Cordial World

Backgrounder

Introduction

Cordial World is a U.K.-registered company with a small team of staff and advisors based around the globe. The company plans to build a collaborative digital platform to serve as a knowledge-sharing marketplace for a range of communities. Cordial offers intrinsic and extrinsic incentives for users to collaborate, learn from one another, and seek consensus. Cordial is designed to reward pro-social behaviours and will monitor its use to test its effectiveness.

Once the platform is established and ready to enter the Web3 space, Cordial World will reward users for positive participation through their own $DIAL crypto token; people will earn revenue by sharing their knowledge, perspectives, and lived experience as well as engaging with others who do the same – liking others' contributions, asking for wider perspectives and showing thanks when people share with them.

The company plans to utilise the blockchain, which will make it impossible for Cordial or other parties to extract users' personal information – people choose who they share their data with, and for how long.

Company history

CEO Chris MacGregor founded Cordial World in April 2021 to bring people together to solve complex problems. He is a former British Army Colonel with over 15 years of leadership experience and has a keen interest in creating value from the sharing of human knowledge and lived experience.

A pilot study with five London boroughs – where Cordial brought together local government, corporations, and residents to develop a regeneration strategy and ask people about their interest in a digital platform like Cordial Word – provided proof of concept for Cordial's business model.

The company is now seeking seed investment to build and release the platform.

Cordial World's mission

Cordial World envisages a truly connected, fair and just world, where everyone is empowered to solve urgent local and global issues together.

Their mission is to empower every citizen with the digital means to safely connect and collaborate with others, to positively contribute their value of life experiences and insights, and to be fairly rewarded for it.

For more information

Media assets

@Cordial_World   Cordial World Foundation   cordial.world/