

IMPROVE EVERYTHING

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For those adventurous enough to
Improve Anything!

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FOREWORD

Written originally in 2016 during the second build of the web-app. The app wasn't fit for purpose: incomplete and insufficient for public consumption. I had to let it go.

I managed to find a little more investment for a third and final build, but went bankrupt on the way mid 2018.

The web-app code was forked and lives on as the Sqale app, readily accessed through all browsers, computers and phones. Because it is still in its infancy in 2019, I decided to go back to previously written material. This constitutes the 'factual' account of how the web-app came to be, what it does, and what it might deliver if used in the right way.

Before any code was written, back in 2013 I wrote GIFT, a fictional account of the first financial protocols and an evolution of their use in society over a few decades. I had only discovered the first protocol, MTTP, and had not explored the underlying processes. A few of us tried the protocols in 2012, but to no great avail. I have included a description of the Money-Time-Trust-Protocol in the chapter, Mathematical Noise. I had no money, no resources, and was in a tight spot socially. The only thing I could do was write, and so I wrote GIFT: the Give-It-Forwards-Transform.

I subsequently worked out the deeper aspects of the financial protocol, the fundamental hack to the axioms of money itself. I took out a business loan, and started the process of briefing coders to build it. I didn't have much faith that explanation would take me very far, considering how different the app was. I managed to find Martin Watt in Aberdeen who was willing to support it financially, and he became the Chief Financial Officer and led us to a series of investors. Once the coders were briefed, I had little to do while they coded and so wrote this book, 'Improve Everything!'

I have altered some of the order of the chapters, but the content remains much the same. It is a mix of personal account and formal description. I thought about extracting the personal notes and style and only presenting a formal account, but this would alter the book

beyond its original scope and purpose. A truly formal version may appear, after an exhaustive PhD perhaps. For now, the content is mixed between description of the financial protocols and my own personal narrative. If the personal is interesting to you, begin with the hidden chapter 2.5. Originally it was earlier in the book, but I have imbedded it as one of the hidden chapters, a structure which was in the original book. In fact, it was upon reading one of the hidden chapters that persuaded me to retain the style and scope and not just produce a dry academic account.

Given I remain an impecunious mathematics teacher, there is no way I feel confident enough to push for the success of these financial protocols in a business or academic world. While undergoing bankruptcy in 2018, a literary conceit came to me in the form of a fantasy novel. I have written up some parts of this fantasy narrative, but feel it is necessary to tidy up and re-present Gift and Improve Everything! My next publications will thus be in the form of these fantasies, collectively known as The Book of Beginnings, or a book based on a PhD defining the financial protocols mathematically, psychologically and sociologically, should the funds arise to support such an academic venture.

For now, I hope you enjoy reading Improve Everything! I hope some of the positive spirit which inspired its writing comes through in the reading, and the title lives up to its vocative case — Improve Everything!

*David Pinto
Bamford Quaker Community
May 2019*

1 REFRAMING THE PROBLEM

THE PROBLEM WITH THE PROBLEM

The problem with the standard problem-solution business pitch is that Ecosquared undercuts the problem-solution mentality — by preventing the problem from arising in the first place. In comparison, nearly all business problems are framed in terms of making the current system more efficient, producing a niche solution or by making products cheaper or of higher quality.

Remember Einstein's quote, often misapplied but certainly in this case fitting:

"We can't solve problems by using the same kind of thinking we used when we created them."

When we are dealing with the whole gammut of problems facing us — environmental, economic, political, scientific — we need a comprehensive solution.

And whatever the new tool, an alternative economic platform in this case, we also need the skills to utilise it. The tool on its own is worthless. What we need are the skills to use it wisely.

The solution, therefore, has two sides: a mechanical part, and a subjective part. The technicality of the tool, and learning how to use it. Learning is part of the process, not just in terms of the basic use of an online tool, but how we use it together to manifest social results. The tool infers a different methodology to what most adults are used to but comes naturally to children: to give something a go, and based on the social result, calibrate one's behaviour.

If we use this social tool well, then the kinds of global problems we are facing may not arise. Given we are facing a legacy of problems from our traditional economic and have learned a raft of skills and knowledge and (inaccurate) self-reflections on our human nature, unlearning will also be part of the process for many of us. Our

adoption of this alternative economic may surprise us by returning confidence to our innate human nature, forging trust in one another to resolve our global problems, and providing a more accurate self-appraisal of what it is to be a conscious being.

