



1. What is the Beautiful World Forum (BWF)?

The *BWF* is conceived as a yearly gathering dedicated to the unveiling of innovations whose commercialization will boost the attainment of development goals and by this beautify our world. The *BWF* is driven by the desire to galvanize humanity to push the frontiers of knowledge that will boost efforts aimed at helping planet earth to support all forms of life in a sustainable way. The *BWF* is inspired by our belief that the world as it is today can be improved and made better. Originally, the world was a beautiful place, free of contamination from the activities of man but the quest to meet the various desires of man has put the earth's resources under enormous strain. While we are dealing with the effects of man's use and misuse of nature's bounties, the social fabric of our common humanity is being stretched to the limits by differences in opinion, convictions, political ideology, religious beliefs etc to the point where hate is giving way to love. The world is becoming deeply fractured with fault lines and red lines being drawn across frontiers which are impacting negatively on the beauty of thoughts that bonds human societies. There is a dire need to pull man back from the brink and let common sense and sanity to prevail. The *BWF* is a platform for innovators to connect with investors and policy makers in government and business as well as engage with stakeholders in development, religious, academic, youth, women organizations etc. At the heart of the *BWF* are the *Beautiful Initiatives (BI)* which Opia Bonny Limited a Nigerian firm has assembled to beautify the world.

2. What is the theme for the inaugural BWF?

The theme for the inaugural *BWF* is "The Awakening"

3. Where and when will the inaugural BWF be held?

The inaugural *BWF* will be held in New York, United States, in September 2018 about the same time that the United Nations General Assembly meeting will hold in New York to make it easy for world leaders attending the UNGA to participate in high level events we have outlined.

4. Why is 2018 the auspicious year to host the inaugural BWF?

The year 2018 will mark two decades since Hurricane Bonnie made landfall in North Carolina. Hosting the event in the US, will enable us affirm the link between the devastation caused by Hurricane Bonnie in 1998 and role the *BI* will play in enriching and beautifying the environment.

5. What is the goal of the BWF?

The *BWF* provides a platform for stakeholders to reflect on to beautify our world seek to achieve and development goals in general, using the new sport.

6. What are the objectives of the BWF

1. Provide a gathering for leaders in business, government, community etc
2. Showcase how the *Beautiful Sport* is enriching and transforming our world
3. Flag off our annual campaign to support development through the *Goals Fund*
4. Offer a forum for various entities to present unique solutions that beautify our world

7. What will be the highlights of the inaugural BWF?

The inaugural *BWF* will witness the unveiling of the *BI*'s that has been assembled to address developmental goals, empower millions of people around the world, that no one is left behind.

8. Under what platforms will presentations take place at the BWF?

Presentations at the BWF will take place under the following platforms:

BWF Summit: This will feature presentation of inspiring research that are academically inclined, ground breaking innovations and speeches, goodwill messages and keynote addresses.

BWF Festival: A festival that celebrates innovations, arts, culture, food, music, fashion

BWF Exhibition: Featuring an exhibition of the beautiful sport and other innovations

BWF Colloquium: Colloquium on Nigeria, Colloquium on conflict and the beautiful world

9. What events are billed for the BWF?

The *BWF* which will be organized to showcase the innovations in large venues and are planned to be transmitted live on various platforms such as the event website, television, social media etc Events lined up for the inaugural *BWF* includes *Beautiful World Festival*, *Beautiful Sport Exhibition* and the *Leadership Kick Challenge*.

The BWF will witness the unveiling of: *Beautiful Sport*, *Beautiful Family*, *Beautiful Cities*, *Goals Fund*, and *Beautiful World Awards*. Major audience participation events will include

1. **Beautiful Sport Exhibition:** Live performance of the sport by humans on artificial turf
2. **Beautiful World Festival:** Musical performance of stars for the beautiful family
3. During the beautiful sport exhibition, the queens will take a *Leadership Kick* daily
4. World leaders will attend the beautiful sport exhibition to take the *Leadership Kick*
5. Business leaders will attend the beautiful sport exhibition to take the *Leadership Kick*
6. World leaders are expected to attend the festival and present their goodwill messages

10. What are the Beautiful Initiatives?

The *BI* is a set of innovative ventures that are inspired by a new sport invented by a Nigerian. The sport which integrate elements of football, cricket and baseball, is performed to address development goals with particular focus on peace and conciliation, education and equality. However, the *Beautiful Sport* has practical utility for the accomplishment of a wide variety of goals that touches on the aspirations of individuals, organizations and communities of people. The commercialization of the Beautiful Initiatives will create limitless opportunities that will empower millions people the world over and engender over vision to beautify the world.

11. Which non-profit Profit making ventures are associated with the Beautiful Initiatives?

The non-profit organizations include *The Goals Fund*, *The Family Fund* and *The Beautiful Corps*

12. Which profit making ventures are associated with the Beautiful Initiatives?

The Beautiful Initiatives include: *The Beautiful Sports*, *Beautiful Sport League*, *The Game App*, *The Beautiful Family*, *The Beautiful Cities*, *The Beautiful World Festival*, *The Special One*, and ventures on *Messenger App*, *Social Network*, *E-Commerce*, *Mobile*, *TV*, *Email Service* etc.

