SUPPORTER GUIDE

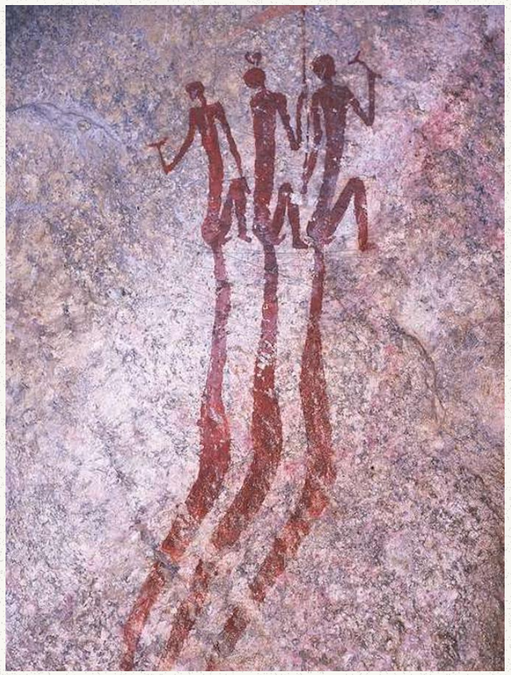
THE LOST MUTI

AN UNTOLD STORY OF FUNGI IN SOUTHERN AFRICA





UFS IN PARTNERSHIP WITH THE UNIVERSITY OF THE FREE STATE, SOUTH AFRICA



"COULD SOUTH AFRICA NOT ONLY BE THE CRADLE OF HUMAN KIND, BUT THE CRADLE OF SPIRITUALITY TOO."

wow!





WATCH THIS BEFORE CONTINUING

PART 1:
ABOUT

THERE IS A VOID IN OUR LITERATURE, A MISSING CHAPTER IN THE STORY OF MUSHROOMS AND MANKIND. WHEN WE SPEAK OF FUNGI, WE TURN TO SOUTH AMERICA, EUROPE, AND SIBERIA TO NAME A FEW, YET WE OVERLOOK THE CRADLE OF HUMANITY. IS IT BECAUSE OUR PEOPLE NEVER USED MUSHROOMS? OR SIMPLY BECAUSE

NO ONE HAS TAKEN THE TIME TO LOOK

FOR FIVE YEARS, I'VE JOURNEYED ACROSS SOUTHERN AFRICA, MEETING HUNDREDS OF TRADITIONAL HEALERS, DIGGING THROUGH SETTLER DIARIES AND ANCIENT TEXTS - ALL TO UNCOVER THE DEEP, UNTOLD CONNECTION BETWEEN FUNGI AND OUR INDIGENOUS CULTURE. JOIN ME AS I DOCUMENT HOW FUNGI ARE USED FOR FOOD, MEDICINE, AND RITUAL IN MODERN TRIBAL COMMUNITIES, AND HELP UNEARTH A HIDDEN TRADITION

NOT WRITTEN ON PAPER, BUT PAINTED ON THE WALLS OF THE PAST, AND LOST TO THE ANNALS OF TIME.



THIS IS MY LIFE'S WORK, & BECAUSE OF THAT I AM DRIVEN BY PASSION & UNWAVERING DETERMINATION

ABOUT ME

AS CO-FOUNDER OF AETHER APOTHECARY, I'VE HELPED BUILD ONE OF SOUTH AFRICA'S LEADING BIOCEUTICAL MANUFACTURERS: BRINGING PRODUCTION HOME, CREATING JOBS, AND PIONEERING SUSTAINABLE, SCIENCE-BACKED NATURAL MEDICINE.

WITH PUBLISHED RESEARCH, GLOBAL TALKS, ACADEMIC PARTNERSHIPS, AND GOVERNMENT PERMITS FOR BIOPROSPECTING AND PSILOCYBIN RESEARCH, I'M BRIDGING THE WORLDS OF SCIENCE AND TRADITION.

ROOTED IN INTEGRITY, DRIVEN BY CURIOSITY, AND FUELLED BY PURPOSE - I BELIEVE I'M UNIQUELY POSITIONED TO SHARE THIS STORY. MY LOVE FOR FUNGI IS UNWAVERING, MY CHARACTER STEADFAST, AND MY INTENTIONS CLEAR.

