



PRESS KIT

Flip Social Challenges Over

Flipover

"In 2004 the program was given a "New Category" Award by the European Institute of Innovation and Technology. An organization was then created to commercialize the research results."

FlipOver.org is an entrepreneurial network that seeks innovative solutions to social challenges through solidarity. Created by the campaign Improve Change, FlipOver.org seeks to "flip over" social challenges by mobilizing solidarity via crowdfunding and crowdsourcing.

We will apply an innovative semantic web and a multichannel platform to identify, measure, analyze and monitor projects.

FlipOver focuses on six principal social challenges including: **Environment, Education, Healthcare, Social Welfare, Animal Protection and Development.**



OUR STORY

My mother Ana Maria del Arco was 43, after two long years of endless doctors visits, she was finally diagnosed with Parkinson's Disease.

At the time Parkinson's was relatively unknown in Europe, often hidden under the veil of Alzheimer's. Ana Maria began searching the internet, but much of the information about Parkinson's was very limited and available only in English, a local support network did not exist. So she began a restless pursuit to bring attention to this neurodegenerative disease, her commitment and dedication eventually led her to create EUROPARK, the very first association dedicated to Parkinson's in Europe. In the beginning, they were a small group, she was joined by one person from France, Germany and England, they were eventually joined by neurologists, whose primary goal was to raise funds for Parkinson's research.



After years of intense work lobbying the European Union, including hundreds of daily emails and a trip every week to Brussels, EUROPARK's voice was heard and they were able to get Parkinson's to appear on the agenda for the 5th Framework of the European Union to secure much needed funding for research projects that would improve the lives of patients.

This is how PARREHA (PARKinsonians' REHAbilitation) was born, from 2000 to 2003 it was granted a budget of 1.680.000 euros which was destined to five distinct research centers across Europe. While the original proposal was to seek 200 million in funding, it represented an important milestone for what could be done. In 2012, barely anyone had heard about the project, research that could improve the lives of over 70,000 European suffering from Parkinson's and benefit even more around the world (Europe represents only 10% of the global population affected). There is potential to save the healthcare system an estimated 400 million euros annually (estimated annual cost per patient 6,000 €).

With FlipOver, my mother's work would have had an even greater audience and the results would have been available to patients sooner. The pre-project, awareness and subsequent traceability of the results of the project could have been shared with a broader community interested in this solution, not only in Europe but around the world.

We have built a solution to help mobilize extraordinary people behind solidarity projects to make meaningful social change.

We launched FlipOver.org to support causes such as these using today's interconnected network of people and technology. FlipOver is a crowdfunding (collective microfinance) and crowdsourcing (sharing of knowledge, time, ideas and materials) technology platform that takes social entrepreneurship to new levels.




Jorge Garcia del Arco
Founder of FlipOver.org

FlipOver.org will be based on concepts and semantics; the platform was designed to improve efficiencies when it comes to combining available resources with projects that need them most.



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WHY WE ARE DIFFERENT



“In contrast to current traditional methods, the models of social collaboration are changing...”

Current situations have increased needs in the arena of social change, and the traditional method of financing these needs (Public Sector and Social Banks) have decreased dramatically.

The support model does not coincide with the current demands of a society that demands both flexibility and transparency when choosing to support social causes.

FlipOver offers several advantages when compared to traditional models of relationships with social projects. Today, with a few exceptions, donations are made to an organization but not to a specific project. With FlipOver, users can choose to support specific projects and decide how they can support them. For example, instead of monetary donations, individuals can also choose to donate ideas, knowledge, services and materials to specific projects.

In addition to this, the FlipOver.org platform lets people provide more immediate updates about the project in real time through updates and videos as opposed to annual reports provided by non-profit organizations, which are both lengthy and time intensive to prepare. Organizations or individuals who begin a social project, can use FlipOver.org as a tool to generate greater visibility. It will enable them to reach different audiences to secure further resources, collaborators and above all find new ways to finance projects, independent of public policies.

Recipients who benefit from aid can create online communities, post updates and share videos to stay in contact with the original support network. Increased visibility offers many more advantages that we have yet to explore, including the ability to uncover non-traditional solutions to challenges through collaboration and co-design that will have a resounding impact on social challenges.

