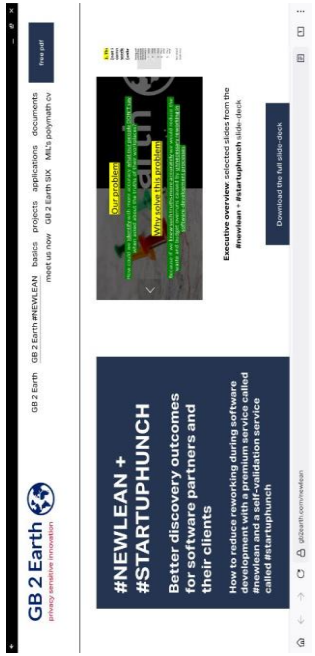
GB 2 Earth
privacy sensitive innovation

Secrecy Plus
solve a complex world

Remember when video evidence became admissible *in the justice system?*

We're now going to make your intuition, hunches, and gut feelings *directly admissible in court*.



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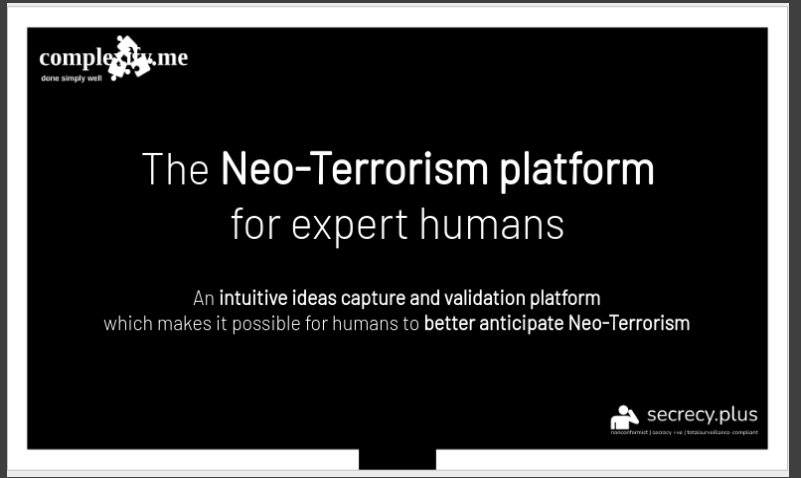

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GB 2 Earth | One Process / Two Apps

GB 2 Earth: New lean

Secrecy Plus: Law enforcement

Complexify Me : Counter-terrorism

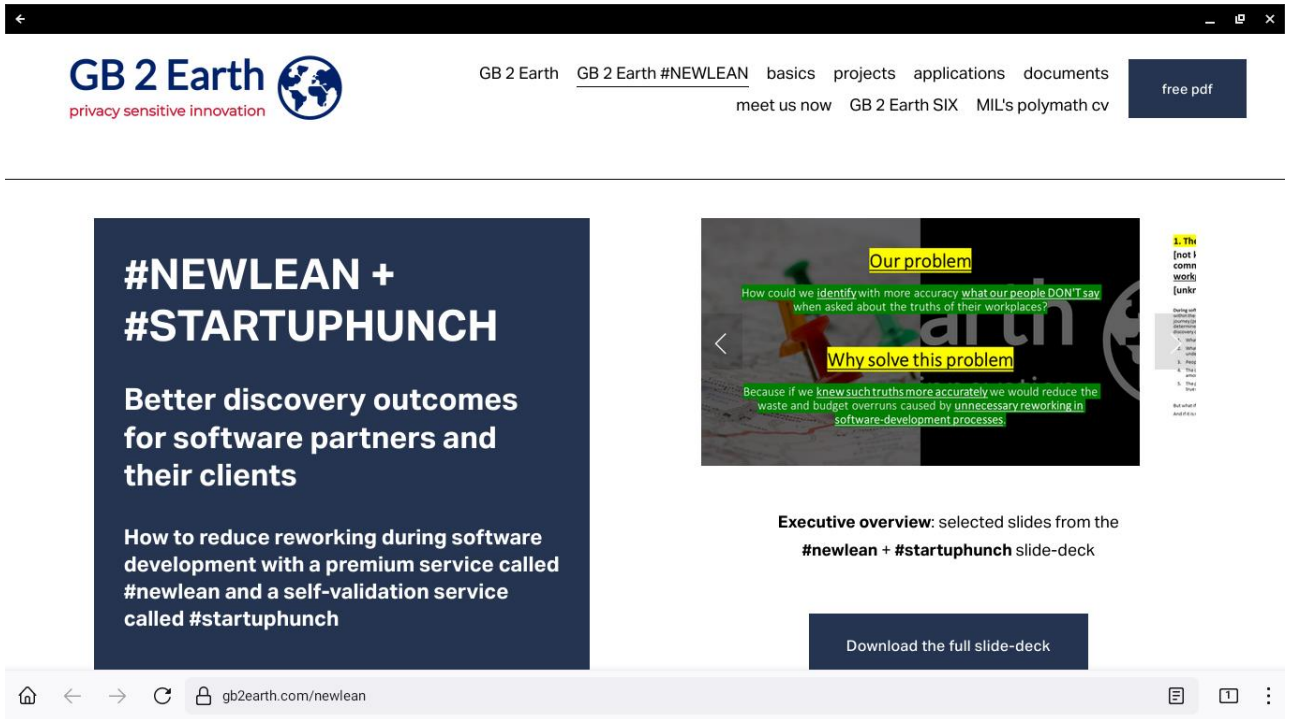
Assumptions | "Market fit / Investor-ready / The imperative of wartime / Existing tech"