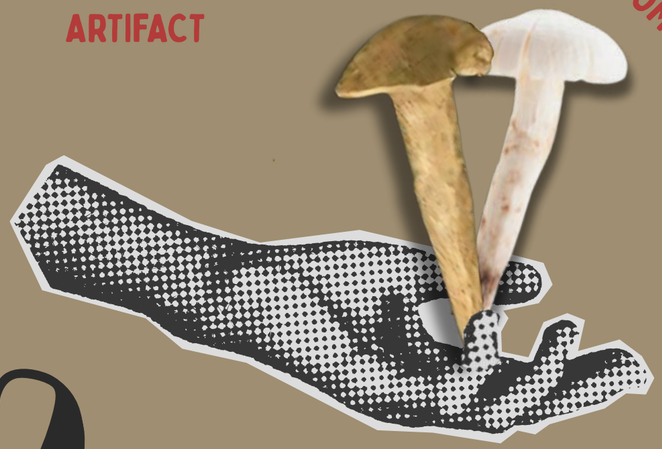
AS YOU READ THIS DOCUMENT, I HOPE YOU SEE NOT JUST WHAT IVE DONE, BUT WHAT WE CAN BUILD, TOGETHER.



PART 2:
THE PROBLEM

GOLDEN ARTIFACT

MUSHROOM



OK SO HERES THE ISSUE

WE HAVE MYTH

WE HAVE MEDICINE

WE HAVE MAGIC



BUT NO-ONES DOCUMENTED IT

PART 3:
MY MISSION

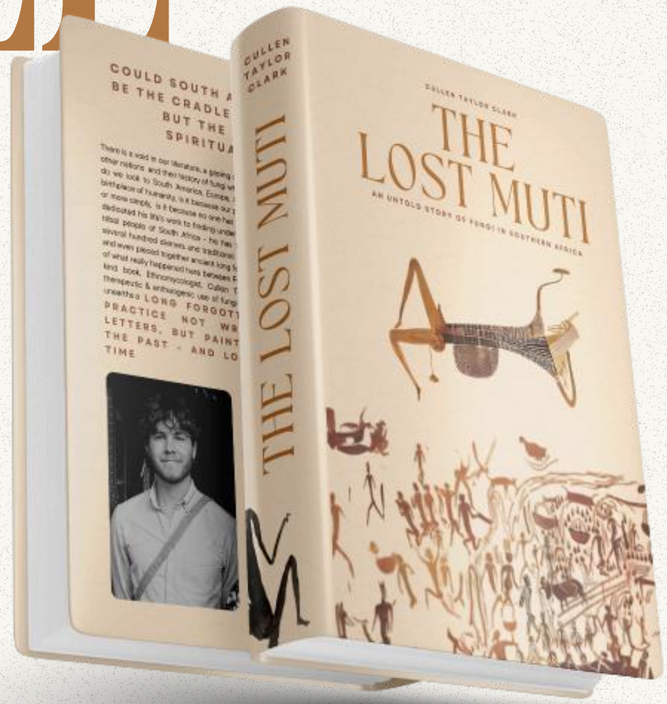
TO ETHICALLY ANALYZE, & PRESERVE THE TRADITIONAL USES AND STORIES OF FUNGI IN SOUTHERN AFRICA







I'LL CREATE



A FIRST-OF-ITS-KIND BOOK

A BEAUTIFULLY DESIGNED, ACCESSIBLE BOOK DOCUMENTING ALL FINDINGS, PERSONAL ENCOUNTERS, ORAL HISTORIES, AND ANCIENT STORIES OF FUNGAL USE IN SOUTHERN AFRICA

DISCOVERY OF NEW SPECIES & NOVEL COMPOUNDS

IN PARTNERSHIP WITH FREE STATE UNIVERSITY, THE PROJECT WILL DISCOVER AND CLASSIFY NEW FUNGAL SPECIES, WHILE ANALYZING NOVEL COMPOUNDS WITH THERAPEUTIC POTENTIAL



MONOGRAPHS & PEER-REVIEWED PUBLICATIONS

PRODUCTION OF IN-DEPTH MONOGRAPHS AND ACADEMIC PAPERS ON SOUTH AFRICAN FUNGI, INCLUDING INDIGENOUS NAMES, TRADITIONAL USES, RECIPES, RITUALS, AND CULTURAL SIGNIFICANCE.

