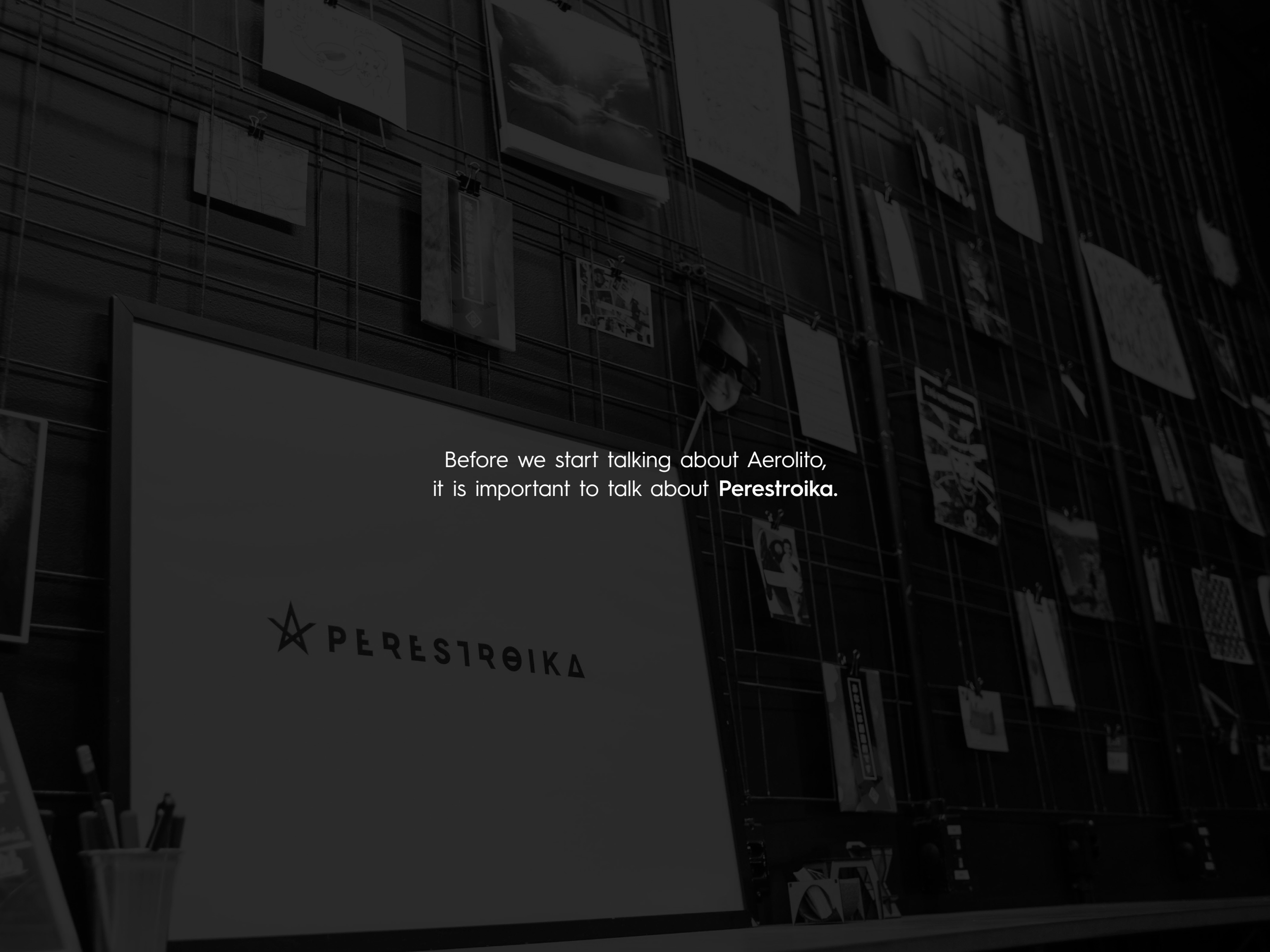
AEROLITO



Before we start talking about Aerolito,
it is important to talk about **Perestroika.**

PERES TROIKA

Perestroika Group was launched in 2007.
Today, it is the biggest school of creative activities in **Latin America.**

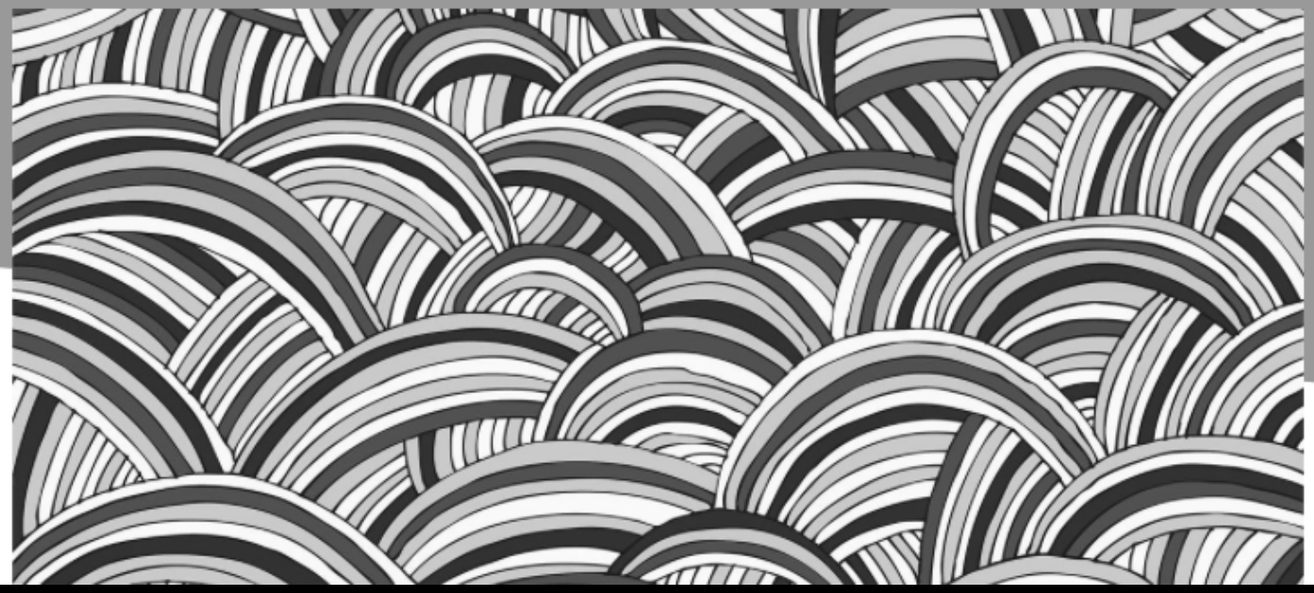
The holding has **fifteen independent** companies:
schools, online courses platform, consultancies, art galleries, technology bureaus.

