Secrecy Plus

solve a complex world

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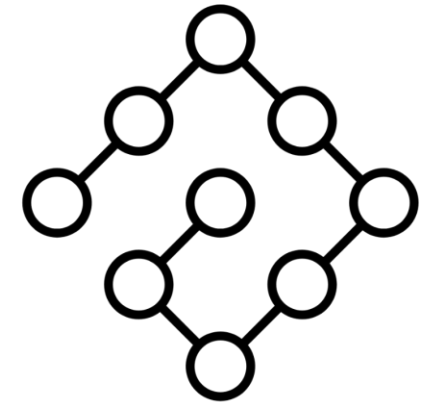- https://youtu.be/VI4qZCCpjE8 | link to the above video

- https://gb2earth.com/s/complexify-me_done_simply-well-2.pdf | link the full slide-deck on which the video is based

The traditional start-up ecosystem solves one problem: how to invoice the potential client ASAP.

This means **only problems which can be simplified lend themselves to being solved by traditional start-up**.

However, **complex problems** – which only exist when seen in their full complexity – **are abandoned** by traditional start-up.

This is a **_big_ problem**, which to date remains unsolved.

And it's the **problem _we_ want _us_ to solve**, in order to deliver an attractive ROI with new, _truly_ General Purpose Technologies (GPT), built out of existing tech.

Investor slide-deck

The risk of developing the technologies we intend to use for "Secrecy Plus: solve a complex world" is **low**:

- We will use external, known, and validated development partners who employ service industry business models, only.
- This means all IP we pay for becomes ours in its entirety, and it will only be us who charge our clients for licences, never our development partners to us.
- There will be an ongoing, contractual cost with the development partners for maintenance and/or upgrades, where circumstances and/or paying clients require this of us.
- We only repurpose existing technologies, for the moment. (Research would begin in Year 2/3.)

If we only repurpose existing technologies – for example, AI and AI-similar tools – one would assume the competition would be overwhelming, and therefore the defensible position would be minimal.
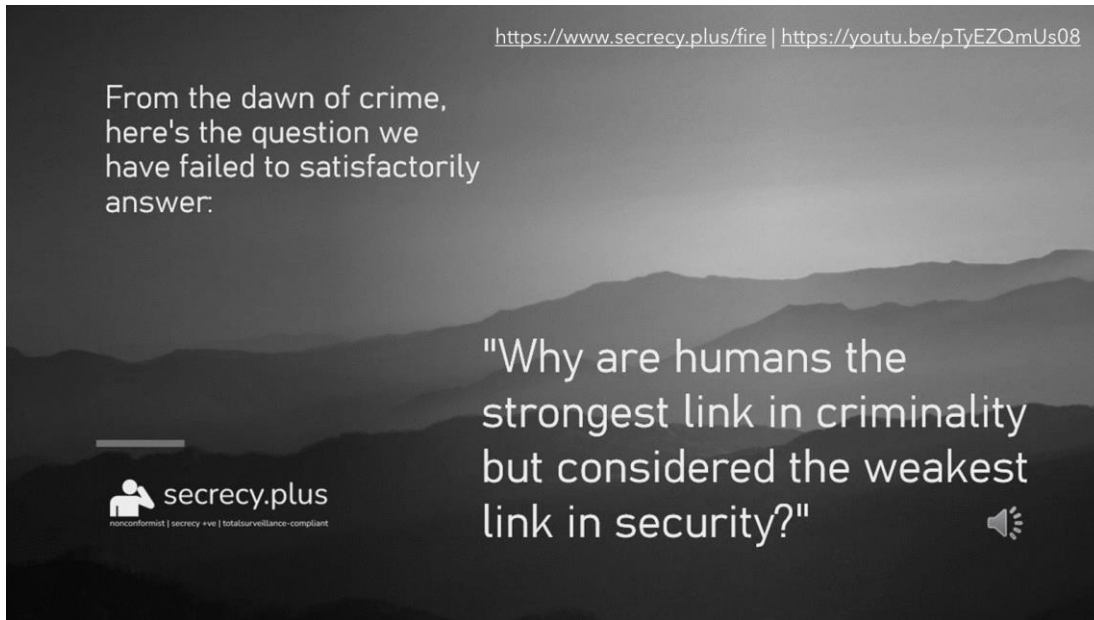
We believe, however, that – even so – we have an **overwhelming defensible position**.