1. The GPT (general purpose technology: "killer applications") approach to tech achieves high stock-market valuations for the very few but little medium-term ROI or, indeed, customer-friendly solutions for those in need of shorter-term solutions.
2. Domain-savvy and domain-engaged investors are needed to deliver on more niche needs in the fields of AI and related.
3. There is a war on: some people think it's on for only a few, but if we don't respond to the needs of this few it will very soon become a war of many more.
4. Point 3 demands we use existing architectures, stretched to their very maximum:

https://gb2earth.com/war/five

Assumptions | "Summary"

- We must work with the market that the imperatives of wartime create.
- We must be clear of the real niche needs out there, and therefore need a discovery process which produces the most accurate discovery datasets ever known: we don't have time to rework software endlessly when the bullets and bombs are raining down on us.
- We can only afford to work with investors who care about humans just as much as an ROI. In this, we don't have the time to waste, nor the desire to waste the time of others.



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The Process | "GB 2 Earth / New lean / The problem"

The "New lean" online whitepaper can be found here:

https://gb2earth.com/newlean

In this, we suggest that current discovery processes in software development produce unnecessarily inaccurate discovery datasets, which lead to incessant reworking at the software design and coding end of the process.

We actually go further: it's sometimes in the interests of some software companies to ensure that reworking becomes necessary, in order to be able to invoice the now captive customer the reworking that is now unavoidable, but only because not enough time was spent on identifying real needs sufficiently professionally.

The problem clearly expanded in a nutshell here:

https://gb2earth.com/newlean/problem

The Process | "Summary"

In order to respond to the "imperatives of wartime" assumption, and to ensure maximum market fit, and therefore an optimised investor readiness, we propose that a "New lean" be employed, which makes use of the philosophies of "privacy sensitive" interview environments, where workplace discovery will take place in the following way:

1. Person to person: no focus groups.
2. The interviewee has total control over the content of the discovery process, and indeed can withdraw it at any point right up to delivery to their employer.
3. All insights are controlled by the data subject only: that is the interviewee.
4. The tone of the final report must be shaped and engineered to the satisfaction of this data subject.

The objective of all the above is to ensure we capture the maximum truth about workplace needs in the fields, initially, of law enforcement and counter-terrorism.

That is, we banish all possibilities of "group-think" altogether.

#NEWLEAN + #STARTUPHUNCH

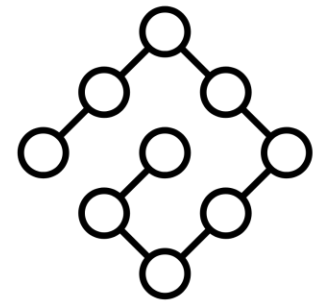
Better discovery outcomes for software partners and their clients

How to reduce reworking during software development with a premium service called #newlean and a self-validation service called #startuphunch

Executive overview: selected slides from the **#newlean** + **#startuphunch** slide-deck

Download the full slide-deck

Secrecy Plus



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The First App | "Secrecy Plus / Law-enforcement / The problem"

In all criminal-justice systems globally, CCTV was present in the public space from very early on, but was not considered admissible evidence for quite some time.

When it *was* admitted in court, so as to make it possible to convict people on the basis of what the cameras filmed, we didn't change the criminal-justice systems themselves: we changed how we validated the datasets.

In this case, the video footage.