ROCK ART DOCUMENTATION

SOUTHERN AFRICAN ROCK ART DEPICTING MUSHROOMS WILL BE RECORDED, ANALYZED, AND CONTEXTUALIZED, PROVIDING VISUAL EVIDENCE OF ANCIENT ENTHEOGENIC TRADITIONS AND COSMOLOGIES.

MONTHLY WEB SERIES

A DOCUMENTARY-STYLE YOUTUBE SERIES FOLLOWING MY JOURNEY ACROSS SOUTHERN AFRICA, SHARING UNTOLD STORIES, INTERVIEWING INDIGENOUS KNOWLEDGE KEEPERS, AND HIGHLIGHTING THIS HIDDEN LEGACY.

PART 4:
WHAT IVE DONE

SO FAR

PAGE 1

2 ACADEMIC PAPERS WRITTEN WITH 5 MORE IN THE WORKS

SHARED THIS STORY TO HUNDREDS OF THOUSANDS

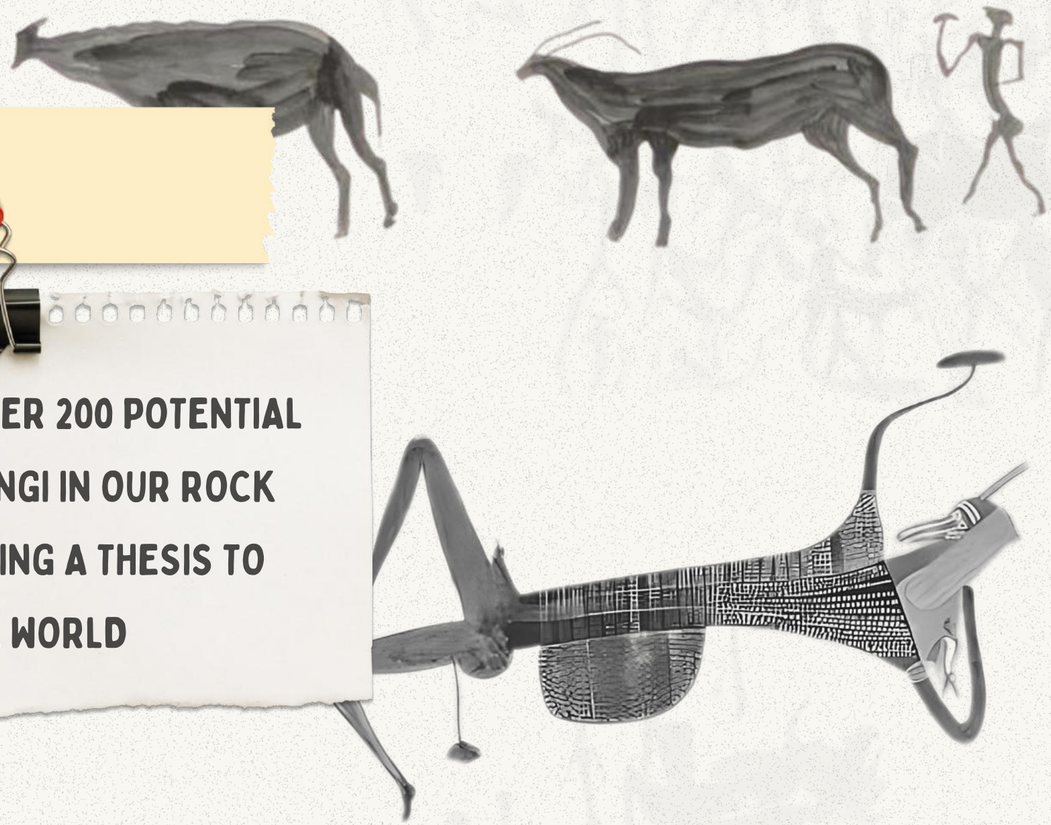
NEVER BEFORE KNOWN DATA COMPILED ON SEVERAL DOZEN FUNGAL SPECIES





PAGE 2

IVE DISCOVERED OVER 200 POTENTIAL DEPICTIONS OF FUNGI IN OUR ROCK ART & AM COMPILING A THESIS TO SHOW THE WORLD





PAGE 3









MY COLLEGES AND I HAD THE PROFOUND HONOUR OF PARTICIPATING IN, AND DOCUMENTING A SOUTH AFRICAN PSYCHEDELIC MUSHROOM CEREMONY. A HISTORIC MILESTONE IN THE CONTINENT'S ENTHEOGENIC RESEARCH (TO OUR KNOWLEDGE, THE FIRST FORMAL DOCUMENTATION OF ITS KIND).

