

Vegan Rise One (VR1): Empowered Animal Advocacy with VR1 AI

A Strategic Messaging Platform for Reaching the 3.5% Threshold

THE CHALLENGE

Just over 1% of the global population identifies as vegan — but only a fraction are actively advocating for animals. According to research by political scientist Erica Chenoweth (2011), sustained nonviolent action by just **3.5% of a population** has been enough to drive significant social change.

To reach that level of active advocacy, we need more than facts.

We need messages that move.

THE SOLUTION

VR1 trains and equips advocates with the tools of modern persuasion — and enhances their impact with VR1 AI, an AI-powered media psychologist and messaging partner. Together, they help advocates craft emotionally resonant, psychologically strategic messaging across formats.

WHAT MAKES VR1 DIFFERENT

- Rooted in 5 years of PhD research in media psychology
- Built on 35+ years of professional communication experience
- Powered by AI tools grounded in storytelling, persuasion, and resistance reduction

VR1 + VR1 AI creates a feedback loop: Vegans → Advocates → Effective Messaging → More Vegans → Movement Growth

WHY IT MATTERS

Movements don't rise from facts alone. They rise when advocates connect with hearts and shift norms. As Victor Hugo wrote: "One resists the invasion of armies; one does not resist the invasion of ideas."

NEXT STEPS

VR1 and VR1 AI are currently in development. We're seeking:

- Pilot partnerships with organizations and advocacy teams
- Mentorship and funding to refine and scale
- Strategic collaborators — including the right potential cofounder(s) — to help train 3.5% of the world as effective vegan advocates

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