This was a case of removing waste from the criminal-justice systems.

All we want to do is the same with one particular kind of hunch: one that lends itself to being verified using cameras.

The hunch we're talking about?

When a law-enforcement officer believes someone they are interrogating is lying: and six months later, after inordinate delays, is proved right.

This is the waste we want to remove, using existing systems of verification and existing software architectures.

secrecy plus

fighting fire with fire

MISSION

"BE THE GO-TO ORGANISATION OF QUICK-HIT *AND* RESEARCH-BASED SOFTWARE & HARDWARE, SERVING TO ELIMINATE ALL CRIME, ALONGSIDE OTHER SOCIETAL HARM, BY 2043"

1. What is secrecy plus?

secrecy.plus

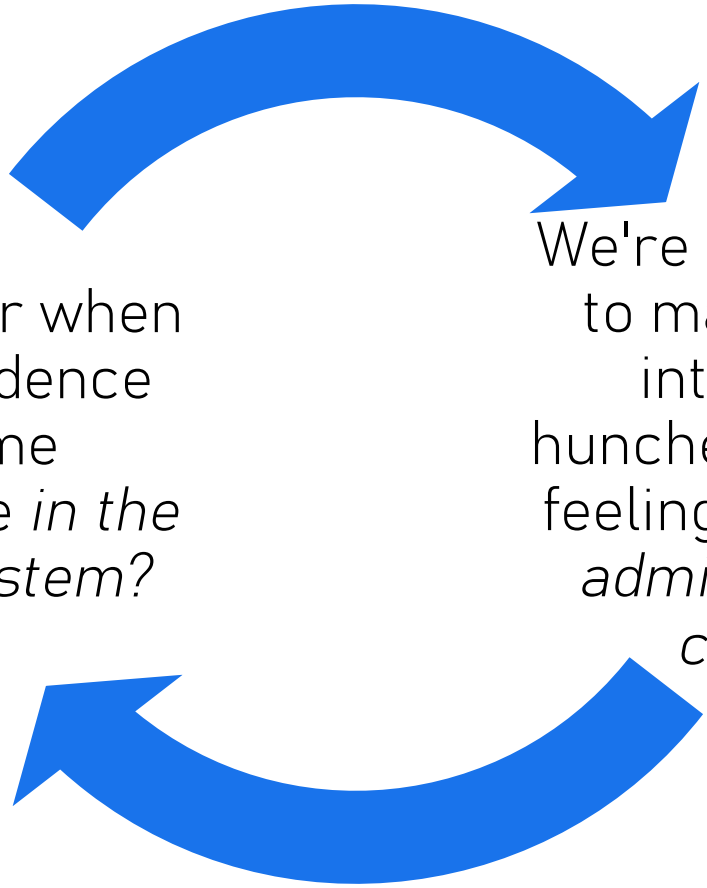
nonconformist | secrecy +ve | totalsurveillance-compliant

We make it much easier for you:

a) to prevent a crime; or

b) to convict a criminal if *prevention hasn't been possible*.

2. Why are you going to want to know more about secrecy plus?



secrecy.plus

nonconformist | secrecy +ve | totalsurveillance-compliant

3. Why be part of our first quick-hit rollout?

secrecy.plus

nonconformist | secrecy +ve | totalsurveillance-compliant

Because in just 100 days you can have a technology toolkit to validate your agent- and officer-interrogation processes.

Which is at the same time secrecy-positive, protecting all the inner workings of your most intuitive professional mind: your hunches.

The hunches that keep you alive every minute of every day.

3. Why be part of our first quick-hit 100-day rollout?

secrecy.plus

nonconformist | secrecy +ve | totalsurveillance-compliant

Deliver crime hunches that can take a suspect to court days after the collar, and convict or clear them on the basis of *your newly validated* intuition, hunches, and gut feelings.

What we propose is nothing more nor less than the dawn of a totally new security and law-enforcement toolkit

hunch-sensitive, supportive and enhancing; at the same time as protective of agent & officer thought processes and insights; with the final goal of eliminating as much waste as video admissibility did in its time

The First App | "Summary"

In summary:

1. CCTV footage is now admissible as court evidence in many criminal-justice jurisdictions globally.
2. It is verifiable and understood as a convicting dataset.
3. Instead of using it to directly convict the suspect, we want to use it in collaboration with the law-enforcement professionals themselves, as they interrogate suspects.
4. We will then proceed to validate these professionals' hunches, training up as we do the AI systems over a relatively brief pilot period using outside-in software architectures.

