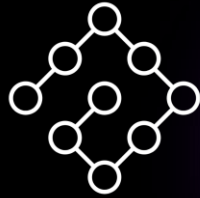


Secrecy Plus

solve a complex world



**Holding's legal figures and structures,
plus proposed location**

If we want to preach sustainable and inclusive business, we have to be consistent in respect of how we scope, design, market and manufacture too.

- *Mil Williams, 20th January 2024, Chester UK*

Slide-deck 2

Holding and core investors

Problem

Traditional startup ecosystems are designed to solve one problem only: how to invoice the potential customer as quickly as possible.

Why is this a problem?

For individuals and companies in a competitive market, it's just what they need.

For a global society, it leaves the really complex problems untouched.

Why?

Because traditional startup ecosystems were designed to *avoid* complex problems, since addressing them would not solve the problem they were set up to deliver on: invoicing the potential customer as quickly as possible.

Problem

Mil Williams

Founder
&
Tech
Thinker



<https://youtu.be/VI4qZCCpjE8>

Solution

A new kind of startup ecosystem that is made to solve complex problems.

What does it need?

Ideally, new software tools and architectures which are specifically made to promote nonconformist, neuro-diverse thinking, able to deliver on unpredictable thought in predictable, and therefore profitable, ways.

But I think a lot can be done with processes of repurposing existing tech: therefore, low-cost entry, little development risk, and immensely rapid go-to-market timelines.

The defensible position? Obviously not the tech itself: everyone has it.

Rather, what we do with it, which they cannot.

At least, when speaking of incumbents, where they won't want to for three years.

Defensible position

The defensible position isn't the tech.

The defensible position lies in two aspects:

1. How we propose to repurpose the tech's processes in the short- and medium-term.
2. How in the short-, and even medium-term, big incumbents fiercely focused on processes of automation won't be able to change direction without severe trauma to their business models.
3. And how, by the time the medium-term is up and the big incumbents – and maybe the smaller ones too – succeed in finally changing direction, we will have full-blown, **secrecy-positive software tools, architectures ... and perhaps other tech we prefer not to discuss right now**. Tools that serve to deliver an unpredictable thought, immensely predictably.

Defensible position

What we propose doing instead:

1. Using automation only where it is useful, and only in an evidence-based context, we propose to **industrialise human beings back into the workplace and a wider life**: into what we have called a shared and collective future of renewed human utility and relevance.
2. An example: movie tech made - chose to make - humans more important across the history of cinema: the microphone and the voice, the camera and the eye, the film language, mise-en-scene, scenery and so forth in respect of the actor's capacity to communicate subtle emotions ...
3. If movies can do all this for humans, why *not* IT?

After all, whilst change is inevitable, in tech its nature rarely is. It's much more often a choice someone else makes for us, without telling us what they've done.

Competition

Our competition is all the tech companies on the planet.

Probably all the management and related consulting organisations too.

And then there are the smaller, bespoke services companies in many and maybe all sectors.

Not to mention freelancers and the self-employed one-person businesses out there.

Why do I say that the whole world is the competition? How do I dare to?

Because **secrecy positive-supported intuition capture & validation is a magic bullet that only comes along once in a generation**, max.

Wherever you do what you do, and don't know quite how to explain what you do to others ...
yet even so, successfully do the job ...

This is our area of operations. And it can be yours, too!

Implementation

What do we need to do for the defensible position we will have to remain in place?

1. Ensure we repurpose – using existing architectures for rapid go-to-market timelines – existing tech to enable and encourage newly unpredictable thinking in highly predictable, and therefore profitable ways. This will involve processes of **innovation, at privacy positive - maximum, privacy sensitive - levels:**
 - www.sverige2.earth/lab
 - www.sverige2.earth/workstream-a | privacy-sensitive approaches | innovation
 - www.sverige2.earth/workstream-b | privacy-positive approaches | innovation mainly
 - www.sverige2.earth/workstream-c | secrecy-sensitive approaches | invention partly or mostly
 - www.sverige2.earth/workstream-d | secrecy-positive approaches | invention mainly

Implementation

What do we need to do for the defensible position we will have to remain in place?

2. Ensure we expand globally and fast: with the **most sustainable, most homogenous, and most locally focused business model** easily understood by most local and regional investors: **franchising** ...
- www.businessmodelanalyst.com/who-owns-ikea | the business structure that protects **the IKEA franchise** from predatory stockmarket influences

Implementation

What do we need to do first for the defensible position we will have to remain in place?

3. Our model is, therefore, the **IKEA franchise**: a holding which **preserves - guaranteed - the global organisation from all predatory stockmarket actors**, but at the same time makes it **easy for franchisees to benefit from their own investments into the organisation**.
4. A similar protection is afforded in a UK example: **The Guardian newspaper group** cannot be bought or sold on open markets in perpetuity, and therefore its **editorial direction and independence are fully autonomous of commercial pressures that all other media groups of a similar size suffer from**.