The commercialization of the Beautiful Sport will result in the building of 15 Beautiful Cities per country and 15 international Beautiful Cities in 15 countries. Each city will have an arena for the sport, will have residential, commercial and industrial districts and each will be self sustaining.

12.1 Beautiful Sport

This beautiful sport is a novelty that combines the artistry of football and cricket to produce a composite sport that is performed not simply to put the ball into the net as it is with the game of football, but to put the ball into the net in a way that it leads to the accomplishment of goals that are SMART being goals that are specific, measurable, attainable, realistic and tangible.

12.2 Beautiful World Cities

On account of the *Beautiful Sport*, we shall build new cities with an arena for the new sport at the heart of it. These cities will have commercial and industrial occupants, will be self-sustaining, will create enough jobs for residents and shall be driven by smart and green technologies. A section of the cities will be dedicated to providing jobs and shelter for people who have become refugees due to conflict, wars and natural disasters such as hurricanes, typhoons, earthquake, flood, wildfires, famine, etc. *We plan that the ground breaking for the model of this city will be done in Nigeria in early 2018.*

12.3 Beautiful Family

The *Beautiful Family* is a universal body comprising people of diverse backgrounds who are desirous of a beautiful world and will take individual and collective actions to achieve this goal.

1. The family will undertake actions that promote development using the *Beautiful Sport*
2. The family shall respond promptly to development emergencies in any part of the world
3. Funding for the family will come from vast sources especially from Opia Bonny Limited
4. The family shall be an incorporated entity with an elected leadership in all organizations

12.4 Beautiful Goals Fund

The *Goals Fund* is a development fund we are establishing to support the accomplishment of the goals the *Beautiful Family* will set out to achieve in addition to goals set up by organizations like the United Nations, whose attainment will lead to our vision to beautify the world. Yearly, we shall hold a fund raising campaign to raise a minimum of \$1bn dollars, which is the estimated amount of damages that was caused by Hurricane Bonnie in 2013.

12.5 Beautiful World Festival

This festival is conceived as a forum to celebrate the Special One and innovations that beautifies the world as well as the accomplishment of set goals. It will involve music, food, display of diverse cultures, arts, competitions etc

12.6 Leadership Kick Challenge

The *Leadership Kick Challenge* is a abstraction from a unique feature of the beautiful sport called the *Leadership Kick* which enables a team to demonstrate its goal scoring qualities and establish its dominance in a game. During the *BWF*, presidents, prime ministers, CEO's, religious, community, development leaders, youths etc will participate in the challenge to demonstrate their ability to promote activities that supports development goals which will result in a beautiful world. This will involve a 5 minute demonstration of the unique kick that is used to promote development goals. As each leader takes the kick, the viewing audience will rate the extent to which the goal was attained which will boost our campaign to raise money for the *Goals Fund*.

13. How do I participate at the BWF?

Participation at the BWF is open to individuals and organizations from all over the world who share in the vision of a beautiful world. Participants will include high profile individuals, celebrities, leaders of business, government, women, religious, civil society organizations, who will address the BWF and participate in the Leadership Kick Challenge.

Participants at the inaugural BWF will include a 360 person country delegation comprising youths who will participate in the exhibition of the beautiful sport, a music festival and parade for the Special One.

14. Who can nominate participants for the BWF in New York?

It is preferred that youths who may be unemployed are nominated by national stakeholder groups to ensure that we have persons with network ties we can support to execute the post *BWF* agenda. This is vital as we intend to commit part of our earnings to support the achievement of goals we seek to attain as well as those embedded in the UN Sustainable Development Goals.

15. How much is registration fee?

Registration is at 3 levels of Bronze (\$1000), Silver (\$3500) and Gold (\$4500). Each category has its own unique benefits. To learn more, please visit the registration page.

16. Are fees refundable?

Registration fee are not refundable because it entitles the participants to a range of benefits outside been physically present at the BWF.

17. What will individual participants benefit from the BWF?

This depend on if you register as a bronze, silver or gold participant. Generally, it includes offer of employment after the BWF, training of persons' to become entrepreneurs, award of scholarships, membership of the Beautiful Family, concessions, contracts, franchise etc. Additional information on this can be obtained from the registration page.

18. What will corporate participants benefit from the BWF?

Profit and non-profit organizations stand to benefit from attending the BWF as it will enable them learn of opportunities that will be presented which they can take advantage of immediately. The opportunities will flow from the profit and non-profit ventures mentioned in item 12 above. Organizations will also get to know of how they can be involved in the administration of the various global bodies that will be unveiled at the BWF which has seats for organizations to be elected in executive and non-executive positions as well as observer status.

