



SOBER WORLD

Changing Thinking Changes Everything

Non-Profit Organization Overview

Exempt organization under section 501(c)(3)

EID 83-3086167

Registered Jan 9, 2019

Established 2013

Why does Sober World exist? What is the need?

Our top global health organizations have ineffective solutions, harms grow every year. We see reactive and regulatory solutions not correcting the source thinking problem. They are not focused on the right thing to actually start solving and preventing this problem.

**All these solutions are reactionary, or regulatory.
They are not root cause preventative. They don't stop the demand.**



The WHO Observations

- Worldwide, 3 million deaths every year result from harmful use of alcohol, this represent 5.3 % of all deaths.
- The harmful use of alcohol is a causal factor in more than 200 disease and injury conditions.
- Overall 5.1 % of the global burden of disease and injury is attributable to alcohol, as measured in disability-adjusted life years (DALYs).

WHO Solutions <https://www.who.int/news-room/fact-sheets/detail/alcohol>

- regulating the marketing of alcoholic beverages (in particular to younger people);
- regulating and restricting the availability of alcohol;
- enacting appropriate drink-driving policies;
- reducing demand through taxation and pricing mechanisms;
- raising awareness of public health problems caused by harmful use of alcohol and ensuring support for effective alcohol policies; providing accessible and affordable treatment for people



The CDC Measures in USA

- \$250 Billion in Costs - 95,000 People Die Annually
- Hundreds of thousands of abuses - Local police/fire/courts stressed
- 1,000+ College Deaths - 1 in 10 Working-Age Adults Die from Alcohol related causes

CDC Solutions <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/alcohol.htm>

- Increase alcohol taxes.
- Regulate alcohol outlet density.
- Hold retailers accountable for harms that result from illegally serving or selling alcohol.
- Maintain existing government controls over alcohol sales (avoiding privatization).
- Maintain limits on the days and hours when alcohol can be sold.
- Use electronic devices—such as computers, telephones, and mobile devices—to screen people for excessive alcohol use and deliver a brief intervention.
- Enforce laws that prohibit alcohol sales to minors.

How does Sober World fix these problems? What is your approach?

Our organization has a Focus on the root cause—improper thinking. Our organization leverages Frequency for greatest efficacy. Repeat messages work best. We indirectly solve the alcohol pains with less expensive thinking training or correcting.

**Sober World: No new laws, no regulations, no expensive enforcement.
Changing Thinking Changes Everything**



Sober World Solutions

SOBER WORLD

WHY—We simply want people to be fundamentally happier, with stronger thinking, less fears. The result of that is less need for escaping into self-medicating and digital diversions. This will provide a better evolutionary path for millions.

HOW—We leverage FOCUS and FREQUENCY. The focus is on thinking. For young people it is about learning to think positive and create great thinking habits early for a better life. For adults, it's encouraging disruption in old thinking patterns where needed, for a better more positive life changes.

WHAT—Education: We use existing structures to append learning with extra life management tools, how to be and think happy. We teach the teachers a better way of thinking and how to navigate life harms. Marketing: For the masses, we use basic known marketing and repeat simple messaging to encourage better living. Eventually it's like a 'marketing life coach' - reminding; 'be the best you'.

The expected Results, what could this better evolving world look like?

- More people with less stress, better relationships
- Reduced desire for Alcohol / Digital escaping reality - more productive
- Increased activity in supporting causes, community efforts flourish
- Less demand for polarizing media, less engaging in toxic rhetoric
- Reductions in abuses - less physical and emotional harms
- Reduced incarceration, saving us all hundreds in taxes every year
- Reduced environmental stress, billions less cans and bottles
- Workforce productivity increases, absenteeism declines
- Less pressure on professionals like educators and police

What specifically is your messaging? How is it different?

We have no products, no specific programs to sell.. We don't promote any one solution.
We are 100% Empowerment Marketing and Educational Messaging.

We recognize everyone is unique, and simply encourage interrupting thinking and self-insight.

**Sober World realized is like a life coach or a true best friend.
Daily gentle reminders to be the best you, to focus on thinking, frequently.**