CO.EXIST

1 MINUTE READ

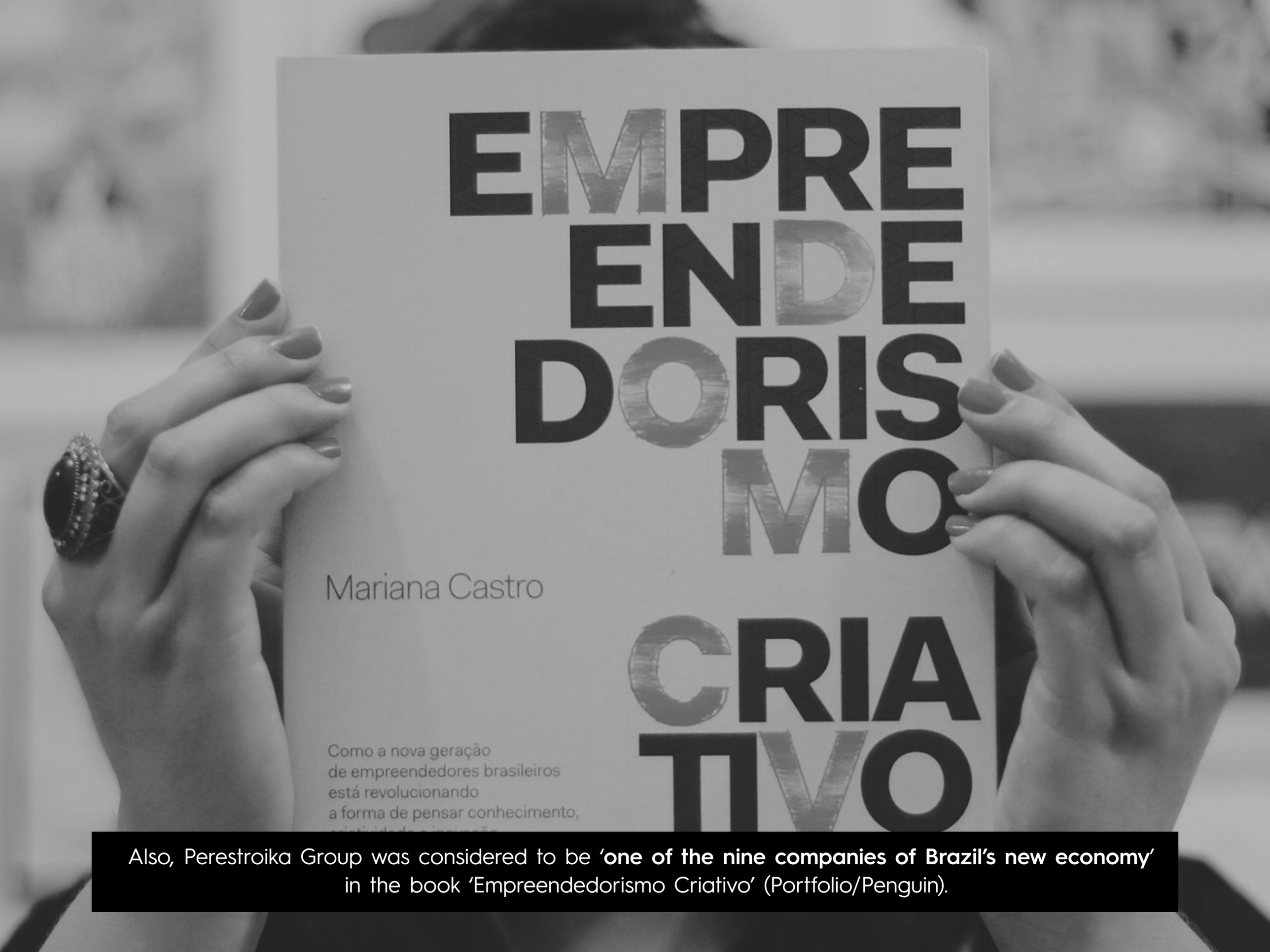
This Brazilian School Will Teach You How To Be More Creative

Favela, a TED-like event where the hosts gave out rolling papers to guests, is the school's attempt to become a global intellectual hub for the creative set.



Forbes MONOCLE FAST COMPANY trend watching .com

Perestroika's ventures have been highlighted by the international press.
It also has been the cover article of *Pequenas Empresas & Grandes Negócios* (one of Brazil's biggest business magazines).



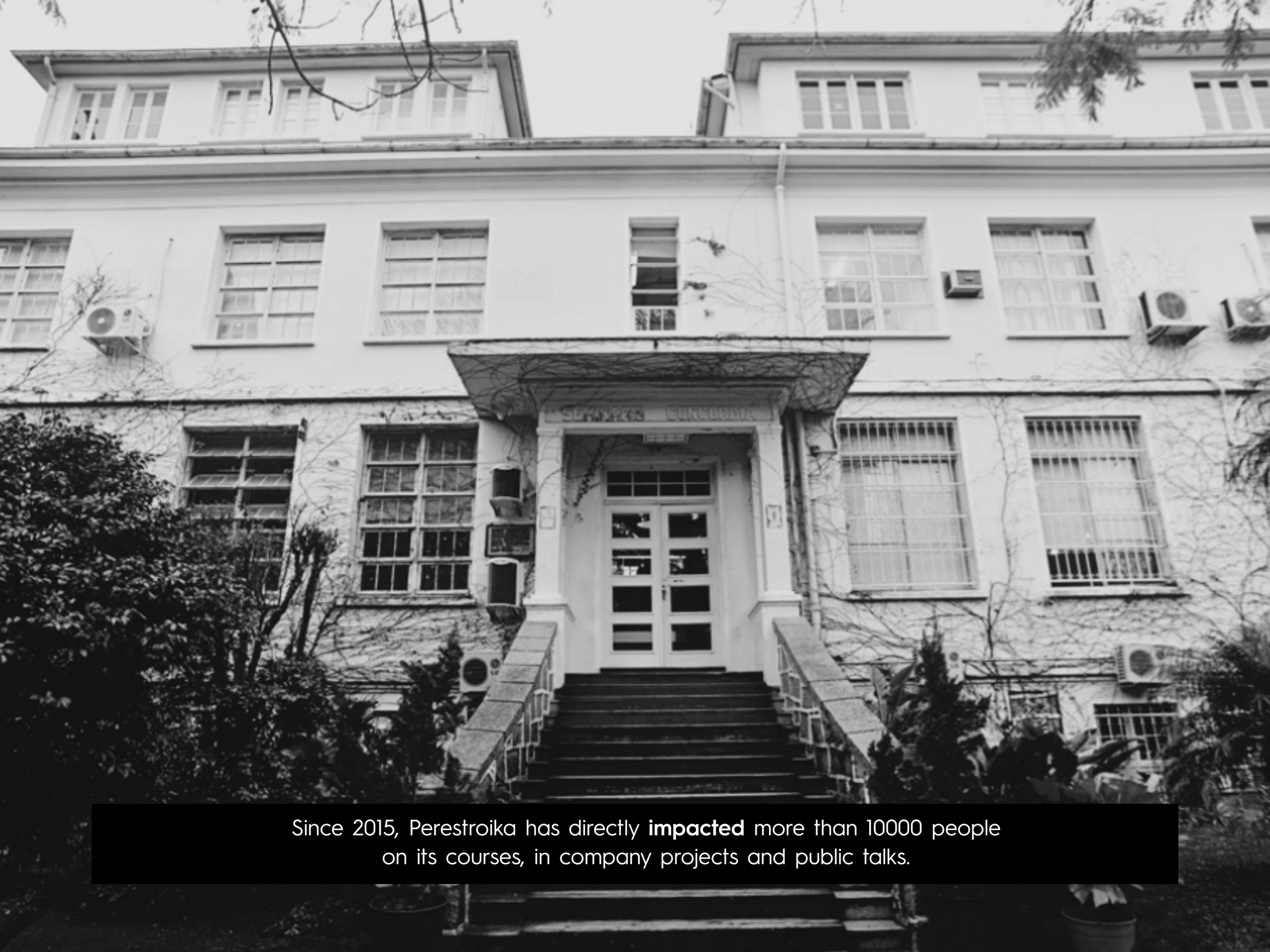
Also, Perestroika Group was considered to be '**one of the nine companies of Brazil's new economy**' in the book 'Empreendedorismo Criativo' (Portfolio/Penguin).

