

**ULTIMATE PROJECT GOAL:** Motivate people who can help to achieve Millennium Development Goals (MDG) and give them a tool to do so, creating sustainable and complete solution.

**REAL PROBLEM:** Consultations with major humanitarian organizations laid the foundations of our project, ensuring the relevance of the problems we focus on.

**MAIN INNOVATION:** Amazing way to visualize information to catch the attention and educate people. Utilization of the POS terminal to offer a universal way to help financially.

**PROJECT IMPACT:** The change of thinking allows people to be a part of a global change achieving large scale impact.

**SOLUTION EFFECTIVENESS:** Only a sustainable and complete solution can achieve lasting improvement and the completion of MDG.

**USER INTERFACES:** WOWI makes the use of GUI design patterns and interesting 3D visualization to reach maximum ergonomomy and the Rounder requires the user to do only one extra click during day-to-day activity to donate money.

**OPEN ARCHITECTURE:** Universal presentation concept and open architecture define a base that can be extended and improved easily.

**TECHNICAL COMPLEXITY:** Well thought and designed, yet complex inner structure is reflected through intuitive interface where the performance, visualization quality and all the other aspects employ leading tools on the market.

**SOLUTION COMPLETENESS:** We have created 3 different instances of presentations done in WOWI and a working prototype of the Rounder demonstrating the functional completeness of the solution.

# Aid Automagically



Only systematic changes can yield **sustainable improvement**. It is all about people, so in order to make such a change, thinking of those who can help has to be changed first.

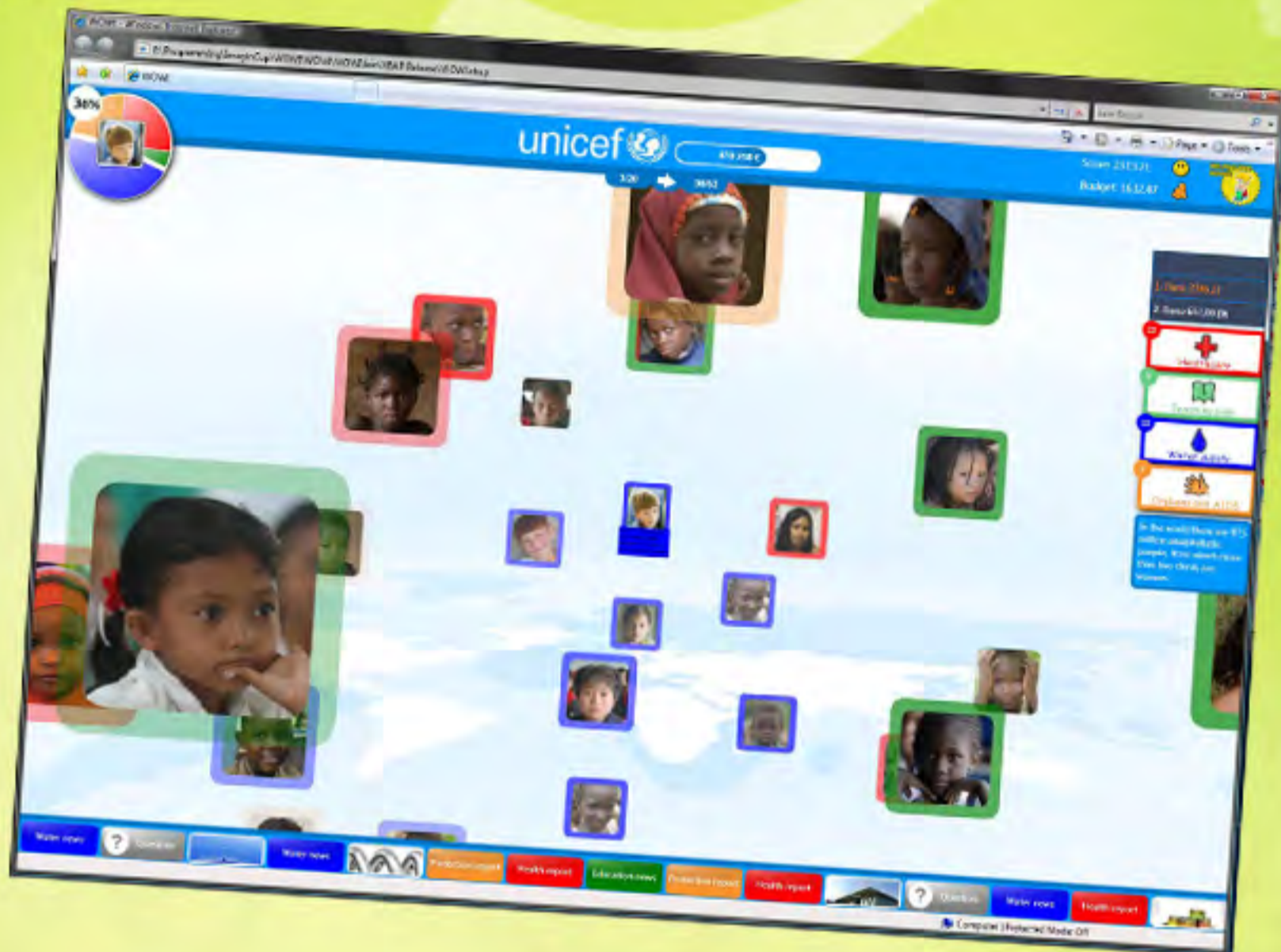
The A2M (Aid Automagically) system motivates people to learn about and **understand the problems** of others and provides an **opportunity to help** them. It is comprised of two main parts that complement each other to offer a complete and sustainable solution.

## Did you know that

- only 5% of African population has access to electricity
- only 19 out of 79 powerplants in Nigeria work, causing \$1 billion loss
- a stair lift that allows disabled people to use the underpass costs over \$10,000
- 300 million children go to bed hungry every day



- \*Use WOWI to find out
- \*Use Rounder to help



### WOWI means:

- visual dynamic web presentation of non-governmental organizations (NGO)

### WOWI can:

- let users explore the 3D graph through game-like interaction
- embed the facts directly in the mechanisms of the presentation
- set up goals and competitive environment to motivate users
- intelligently adapt to each user, effectively broadening the user base
- greatly simplify the presentation creation and expand to other domains
- bring friends together and channel their communication and collaboration



### Rounder means:

- simple way how each individual can donate financial resources to an NGO
- marketing model that gathers more resources while decreasing the amount contributed by single individual thanks to the spread and availability

### Rounder lets you to:

- donate while you pay in a shop with only one click on a POS (Point-of-Sale) terminal
- conveniently choose the target organization in your Internet banking
- help others even if you do not change your habits
- choose an amount you want to donate
- exploit the payment transaction already made to avoid additional fees, even allowing microdonations