The emphasis is on health, on our living well together, not on problem-solving. The method is on producing social results, and then reflecting on one's participation. So, in the end, whatever is read here is secondary to what is achieved using the tool in the real world by each of us embedded as we are in our own real social networks. Having experienced some social good as a result of using the tool — be it successful sharing of valuable content, or fair tracking of everyone's contributions — then reading will provide plenty of “aha” moments as to why it works. Without this social validity, the reader would do well to keep in mind Einstein's wisdom or retain a more youthful mindset.

NOT ENOUGH MONEY

The problem most people on the planet are trying to solve is this: how do I get enough money to pay for food, shelter, etc for my family? And some extra for entertainment, luxuries and so on.

It gets confusing when the ‘minimal’ in the UK is equivalent to living like a king in a third world country — water on tap remains a luxury in many places of the world. Even the clear division between what is ‘needed’ and what is ‘wanted’ is often a sticky issue because of the multiplicity of perspective, the social relativity. Nevertheless, wherever this ‘need-want’ balance point lies, people everywhere do jobs to ‘make enough money’.

Now, is this true?

To pay for food for the kids, to pay the mortgage, to pay for the holiday. It doesn't matter what the money is for, people need to sell their time to some company or charity or government to get it. Whether it is to sell stuff or help others, the problem is to ‘make enough money’ to maintain one's standard of living.

But in fact, there *is* enough money in the world. Trillions of dollars. It is just about how it is distributed.

The problem is thus reframed: if the problem is ‘not enough money’, then Ecosquared has an alternative solution to generating money by changing how it flows.

NOT ENOUGH TIME

Or another way of putting the problem — “I don’t have the time.” Either no time to look at an opportunity in business, or in leisure no time to go out to party; both are the same “no time”.

Of course, it is not time that is the issue. We all have equal amounts of it on a daily basis. It is to what we allocate it. Generally, our availability is a consequence of priorities. In the context of our work, we don’t have time if what is offered doesn’t further our objectives. And by ‘our’ objectives, it is probably the objective of furthering the success of the company or organisation we are committed to. Essentially, this comes down to furthering the existence of this ‘super-organism’ (if we individually are the organisms). In the context of leisure, we don’t have time if it doesn’t further our own personal interests, and as we get older, the furthering of the ‘family’, another kind of super-organism.

Generally, however, we make time for our friends and family in their time of need. This generosity is less visible in a business context, but a similar thing happens. We are aware as individuals that it is worthwhile to be generous to individuals in our companies with the anticipation that at some point we ourselves may rely on their generosity. I’ll scratch your back if you scratch mine. This individual reciprocity also extends between super-organism boundaries. Kindness of strangers, self-help groups, and professional favours.

But in truth, there are more than enough of us to get all the jobs that need to be done, done. We just need a way to help us share the tasks to ensure everything gets done.

Again, the problem is reframed thus: if the problem is ‘not enough time’, then Ecosquared has an alternative solution to prioritising our mutual actions.

OUR SUPER-ORGANISM

I am using broad strokes, painting a general picture, so we get the idea. We, as individuals, operate to further the objectives of our super-organisms. We ‘make enough money’ from some super-organisms (companies, governments, charities, banks), and we ‘pay enough

money' to maintain others (families, clubs, bands and entertainers).

Let us bring this distinction to a higher contrast. We may have observed how ant behaviour is relative to the super-organism that is the colony, but how much have we considered a company as a super-organism with the specific relationship to the individual organism as 'making enough money' and 'buying time'. Let's look at this a little closer.

The traditional economy has evolved mostly from creating a single source of income for each of us, 'a job for life'. The single source of income means that we are committed to ensuring the super-organism maintains its existence. It could be an empire, a kingdom, a government, a company, a family. Our individual future is mutually intertwined with other individuals to extend the lifetime of the super-organism for as long as possible. The more money the super-organism attracts, the longer our 'salary' may extend into the future. Stability is ensuring the super-organism is successful, by attracting money, either through the selling of products or the award of some grant which in turn has been generated through another super-organism's surplus. Nationalism operates in a similar way, even though as a super-organism, government has a slightly different source of money, ie tax, and the legal structures which support it. Same thing though — the super-organism survives due to money paid to it through attraction or coercion. Some countries' governments are weak because they can't extract enough taxes from its populace. Whichever we look at it, in the end, we pay to further the lifetime of our nation.

I am sure there are some intellectuals who hold this perspective strongly in their mind: an ecology of super-organisms.