The First App | "Summary"

Finally, whilst the focussed nature of this proposal ensures a short development roadmap in the specific context outlined, the creation of such tools for this very particular purpose also, clearly, lends itself to the second proposal we have included in this presentation.

This being in the field of counter-terrorism.

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The Second App | "Complexify Me / Counter-terrorism / The problem"

The second app we propose be developed, in the framework of the "imperatives of wartime, investor-readiness, and market fit", was ideated originally before the previous one presented here.

The problem is as old as the Persian saying that Donald Rumsfeld famously used during the Iraq War.

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"There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. **There are things we don't know we don't know.**"

Donald Rumsfeld, 12th February 2002

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What if **Donald Rumsfeld was wrong**?

What if we could **uncover the unknown unknowns**?

And what if we did it by seamlessly combining **the speed of modern AI** with **the power of human intuition**?

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nonconformist | secrecy +ve | totalsurveillance-compliant

The Second App | "Complexify Me / Counter-terrorism / The problem"

The full online whitepaper for this platform can be found here:

https://gb2earth.com/terrorism

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The Neo-Terrorism platform for expert humans

An **intuitive ideas capture and validation platform**
which makes it possible for humans to **better anticipate Neo-Terrorism**

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

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What is Neo-Terrorism?

Terrorism which **cannot be predicted from past events**

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

The Second App | "Complexify Me / Counter-terrorism / The problem"

Other relevant links can be found here:

https://gb2earth.com/hunch/neocrime

https://gb2earth.com/hunch/terror

https://gb2earth.com/war/introduction

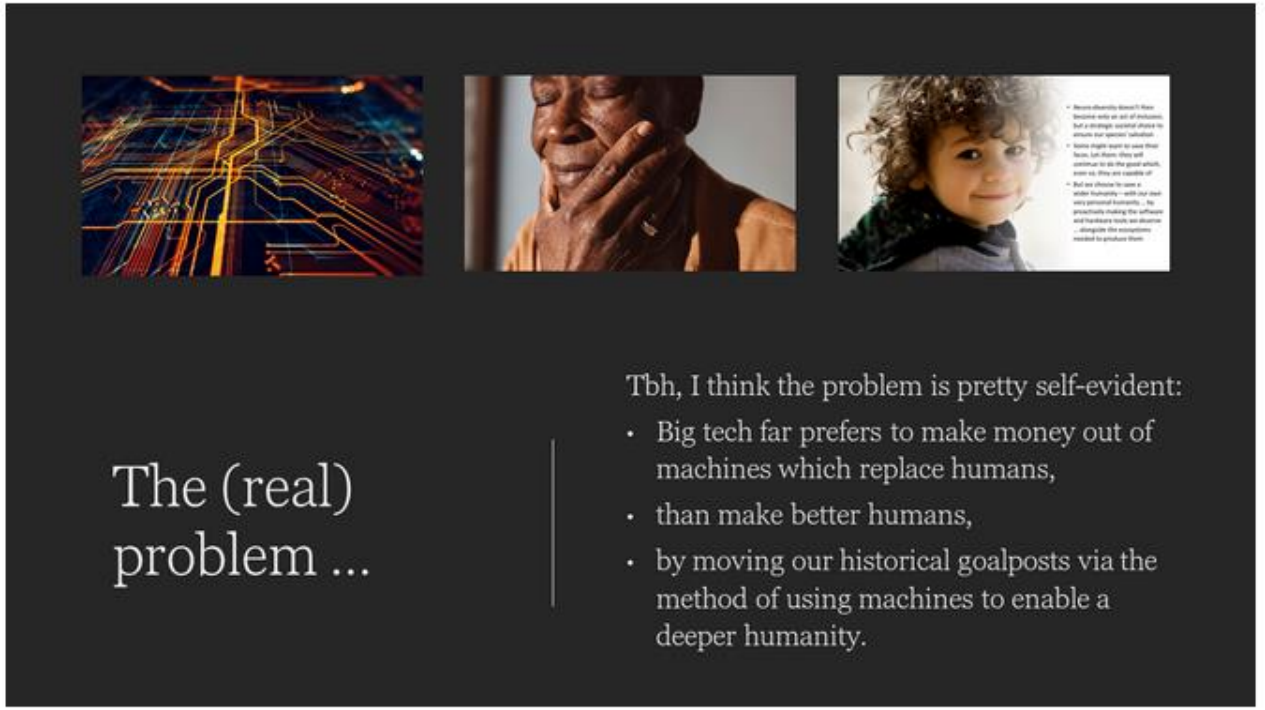
The Second App | "Summary"

The philosophy of the second app under discussion today is focussed around the fact that machines can only predict the future on the basis of the past, whereas evil humans create the future on a creative criminality that operates on the basis of ideating new futures which didn't exist before.