THIS EXPERIENCE WILL SERVE AS THE FOUNDATION FOR A SHORT-FORM YOUTUBE DOCUMENTARY AND A GROUNDBREAKING ACADEMIC PAPER, BOTH CAPTURING THE DEPTH, CONTEXT, AND CULTURAL SIGNIFICANCE OF THE MOMENT.

PART 5:
FUNDING



TO FINISH THIS PROJECT I MUST RETURN TO THE FIELD, IMMERSING MYSELF ONCE AGAIN IN THE LANDSCAPES, LANGUAGES, AND LINEAGES THAT HOLD THE THREADS OF THIS FORGOTTEN STORY. UNTIL NOW, THIS JOURNEY HAS BEEN ENTIRELY SELF-FUNDED, BUT TO DO THIS PROPERLY, I NEED YOUR SUPPORT. YOUR PATRONAGE WILL DIRECTLY EMPOWER THESE EXPEDITIONS, ENABLING ME TO CONNECT WITH HUNDREDS OF UNCONTACTED KNOWLEDGE-HOLDERS ACROSS THE COUNTRY, VISIT SACRED SITES, AND GAZE UPON THE ANCIENT ROCK ART FIRSTHAND. YOUR SUPPORT WILL ENSURE THIS SANCTIFIED INFORMATION IS HONORED AND SAFEGUARDED. I AM BUT A CUSTODIAN OF THIS INFORMATION, I NEED ASSISTANCE TO DO IT THE HONOUR IT DESERVES

THE FOLLOWING PAGES HIGHLIGHT HOW FUNDING WILL BE SPENT AND HOW TO GET INVOLVED

THE BETTER WORLD FOUNDRY

"TRANSPARENCY IS CENTRAL TO THIS PROJECT. A DEDICATED COMPANY, THE BETTER WORLD FOUNDRY HAS BEEN ERECTED AND WILL MANAGE ALL FUNDS, WITH OPEN ACCESS TO BANK STATEMENTS AND FINANCIALS FOR DONORS. EVERY CENT WILL BE ACCOUNTED FOR. ALL CONTRIBUTORS, HEALERS, DIVINERS, RESEARCHERS, AND HARVESTERS WILL BE ACKNOWLEDGED IN THE FINAL PUBLICATION, HONOURING THE TRUE CUSTODIANS OF THIS KNOWLEDGE."

OUR GOAL IS TO RAISE $31K (R591,706)

12 MONTHS OF RESEARCH LED BY A DEDICATED TEAM OF THREE EXPERTS AT THE HELM

$5877

Flight & Fuel costs

$2199

Accomodation

$18849

Stipends x 3 people

I WANT TO PROVIDE THE CREATIVES WITH A FULL SALARY, ENABLING US ALL TO FOCUS ENTIRELY ON THIS PROJECT AND PRODUCE COMPELLING DESIGNS, VIDEOS, ACADEMIC PAPERS, BLOGS, AND STORIES.

$4769

Offering Costs

PART 6:
GET INVOLVED

SO HOW CAN YOU SHOW SUPPORT IF YOU'RE AN INDIVIDUAL OR A BUSINESS



1st

SPONSOR

MONTHLY CONTRIBUTION WITH BENEFITS LIKE EARLY ACCESS TO DOCUMENTARIES, ACADEMIC PAPERS, BLOGS & VIDEOS, AN EXCLUSIVE MONTLY WEBINAR AND MUCH MORE $5 - $15 DONATIONS
(SEE PATREON FOR FULL LIST OF THE INCENTIVES)

2nd

SUPPORTER

IF YOU BELIEVE IN THIS PROJECT OR RUN A COMPANY WITH SOME RESOURCES TO SPARE, CONSIDER MAKING A ONE-TIME DONATION. IN GRATITUDE, WE'LL ACKNOWLEDGE YOU IN THE BOOK AS A SUPPORTING ANGEL