VLEF

In 2015, Tiago Mattos, one of the co-founders, launched the book *'VLEF: Vai lá e faz'* (Go Get It). The project achieved a **funding record** on Catarse (Brazilian Kickstarter).

Perestroika has offices in São Paulo, Rio de Janeiro, Porto Alegre, Brasília and Belo Horizonte.

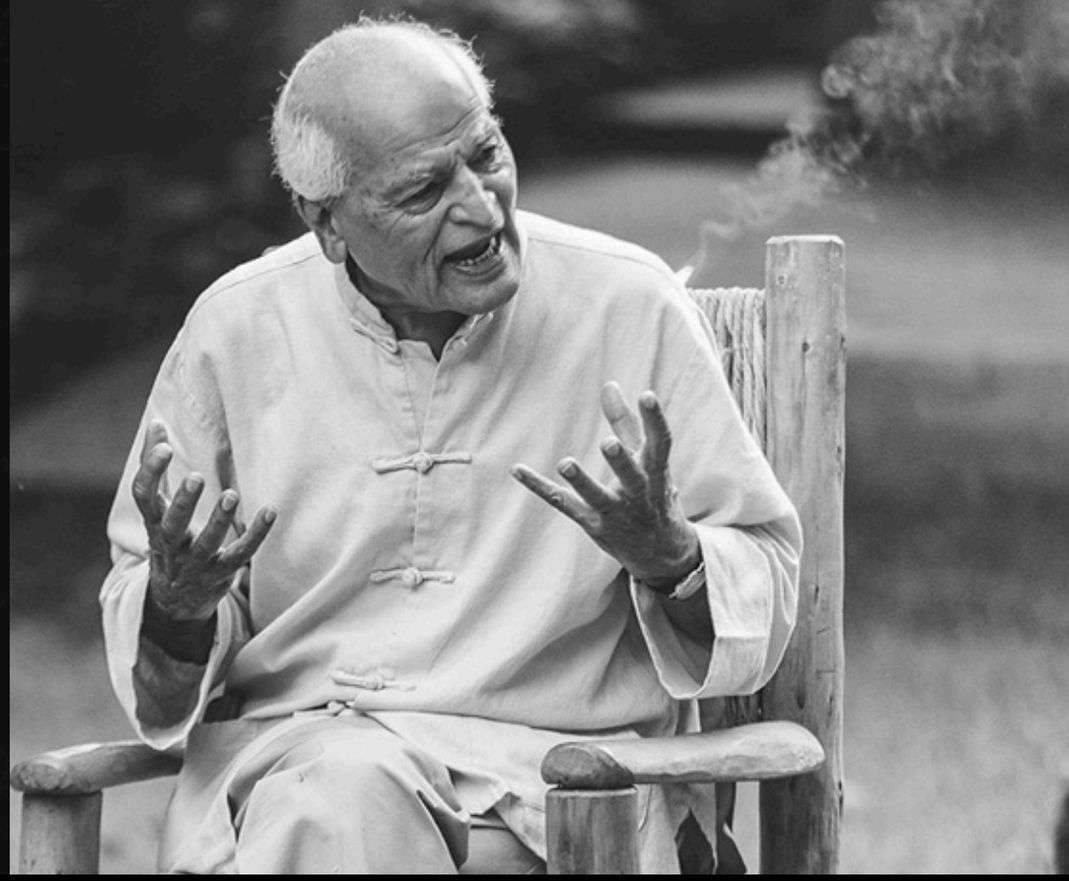
The main headquarters - in Porto Alegre - is located in a beautiful, 19300 ft2 **historic building.**



Since 2015, Perestroika has directly **impacted** more than 10000 people
on its courses, in company projects and public talks.

Perestroika's portfolio is one of the key features of the school.

Always respecting its **authorial Experience Learning methodology**, it works in many different fields, such as creative industry, technology, education and human behaviour.



Every year, Perestroika partners up to organize an **international conference**.
In 2014, it was FAVELA, in San Francisco, California – with participants from fifteen different countries.
In 2015 & 2016, it was NEOTRIBES, with partners from France, Germany and the U.S.A.

facebook.

New Media Tour: São Paulo, Buenos Aires, Bogotá, Mexico City, Miami, Austin

Walmart

Reflections & Mentorship About New Hierarchical Systems

Coca-Cola

Reflections & Mentorship About Purpose

Red Bull®

Facilitation for all leaders in Latin America & Brazilian Strategy Road Map

Over the past few years, Perestroika Group has created successful **partnerships with worldwide brands**.

TIAGO MATTOS

Co-founder - Perestroika & Aerolito

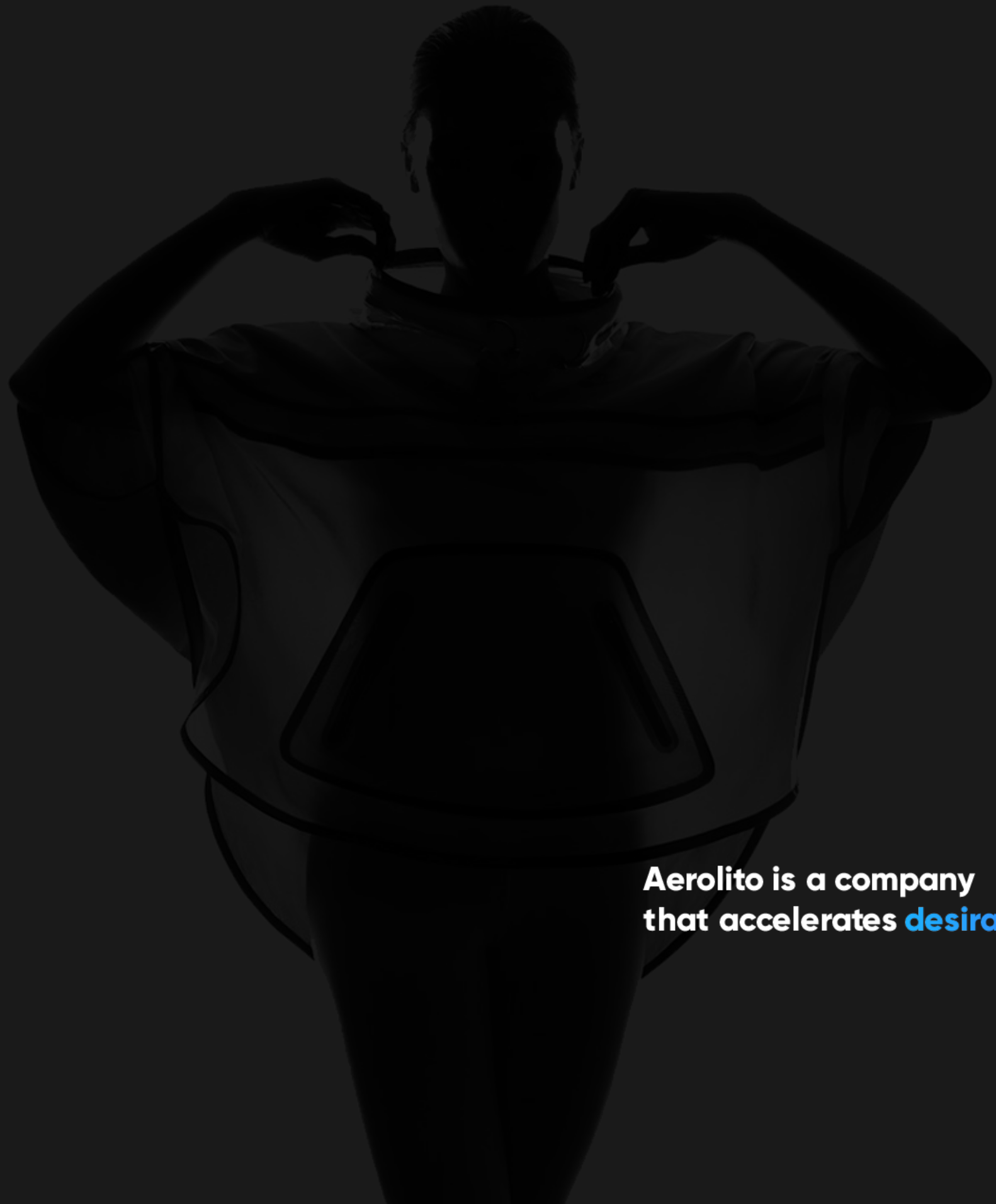
Futurist, entrepreneur, educator, author