For half a century, the IT-tech industries have firmly chosen to **automate** humans out of relevance, instead of **industrialise** us firmly back in.

For more than a century, the movie industry has chosen to do the opposite: **place humans always at the centre of technological progress**, so that its philosophy of film-tech **expands and enhances what humans are capable of**.

Investor slide-deck

From the dawn of crime, here's the question we have failed to satisfactorily answer:

https://www.secrecy.plus/fire | https://youtu.be/pTyEZQmUs08

"Why are humans the strongest link in criminality but considered the weakest link in security?"

secrecy.plus
nonconformist | secrecy +ve | totalsurveillance-compliant

What does the previous slide, as well as the above, tell us?

If we deliver for security and others a new way of combining humans and machines, perhaps we can achieve the following:

1. No further 9/11s, **delivered by horribly creative criminals**.
2. No further Ukraines, delivered by terribly **nonconformist, secrecy-protected thinking**.
3. No further surprise attacks by terrorists like Hamas, **in the most machine-surveilled environments in the world**, where such total-surveillance systems clearly fail to protect us as they should from the more creative criminality out there.

The alternative, then, to a **total rendition at the feet of a machine-primacy and automation**?

Allow **humans to begin play to their undoubted strengths**, instead of limiting ourselves to arguing that machines will *always* do it better.

For over half a century, all big-tech companies have informed us that the future lies in machine automation.

We want to **industrialise humans back into the field of workplace relevance**: as film has done for over a century now.

The principle we follow is that **you can only catch a thief if you know a thief**. Where they use creative criminality, how DARE we ignore the virtues of a creative crimefighting?

Our defensible position lies, therefore, in **Big Tech's immense and decades-long investment in automation** – financial, technological, and marketing-wise – **which means it has chosen to ignore the advantages of industrialisation over automation always**, even where this may lead to more future 9/11s, Ukraines, and attacks like the one Hamas recently visited on all the peoples of the region in question.

And so this is why we suggest that we begin to use existing AI in a different way: in a way that no Big Tech can easily begin to deliver on. Why? It would go against everything they have chosen to message and market for the past twenty or thirty years. And that's a lot of humble pie their customers would need to stomach from them.

Our first General Purpose Technology is a **repurposed version of existing AI and AI-similar tools**. We call it **HMAGI: human/machine AGI**. Even so, it's based on existing and cost-effective technologies:

- https://gb2earth.com/hmagi | the #hmagi online whitepaper with videos

In simple terms, technologists have always defined progress in terms of machines: machines continually have their goalposts moved by companies working in such fields. And the purpose of machines, more and more, **at least in IT –tech and related, is not to expand human capabilities but substitute them**. (Movie-tech has spent its 100 years differently: we've already mentioned this.)

Humans, on the other hand, are seen as **being static: to be caught up inevitably by machines and their masters**. We never seem to have goalposts that are moved, nor human benchmarks which could be improved upon.

We want to change this: by **tweaking in an evolutionary way, but with a revolutionary impact**, existing technologies such as generative AI and other related AI-similar tools, in order that **humans can fight crime as creatively as the criminals**.

Investor slide-deck

• https://gb2earth.com/terrorism

• https://mils.page/ai
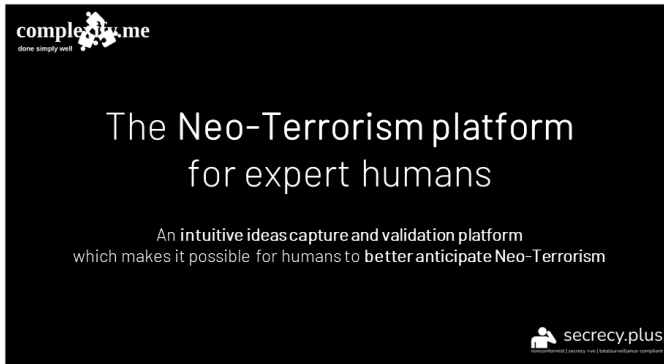
And we have two example projects which show what could have been achieved as far back as 2018/2019, if only the industry's automation approaches and philosophies hadn't prevented the virtues of industrialisation from being genuinely explored:

1. The first one, "The Neo-Terrorism platform for expert humans", never went beyond the ideation stage.
2. The second one was developed and submitted with the enablement of a Liverpool-based AI company to a UK Defence Accelerator competition.