- www.businessmodelanalyst.com/who-owns-ikea | the business structure that protects the **IKEA franchise** from predatory stockmarket influences
- www.theguardian.com/the-scott-trust/2015/jul/26/the-scott-trust | the business structure that protects **The Guardian newspaper media group** from predatory stockmarket influences



Implementation

I would be happy for either structure to be adopted:

- The **IKEA version** is clearly immediately relevant to the organisation the two related Slide-decks in this series would like to bring into being. It not only has an owner and decision-making body which controls the essence of the company and ensures its permanence in good faith, it also has a franchise format which immediately lends itself to how I would like **Secrecy Plus** to develop, expand, and sensitively implement different security and related philosophies in all friendly communities across the globe.
- **The Guardian version** embeds the protection from predators that **Secrecy Plus** demands, but it would also need adapting to that which the **IKEA** option already contemplates.

Obviously, this is not an impossible task. It would, however, require highly competent drafting to start safely anew with a **novel figure for franchising that neither impacted the interests of the franchisees nor hobbled the power of the organisation to protect its wider interests.**

Implementation

What else do we need to do for the defensible position we will have to remain in place?

5. In the three-year timeline we suggest, **immediately develop our own secrecy-positive architectures to go far beyond current IT practice**, in ways our **franchisees will inevitably, contractually, benefit from**.

Most of this would be drawn from existing online whitepapers at three websites, whose direct ownership would revert in their entirety to the overarching guarantor organisation.

At this point, it would then be the job of the same to distribute IP to franchisees in a manner that was fair, reasonable, sustainable and investor-friendly.

These are the three websites referred to above:

- www.gb2earth.com
- www.sverige2.earth
- www.secrecy.plus

Rationale

Finally, the real advantage for everyone concerned, given that many of our franchisees will want to operate in fields of security and other sensitive datasets, is that **all security and data privacy philosophies**, whatever your community is already comfortable with, can be accommodated and catered to in your area of regional and/or national operations.

An example: in Sweden they are trialling a *tunnelbana* (Stockholm underground) CCTV which doesn't record the images but still protects the citizenry.

In the UK this would never have even been considered for public trial.

Yet both security sensibilities are legitimate, as both are rooted in their corresponding cultures.

We should, therefore, systemically and by design, **offer all sensibilities belonging to organisations we can comfortably call friendly to find their space in the Secrecy Plus organisational structures**.

Rationale

Information from SL



Testing new technology to save lives

SL is testing a system of video analysis and the system uses the CCTV cameras at this station. No images are saved, only information such as time and date of the alarm.

More information in Swedish at sl.se/sparaliv

Summary

1. Complex problems are affecting the world, like no time in history.
2. Traditional startup refuses, even now, to address more than one primary problem: how to invoice a potential client as quickly as possible.
3. Traditional startup is designed, literally, to *avoid* complex problems like the plague: the global ones which, in fact, are assailing us.
4. It solves the problems of individuals and their organisations in respect of cashflow, revenues and profitability.
5. It doesn't enable solutions to global warming, horrors like 9/11, Putin's Russia, Hamas's behaviours and Israel's inevitable reactions, or a whole host of other destabilising geopolitical, global, regional and local challenges.

Summary

1. We need a new kind of startup designed specifically to solve complex problems.
2. And we need to think - or recover our way of thinking (as we used to) - in different, far more truly disruptive ways.
3. One example: our total surveillance strategies and operating systems have affected, over decades, our capacity as a free Western democratic set of nation-states and citizens, to think confidently and out-of-the-boxes that define our sense of propriety.
4. Creative criminality has no such sense of propriety, nor is impacted by our total surveillance strategies. Not at the levels that change history.

Summary

“Secrecy Plus: solve a complex world”, with its proposals contained in this, the **legal figure and purpose of the Holding**, and its sister slide-deck, in respect of the **interests of Franchisees**, aims to do three things:

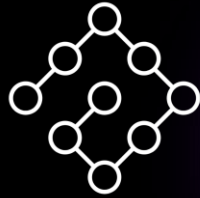
1. Make a **startup ecosystem fit-for-purpose in the context of complex problems**, by promoting in the short- and medium-term the radical, but cost-effective and therefore profitable, **repurposing of existing technologies**.
2. Make it easy for **different security philosophies to operate within the same globally focused organisation in accurate, responsive, and regionally sensitive ways**, using the structures of franchising and a protected central organisation that guarantees the future existence, ethical persistence, and profitability in a marketplace which clearly has a large number of marauding actors owning concentrations of wealth, and exerting levels of power, unimagined in other sectors.
3. Conduct **medium- and long-term software and hardware development from the first day**, with the **contractually binding obligation to benefit all core stakeholders in a “pick and mix”**, variable velocity approach.

References

- www.gb2earth.com/basics | intuition capture & validation tools and essential software
- www.sverige2.earth/complexify | complex problem-solutioning tools and architectures
- www.sverige2.earth/lab
 - www.sverige2.earth/workstream-a | privacy-sensitive approaches | innovation
 - www.sverige2.earth/workstream-b | privacy-positive approaches | innovation mainly
 - www.sverige2.earth/workstream-c | secrecy-sensitive approaches | invention partly or mostly
 - www.sverige2.earth/workstream-d | secrecy-positive approaches | invention mainly
- www.gb2earth.com/invest | investment whitepaper for the **"Secrecy Plus: solve a complex world"** holding and franchise proposals

Secrecy Plus

solve a complex world



**Holding's legal figures and structures,
plus proposed location**

If we want to preach sustainable and inclusive business, we have to be consistent in respect of how we scope, design, market and manufacture too.

- *Mil Williams, 20th January 2024, Chester UK*

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Slide-deck 2

Holding and core investors