Tiago Mattos is considered an important name among the world's new generation of Futurism thinkers. He is a faculty member of Singularity University and also is in charge of the Futurism classes at the Transdisciplinary Innovation Program (Hebrew University of Jerusalem).

He has shaped his futuristic perspective by attending short programs at some of world's most renowned innovation schools (such as Singularity, MIT, Harvard, Institute for the Future, TIP, Hyper Island, Kaos Pilots and many others).

Tiago has also co-founded Perestroika and several other projects such as innovation schools, learning consultancies, technology labs, big data centers, peer-to-peer learning platforms, positive impact accelerators and several others.

Aerolito is part of Perestroika's organism.



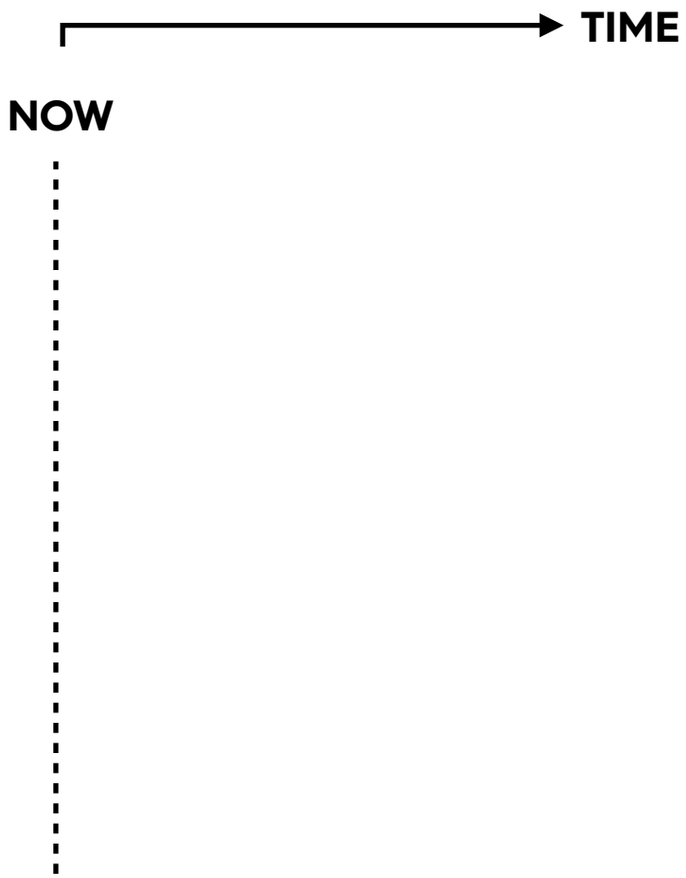
Aerolito is a company
that accelerates desirable futures.

AEROLITO

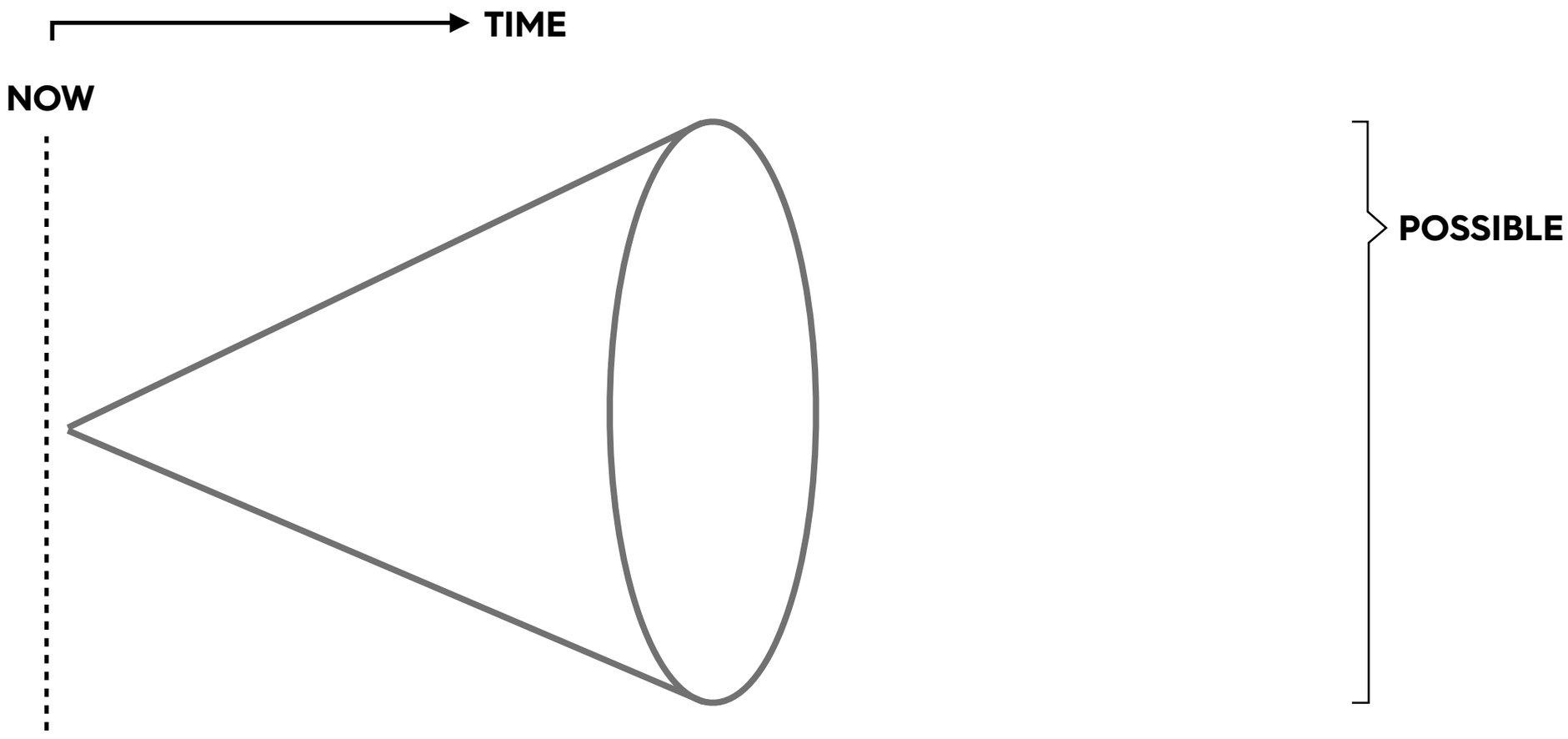
Aerolito is a company that explores future scenarios through an original methodology and has already created experimental projects on virtual reality, internet of things, robotics and artificial intelligence. His main role is to envision post-emergent future possibilities, specially about the future of work and the future of education/learning – which are shared on his books and classes.