The response of the reviewers then shows us the very real challenges that a real innovation, which prefers to fly in the face of industry-wide opinion (and even dogma), always faces:

Reviewer 1: "unique" – in a good way, it was clear
Reviewer 2: "doesn't expand current science or practice in any way"

Our second General Purpose Technology is a **researched version of a set of tools we have already ideated in depth**. We call it the **intuition validation engine**. It is made up two parts: the first is called **Platform Genesis**, which acts as a basic operating system with fundamentally different architectures to current ones; the second part, meanwhile, is called **The Philosopher Space**, being the "cockpit" from which an optimised and hyper-enhanced human intuitive thinking will be obtained:

- https://gb2earth.com/pgtps | the #platformgenesis and #thephilosopherspace online whitepapers with slide-decks

We want to change what security delivers in fundamental ways. First, to sustain an attractive ROI for investors, by **tweaking in an evolutionary way, but with a revolutionary impact**, existing technologies such as generative AI and other related AI-similar tools, in order that **humans can fight crime as creatively as the criminals**.

But as the above shows, we also want to **research new ways of delivering such creativity**, and we shall be ready to begin this research in Year 2 of "Secrecy Plus: solve a complex world", as the franchise business creates an **expanding market for the industrialisation of intuitive thinking in security**, but also in quite different, workplace settings.

Lean Canvas

"Secrecy Plus: solve a complex world"

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Problem

Top 2 problems
1. Creative criminality beats machine-based approaches on the big occasions: e.g., 9/11 and Hamas are both examples of humans using tools to extend themselves.
2. Creative criminality beats machine-based approaches in new types of criminal activity.

Solution

Top 2 features
1. We place human beings at the centre of our repurposed technologies. All our existing crimefighting, counter-terrorism, surveillance, and espionage philosophies will then be enhanced. This is the goal and the outcome of how we choose to repurpose.
2. We will not only become capable of reverse-engineering so-called "dark figure" crime, but we will learn how to previsualise it better too.

Unique Value Proposition

Single, clear and compelling message that states why you are different and worth buying
"We will never underestimate the powers of a creative criminality."

Unfair Advantage

Can't be easily copied or bought
Our competitors in the field of AI, big and small, have spent 50 years arguing in favour of automating humans out of the workplace.

They can't change their messaging overnight. We don't need to.

Customer Segments

Target customers
- Law enforcement
- Security
- Espionage
- Military

Existing Alternatives

List how these problems are solved today
Currently, machines are used primarily to automate human functions out of the workplace. Whilst such automation has its place, creative criminality remains in charge.

Key Metrics

Key activities you measure
1. "Secrecy Plus: solve a complex world": number, growth, and quality of delivery of franchisees.
2. Environmental sustainability and demographic representation within the organisation.
3. Revenues versus investment costs.

High-Level Concept

List your X for Y analogy (e.g. YouTube = Flickr for videos)
"Secrecy Plus: solve a complex world" = Security at the service of humans, not humans at the service of security

Channels

Path to customers
1. Networking on LinkedIn.
2. Events and conferences.
3. Trade fairs.

Early Adopters

List the characteristics of your ideal customers
1. Innovative philosophically.
2. Applied in practice.
3. End-to-end thinkers.
4. Looking for results in their fields, not quick hits that tick boxes.

Cost Structure

List your fixed and variable costs:
Customer acquisition costs
Distribution costs
Hosting
People

Revenue Structure

List your sources of revenue:
Revenue model
Lifetime value
Revenue
Gross margin

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com/canvas). Word implementation by: Neos Chronos Limited (https://neoschronos.com). License: CC BY-SA 3.0

Noted: the Cost Structure and Revenue Structure sections are available separately on request, after a three-year NDA with us has been duly signed.
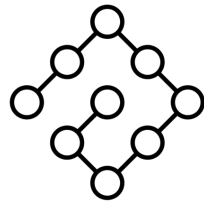
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