



**MOM,
I'M FINE**

2020
PRESS KIT

MISSION STATEMENT

“TO CREATE A COMMUNITY
WITH A DARING AND CARING MINDSET.”





VALUES

AUTHENTICITY - DARING - POSITIVITY
CARING - INTERNATIONAL

THE STORY



A GUY, HIS BACKPACK & ONE SPECIAL MESSAGE

In March 2016, Jonathan gathered all his family & friends to announce a life changing decision - he had quit his job, sold his car and bought a one-way ticket to travel the world.

The very next day he landed in Cuba and took his first step into the new chapter of his life.

Aware of his mom's concern, he searched for a way to comfort her and finally found a simple solution that brought to life
MOM I'M FINE...

A PASSION TURNED INTO SUCCESS STORY



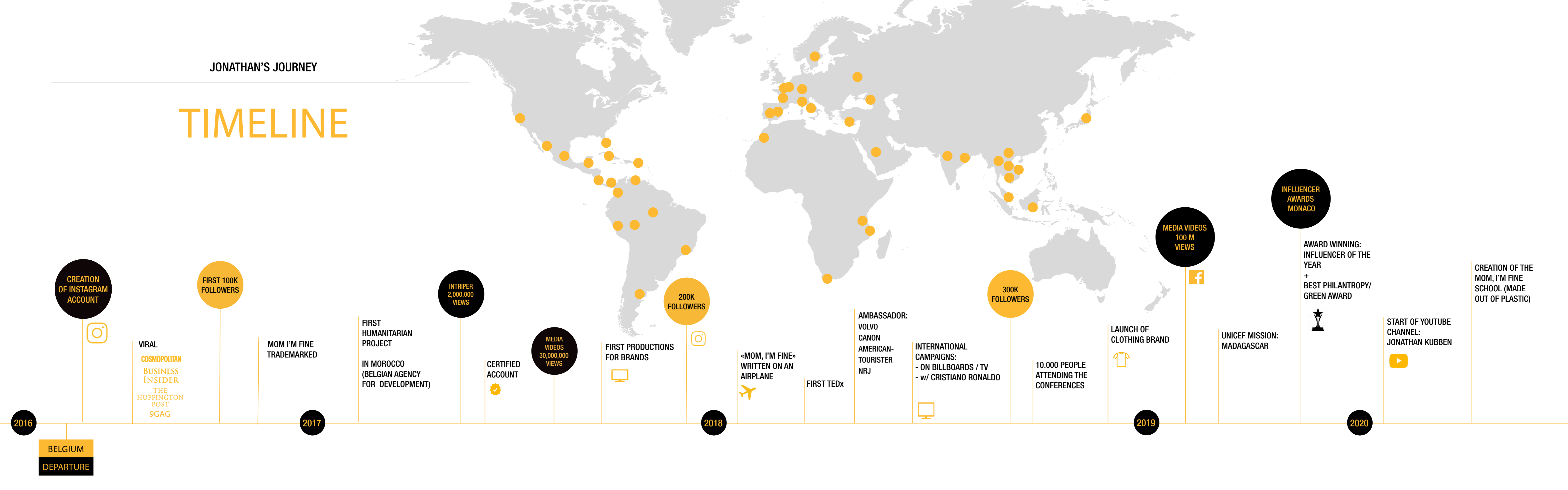
On April 1 2016, Jonathan introduced MOM I'M FINE to the world on Instagram. As he travelled through Latin America, the account began to gain a lot of followers and continued to grow each day.

Along his journey, he witnessed breathtaking landscapes and crossed paths with interesting locals. He also adopted a new philosophy - 'living life on the edge' - and, before he knew it, he was jumping out of airplanes, climbing mountains of 6,088 meters high, scuba diving among sharks in the depths of the ocean, hanging with the Colombian army, exploring the glory of Poseidon and playing around with crocodiles in Mexico. As he was living all these memorable moments, he always made sure to leave his mom a special 'MOM I'M FINE' message one picture at a time.

Today, Jonathan and his 'MOM I'M FINE' sign have become an Internet sensation. His story has appeared on multiple media platforms (magazines, radios, TV) worldwide and has caught the attention of some famous personalities. MOM I'M FINE continues to expand its international reach at an extraordinary rate.