What is our interpretation of **desirable futures?**

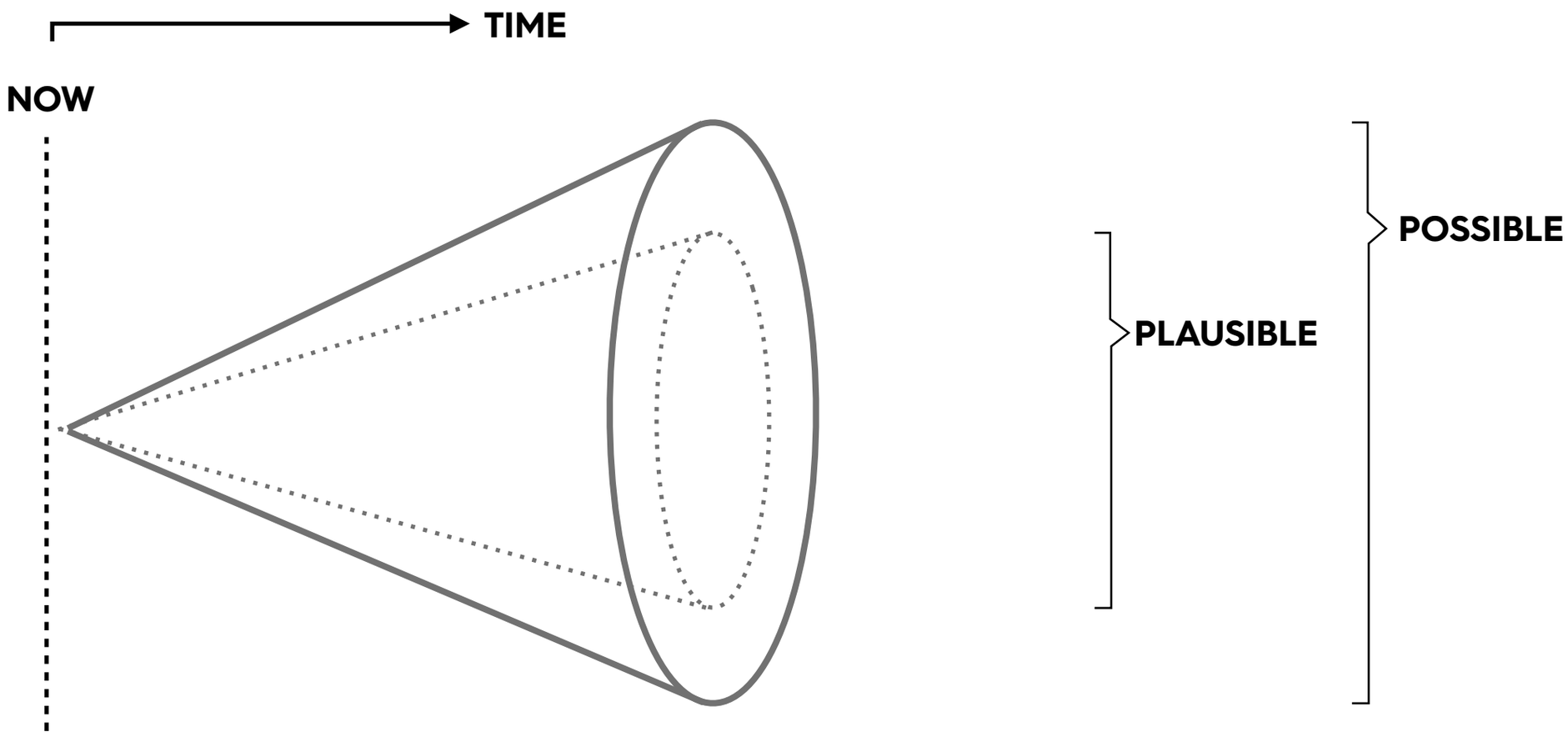
Think of a timeline.



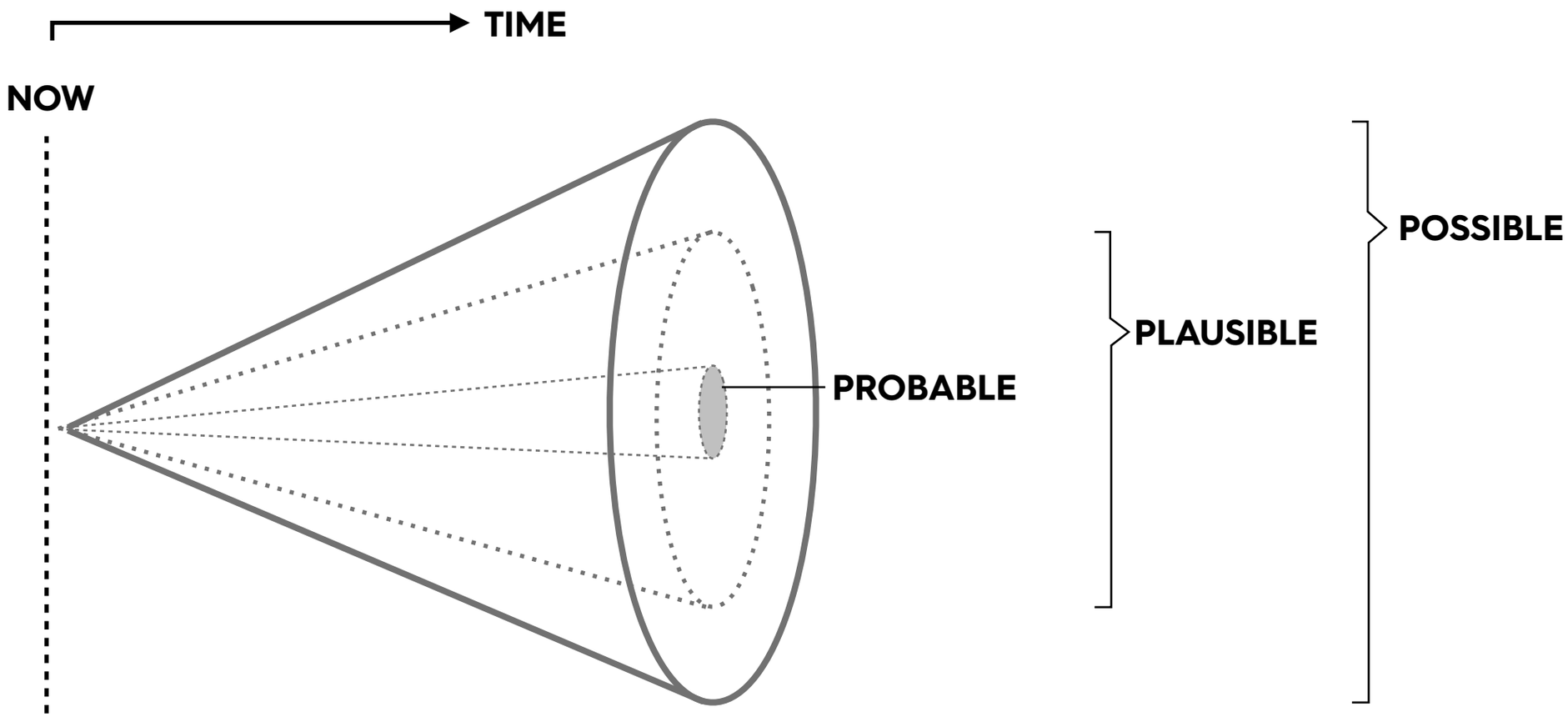
There is a spectrum of possible futures.



