



Mindfulness Into Action (MIA®)

A Transformational Learning Experience

Our Vision – MIA® Technology Platform

Our goal is to make MIA® available globally via innovation and technology

Our vision is to build and implement a platform:

- Capable of delivering the MIA program globally
- Gathers participant information
- Measures changes of participants' transformation
- Provides reporting and insight
- Grows our network by training MIA ® facilitators

Background

Department of Leadership and Organization, Columbia University, NYC

- MIA® was created by Dr. Mariana Vergara and formalized through her dissertation
- Research measuring increments of emotional intelligence and cognitive capacities

Through research, it has been implemented in:

- USA - Teachers College Columbia University
- Norway - Norwegian University of Science and Technology
- Ecuador - Universidad Tecnica del Norte

Actively working in different sectors:

- Corporate
- Non-Profit
- Health & Fitness

Thousands of participants have been able to **identify, observe, and change their unconscious self-sabotaging behaviors** and positively transformed their lives since 2000

MIA's Impact – mindfulnessintoaction.net

- **Micro Level: the Individual and family unit**

Through research, it has been proven that regardless of age, gender, race, language, culture, geographical background, or economic status, MIA® participants go through the same process of transformation: phase 1, 2 & 3.

- **Meso Level: communities, institutions, marginalized groups, indigenous people**

MIA® has also proven to be effective with its collaborative approach. An indigenous community was able to protect their land without violence, a local community worked together to increase the effectiveness of family-owned businesses in their town, and corporate executives were able to find sustainable solutions to long-standing institutional problems.

Details and research papers at www.mindfulnessintoaction.net

- **Macro Level: Cities, Governments, Global Populations and the Planet**

Scaling and implementing MIA® through technology will enable a greater impact that will bring mental, physical, social, and economic balance at a global level.

We are seeking funding to develop MIA® Technology:

Year 1 = \$115,200 - Creation of the MIA® Mobile Application

Year 2 = \$136,800 - Implementation of the MIA® App + Creation of MIA® MOOC

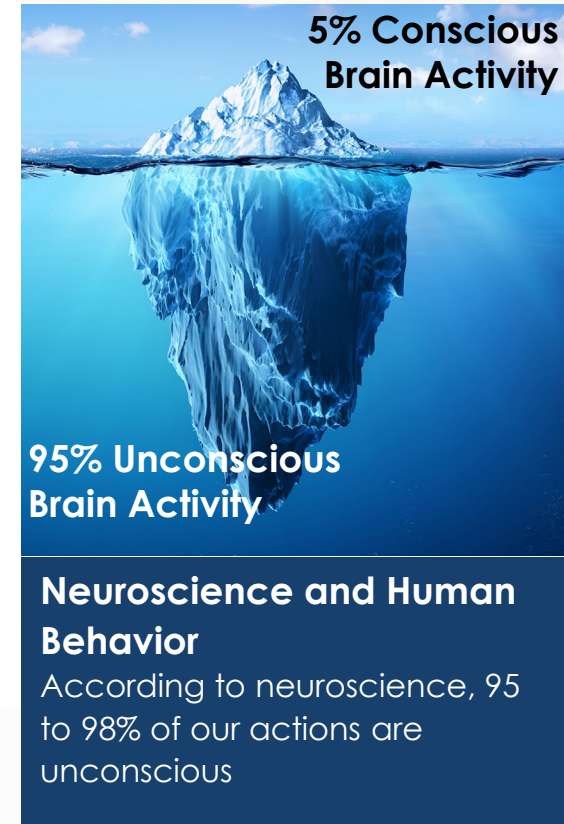
5 Ws and How about MIA®

Why:

Most of our decisions, actions, emotions, and behaviors depend on the 5% of our conscious awareness.

- Most people live in a “reactive” state, they are often angry, moody, sad, stressed, anxious, or in a victim paradigm, and they **are unaware of it and/or don't know why**.
- Most people are governed by their self-sabotaging behaviors, thoughts, and actions; and everyone holds **unconscious biases**, meaning we are not even aware of the biases we hold.
- This unconsciousness prevents people from feeling empathy, connection, and love towards themselves and others.

Lack of consciousness manifests in dissatisfaction with life, frustration, conflict, and violence.



