

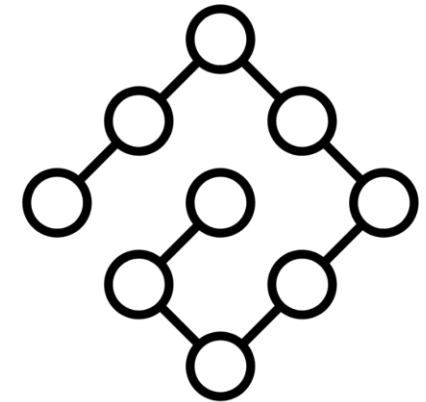
EWOR deck and video

“Secrecy Plus: solve a complex world” slide-deck and video:

- Copyright Mil Williams, Founder, 29th March 2024, Chester UK

Secrecy Plus

solve a complex world



EWOR deck and video

The challenges
traditional start-up has
posed for **our projects**



The traditional start-up ecosystem solves problems one way only: **reducing the complex to the simplified**, to identify what the **potential client will pay soonest for**.

Only problems which can be simplified are solved by traditional start-up.

However, **complex problems like ours** – which only exist when seen in their full complexity – **are abandoned** by traditional start-up. They hurt the world. And so no one knows whether to really care.

This has been a **big challenge for us**, when wishing to **innovate and invent**. And it's the reason why **OUR two domain problems** have remained unresolved, leading to thousands, **maybe hundreds of thousands, of unnecessary deaths over two decades**.

- <https://youtu.be/VI4qZCCpjE8> | link to the above video
- https://gb2earth.com/s/complexify-me_done_simply-well-2.pdf | link to the full slide-deck on which the video is based

The TOP TWO PROBLEMS of the domain we've chosen

1. **Creative criminality beats machine-based approaches on the big occasions:**

e.g., 9/11, Hamas, and Islamic State are all examples of humans who, using tools to extend themselves, beat – hands down – machines with humans acting as simpler extensions of the same.

- <https://gb2earth.com/primacy>

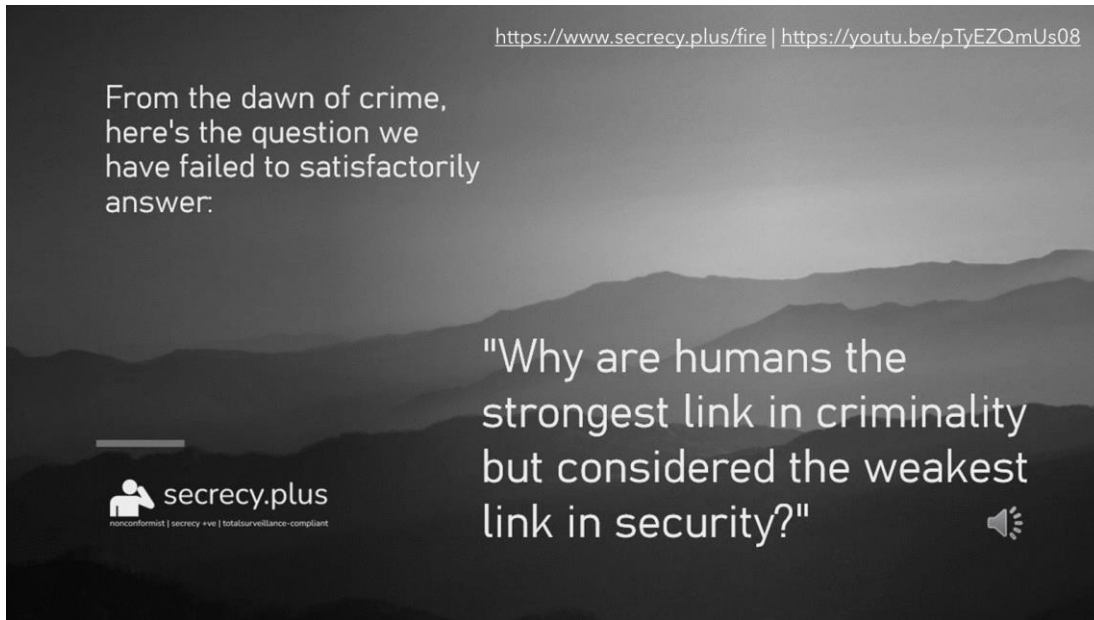
2. **Creative criminality beats machine-based approaches in new types of criminal activity:** e.g. #darkfigure and #neocrime. Here, whilst:

- machines can only predict the future **on the basis of the past**,
- humans **create new futures on the basis of the future**.

- <https://gb2earth.com/hunch/neocrime>
- <https://gb2earth.com/cognitive/intuition>

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How to **prevent our top two problems** from happening in the first place



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, 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 or Islamic State, **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.