19. Which type of corporate organizations will benefit from attending the BWF?

The Beautiful Initiatives will inspire a wave big direct and indirect investment across the world. We will note that benefitting firms will include those that are into the building and management of smart cities, sports league, festivals, E-Commerce, media, TV, E-mail, GSM, fashion, apps, entertainment, transportation, publishing, catering, manufacturing, hospitality, agriculture etc.

20. How can I participate outside of events venues in New York and Newark?

Individuals, groups and organizations will participate in the *BWF* by joining *Watch Parties* in Festival Centres (FC) that will be set up worldwide with each having facilities for live streaming. A FC may comprise friends with shared ideal who partake in the festival and choose a particular goal they seek to achieve during and after the festival for which they will receive funding. For the inaugural *BWF*, we plan to have a number of mega, mini and micro FC in every country.

21. What is a BWF Festival Centre?

A Festival Centre (FC) comprises persons with shared ideal who come together and partake in the festival to celebrate the beautiful world we envision. A FC shall choose a particular goal they seek to achieve during and after the festival such as peace, equality, equity, learning, etc. Using a unique mechanism in the beautiful sport, they will demonstrate their readiness to attain the goal.

21.1 What are the features of a FC?

1. FC must have a physical meeting point
2. FC meeting location can be a private home or public place
3. FC participants must be of legal age based on country legislation
4. FC can vary in size from 20 in small venues to 100 000 in large arena
5. Participants will dress in unique festival attire such as T-shirts, caps etc
6. Participants will be entertained with diverse music, food, drinks, water, etc
7. Participants will use branded products such as mobile phones, and telecoms
8. Participants will undertake varied tasks that will aid the attainment of development goals

21.2 Who can create a FC?

1. An individual on behalf of friends and relations
2. Religious organizations on behalf of their faithful
3. Youth based organizations on behalf of their members
4. Corporate entities on behalf of their customers, staff etc
5. Educational institutions for their students, staff and stakeholders
6. Government entity on behalf of the people, workers and stakeholders
7. Umbrella bodies such as trade unions, trade associations, professional bodies

21.3 What role will a FC play during the BWF?

1. FC will participate in tasks that will be carried out online
2. FC will share information about the goal their chosen goal
3. FC members will participate in events that will take place in New York

21.4 What role will a FC play after the BWF?

1. FC members will receive funding to finance their chosen goal
2. FC members will be part of a delegation that will exhibit the sport at home and abroad

21.5 What are the benefits of a FC to organizations?

1. Offers individuals a platform to send targeted messages to followers
2. Provides a market to which organizations can advertise promote and sell their products
3. Offers government and public institutions a platform to interact and engage the populace

21.6 How strategic is a FC?

1. Participants will subscribe to promoting a specific development goal
2. Participation can be by payment of a fee or by points obtained doing BWF related tasks
3. Activities at Mega FC's shall be transmitted to the main event certain in New York
4. A FC can be created by a group of persons with shared ideal or by an organization promoting a cause which gives them an opportunity to vend its products to participants.
5. Part of the BWF earnings will be granted to FC organizers to promote development goals

22. Who are backers of the BWF?

High profile individuals with considerable resources can back any aspect of the BWF with financial and non-financial resources in return for opportunities that are financially rewarding.

22.1 How will backers be rewarded?

Backers will be rewarded in various ways that are of monetary and non-monetary value such as:

1. Award of contract to provided items such as T-Shirts and trousers for the BWF
2. Award of franchise for any spin-off of interest which can be based at home or abroad
3. Be in the delegation that will visit world leaders to present the *Beautiful Sport* in 2019

23. How can a partner get involved for the BWF?

The BWF will play host to thousands of persons that will converge in Newark and New York on a yearly basis. This is a market that firms can profit from through serving products and services.

23.1 Deals for flight tickets

1. An airline can be official carrier.
2. Airline will give special flight deals to participants
3. Airline will take interest because it is a yearly deal
4. We expect the airline to issue complimentary tickets

23.2 Deals for mobile phones

1. We plan for participants to use customized phones during the BWF.
2. The phones will be used to test-run the messenger app and game App
3. The phone will be used to perform various tasks while festival is going on.

23.4 Deals for broadcast

1. Events like the festival will be aired live to global audience.
2. The *Leadership Kick Challenge* for world leaders will be aired on "Pay Per View basis".
3. We expect a TV network to buy the exclusive rights and sell to other networks.

23.5 Deals for accommodation

1. We plan to reach deals with hotels and house sharing site like Airbnb

23.6 Deals for food, drinks and water

1. We will do with food vendors like McDonalds to serve the participants daily
2. We will also do deals with vendors of drinks and water to serve the participants

24. Who can sponsor at the BWF?

Individuals and organizations that stand to benefit from the roll out of the Beautiful Initiatives mentioned in Section 10 and 12 may wish to sponsor items, activities and events at the BWF.

25. What will happen after the BWF?

25.1 The *Beautiful Sport* will be taken on tour of different countries and presented to world leaders. The sport will be exhibited by two teams of players in an arena in selected countries.

25.2 A training program will be mounted for persons who desire to be coaches, referees agents.

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