5 Ws and How about MIA®

What:

Using a combination of organizational learning techniques and indigenous practices, MIA® fosters individual self-inquiry creating a deep level of self-awareness. This process facilitates a shift in people towards a different paradigm.

- People become more empathetic, more open, can collaborate better with others, become more effective communicators, and can sort through their emotions without resorting to violence.
- People gain clarity and rid themselves of emotional baggage, increase their productivity, and operate at higher efficiency
- People can identify more sustainable solutions.

95% Unconscious
Brain Activity

A gain in consciousness generates positive emotions, enables connectedness, and promotes peace.

5 Ws and How about MIA®

Where:

MIA has proven to be effective in the United States, Norway, and Ecuador. It has also been used in universities, various primary schools, corporate teams, non-profit organization, and health and fitness groups.

- Universities: Teachers College Columbia University, Norwegian University of Science and Technology, Washington and Jefferson College, Universidad Tecnica del Norte.
- Corporate: Engineering firm in Quito, Ecuador and a consulting firm in Miami, Florida.
- Health & Fitness: Remote competitive athletes in six different states in the USA.

95% Unconscious
Brain Activity

Creating scale will allow us to deliver MIA® at a global level.

5 Ws and How about MIA®

Who:

Due to advancements in technology and shifting social constructs, most people are constantly virtually connected and live a fast pace lifestyle. Therefore, this always “ON” approach to life makes it difficult for people to meditate or to be present.

After a person practices MIA® for four to six weeks, participants achieve state of mindfulness **without** meditating that translates to all aspects of their lives.

MIA® meets people wherever they are, and the person doesn't even notice the changes are taking place until they achieve mindfulness – that is the MIA® difference.

MIA® is a lifestyle – once we achieve mindfulness through MIA®, we must continue the practice in order to maintain a mindful state.

5 Ws and How about MIA®

When:

The MIA® process of transformation takes four to six weeks and it has 3 phases.

- Before: A person is unaware of their emotions, reactions, and thoughts and they don't see how these impact their lives.
- During: A person can observe, recognize, and identify their emotions, reactions, and thoughts. They can finally see how their actions impact their lives.
- After: A person is now able to change/control emotions, actions, and thoughts towards the outcome they want.

95% Unconscious
Brain Activity

The next few slides provide an overview of the MIA® process and the three different phases.

Phase 1: Before the MIA® process

"I realized that I felt bad most of the time. I was upset almost all day with everyone who was around me. I allowed anything to affect my temper. Now, when I review the table of emotions from week 1 and 2, I realized that I was hurting myself with this attitude because I had constant headaches. I can see now that there was no day where I was not upset. I felt sad for many things, and I was worried for everything, with my attitude I was hurting myself physically and mentally."

PHASE 1: Before the Intervention	Week 1	Week 2
Reactive State: Identification of emotions from week 1 and 2	Conflict: 18 Stress: 3 Sadness: 11 Hungry: 12 Sleepy: 11 Happy: 6	Conflict: 19 Stress 15 Sadness: 6 Hungry: 6 Sleepy: 10 Happy 12

Phase 2: During the MIA® process

“Something that I realized is about my bad mood because I was moody with the people around me, I was very impulsive, if things were not going my way, I would get upset. But, when I began to do MIA, I was able to realize how I was hurting myself and others with my attitude. I established the goal to stop stressing myself, and to change my moodiness with myself and other people.”

PHASE 2: During the Intervention	Week 3	Week 4
Identified Awareness Identification of emotions from week 3 and 4	Conflict: 12 Stress: 3 Sadness: 10 Hungry: 15 Sleepy: 15 Happy: 32	Conflict: 9 Stress: 0 Sadness: 5 Hungry: 8 Sleepy: 10 Happy: 44

Phase 3: After the MIA® process

“Now I feel different in the way I think, the way I do things, even the way I feel because I am more relaxed and at peace. MIA facilitated my daily life, first helped me to change my moody attitudes, I thought it was something I would never change, no matter how hard I tried. I do not know how, but with this work in a blink of an eye I have changed so much! My attitude is improving, my moodiness has changed, especially with my girlfriend. I used to fight with her a lot and get upset for insignificant things. I have learned to not stress and to have a more relaxed and tranquil life. I realized that the more positive I am, the better it goes for me! I overcame everything, not getting upset and achieve my goals. I feel much better and my motivation has risen 100%”

PHASE 3: After the Intervention	Week 5	Week 6
Identification of Third Head Identification of emotions from week 5 and 6	Conflict: 3 Stress: 0 Sadness: 21 Hungry: 15 Sleepy: 14 Happy: 44	Conflict: 0 Stress: 0 Sadness: 0 Hungry: 4 Sleepy: 16 Happy: 48

5 Ws and How about MIA®

How:

MIA® is an approach that applies ancient knowledge and organizational learning techniques to address transgenerational trauma by identifying, observing, and changing unconscious self-sabotaging behaviors.