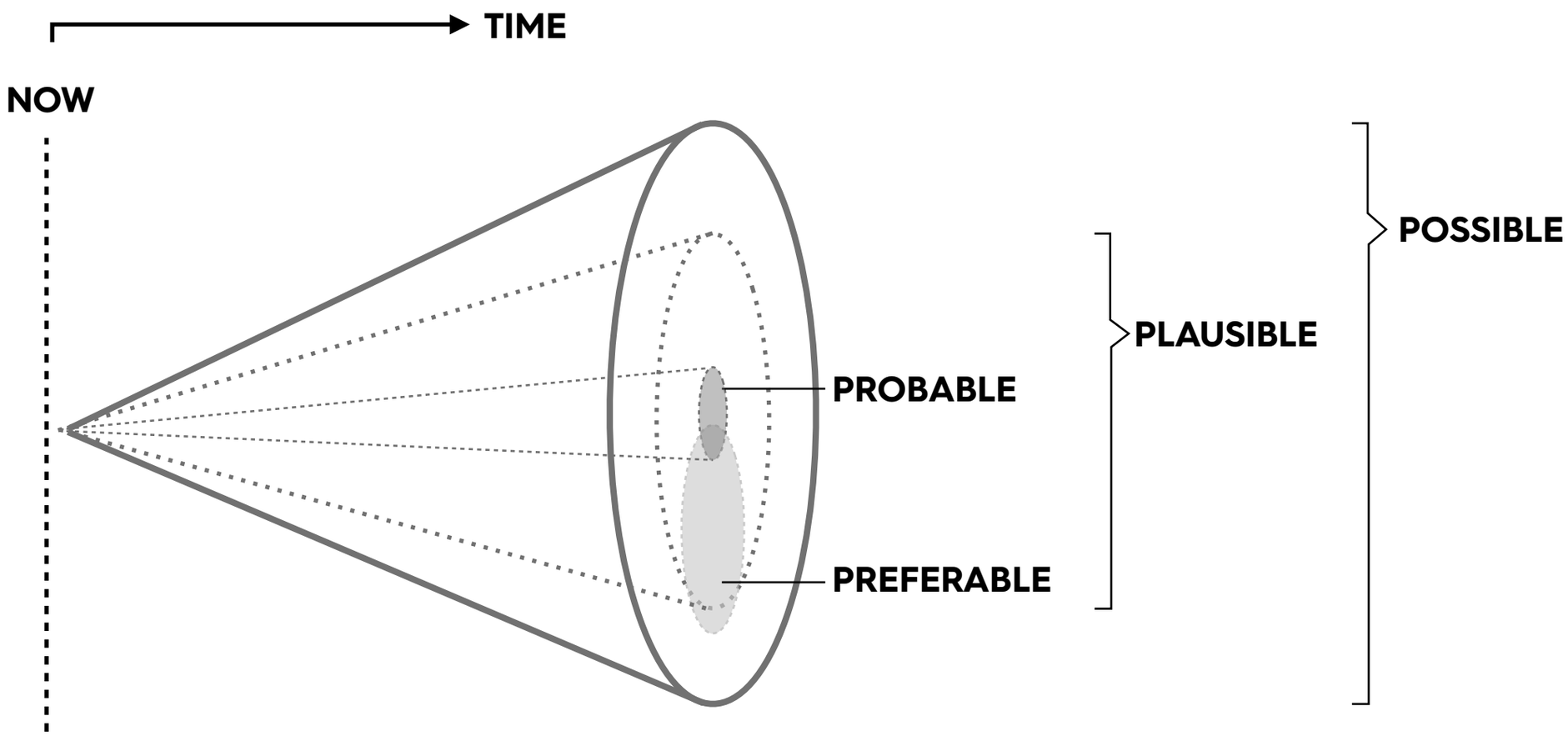
Some of those possibilities are more plausible than others.



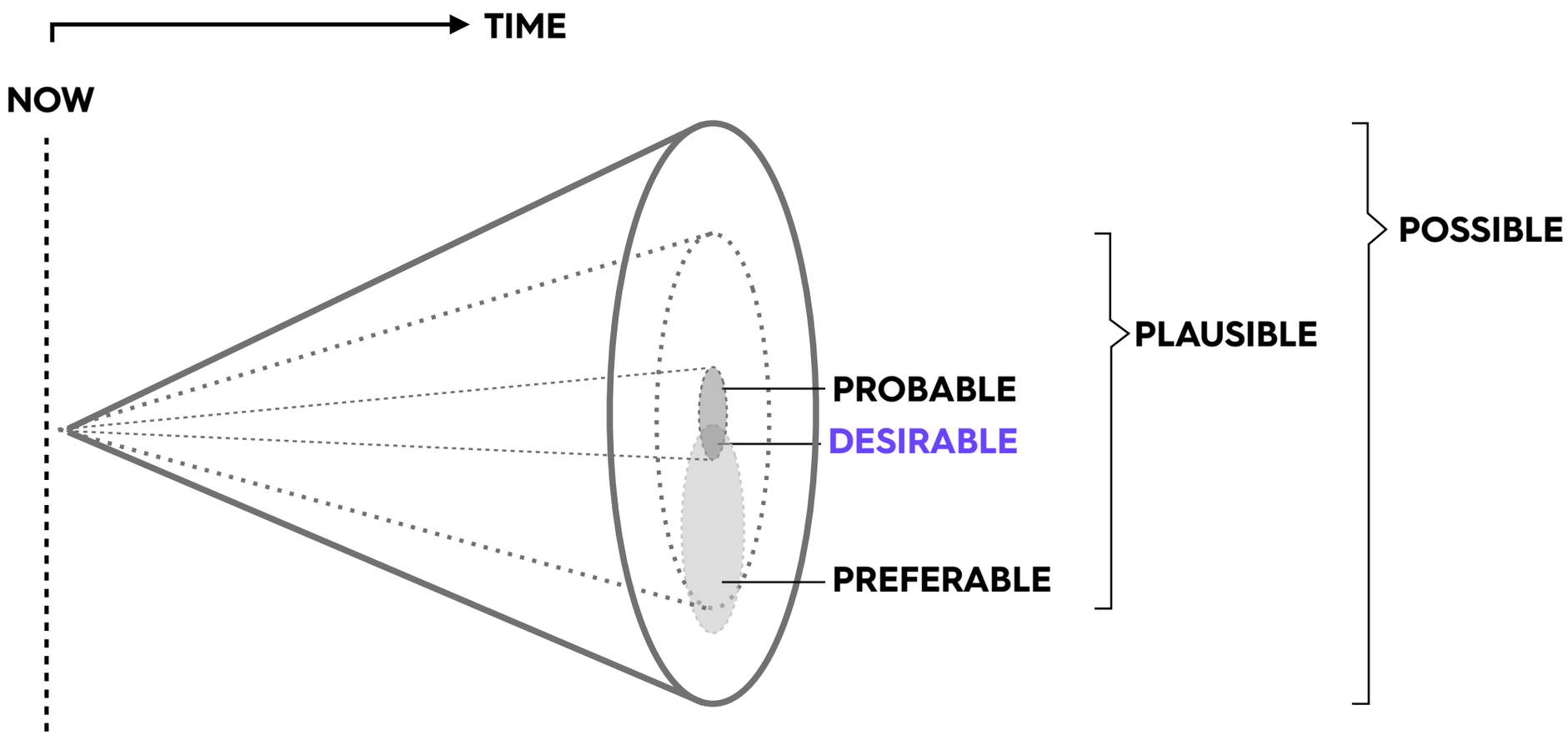
Within those plausible possibilities, there are the most probable ones.