LESS ISOLATING • MORE INTERACTING



Less of This



More of This

LESS NEUROTOXINS • MORE ANTIOXIDANTS



Less of This



More of This

LESS HARMING • MORE HELPING



Less of This



More of This

LESS ESCAPING • MORE REALITY



Less of This



More of This

LESS CLUTTER • MORE SIMPLIFIED



Less of This



More of This

LESS POLARIZING • MORE PEACE



Less of This



More of This

LESS HEADTRASH • MORE HEADSPACE



Less of This



More of This

LESS SCREEN • MORE REST



Less of This



More of This

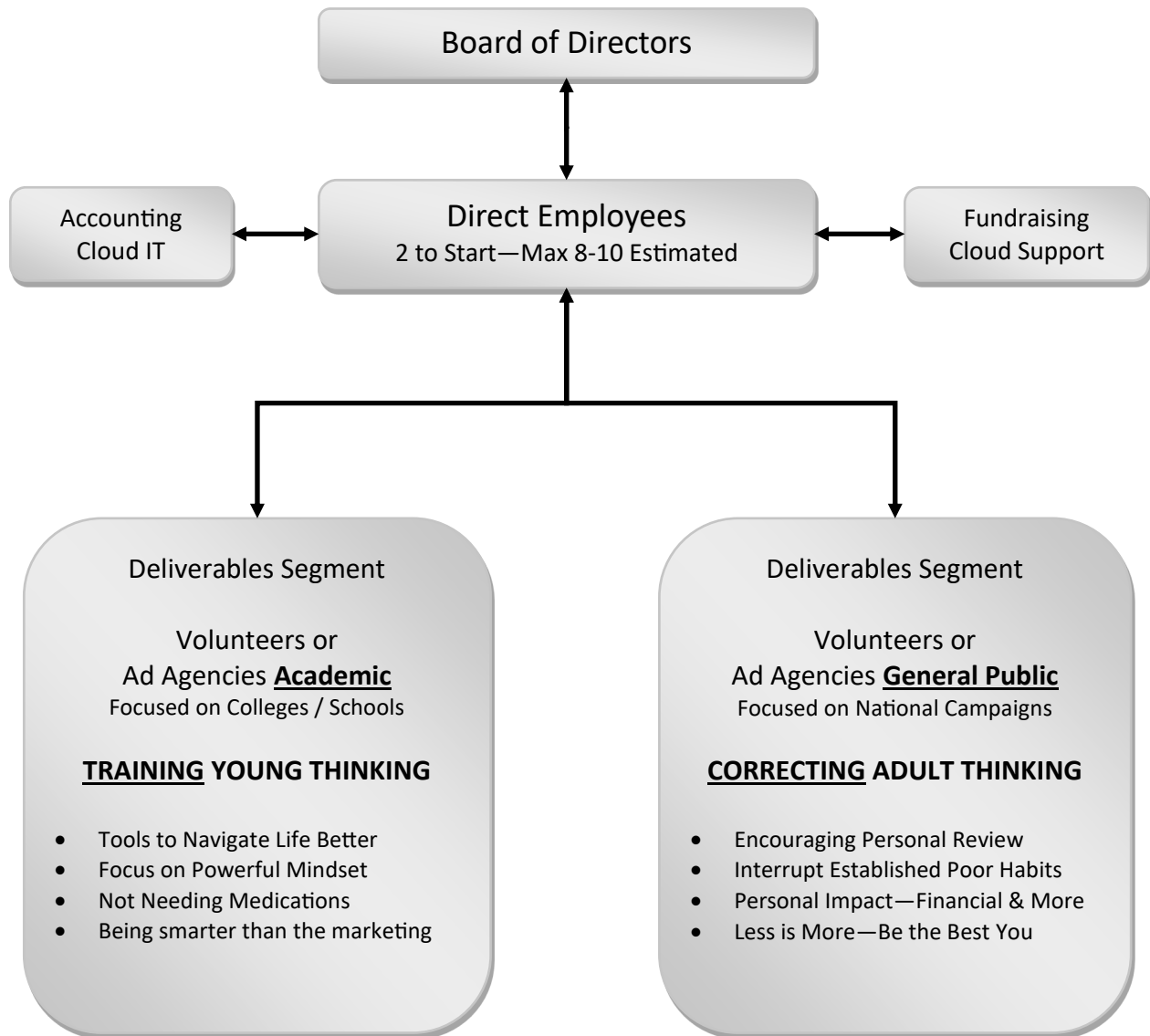
A simple, consistent, positive narrative, reminding us of what is healthiest overall.

What is the cost? What does the organization look like?

Sober World is a lean, 100% virtual and easily scalable organization.

We require only cloud based marketing and education management tools, and creative people. The more revenue received, the more messaging we can get to market, the more effective.

Sober World leverages known principles in Marketing to influence positive behaviors. Our teams finds effective, measurable solutions.



What are the specific next steps? What help is Needed? How will you measure success?

Needs—Next Steps: In two words, people and funding.
Countless organizations globally measure harm. They are a built, paid for 3rd party built-in measurement tool: CDC, WHO and other more local organizations.

**Sober World has been in development for the better part of a decade.
The concept , ROI and methodology are established.**

What is done...

Web Site and Social Presence:

Established for over half a decade. A core 1,000 organic followers on FB. More Engagement and social awareness needed.
LinkedIn, Twitter, Facebook presence with thousands of posts.
#soberworldorg



Direct Donations tool — Sober World is already set up to receive Funds through **Givelify** “the leader in mobile and online giving for Churches and Nonprofits”.

What is needed...

More Engagement and awareness Teams to build out school programs and optimize established social media platforms with more engagement.

Grant Funding— Crowd Funding— A potential revenue source

State and Federal Funding Discussions—Awareness or real ROI

Additional Revenue Potential

For Profit Coffee Support - Set Up— Turn Key—Starts as B2B Inexpensive Distributor Model needs Management Team. **Bills Blend Coffee**

The potential for cost effective positive change is right in front of us. We hope you will be a part of this long term simple positive people planet changing concept.

Peter Faulk
Founder—Sober World