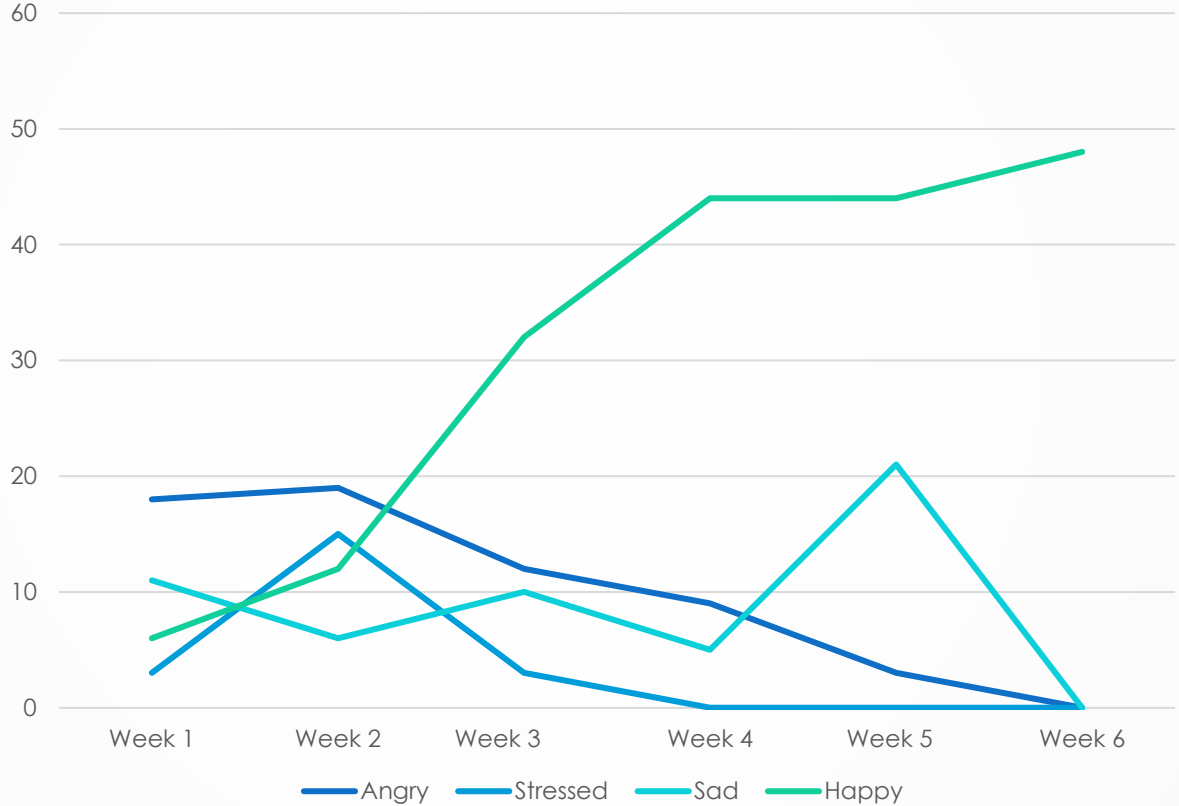
Our goal is to create a MIA® Mobile Application, a MIA® Massive Online Open Course (MOOC), and MIA® Technology Platform that will allow us to measure changes at a grand scale.

Estimated funding needs.

- Year 1 = \$115,200 - Creation of the MIA® Mobile Application
- Year 2 = \$136,800 - Implementation of the MIA® App + Creation of MIA® MOOC through the MIA® Platform.

