

# FIGURA NOVA

FOUNDATION

## Figura Nova Foundation Annual Report 2018

### Introduction:

As you will read below, in 2018 our foundation was quite successful with promoting our goals and creating brand awareness. However our funding objectives achieved less than what we had hoped for. This was due in part to the growing pains of starting a unique and disruptive organization.

To recap, our team had to rapidly focus on building an operational infrastructure, expand our board, develop communication channels such as website design, visual identity and content development (both emotional & technical), GDPR policy, social media presence and roll-out of various media awareness campaigns, strategize funding stream(s), community outreach infrastructure and establish strong relations with key players in our local and global network. To say that 2018 was a busy year, would be an understatement.

### Important Milestones Achieved in 2018:

- Acquired the Dutch Public Non-Profit Status in NL (ANBI), which led to our foundation becoming part of The Netherlands America Foundation (NAF). The NAF is the leading bilateral foundation promoting high-impact exchanges between the Netherlands and the United States. <http://thenaf.org/>
- Received the endorsement of NL Next Fashion & Textiles. This organization is part of Modint (<https://modint.nl/2018/08/01/innovatie-2/>). In close collaboration with Rens Tap Textile Industry Economist and our joint network, we aim to combine resources through our joint local and global network.
- Our Chairman Victor Portes was interviewed by Miss Metaverse (aka) Katie Aquino in collaboration with Felix B. Bopp from the Club of Amsterdam. This interview contributed to very insightful feedback from our stakeholders and helped expand our global network.
- We initiated a productive relationship with the BVBL Stichting Belangen Verbond van Borstprotheseleveranciers (the Association of Breast Prosthesis Suppliers in the Netherlands). Through this leading Dutch organization, we are gaining invaluable insights and access to their network of mammography specialists, retailers and health-care providers, who show strong support test cases. <https://www.bvbl.nl/>

*And how can we forget the tremendous efforts that our international advisors and personal relations contributed to the language translation of the foundation goals to Spanish, French, Italian, German, Catalan and of course Dutch!*

- Last, we launched *Project One: Wearable Technology & Smart Clothing Kit For Breast Cancer Patients & Ex-Patients Funding Campaign* on December 31<sup>st</sup>, 2018. Our board members, Victor Luis Portes and Mark Terberg in collaborations with our advisors Hector Cuevas in NYC and Free Raluy-Trullas in Edinburg have been instrumental in their advice with editing and create a strategic narrative via this project which helps us scale-up the project/funding in stages. In brief the main goal of *Project One* is to:

- *Activate Funding Focus Smart Breast Prosthesis Kit Concept 1*
- Be used as an interactive document that gives a general and relevant scope what our foundation aims to achieve funding in the areas of wearable technology in the long term.
- Engage our stakeholders and ecosystem by addressing concrete issues, which require or highlight the best practices and of use current and developing technologies. Generates funding and creates awareness on a national and international level

### **Our Focus & Core Activities in 2019**

Our primary focus will be raising funds to activate Project 1. In addition to scaling-up board members, expand our advisors/volunteer network and continuing to build our operational infrastructure.

On behalf of the foundation, we thank all our board members, advisor/volunteers, donors, network and personal relations for their unwavering efforts, commitment and dedication to our goals in 2018.

Victor Luis Portes  
Chairman

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