Being probable is not the same as being preferable.



Aerolito accelerates desirable futures in the intersection between the probable and preferable possibilities.



How?

LEARNING PROGRAMS

Using a hybrid method - blending Perestroika's experience learning and a new authorial structure - Aerolito's **Friends of Tomorrow** course has already reached more than 25 different groups in 8 major cities in Brazil since 2015.

Elishai Ezra
Director @The Neuro-Biomorphic Engineer Lab

Edgard Morya
Research Director @Internacional Institute of Neuroscience

Jason Dunn
CEO & Founder @Made in Space

Friends of Tomorrow has had more than 20 different teachers, professionals from all over the world, **spreading their knowledge** to Aerolito's community.

Anielle Guedes
CEO & Founder @Urban 3D

Davide Venturelli
Science Operations @NASA (Quantum AI LAB USRA)

Benjamim Reinhard
System Engineer @Magic Leap

The Friends of Tomorrow community is a growing organism that inspired spin-off events, such as Day After Tomorrow and Tomorrow X, where **former attendees became speakers**.

Aerolito's learning spaces has also **reached business organizations** with Friends of Tomorrow In Company programs.
We have already run programs for all levels of organizations.

FRIENDS OF TOMORROW ONLINE

AULA 2: A mudança no consumidor, as tecnologias e a reconfiguradora de átomos
Reduzir, reusar, reciclar. Como fazer uso das tecnologias para mudar nossos hábitos de consumo? Como o novo contexto afeta a Indústria?

AULA 3: A Indústria com Pensamento Digital
Vamos conhecer mais sobre empresas que já possuem um pensamento dentro de novos mindsets. Qual é o impacto da participação cada vez maior dos consumidores nas definições do produto final?

#7: [MÓDULO 3] - O MODELO DA SINGULARITY

AULA 1: O modelo
O que são Organizações Exponenciais? Faremos a conceituação sobre o tema e falaremos a nossa visão sobre esse modelo cada vez mais evidente na mídia global.

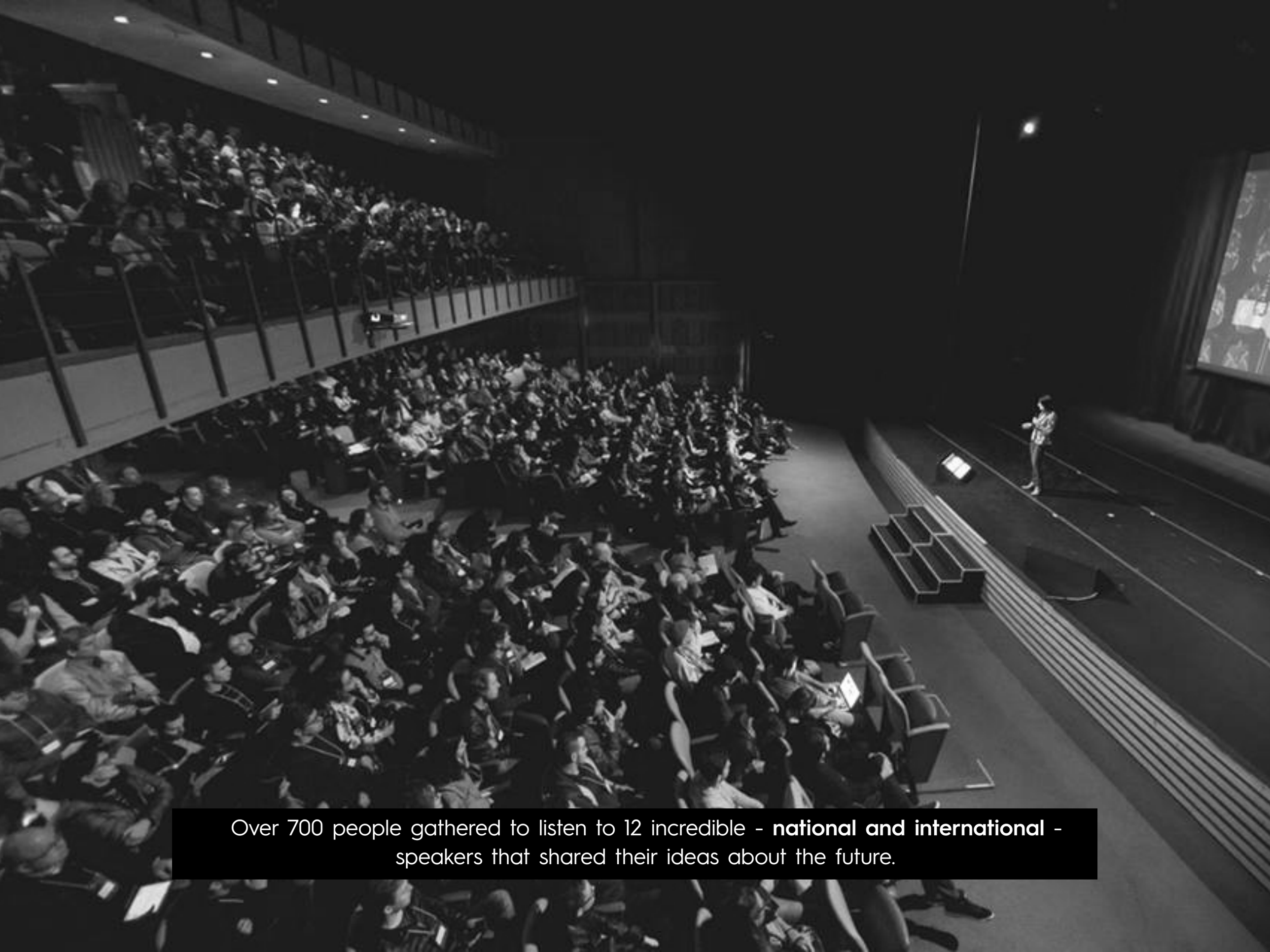
AULA 2: MTP
Não podemos confundir Propósito com outros termos comumente empregados buscando o mesmo significado. Qual é a nossa visão sobre Propósito e qual o impacto de um Propósito Massivo e Transformador.

AULA 3: A Indústria com Pensamento Digital

AULA ANTERIOR | PRÓXIMA AULA | MATERIAIS DE APOIO

Friends of Tomorrow is also on Perestroika's **online education platform** - MIR.
The online version has 16 hours distributed in 9 modules.

In 2017, Aerolito's biggest event came to life: Friends of Tomorrow Conference, **the largest independent** futurism event in Brazil.



