

2021 Business Plan (Beleidsplan)

Business Details

- ❖ Statutory name: Stichting Foundation 3iMOOX.org
- ❖ RSIN / tax identification number: 859487544
- ❖ Chamber of Commerce registration: KVK 73363839
- ❖ Mobile: +31 6 57156362
- ❖ e-mail: contact@3imoox.org
- ❖ Registered Address : Mozartlaan 25W¹ Hilversum, 1217CM, Netherlands

About us

3iMOOX.org is an educational non-profit organization created by highly experienced meditators whose lives have been enriched and transformed through meditation. Trained by some of the world's most preeminent (meditation teachers), we wish to share these practices and knowledge with others.

Our mission is to foster greater health and well-being by making meditation relevant for today's challenges and accessible to anyone, anytime, anywhere.

The Third Eye (3i) of understanding signifies the meaning and understanding we give to situations and circumstances. Through our courses, we aim to help individuals understand how to improve their well-being, creating happier, healthier and more fulfilling relationships; first for themselves and then others.

We work together with other charities whose international team of instructors comprises highly accomplished Meditators and who will provide essential training and guidance in meditation practice to help people create lasting positive change.

3iMOOX is [a Public Benefit Organisation](#) (PBO) funded by donations and governed by specific [Rules and Regulations](#). The Board's obligation is to ensure that the organisation complies with its constitution and applicable Rules and Regulations.

¹ This is not a post address. All our activities and communication happen through digital means. Please email us.

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What we do?

In essence, we design, develop and provide Massive Open Online Courses (MOOCs) based on industry best practice on the subject of Meditation and other self development topics. We aim to offer these courses to learners from all over the world through the best open learning platforms.

Our purpose is to advance such charitable purpose (according to the laws of The Netherlands) as the trustees see fit from time to time in particular but not limited to:

1. Advance the health and well-being for the public benefit by educating the public about meditation and other self-development topics, free of charge, and delivered primarily through Massive Open Online Courses (MOOCs);
2. advance the education in spiritual and moral understanding, principles and values for public benefit, free of charge, by partnering with organisations that teach meditation and other self-development courses and designing, developing and providing massive open online courses together with them, for online learners all over the world; and
3. making gifts to other charities with a similar purpose to advance its purpose.

Outcomes:

For public benefit, advancing health and wellbeing by educating the public about meditation and other self-development topics and by advancing education in spiritual and moral understanding, principles and values in particular but not exclusively by:

1. researching best practice in teaching and (online) learning;
2. designing, developing and offering MOOCs based on industry best practices,
 - a. mostly in partnership with other organisations with similar purpose, to existing and new MOOC audiences worldwide, on the subject of meditation and other self-development topics; and
3. the use of excessive funds for advancing the education of the public about all aspects of its purpose

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How do we do that?

Amongst other things, we partner with great content providers who teach meditation and other self-development courses and develop the online courses together with them.

We continue to research and learn from MOOC providers and participants to understand and apply best practice.

We train experienced Meditation Teachers to moderate the discussion forums which play a crucial role in allowing learners to share with each other, learn from each other and ask questions. The forums enrich the learning experience of the participants and create dynamic learning environments, unseen in classroom teaching.

We will also seek to work and partner with the best learning platforms in the world to serve existing and new MOOC participants and offer them the best learning experience available.

All the courses are free of charge and certificates are available on completion free or at cost.

People who wish to support our work and who wish to help us to sustain our activities and develop more courses can donate to support us financially or volunteer their skills and time.

Our MOOCs

The [Practical Meditation MOOCs](#) has been developed in partnership with the [Brahma Kumaris Australia](#). These courses offer participants information, methods and exercises to learn, explore and experience the beauty and strength of their inner being and enables them to effectively address the challenges of our time. We also have several courses aimed at experienced Meditation Teachers to explore best practice in Teaching and Learning with the aim of developing high quality curricula and new courses.

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Our Finances

All the work and activities of 3iMOOX.org have been funded by donations.

The financials are set out below:

	in €'000		
Income	2019 Actual	2020 Actual	2021 Budget
Donations	€12.8	€5.2	€19.8
Total Income	€12.8	€5.2	€19.8
Expenses			
Operational costs	€12.8	€5.2	€19.8
Total cost	€12.8	€5.2	€19.8

Marketing

We will promote the courses together with our partners using their marketing channels but will also develop social media marketing campaigns to reach potential learners. We use Facebook and other social media platforms in these campaigns.

Annual KPIs

1. Annual course runs on meditation: 2 (2019) vs 5 (2020).
2. Educational and pilot course runs: 1 (2019) vs 2 (2020).
3. Use Third Party Platform: MOOC-list (2019 and 2020).
4. Increase enrolment:
 - a. Average monthly learner acquisitions target: 26 (2019) vs 46 (2020)
5. Retention of existing learners and course completion percentages:
 - a. Increase absolute no of learners: 309 (2019) vs 646 (2020)
 - b. Learner Retention targets²: 7% (2019) vs 25% (2020)
 - c. Course Completion target³: 5% (2019) vs 5% (2020)

² Students who enrol for followup courses.

³ Students who complete a course.