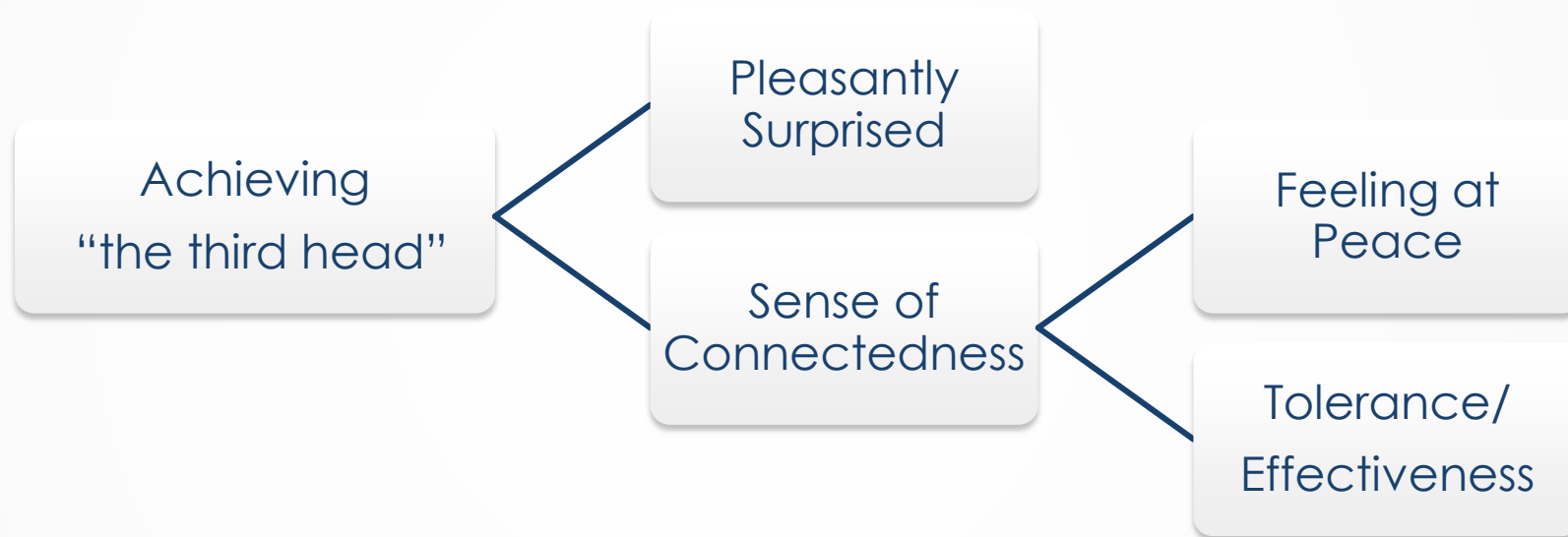
Emotional Intelligence Growth Data

Changes in Emotions



Achieving “The Third Head”

- ▶ Identifying, observing, and changing their unconscious biases which cause conflict/resistance



“The third head” – A place of neutrality, when a person is in this place, they are not lost in emotion. Data suggests that participants are clear-minded and grounded, capable of moving into action in complete mindfulness.

MIA® Accomplishments

Personal Level:

The MIA® process of transformation takes four to six weeks for 100% of all participants regardless of age, race, gender and socio-economic status and it has 3 phases (reacting to unconscious behaviors, awareness of unconscious behavior, and change/control of unconscious behaviors).

Community Level:

Our research shows that people who practice MIA® solve complex issues like unarmed Indigenous community recovering their land without the use of violence from an illegal mining company with armed mercenaries.

95% Unconscious
Brain Activity

Organizational Level:

Working with 20 Latino students and their parents to transform a high school of 1,500 students. After an intervention of 8 months in 2005, using this systemic process, by 2010 this high school achieved the highest scores for Latino immigrant students in New Jersey.

More details of the research of the MIA® process in
www.mindfulnessintoaction.net

MIA® Budget Narrative – Year 1

Initial Strategy:

During year one, the plan is to offer the application for free or at minimal cost (\$2/month or less). The goal of this phase is to accomplish the following:

- Confirm the transformations are happening within the expected timelines via the mobile application
- Ensure we can measure the changes in users via the mobile application
- Gain a deep understanding of the market demand
- Invite school districts to participate in free pilot programs
- Offer the application for free for those interested and are in financial need

