

ZERO TO ONE - FROM VERTICAL TO HORIZONTAL PROGRESS

"THE TIME IS NOW"

IDENTITY IS CRITICAL &  
VALUABLE TO HUMANS

MOST HUMANS CANNOT  
PROTECT OR MONETIZE THEIR  
IDENTITY

COMPLEXITY IS THE ENEMY OF  
ADOPTION

PEOPLE ONLY CARE ABOUT TIME  
& MONEY

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## INTRODUCTION

DATA IS THE "**NEW OIL**"  
VALUABLE DATA RELATES TO HUMANS  
BECAUSE WE ARE THE CONSUMERS &  
CREATORS OF PRODUCTS AND SERVICES

HUMANS ARE THE "**WELLS**" OF BOTH THE  
OFFLINE & ONLINE ECONOMY

EVERY HUMAN ENGAGED IN THE WORLD  
REPRESENTS A "WELL OF VALUE" & IS A  
REFLECTION OF THE "TIME SPENT"  
ENGAGING IN OUR DAILY LIFE

U.S. CONSUMER SPENDING CURRENTLY  
MAKES UP 70% OF GROSS DOMESTIC  
PRODUCT OR US\$14 TRILLION

THE VALUE OF THE CONNECTED HUMAN  
"WELL OF DATA" IN ISOLATION IS LIMITED  
BUT WHEN AGGREGATED IS VERY VALUABLE.

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## INTRODUCTION

THE "HOUSEHOLD" IS HOW ECONOMISTS REFER TO THIS "WELL" OR UNIT OF VALUE. THERE ARE C.126M HOUSEHOLDS SPENDING AN AVERAGE OF US\$56K PER YEAR IN THE USA

THE CONTROL OF AND MARKETPLACE FOR A HUMAN "WELL OF DATA" IS CURRENTLY CENTRALLY AGGREGATED, SERVICED & MONETIZED BY;

GOVERNMENTS (SS & USPS), "TECHNOLOGY" CONGLOMERATES, ADVERTISING AGENCIES, MEDIA COMPANIES, & NATIONAL BRANDS

THERE ARE THREE CHANNELS FOR COMMUNICATING WITH HUMANS: TV US\$200BN, INTERNET US\$200BN & PRINT US\$300BN

THE US GOVERNMENT, GOOGLE, FACEBOOK AND AMAZON HAVE THE MOST VALUABLE AGGREGATED CENTRALIZED NETWORKS OF HUMANS & HUMAN DATA ON THEIR PLATFORMS

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## INTRODUCTION

THE ADVERTISING MARKET TARGETING HUMANS OR "HOUSEHOLDS" IS WORTH US\$500BN GLOBALLY

THE U.S. MARKET IS 50% OF THE GLOBAL MARKET AT US\$220BN OR **US\$1760** PER U.S. HOUSEHOLD PER YEAR

CORPORATIONS PAY TO TARGET HUMANS & HOUSEHOLDS TO BUY THEIR GOODS AND SERVICES AND CANNOT STOP ADVERTISING UNTIL A BETTER SOLUTION EMERGES.

THE MORE RELEVANT THE PRODUCT ADVERTISED- ITS PRICE & AVAILABILITY- THE HIGHER THE LIKELIHOOD OF MAKING A SALE

# ZERO TO ONE - FROM VERTICAL TO HORIZONTAL PROGRESS

"THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME"

THE "FACTORS OF PRODUCTION" IS AN ECONOMIC TERM THAT DESCRIBES THE INPUTS THAT ARE USED IN THE PRODUCTION OF GOODS OR SERVICES IN ORDER TO MAKE AN ECONOMIC PROFIT

THE FACTORS OF PRODUCTION INCLUDE LAND, LABOR, CAPITAL & ENTREPRENEURSHIP OR KNOWLEDGE.

IN THE NEW DECENTRALIZED, DISTRIBUTED BLOCKCHAIN WORLD OF "WEB 3.0" THE ECONOMIC MODEL WILL ENABLE LAND, LABOUR, CAPITAL, KNOWLEDGE (DATA) & ENTREPRENEURSHIP TO PRICE MORE EFFICIENTLY & REMOVE "RENT SEEKERS"

WHAT? WHY? HOW?

