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US\$ 100 million capitalization

Architect Roberto Guillermo Gomes communicated the concept of the Humanitarian Marketing Program to Jeff Bezos' team. They activated the Amazon Smile system, contributing 0.5% of the purchase amount of subscribed users.

Amazon Smile has distributed around US\$350 million among NGOs. The Global Solidarity initiative donates 80% of the average 5% of online purchases at no extra cost and over 1,500 initial portals and virtual stores.

Its collection floor is calculable at US\$ 10 billion/year. To cover operating costs and financing of its own solidarity campaigns, it retains 20%, which is equivalent to an average of US\$ 2 billion per year.

For a first capitalization, the 40% owner of the system will be put up for sale for US\$ 100 million. The system will be co-managed by an SA. and a foundation.

US\$ 100 million capitalization

El arquitecto Roberto Guillermo Gomes comunicó el concepto del Programa de Marketing Humanitario al equipo de Jeff Bezos. Activaron el sistema Amazon Smile, aportando el 0,5% del importe de compra de los usuarios suscritos.

Amazon Smile ha repartido alrededor de 350 millones de dólares entre ONG. La iniciativa Solidaridad Global dona el 80% de la media del 5% de las compras online sin coste adicional y más de 1.500 portales iniciales y tiendas virtuales.

Su piso de recaudación es calculable en US\$ 10 mil millones/año. Para cubrir los costos de operación y financiamiento de sus propias campañas solidarias, retiene el 20%, lo que equivale a un promedio de US\$ 2 mil millones por año.

Para una primera capitalización, se pondrá a la venta la propietaria del 40% del sistema en US\$ 100 millones. El sistema será co-administrado por una SA. y una fundación.

US\$ 100 million capitalization

O arquiteto Roberto Guillermo Gomes comunicou o conceito do Programa de Marketing Humanitário à equipe de Jeff Bezos. Eles ativaram o sistema Amazon Smile, contribuindo com 0,5% do valor de compra dos usuários inscritos.

O Amazon Smile distribuiu cerca de US\$ 350 milhões entre ONGs. A iniciativa Global Solidarity doa 80% da média de 5% das compras online sem custo adicional e mais de 1.500 portais iniciais e lojas virtuais.

Seu piso de arrecadação é calculável em US\$ 10 bilhões/ano. Para cobrir os custos operacionais e o financiamento de suas próprias campanhas solidárias, retém 20%, o que equivale a uma média de US\$ 2 bilhões por ano.

Para uma primeira capitalização, o proprietário de 40% do sistema será colocado à venda por US\$ 100 milhões. O sistema será co-gerido por uma SA. e uma fundação.

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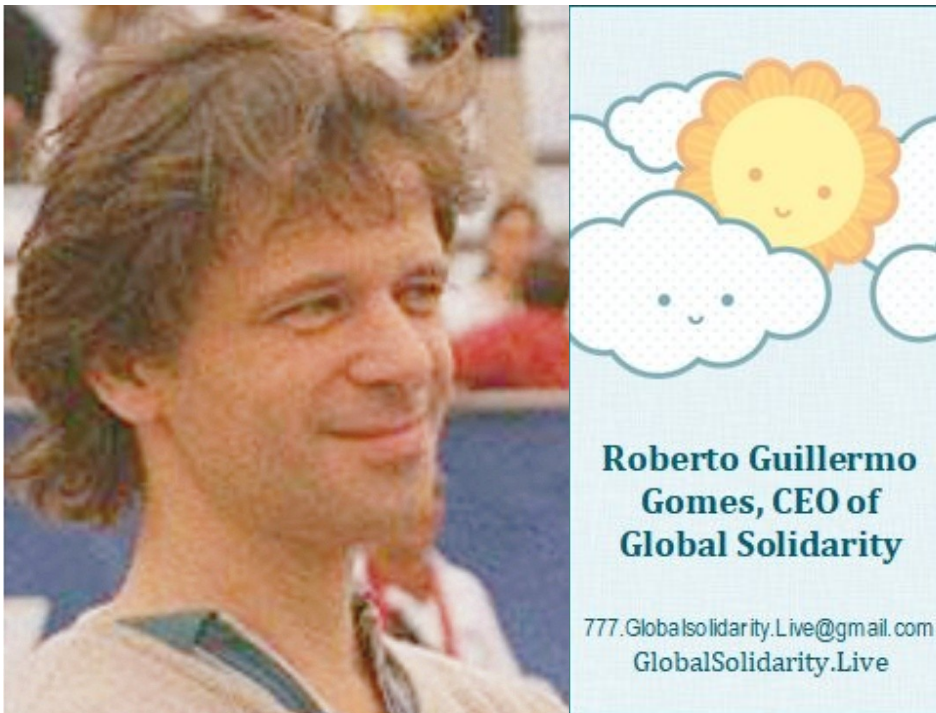
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