years of experience in accountancy practice. He has worked across a broad range of client services, focused on supporting their growth, protecting and accessing their future wealth. As a result of helping grow such businesses, he has been directly involved in multi-million dollar M&A transactions as clients scale or divest their interest. He has particular passion for technology based enterprises having been the Practice Leader for BDO’s Technology, Media and Telecommunications sector specialization. Kishen has been appointed as director, company secretary, board adviser and shareholder’s advocate to a number of businesses throughout his career.

James Burchill, Advertising Agency Services
James is the founder of Rumble, Brisbane’s most exciting new boutique creative agency. As Co-Executive Creative Director at Sapient Nitro he presided over Tourism Queensland’s “Best Job in the World” Campaign, which won more awards than any other Ad in world history.

Jessica Boucher, Operational Manager
Jess started her professional career on the frontline of Queensland Government Health. A few years into the role of administration officer she moved into the corporate office of Southern Area Health Services in Queensland to work as a project officer for Transforming Care, the initiative aimed at assisting doctors, nurses and allied health professionals to enhance the quality and safety of patient services. After this experience she relocated to a small rural town where she has worked closely with Paul Forest, becoming a valuable part of his team in preparing the Cluster concept for launch.
AN EXAMPLE OF CLUSTER MARKETING; ANIMATION FOR TV AND WEB

‘COME TOGETHER’
The visuals for this proposal are rendered in a rough storyboard style to show sequence and not an indication of the final aesthetic, which is intended to be a combination of CGI and traditional media.

VOICE OVER - John Lennon
V.O consists of edits from existing interviews with John Lennon.

SOUNDTRACK - ‘Come Together’ - The Beatles.
Instrumental only throughout animation. Full band and vocals on chorus at end frame.

Copyright 2014 Daniel Levy & Darren Pryce.
1. **SOUND TRACK**
The Beatles - Come Together.

**ACTION**
We open on a tight shot of a single leaf in a gentle breeze.

**JOHN LENNON**
‘You have a conscience.
You have integrity.
You care for your family, the environment and the planet’.

2. **ACTION**
Camera pulls out to reveal more separate leaves.

**JOHN LENNON**
‘You want real change,
you want to make a difference’.

3. **ACTION**
Pulls out reveals whole tree without branches or trunk.

**JOHN LENNON**
‘But sometimes it’s hard to see one person making a difference. But being connected to other individuals (just like you) is not so hard to fathom anymore.’

4. **ACTION**
An animated tree trunk grows magically with a combination of hand drawing and digital effects.
5  **ACTION**  
Trunk connects to branches then to every leaf.

**JOHN LENNON**  
'Like the branches on this tree connects its leaves, the Cluster Platform connects like minded individuals'.

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6  **ACTION**  
Pull out to show full tree with animation spreading from trunk to the ground.

**JOHN LENNON**  
'And making a real difference is not just an idea for one, but now a platform for many, to come together, share great ideas and concerns.'

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7  **ACTION**  
Close up of Tigers' eye coming to life.

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8  **ACTION**  
Pull out further as animation brings life to many animals.

**JOHN LENNON**  
Within years, Cluster aims to connect millions of people together to support solutions for a happier and healthier world.'
9 ACTION
Pull out and up to show life spreading across landscape.

10 ACTION
Pull out further to reveal a majestic panorama.

11 ACTION
Pull out to end on image of the Earth.

JOHN LENNON
For real change, get connected now at www.cluster.life

12 ACTION
Earth dissolves into logo that spins to a stop.

SOUND TRACK
Chorus to Come Together, vocals and music. ‘Come together, right now’.