# ZERO TO ONE - FROM VERTICAL TO HORIZONTAL PROGRESS

"WHAT? WHY? HOW?"

IN PUBLIC CHOICE THEORY & IN ECONOMICS,  
**RENT-SEEKING** INVOLVES SEEKING TO INCREASE  
ONE'S SHARE OF EXISTING WEALTH WITHOUT  
CREATING NEW WEALTH.

RENT-SEEKING RESULTS IN REDUCED ECONOMIC  
EFFICIENCY THROUGH POOR ALLOCATION OF  
RESOURCES, REDUCED ACTUAL WEALTH-  
CREATION, LOST GOVERNMENT REVENUE,  
INCREASED INCOME INEQUALITY & POTENTIALLY  
NATIONAL DECLINE.

THE "SILICON VALLEY" WEB 2.0 MODEL USES  
CAPITAL ASYMMETRY TO FUND COMPANIES THAT  
ARE NOT REQUIRED TO MAKE ECONOMIC PROFIT  
IN ORDER TO CAPTURE LONGER TERM

"WINNER TAKES ALL"

RENT SEEKING PROFITS VIA TECHNOLOGY  
MONOPOLIES DISGUISED AS  
"NETWORK EFFECTS"

THESE COMPANIES DO NOT HELP CREATE  
NATIONAL GROWTH & ARE NOT BEING  
ADEQUATELY TAXED, UNDERSTOOD OR  
REGULATED BY GOVERNMENTS

# ZERO TO ONE - FROM VERTICAL TO HORIZONTAL PROGRESS

"WHAT? WHY? HOW?"

A VALUABLE BLOCKCHAIN HAS TO BE OF  
VALUE **TO A HUMAN**

A BLOCKCHAIN IS A DATABASE TECHNOLOGY  
OR "SYSTEM OF RECORD" IN A TRADITIONAL  
BANKING CONTEXT

PUBLIC KEY INFRASTRUCTURE IS A WELL  
KNOWN SECURITY TECHNOLOGY & HAS  
INHERENTLY SIMILAR LOGIC TO A BANK  
SAFETY DEPOSIT BOX.

"SMART CONTRACTS" ARE A DEMOCRATIZED  
MASS MARKET VERSION OF FINANCIAL  
CONTRACTS OR "PROGRAMATIC MONEY"

THE BLOCKCHAIN IS THEREFORE A  
FINANCIAL TECHNOLOGY OR  
THE "INTERNET OF MONEY"

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"WHAT?WHY?HOW?"

ALL VALUABLE BLOCKCHAINS HAVE TO BE PUBLICLY  
DECENTRALIZED & DISTRIBUTED. THEY SHOULD BE:  
"FOR, OF, AND BY" THE PEOPLE

ALL VALUABLE BLOCKCHAINS ARE ECONOMICALLY  
POWERED BY THEIR OWN "CURRENCIES" FUNCTIONING  
WITH AT LEAST ONE OF THE  
THREE CHARACTERISTICS OF MONEY:  
A MEDIUM OF EXCHANGE, UNIT OF ACCOUNT & STORE  
OF VALUE

VALUABLE BLOCKCHAINS WILL SPAWN & SPAN A FULL  
ECONOMIC SPECTRUM OF SOPHISTICATED FINANCIAL  
INSTRUMENTS

BEING PUBLICLY DECENTRALIZED & DISTRIBUTED  
ENABLES A VALUABLE BLOCKCHAIN TO OFFER  
PROTECTION OR "CENSORSHIP RESISTANCE" TO HUMANS



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"CHANGE IS COMING"

THE BLOCKCHAIN **PREVENTS** ANY CENTRALIZED  
POWER- GOVT, CORPORATE OR OTHER- FROM  
EXPLOITING OR INFRINGING UPON OUR  
**INALIENABLE (DIGITAL) HUMAN RIGHTS**

