



# Conscious Capital Foundation

## Mission & Vision Statement

### Mission

**Advancing Human Consciousness through Purpose.**

### Vision

To transition from a material-driven, knowledge-based economy to a **wisdom-based society**, where technology serves humanity, purpose becomes the new currency, and every individual has the opportunity to live a meaningful life.

### Mantra

***From GDP to GDPurpose™***

### Core Values

- **Collaboration** – Purpose thrives through collective action. We **unite changemakers**—leaders, investors, and innovators—to co-create solutions and align incentives for shared abundance.
- **Technology** – AI, automation, and on-chain solutions to democratize access, scale purpose-driven impact and empower individuals to **discover and live their purpose**.
- **Storytelling** – Impact-focused narratives that **connect people to purpose**, inspire action, and drive meaningful engagement.



## Key Objectives

To achieve its mission, the Conscious Capital Foundation is committed to **long-term sustainability and operational excellence** across the following areas:

- 1. Leading the GDPurpose™ Movement** by advocating for purpose as the highest form of capital, developing measurable purpose indicators, and driving awareness through thought leadership and partnerships.
- 2. Uniting a Conscious Network** by fostering an interconnected community of changemakers, including founders, experts, donors, investors, storytellers, thought leaders and friends to collaborate, share resources, and drive collective action while creating opportunities for all to share in abundance.
- 3. Amplifying Purpose Through Storytelling** by sharing powerful narratives of purpose-driven individuals and organizations, leveraging multi-platform media campaigns, and collaborating with influencers and content creators to showcase examples of ‘living your purpose’ to inspire global action.
- 4. Moving Capital for Good** by identifying, nurturing, and scaling purpose-driven solutions, leveraging Scious for enablement, and advancing business models that generate both social and financial returns.
- 5. Driving Purpose Discovery, Education and Research** by developing AI-powered tools and innovative platforms to support purpose alignment, while conducting research with aim of integrating purpose into economics, business, academia and society.

## Our Commitment

Through these efforts, **Conscious Capital Foundation** advances a **purpose-driven economy**, empowering individuals, organizations, and communities to **align capital with impact, create shared prosperity, and fund-it-forward for a more conscious world.**