3rd

PARTNER

THERE ARE MANY WAYS TO AID THIS PROJECT THAT DON'T REQUIRE A DIRECT FINANCIAL CONTRIBUTION. MAYBE YOU RUN A CAR RENTAL COMPANY & CAN OFFER DISCOUNTED RATES, PERHAPS YOU MANUFACTURE FIELD KITS FOR COLLECTING NEW FUNGAL STRAINS, OR MAKE DURABLE HIKING GEAR & WANT TO KNOW YOUR APPAREL **HELPED UNCOVER A PIECE OF HISTORY**. WE'RE LOOKING FOR PARTNERS WHO CAN PROVIDE TOOLS OR EVEN ASSISTANCE LIKE ACCOMMODATION SUPPORT IN REMOTE REGIONS. THIS IS A SHARED STORY, & EVERY CONTRIBUTION, BIG OR SMALL HELPS BRING IT TO LIFE. GET IN TOUCH. LET'S MAKE HISTORY TOGETHER.

WHY BRANDS ARE GETTING INVOLVED

THIS ISN'T JUST SPONSORSHIP. IT'S STEWARDSHIP.

YOUR COMPANY WILL SUPPORT A STORY AND BECOME PART OF A LIVING LEGACY. HERE'S WHAT YOUR SUPPORT UNLOCKS:

- **GLOBAL VISIBILITY**: FEATURE YOUR LOGO ACROSS OUR DOCUMENTARIES, YOUTUBE SERIES, AND PODCASTS REACHING AN INTERNATIONAL AUDIENCE OF MUSHROOM LOVERS, SCIENTISTS, AND CULTURAL LEADERS.
- **AUTHENTIC BRAND ALIGNMENT**: POSITION YOURSELF AT THE FOREFRONT OF SUSTAINABILITY, CULTURAL PRESERVATION, AND REGENERATIVE RESEARCH.
- **ACCESS TO THOUGHT LEADERSHIP**: JOIN EXCLUSIVE WEBINARS AND EVENTS WITH ACADEMICS, INDIGENOUS HEALERS, AND INNOVATORS IN THE MYCOLOGY AND ETHNOMYCOLOGY SPACE.
- **LEGACY IMPACT**: BE ACKNOWLEDGED IN OUR FINAL BOOK, RESEARCH PAPERS, AND FILMS AS A FOUNDING SUPPORTER HELPING REVIVE A LOST CHAPTER IN HUMAN HISTORY.



THE TEAM

POTENTIAL

HOPEFULLY THEY HAVE REAL HEADS



CULLEN TAYLOR CLARK

LEAD RESEARCH, GRAPHIC DESIGN & ACADEMIC WRITING



EMPLOYEE 1

VIDEOGRAPHY, EDITING & MINOR GRAPHIC DESIGN



EMPLOYEE 2

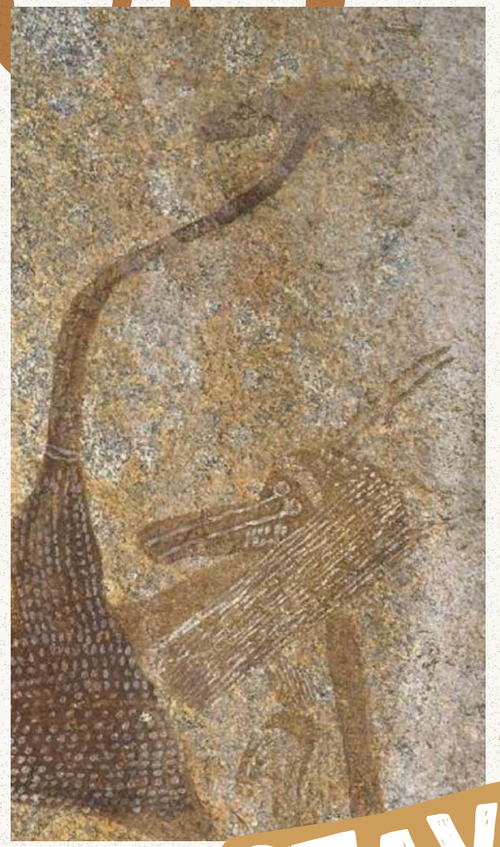
COPYWRITING & MAJOR GRAPHIC DESIGN, ADMIN

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AND

STAY TUNED!

FOR MORE