OWNING, CONTROLLING & MONETIZING OUR DATA  
WILL BECOME **NEW** INALIENABLE HUMAN RIGHTS

THE BLOCKCHAIN WILL THEREFORE  
ENFRANCHISE & "FINANCIALIZE"  
A NEW ERA IN TECHNOLOGY & SOCIETY

**ARKEYTYP** ENABLES HUMANS TO **OPT IN** TO AN  
ONLINE DECLARATION OF INDEPENDENCE &  
FULLY PARTICIPATE IN THE NEW WEB 3.0 ECONOMY

**ARKEYTYP** WILL ENABLE WEB 3.0 EARNING &  
SPENDING IN FULL COMPLIANCE WITH  
GOVERNMENT REGULATION

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"THE TIME IS NOW - HOW?"

THE WORD ON PAPER (PRINT) IS THE WORLD'S  
FOUNDATIONAL  
COMMUNICATION TECHNOLOGY

PRINTING HAS BEEN AN EVOLUTIONARY & REVOLUTIONARY  
TECHNOLOGY FOR 600 YEARS

A TECHNOLOGY THAT TRANSFORMED COMMUNICATIONS  
FULLY INNOVATED, REFINED & PERFECTED,

DESPITE LINGERING RUMORS OF ITS DEATH,  
IT IS GROWING  
IT HAS A VERY LONG TAIL, WHY?

PRINT IS UBIQUITOUS. PEOPLE ENJOY THE EXPERIENTIAL.  
THE PHYSICAL TOUCH  
CREATES A PERSONAL HUMAN CONNECTION

IT IS PHYSICALLY AND VISUALLY UNAVOIDABLE  
IT OFFERS THE POTENTIAL OF A RELATIONSHIP OR SALE

TO BE SEEN, LABELED, JUDGED,  
ACTIONED OR TRASHED

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"THE TIME IS NOW - HOW?"

PAPER HAS AN ACHILLES HEEL

THERE IS NO SIMPLE RESPONSE OR ACTION  
(FEEDBACK LOOP)  
TO **OPT IN** OR **OPT OUT**

PRINT LACKS ANIMATION & IS  
INSTANTLY OBSOLETE

THE PRINT INDUSTRY HAS CONSOLIDATED  
DUE TO "PERFECT COMPETITION"  
(LITTLE DIFFERENTIATION OVER TIME)

IN SHORT THE PRINT, POST & PACKAGERS  
FAILED TO ESCAPE COMPETITION

ZERO TO ONE - WHAT VALUABLE COMPANY IS NOBODY BUILDING?

"SUCCESSFUL PEOPLE FIND VALUE IN UNEXPECTED PLACES"

PAPER, PRINT, POST & PACK  
HAS AN AVERAGE RESPONSE RATE OF 1%

THE USPS DELIVERS MORE THAN  
**85 BILLION** PIECES OF DIRECT MAIL A YEAR

THESE ECONOMICS WORK FOR BRANDS AT 1%

IT'S AN EQUATION THAT EVERY BUSINESS SHOULD KNOW:  
LIFETIME VALUE/COST OF CUSTOMER ACQUISITION

ZERO TO ONE - WHAT VALUABLE COMPANY IS NOBODY BUILDING?

"SUCCESSFUL PEOPLE FIND VALUE IN UNEXPECTED PLACES"

WHAT TRUTHS ARE HIDING IN PLAIN SIGHT?

THE BLOCKCHAIN IS THE EVOLUTION OF PAPER

THE RESPONSE RATE IN PAPER-BASED ADVERTISING  
IS FALSE AT 1%

THE USPS DELIVERS TO **100% OF U.S. HOUSEHOLDS**  
AND IS THE DISTRIBUTED, DECENTRALIZED  
LOGISTICS BACKBONE OF THE USA

**ARKEYTYP** HAS THE IP, LAST MOVER ADVANTAGE &  
A MONOPOLY WE ARE WILLING TO MUTUALIZE

ZERO TO ONE- HAVING ESCAPED COMPETITION

“ALL HAPPY BUSINESSES ARE DIFFERENT, YET EACH ONE EARNS ITS  
MONOPOLY BY SOLVING A UNIQUE PROBLEM”