JONATHAN'S JOURNEY

TIMELINE



2016

BELGIUM
DEPARTURE

CREATION
OF INSTAGRAM
ACCOUNT



VIRAL
COSMOPOLITAN
BUSINESS
INSIDER
THE
HUFFINGTON
POST
9GAG

FIRST 100K
FOLLOWERS

MOM I'M FINE
TRADEMARKED

2017

FIRST
HUMANITARIAN
PROJECT

IN MOROCCO
(BELGIAN AGENCY
FOR DEVELOPMENT)

INTRIPER
2,000,000
VIEWS

CERTIFIED
ACCOUNT



MEDIA
VIDEOS
30,000,000
VIEWS

FIRST PRODUCTIONS
FOR BRANDS



200K
FOLLOWERS



2018

«MOM, I'M FINE»
WRITTEN ON AN
AIRPLANE



FIRST TEDx

AMBASSADOR:
VOLVO
CANON
AMERICAN-
TOURISTER
NRJ

INTERNATIONAL
CAMPAIGNS:
- ON BILLBOARDS / TV
- w/ CRISTIANO RONALDO



300K
FOLLOWERS

10.000 PEOPLE
ATTENDING THE
CONFERENCES

LAUNCH OF
CLOTHING BRAND



2019

MEDIA VIDEOS
100 M
VIEWS



UNICEF MISSION:
MADAGASCAR

INFLUENCER
AWARDS
MONACO

AWARD WINNING:
INFLUENCER OF THE
YEAR
+
BEST PHILANTROPY/
GREEN AWARD



2020

START OF YOUTUBE
CHANNEL:
JONATHAN KUBBEN



CREATION OF THE
MOM, I'M FINE
SCHOOL (MADE
OUT OF PLASTIC)

WHAT MOM I'M FINE BECAME

WHAT IT BECAME

ADVERTISING



CONFERENCES



HUMANITARIAN



ADVERTISING



CONTENT CREATION

Jonathan builds content and develops concepts through visually aesthetic images and videos for his and his client's channels.

BRAND AMBASSADOR

He encourages long lasting relationships with his partners. He goes at events and gives interviews and workshops in the name of the brand.



CONFERENCES

INSPIRATIONAL STORY TELLER

Since 2016, Jonathan has been giving conferences all around the world for brands like TEDx, Mazda or Microsoft; more than 10.000 people attended his conferences.

In January 2020, he founded a creative agency specialized in influencer marketing called Mindsberg. This agency helps its clients to develop digital strategies and direct international campaigns.



HUMANITARIAN PASSION WITH A GREATER PURPOSE

In 2019, Jonathan created the MOM I'M FINE PROJECT, an association that focuses on two main causes:

CHILDREN / EDUCATION

"As I have always been sending a message to my mom, I want to do something for those who do not have a mom."

ENVIRONMENT

Protecting and preserving the planet while celebrating its beauty.



MOM I'M FINE also believes in taking a collaborative approach, working hand in hand with established charities and NGO's like UNICEF.

"Nowadays, we are repeatedly exposed to negative news that emphasize division and differences. MOM I'M FINE PROJECT distances itself from the negativity and creates schools made out of plastic around the world, where children from the communities can learn art, sports and well being for free.


 CREATION
OF INSTAGRAM
ACCOUNT
1ST APRIL 2016

POSTS
169 PHOTOS 

FOLLOWERS
350.000 + 
AND RISING


STRONG
ENGAGEMENT
8-10%

*AVERAGE PERSONS ENGAGEMENT
RATE IS AROUND 4,3%

TOTAL 
LIKES
3 MILLION

MOST
LIKED
PHOTO
60,000

KEY
DEMOGRAPHIC
18-34 YEARS OLD

MEDIA VIDEOS
TOTAL OF 
100,000,000
VIEWS
(AND COUNTING)
ON FACEBOOK

INTERNATIONAL COVERAGE

"Jonathan is a great example of an Instagram influencer setting out to make positive change in the world and using his media exposure for the greater good."

[Forbes](#)

"You have to hand it to him, he does seem pretty fine, in every sense of the word."

[Cosmopolitan](#)

"He's become a social media darling."

[ABC News, USA](#)

"Jonathan Kubben Quiñonez, from Brussels, has found an ingenious way to ease his mother's concerns."

[Huffington Post, UK](#)

"A 27-year-old came up with a hilarious way to check in with his mom while traveling the world."

[Business Insider, UK](#)



MOM I'M FINE PARTNERS

Canon



SAMSUNG



DIESEL



SOFITEL
HOTELS & RESORTS



volaris



MOM I'M FINE TEAM



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VOISINS

MOM, I'M FINE