Over 700 people gathered to listen to 12 incredible - **national and international** - speakers that shared their ideas about the future.

Giants like Google, NASA and Hyperloop TT were part of the event.
Astronauts, futurists, technologists, scientists and entrepreneurs from around the world **shared their ideas** about future work, new technologies and new economics, all day long with talks.

The event took place in São Paulo and generated US$ 200,000 in earned media and had 20 million **impacts**.

LABs - EXPONENTIAL TECHNOLOGIES APPLICATIONS

Since the beginning, one of Aerolito's core activities has been the experimentation of exponential technologies.

We have been prototyping in different fields, such as:
robotics, artificial intelligence, internet of things, cryptocurrencies/blockchain, virtual reality.

Christopher Columbus' Arrival in America - Virtual Reality (VR)

Imagine if we could study historical events from the perspective of those who were actually there?
Or maybe if we could learn from the people whose life and achievements are written in History books?

This is the idea behind Christopher Columbus' Arrival in America VR experiment. We can see ourselves inside the caravel (in interactive 360º) and with further development it would be possible to listen to a voice representing Columbus. This way it would be possible to study History and Spanish in an immersive experience.

https://vimeo.com/184938835

Virtual class - Virtual Reality (VR)

This is another example of a virtual reality class experiment (in interactive 360º). We created a 4-minute immersive experience to teach some of the concepts we talk about in Friends of Tomorrow.

This was a prototype developed to test some features and characteristics of VR experiences, using our own method.
It is optimized to Google Cardboard, using a cellphone.

https://vimeo.com/184938972 (password: videocases)
https://www.youtube.com/watch?v=lU6VqZ5p-5o

Reverse PacMan — Artificial Intelligence (AI)

Pac-Man is one of the classic 1980s arcade games. In the original game, the player controls a yellow character that runs from 4 colored ghosts in various mazes.

In our prototype, 4 players control the ghosts trying to catch Pac-Man, which is controlled by an AI.

https://vimeo.com/200853386

Atari 2600 VR - Virtual Reality

Atari 2600 is a video game console by Atari, launched in 1977. It is known for its various games that became a classic to all ages. We developed VR versions of 3 Atari games in which the player has a First Person perspective of the main character.

We changed the experience but kept the essence of the gameplay and the ‘pixelized’ look.

https://vimeo.com/208160268

Fanalyzer - Artificial Intelligence (AI)

IBM Watson has a “Personality Insights” tool in which is possible to use linguistic analytics to infer individuals' personality characteristics, from digital communications such as email, blogs, tweets, and forum posts.

We developed a system that uses this tool to check how well you know your idol, by checking your answers about a celebrity (based on Watson’s analysis of tweets). It’s an interactive game that also changes the color of the environment lights based on your results.

https://vimeo.com/189345412

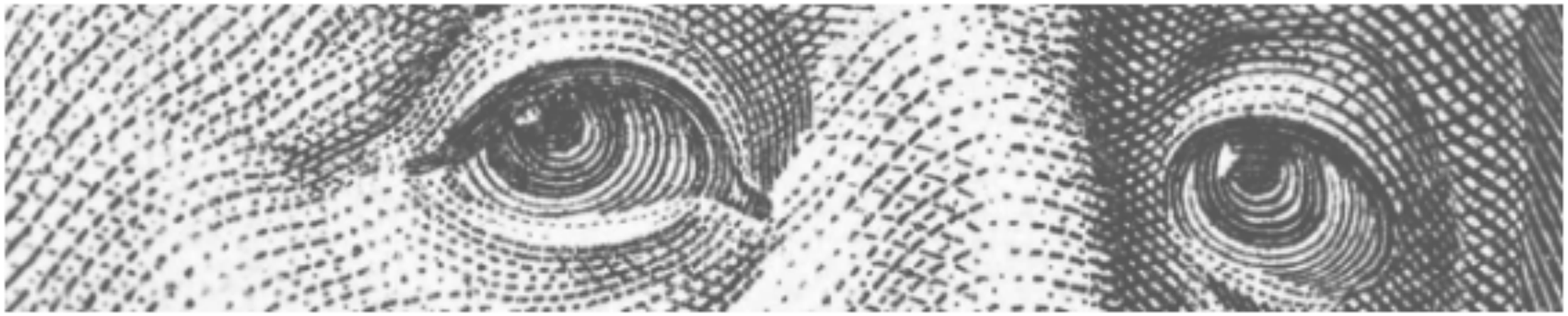
LS4D - Virtual Reality

LS4D is a VR experiment in which the person can interact with a fluid in 4 different environments. In addition, the chosen song in the beginning of the experience influences some elements of the virtual environment. The “4D" in the name refers to external elements that generate extra sensations, such as wind, water, scent.

We developed this experiment in order to explore ways to activate different states of mind without the use of any kind of drug or chemical substance.

https://vimeo.com/210630035

Baran - Cryptocurrency



BARAN

beta cryptocurrency

Baran is Aerolito's experiment in the blockchain world. We developed our own cryptocurrency using Ethereum and tested it in 2017 with a group of beta testers in order to get feedback and improve the system.

The idea behind Baran is to create a 'micro economy' in our community by implementing a system where people get Barans - according to a set of rules - basically by interacting with Aerolito's digital content in social media.

In 2017, we are shifting towards a new purpose in our Labs.

With a new framework, we are aiming to **solve real problems and positively impact** people using technology.

In order to start a new project, at least 3 of the following must be achieved:

- Solve a real problem
- Generate positive impact
- Be scalable
- Justify the use of the chosen technology
- Help to create the chosen technology's standard experience
- Let the project's result be open source
- Consider diversity: different points of view

If 3 of the 7 items previously mentioned will be achieved, we start the following steps:

1. Who will be impacted?
2. Listen to what they have to say. What is the problem to be addressed?
3. Empathically understand the problem.
4. Co-create the solution.
5. Prototype in order to validate the chosen solution.
6. Develop.
7. Deliver.

The idea is to develop **at least one project** every 3 months.

The first project using the new framework happened in July 2017, in Porto Alegre - Brazil.

Aerolito partnered up with another company, Smile Flame, to create an unique experience to kids under treatment in the Child Oncology Institute inside a hospital.

The problem to be solved was the fact that those kids could not leave the hospital during treatment while their friends were outside playing, traveling.

The project would positively impact those kids lives by changing their routine, transforming the hospital's pale and cold environment into something new, different, colorful. One experience could change a life, bring hope and comfort.

We chose virtual reality and technology gadgets to address the issue. The use of the technology was justified: it was a way to take those kids out of the hospital without physically taking them outside.

It could be scalable and open source.

We visited the hospital and talked to the kids about space travel, different planets, galaxies, spaceships.

They drew what came to their minds.

They didn't know they were creating their own future experience.

We took those ideas and turn them into 3D models.

We designed a space travel in virtual reality.

In the day of the launch, we went to their rooms and invited them to be astronauts for a day.

With a customized “spaceship wheelchair”, they traveled into another galaxy from their rooms to the recreation room, which was completely transformed to look like another planet.

With a combination of lights, gadgets and storytelling the project took those kids away from the treatment’s burden for a few hours. It was worth it.

https://www.facebook.com/smileflameproject/videos/1672729119413715/

AEROLITO

We study and explore the future
to make the world a better place.

AEROLITO

simone@aeroli.to
santiago@aeroli.to