Our first General Purpose Technology will become a **ready-to-go 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:

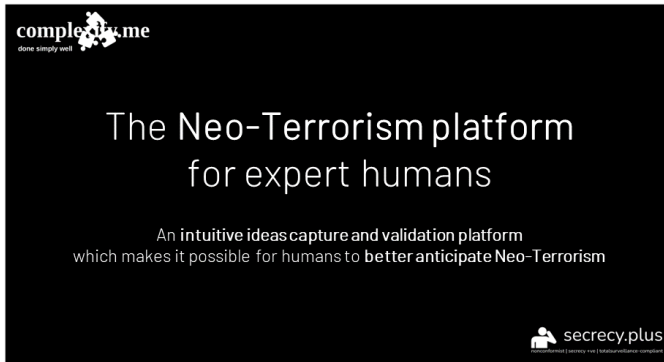
- the first is called **Platform Genesis**, which acts as a basic operating system with fundamentally different objectives to current ones – we **enable #intuition and its enhancement** instead of inhibiting it through constant surveillance-tech;
 - the second part, meanwhile, is called **The Philosopher 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
1. Ultimately, 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**.
 2. But we also want to **research new ways of delivering such creativity** (already well ideated as alluded to above), and we shall be ready to begin this research in Year 2 of “Secrecy Plus: solve a complex world”.

Our second 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
1. 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, obviously ... the eye *plus* the camera; the mic *plus* the voice ...)
 2. Humans are seen by this kind of IT-tech 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.
 3. 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**.

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Example applications



- <https://gb2earth.com/terrorism>



“See it. Tap it. Sorted.” – the campaign we proposed to DASA/DforT for what we called the Rail Tap app

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 – where not more generously – 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”

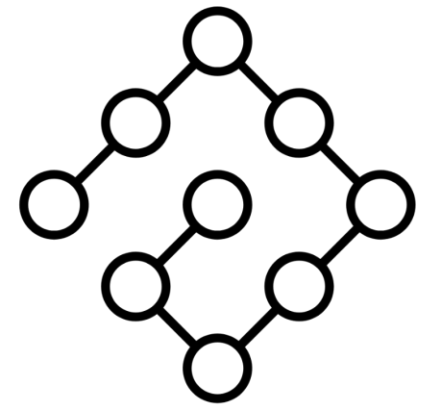
- <https://mils.page/ai>

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The new company name
and its goal in six words

Secrecy Plus

solve a complex world



EWOR deck and video

Lean canvas

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

Secrecy Plus



solve a complex world

Lean Canvas		"Secrecy Plus: solve a complex world"		Date: 03/02/2024	Version: 1.1
Problem <i>Top 2 problems</i> <ol style="list-style-type: none"> 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 <i>Top 2 features</i> <ol style="list-style-type: none"> 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 <i>Single, clear and compelling message that states why you are different and worth buying</i> "We will never underestimate the powers of a creative criminality."	Unfair Advantage <i>Can't be easily copied or bought</i> 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 <i>Target customers</i> <ul style="list-style-type: none"> • Law enforcement • Security • Espionage • Military 	
Existing Alternatives <i>List how these problems are solved today</i> 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 <i>Key activities you measure</i> <ol style="list-style-type: none"> 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 <i>List your X for Y analogy (e.g. YouTube = Flickr for videos)</i> "Secrecy Plus: solve a complex world" = Security at the service of humans, not humans at the service of security	Channels <i>Path to customers</i> <ol style="list-style-type: none"> 1. Networking on LinkedIn. 2. Events and conferences. 3. Trade fairs. 	Early Adopters <i>List the characteristics of your ideal customers</i> <ol style="list-style-type: none"> 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 <i>List your fixed and variable costs:</i> Customer acquisition costs Distribution costs Hosting People			Revenue Structure <i>List your sources of revenue:</i> Revenue model Lifetime value Revenue Gross margin		

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The risk, the competition,
and the defensible
position of “Secrecy Plus”

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**.

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And the defensible position of “Secrecy Plus”, again?

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.

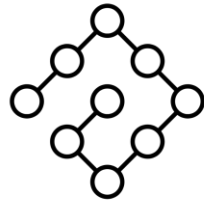
The principle we follow is that **you can only catch a thief if you know a thief**. Where they use creative criminality, how DARE we ignore the virtues of a creative crimefighting?

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, attacks like the one Hamas recently visited on all the peoples of the region in question, and Islamic State even more recently in Moscow.

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.

Secrecy Plus

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<https://gb2earth.com/invest> | the investor hub for this project (some of the content may be superseded by this deck and associated video)

<https://gb2earth.com/six> | my six positions on current IT-tech strategies

Presenter and author

Mil Williams

Email:

- mil.williams@gb2earth.com
- positive@secrecy.plus

Websites:

- <https://gb2earth.com>
- <https://secrecy.plus>
- <https://sverige2.earth>
- <https://mils.page/ai> | <https://mils.page/phd>