The social web will facilitate a revolution that enables, “a few to collaborate with many,” and for “many to collaborate with countless more.”





WHO

We invite anyone and everyone (people and entities) that see a need for change and want to be a part of the solution to solve social challenges.

To participate, go to **FlipOver.org** and register. You can also download the FlipOver application to your mobile device via Google Play or the App Store. Your knowledge and experience can make a difference.



WITH WHO

FlipOver.org seeks to make a difference when it comes to solving social challenges. FlipOver will work with agents that possess the most relevant experience in each sector: third sector (ONGs, non-profits and foundations) and social entrepreneurs.

FlipOver.org is open to collaboration and innovation and will work with organizations or individuals to create positive change in today's complex reality. The most important goal is to ensure that the end-result is a sustainable change.



HOW

"In addition to the founders, and collaboration with the Third Sector, the team conducted extensive groundwork and met directly with many organizations around the world."

They spent a year meeting with a diverse background of entities and social entrepreneurs from Silicon Valley to Switzerland studying first hand how social projects were conducted in cities across Europe from Madrid, Bilbao and Barcelona to international destinations such as India, Singapore, Malaysia and Indonesia.

After endless meetings, the team prioritized the need to first begin by capturing economic resour-

ces via crowdfunding and later on to incorporate a wider type of support via crowdsourcing enabling non-economic donations such as expertise and voluntary time.




What differentiates FlipOver.org?

- **Flexible Collaboration (A mix of crowdfunding & crowdsourcing)**
- **Transparency**
- **Simplicity**
- **Elimination of Bureaucracy**



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MEET THE FOUNDERS

The FlipOver.org team



Jorge Garcia del Arco

Founder, FlipOver.org

After a professional career that spanned over fifteen years in telecommunications corporations including Ericsson, IBV, Nefinsa and Euskatel, Jorge became an entrepreneur and in 2006 joined Xupera, a company dedicated to Customer Experience Management for businesses.

He founded FlipOver.org to unite his humble professional experience with a personal desire to work for a social cause and a bold determination to transform ideas into reality.

Despite being actively involved in social networks and technology, he continues to believe in personal contact, and genuine conversation, especially over a good meal.

<http://www.linkedin.com/in/jorgegarcia delarco>



Sergio Garcia de Iturrospe

Economist, University of the Basque Country

Sergio has served as a director at several different companies responsible for Cost Analysis, Financial Planning, and Budgeting and Operating Processes.

For Sergio, "there is a lot of effort put into these projects, some succeed, other's don't and there are many lessons learned along the way. Some of the most important things I have learned are the following: technology can help, and it is necessary, but the capacity to create long-term change should be based on knowledge, implementation and the dedication of the people within the organization. It is difficult to get there and even more difficult to maintain. Hence, the true destination is a permanent change in attitude and behaviors."

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Alicia Garcia

Philosophy Major, University of Complutense Madrid

Alicia's professional background is tied to new technologies at companies including BBVA, Orange, Atos Origin, Enel, Grupo Anaya or Espasa Calpé, in a world where technology has resulted in increasing data and content. She applies logic, semantics and rationale to categorize, organize and identify relationships to approach challenges in a new way.

A lover of science, she relies on intuition and inspiration, she has never stopped believing that everything is possible. The internet is a place where you can empower social unit. She is thrilled to be part of FlipOver.org, a project that is making change possible.

<http://www.linkedin.com/pub/alicia-garcia/26/553/abo>



Iker Etxebarria

IT Engineer, University of Deusto

Iker has always been lucky enough to be involved with projects that he enjoys from a variety of different backgrounds: a scientist, working as the director of science and technology for the FECYT (Spanish foundation for Science and Technology), IT director at the European Spallation Source in Bilbao (a nuclear physics institute), an entrepreneur in Gesmae Informatica, a researcher for the Alecop group and a teacher at Vizcaya College.

Now at FlipOver, he is entering a new field, reminiscent of his volunteer days at Gorabide (a non-profit organization for the handicapped). He is renewing the idealist spirit that we all have inside.

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Keep in touch

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