



Core Fundamentals

Avacafe's basic concept conjured up in 2001 is a way for **1.) Individuals (avatars) to get into focus groups** to make their personal information more valuable to companies. **2.) Companies** would ask people of certain focus groups to do surveys in exchange for income, thus deriving much better marketing data than conventional methods. Upon completion of the surveys, the companies send the contracted amount to the individuals, but not until **3.) 10% is sent to the Non-profits** as pre-chosen by the Individuals' in their avacafe.com profile.

The goal of Avacafe is threefold: **a.)** Produce a *basic income* for its avatars (individuals) who participate in surveys, which collectively; **b.)** Provide premium-quality marketing information for companies, saving them money for R&D, that then would; **c.)** Fund non-profits from at least 10% of the survey income, allowing non-profits to spend more energy in their core missions.