MIA® Budget – Year 1

Year 1 Jan 2021-Dec 2021 (12 months)			
Low investment, proof of concept, pilot programs			
DESCRIPTION	RATE	YEARLY COST	COMMENTS
Mobile Application Powered by GoodBarber	\$60	\$720	
Branded Application		Included	
Pre/Post Assessment (via Google forms)		Included	
Hourly Alarm (via text or push notifications)	\$2	Based on consumption	\$2 per month per person
Emotions Log		Included	
Daily Work		Included	
Weekly Assignments		Included	
Audios		Included	
App Administrator	\$4,500	\$54,000	
	SUB TOTAL	\$54,720	
Website Powered by GoDaddy			
URL	\$20	\$20	
Web Hosting (email)	\$100	\$100	
Web Administrator	\$4,500	\$54,000	
Constant Contact	\$30	\$360	
Marketing	\$500	\$6,000	
	SUB TOTAL	\$60,480	
	TOTAL	\$115,200	

MIA® Budget Narrative – Year 2

Revenue Strategy:

During year two, the plan is to offer the application at a slightly higher price (\$5/month). The goal of this phase is to accomplish the following:

- Continue to confirm the transformations are happening within the expected timelines
- Continue to ensure we can measure the changes in users via the mobile application
- Continue to understand the market demand
- Launch new features and confirm their effectiveness
- Continue to offer the application for free for those in financial need

After gathering the additional data and proof MIA® works via the mobile application, we begin targeted sales campaign.

MIA® Budget – Year 2

Year 2 Jan 2022-Dec 2022 (12 months)				
Year 1 costs + hiring a coder to create additional features using existing plugin infrastructure within GoodBarber (in green below)				
DESCRIPTION	RATE	UNITS	YEARLY COST	COMMENTS
Mobile Application Powered by GoodBarber	\$60	1	\$720	
Branded Application			Included	
Pre/Post Assessment (via Google forms)			Included	
Hourly Alarm (via text or push notifications)	\$2	Based on consumption		\$2 per month per person
Emotions Log			Included	
Daily Work			Included	
Weekly Assignments			Included	
Audios			Included	
Administrator	\$200		\$2,400	
Graphics for Pre/Post Assessment	\$200	20	\$4,000	
Time Released Content	\$200	10	\$2,000	
Publications/Academic Articles	\$200	10	\$2,000	
Heart Rate Monitoring	\$200	25	\$5,000	
Blood Pressure	\$200	25	\$5,000	
		SUB TOTAL	\$21,120	
Website Powered by GoDaddy				
URL	\$20	1	\$20	
Web Hosting (email)	\$100	1	\$100	
Product Management	\$4,500	12	\$54,000	
Project Management	\$4,500	12	\$54,000	
Constant Contact	\$30	12	\$360	
Marketing	\$500	12	\$6,000	
		SUB TOTAL	\$114,480	
MOOC Powered by XXXXX				
Branded MIA Course - Individual	\$100	12	\$1,200	
		SUB TOTAL	\$1,200	
GRAND TOTAL			\$136,800	

MIA® Milestones

Year 1 - 2021 (\$115,200):

- Publish & Beta testing phase – March/April 2021
- Full launch MIA® Mobile Application – April/May 2021
- Website Platform with a MIA® Project – April/May 2021
- Begin targeted sales campaign – May/June 2021
- Begin monetizing MIA® Mobile Application to cover expense – Summer 2021
- Offer free pilot programs to school districts – Fall 2021

Year 2 - 2022 (\$114,480+\$21,240+\$1,200 = \$136,800):

- Website Platform with a MIA® Project (with data) – January/February 2022
- Launch new features on MIA® Mobile Application – March 2022
- Create MIA® Massive Online Open Course (MOOC) – Spring 2022
- Launch MIA® Massive Online Open Course (MOOC) offering Leadership Certification – Summer 2022

Year 3 - 2023 (\$136,800+TBD = TBD):

- Begin the creation of the MIA® Platform to scale MIA ® globally. Budget for MIA® Platform is TBD.

