



# CELTIC-NEXT

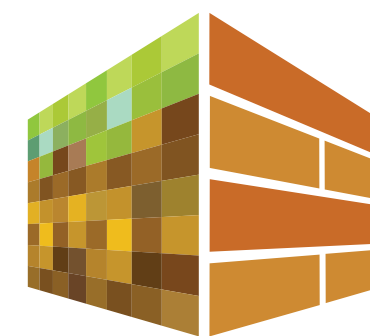


## Proposers Brokerage Day

18<sup>th</sup> September 2024, London

Pitch of the Project Proposal

### Blocks4Bricks



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# Teaser

*Let's use Minecraft to virtually rebuild Ukraine, and raise funds to rebuild it for real.*

*Blocks4Bricks (B4B's) lets you sponsor virtual blocks to raise funds for real 'bricks',  
With 100% of profits going towards reconstruction efforts.*

*A relatively similar project to build Denmark using Minecraft, used 4,000 billion Blocks.  
Ukraine is 12 times bigger, which could mean 48,000 billion blocks.*

*With B4B's £1 sponsors 1 block, and you can sponsor as many blocks as you like.*

*Let's bring the community together & harness Minecraft builders' power for good.*

# Teaser



## *Why Participate and opportunities*

*Businesses & Investors: Economic growth, infrastructure development, housing rehabilitation, energy efficiency, regional stability, disaster resilience, health infrastructure, humanitarian assistance, tax benefits, access to government and local authorities reconstruction contracts*

*Academia: Research opportunities, knowledge exchange, community engagement, educational opportunities*

*Minecraft Builders: Social impact, community engagement, personal fulfilment, skills development*

*Diaspora: Hope of a better future, global awareness, driving economic growth, cultural preservation*

*Brands: Social responsibility, Brand awareness, Brand loyalty, employee engagement, competitive advantage*

*Individuals: Social impact, personal fulfilment, reputation building, tax benefits and networking opportunities*

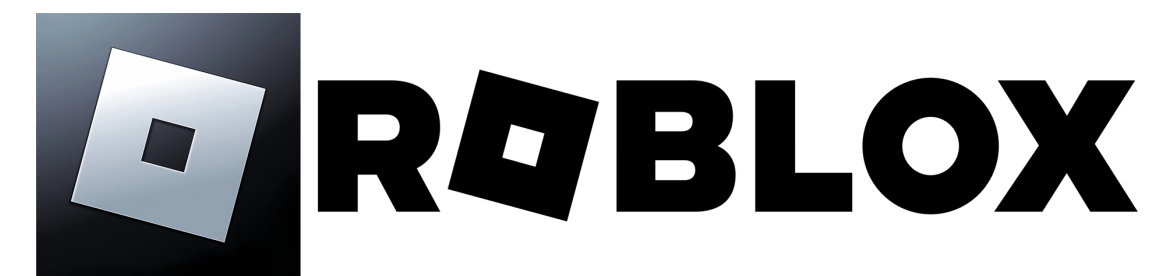
# Teaser

## *Sustainable Knowledge Ecosystem Community*

*Building a better future starts with free, safe and global creative collaboration.*

*Blocks4Bricks is powered by Minecraft and welcomes gamers across platforms. Together, we merge virtual world-building with real-world solutions to help rebuild Ukraine.*

*By continuously exchanging ideas, we create real and lasting impact , driving sustainable reconstruction and resilience.*



# Organisation Profile

*At Mindjuicer we believe in Clarity of Thought for All  
as a Free 'Value Exchange' of Ideas, to Foster  
Collaboration & Engagement*

*We are an award-winning Strategic Communications and  
Creative Organizational Engineering consultancy  
based in Epping Forest, right outside London.*

*With more than 20 years of building brands, we help start-ups, firms,  
organisations and institutions to influence opinion, change behaviours  
and create positive change.*



# Proposal Introduction (1)

*Blocks4Bricks is not about playing a game, but playing our part in history.*

*For more thriving communities & smart cities. For a healthier, safer, more sustainable & connected world.*

*Let's build it together... one block at a time*



VISION



MOTIVATION



CONTENT

# Proposal Introduction (2)

## PHASE 1

### Geographic Data Acquisition & Preparation

Key Objective: Acquire and prepare geographic data for virtual platform development. Social platforms and Community building start.

## PHASE 2

### Geographic Development & Community Engagement

Key Objective: Full development of the platform and further engagement with communities. Partnerships development and events.

## PHASE 3

### Scaling, Crowdfunding Campaign & Public Partnerships

Key Objective: Leverage public engagement and crowdfunding to drive platform growth and real-world impact projects.

## PHASE 4

### Public & Private Backing for Long-Term Sustainability & Growth

Key Objective: Attract large-scale public and private investments to expand real-world implementation and sustain growth.

# Partners

**We would like to partner with a range of profiles from potential countries and Institutions**



*Technical partners (Software & Game Development, Engineering, IT security)*

*Construction and Infrastructure Partners (Construction, Architects, Sustainability experts)*

*Academic and Research Institutions (Research, Universities, Educational Institutions)*

*Government & Public Sector Partners (Government Agencies, Development Banks)*

*Private Sector Partners (Corporate Social Responsibility, Private Investors, Construction Tech Companies)*



# Contact Info

**For more information and for interest to participate please contact:**



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**Presentation is available via:**



*Blocks4Bricks - Build a Virtual City. Rebuild a Real Nation*

# Join the Consortium Building Sessions

## NOTE:

CELTIC organizes Consortium Building Sessions to foster the partner search for you. Please indicate your availability within the 19-26 September via

<https://polls.eurescom.eu/oaPcaOM3yQ/>

*Login: participant*

*Pwd: 1824*

We will update this slide for you according to the provided poll information.

Please fill in the poll with your availabilities indicating

**PROPOSAL NAME, your name, your organization**