**ARKEYTYP** SOLVES THE UNIQUE PROBLEM OF IDENTITY IN  
ADVERTISING

WE PROVIDE DEVICE PERSISTENT RESPONSE &  
ATTRIBUTION DATA OWNED BY OUR USERS

A UNIQUE PATENTED (GRANTED) TECHNOLOGY IN  
IDENTITY, ROI MARKETING & BLOCKCHAIN WHICH WE ARE  
WILLING TO MUTUALIZE

ADVERTISERS IN ALL BUSINESS DESIRE TO KNOW THE  
RESPONSE AND ROI OF THEIR COMMUNICATIONS  
STRATEGIES

CONSUMERS CARE ABOUT TIME AND MONEY

THEY WILL **OPT IN** - TO EARN AND SPEND  
TO RECEIVE INCENTIVES FOR ENGAGEMENT,  
COMPELLING REWARDS & UNIQUE OFFERS

ZERO TO ONE- HAVING ESCAPED COMPETITION

“ALL HAPPY BUSINESSES ARE DIFFERENT, YET EACH ONE EARNS ITS  
MONOPOLY BY SOLVING A UNIQUE PROBLEM”

WELL DESIGNED GAMIFIED ECONOMIC INCENTIVES  
CONVERT & SUPPORT MEMBERS TO BUILD NETWORK  
EFFECTS

BRANDS WANT TO TAKE YOU FROM A MUTE ONE  
DIMENSIONAL OFFLINE COMMUNICATION TO A  
DYNAMIC REWARDING PERSONALIZED VERIFIED  
ONLINE CONVERSATION

WE TURN PAPER INTO DATA...BY EMPOWERING THE  
CUSTOMER, MAKING THE JOURNEY SIMPLE AND SECURE,  
EMPOWERING THE NETWORK FOR THE BENEFIT OF ALL

LIBERATING THE EXPERIENCE OF EARNING AND  
SPENDING, BY SHARING & DOING  
& IN THE PROCESS SAVING THE PLANET

ZERO TO ONE- ESCAPE, ENDURE, GROW

“ESCAPING COMPETITION GIVES YOU A MONOPOLY BUT EVEN A MONOPOLY IS ONLY A GREAT BUSINESS IF IT CAN ENDURE INTO THE FUTURE AND GROW”

ESCAPE - ENDURE

WE HAVE A STRONG IP - GRANTED - US, UK, EU, CHINA PATENTS

USB C WILL DRIVE DIGITAL UBIQUITY & MULTIPLIES THE 300M ANNUAL ADDRESSABLE PC WORLD BY 8X TO INCLUDE C. 2.4BN MOBILE DEVICES

TIME

WE HAVE THE TIME & CAPABILITY TO DRIVE NETWORK EFFECTS

VALUABLE FROM DAY 1

WE WILL BE ABLE TO MAXIMIZE VERY REAL ECONOMIES OF SCALE  
(HARDWARE AND SOFTWARE)

BRAND WILL CEMENT OUR REPUTATION AS EFFECTIVE & SECURE IN  
BUILDING TECH, ECOSYSTEM, SCALABLE PROFITS & LONG TERM  
PRICING SECURITY.



# ZERO TO ONE- THE PLAN

## BUILDING A GREAT PUBLICLY OWNED MONOPOLY BUSINESS

1. BUILD NICHE IN DIRECT MAIL 2018/9 - CPG BRANDS, COUPONS, POINTS, LOYALTY, GIFT CARDS, FINANCE, CHARITY AND POLITICS, KEY USE CASES. (EXPAND 17 CLAIMS & DEEPEN IP BASE)
2. EXPAND TO PACKAGING & SMART-WIRE ESPECIALLY INSURANCE, WARRANTY, PROVISIONING, BLOCKCHAIN & THE IOT
3. AUTHENTICATION (SECURITY 2FA)
4. PUBLIC CLOUD - CPU GPU DATA
5. CRYPTO CURRENCY (UTILITY & SECURITY)
6. HEALTHCARE & DATA (MANAGEMENT & MIGRATION)