95% Unconscious
Brain Activity



**Thank You
For Your
Support**

95% Unconscious
Brain Activity

DR. MARIANA VERGARA, ORGANIZATIONAL AND LEADERSHIP CONSULTANT

CAREER & EDUCATION

- **President**
Mindfulness Into Action
Research Institute
- **Adjunct Professor**
Columbia University, NYC
- **Educational Consultant**
World Dignity University
- **Education**
Columbia University, Adult
Education & Leadership – EdD

New School University,
Non-Profit Management and
Urban Policy Analysis – MS

Jersey City University,
Political Science – BA



Dr. Vergara has over 20 years experience in organizational leadership, professional and personal development, counseling and coaching. Her work has been focused within academia and the non-profit sector creating multiple organizations including Mindfulness Into Action (MIA) Research Institute. The MIA methodology, a transformational learning practice, has already helped thousands of people by identifying and changing their unconscious biases and self-sabotaging behavior.

SELECT EXPERIENCE

- Co-Created Family Development Center (FDC) in Dover, New Jersey. Dr. Vergara secured \$2M in funding from WKBJ Foundation toward college tuitions for 100 students. FDC provided education, coaching and counseling to Latino college students. A unique feature of FDC was that its participants who were gaining benefits also were volunteers. The participants were required to volunteer time and skills at their choice of 25 nonprofit agencies. Through volunteer sites, FDC improved and continues to help the life of many people. Seventy college students graduated in 2008, and the other thirty graduated in 2009.
- Led a group of executives from a large energy company to solve organizational problems they had for over 20 years. Her consulting work allowed participants to increase their cognitive and emotional intelligence that enabled them to observe these problems from a different perspective finding ways to resolve them.
- Created Morris County Parent Information and Resource Center. Built collaborative relationships with students, staff, families and community constituent at Morris Hills High School, served as a catalyst for the implementation of systemic changes within the school. Due to her intervention, in 2010, in their NJ Report card, Morris Hills high school has the highest scores for Latino immigrant students in New Jersey.
- Worked with Kichwa Indigenous in the Amazon rainforest who in the past felt powerless and feared for their lives because of the intrusion of a mining company in their lands. After her intervention, they were able to expel the mining company without violence. By the following year, this indigenous Kichwa community had expelled four other mining companies in the same manner. This indigenous community had lived in the Amazon rainforest for centuries but did not have legal ownership of their land. However, after the intervention all 45 extended families (472 people) had obtained their property titles. By 2012, a road they were building was completed, and college students began to arrive to do research to preserve the Amazon rainforest.

ARACELY FERRARESI, PROFESSIONAL DEVELOPMENT COACH

CAREER & EDUCATION

- **Chief Operation Officer**
Mindfulness Into Action
Research Institute
- **Sr. Business Strategy Manager,
Global Business Travel**
American Express
- **Remarketing Strategy**
Mercedes-Benz USA, LLC
- **Education**
New School University,
International Affairs– MA,
Conflict Resolution and Culture

Ramapo College of New Jersey
MA, International Affairs,
International Business



Aracely has over 15 years experience in Corporate America working for fortune 500 companies including Mercedes-Benz USA LLC, American Express Co. and American Express Global Business Travel (GBT). She has led global projects and teams and has over 7 years experience in professional and personal development and coaching. She also serves as Chief Operation Officer of Mindfulness Into Action Research Institute.

SELECT EXPERIENCE

- Led and coached global product team to receive the Innovation Award Amex GBT for six out of seven consecutive years. Efforts included nurturing and creating strong relationships within team members and internal stakeholders, coaching various groups through effective communication strategies, creating awareness of actions and reactions, and facilitating the process for planning, goal setting, progress tracking and maintaining accountability as individuals and team members.
- Led account management team to secured a \$5Million in travel spend contract with largest corporate client in Netherlands. Efforts included mediating crucial client discussions, coaching Card, Legal, and Compliance business partners to communicate effectively and remove barriers to get the deal done.
- Co-Created Mindfulness into Action Research Institute whose mission is to nurture emotional, mental, and physical balance in people globally. The program combines organizational learning techniques, self-reflection exercise and indigenous practices to bring self-sabotaging behaviors out of the subconscious and into awareness. Mindfulness into Action has worked with thousands of people ranging from professionals in various sectors including engineering, financial services, international scholars, high school, college and graduate level students in North America, South America and Europe and with indigenous communities in the Ecuadorian Amazon.
- Co-Created Family Development Center (FDC) in Dover, New Jersey. FDC provided education, coaching and counseling to parents and students motivating them to advocate for themselves within the education system, plan for college, their careers and their future. FDC also managed a mentoring program that matched college students with professionals to provide a mutually enriching experience for both the volunteering professional and the students.