In a sense, big-tech security corporations are complicit in these big events of horrific and extreme criminal acts and their happening – via consulting functions that belong more to the fields of sales as they market off-the-peg solutions as bespoke, and then charge the client correspondingly for something they don't receive.

Why do we say this?

Machine-primacy vs human-primacy in security, espionage and law-enforcement



On this page, you can view a slide-deck on the subject of three cataclysmic events which have taken place over the past twenty years or so:

- 9/11

The Second App | "Summary"

Maybe 9/11 did come truly out of the blue, and no one could have seen how humans could have conquered machine-primacy environments so effectively.

But since then we've had Putin's longitudinal ingenuity as he dislocates Western ways of doing things; Hamas as it turns upside down, and overnight, the historical narrative we've rightly held about the persecution of the Jewish peoples over the centuries by almost everyone; and more recently Islamic State as a handful of terrible men beat all the machine-surveillance of the terrorist state that is Putin's Russia, not accustomed to being backwards in coming forwards on the battlefields of Ukraine:

https://gb2earth.com/primacy

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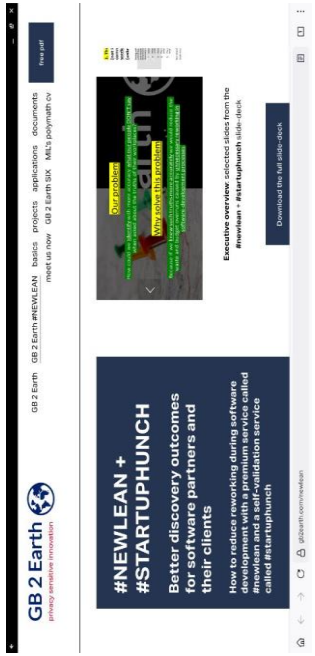

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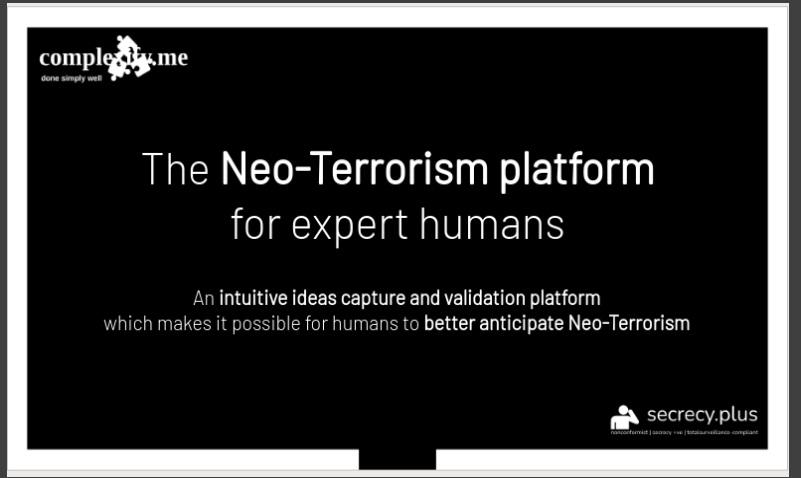

Conclusions | "The imperatives of wartime / Existing tech / Market fit / Investor-ready"

In order to achieve a market fit in a world where there are precious few domain-interested investors, never mind domain-savvy ones, we must proceed in the following ways:

1. Recognise the need to win a war.
2. In order to do this, we must reduce waste in the development of our tech:
    - We do this by using existing software architectures and platforms.
    - We apply the following experience to stretch the existing to the maximum:
        - https://gb2earth.com/war/five
    - We ensure market fit by using a "New lean" which focusses on solving complex problems truthfully, instead of focussing on one simplified problem inexactly: this being how to invoice a client as painlessly as possible,
3. Because painless in the discovery interview means painful for the children, women, and men who are dying and surviving in Putin's war against the West and related democracies.
4. And this we must NOT consent to. Not in what and how WE choose to proceed.

Contact details | "Mil Williams, Founder"

Mil Williams, Founder

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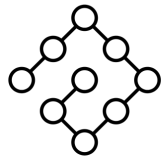

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