Point is, we as individual organisms are 'trapped' in these super-organisms. Like an ant is 'trapped' in the colony, or a single cell is 'trapped' in the liver. Money is held in these super-organisms. Money moves from super-organism to super-organism through us. I get paid for being a teacher (from government to bank), and the money sits in a bank (where it is used as loans for other people) before finding its way to another bank for mortgage, supermarket for food, taxes to government, etc. Money in flow between super-organisms, like blood moving between organs in the body. We are just platelets with the illusion that we are 'choosing' any of it.

The illusion is that we are in control of the money, but actually money is moving between these super-organisms. This is why we do not have enough time and we need money — we are spending most of

our time and money on servicing these super-organisms.

Can we hold this in our head? To be honest, it turns my head inside out. It doesn't stabilise well, mostly because I tend to think of myself as the primary agent, that *we* operate on money. It is not an intellectual point. It is attempting to rest my mind on this social actuality which is in operation around as as we think and read. That money movement and power differentials are caused because of the inter-relationships of super-organisms *and not people*. The true agency is in the super-organism. We are just ants.

ECOSQUARED SOLUTION

So, how does Ecosquared help us?

First, money is never held in a super-organism. There is no bank account for a 'project' in Ecosquared. Money is exclusively held by individuals. When money is attracted to a project, it is immediately distributed to the individuals who constitute that project.

Second, money is always directed towards future objectives. Although this can be released, operating like normal traditional money in its movement, it is the direction of money which can be operational in itself.

The result? Stability. At first through the release of money (*as a gift*, not as a transaction as we shall soon discover), its distribution over periods of time increasing with incremental trust relationships, while opening up a long-tail of income streams. And later, evolving to money-as-intention where money does not need to move — its direction may be sufficient.

Ecosquared may bring us to a time where *one's word is one's bond* is true.

Instead of dependency on an ecology of super-organisms, we have dependency on one another as individuals. We align ourselves to mutual objectives, which may have similar operational output as companies or charities or governments, each with different timescales for completion. The power remains with us, however, as individuals. We are not beholden to the past, no financial legacy in the form of 'costs', and we are not sealed into a repetitive future, no financial super-organism to maintain. Only the living ties between us.

With this alteration to our core technology, will this lead to us

having “more time”, and “enough money”?

EXPLAINING ECONOMICS

“Explaining” for adults usually means to verbalise something which fits with what the adult already knows. In terms of economics, there is a major split between what we do with money, and what we understand about how money operates. The first we can call ‘pragmatic’ and the second ‘academic’.

The hugely complex psycho-social dynamic we manage on this planet is enabled substantially by our use of money. It is effectively a huge mathematical experiment. “Economics” is the category set of concepts and words which we use to describe aspects of this complex psycho-social dynamic. We are conducting a maths experiment every time we pay for anything, and the ‘economic models and explanations’ we use are an attempt to simplify the complexity, perhaps to predict future outcomes and so on. It is important that we differentiate between the mathematical experiment that is the complex psycho-social dynamic which has money involved, and the models we use to explain/understand this mathematical experiment. That is, there is a mathematical experiment (real life paying for things, visiting banks and so on), and then there is our modelling of this mathematical experiment (the models and theories within the subject called “economics”).

In terms of Ecosquared, a preferred practice is to undercut explanation with ‘just give it a go and see what happens’. Experiential learning. So, the web-application has been created and let’s see if people use it. In terms of ‘adoption’ or ‘user onboarding’, it is not really ‘explanation’ that people are looking for. It is a mix of things, closer to ‘experience’ than ‘explanation’. Nevertheless, here we are in a book, so a more ‘academic’ explanation will have to serve us for now.

What we are going to attempt is to cater for an ‘explanation’ of Ecosquared in terms of ‘academic’ understanding of economics. Let us look at a few of the foundational thinkers of the modern view of economics. By modern I mean turn of the 20th century and not 21st Century. With all its noise and controversy, Bitcoin and other cryptocurrencies are essentially the same traditional use of money. Indeed, money hasn’t changed much since its first widespread use

around 1000 BC in Phrygia, in what is now Turkey. The various evolutionary changes over the millennia may be found elsewhere: the evolution of interest, formation of promissory notes, legitimisation of banks and interest, legal formation of companies as agencies, decoupling from gold and sterling standard. What is pointed out here is the economic understanding which has evolved specifically at the turn of the 20th century with thinkers such as Knight and Keynes.

MATHS OF UNCERTAINTY

"We are faced at every turn with the problems of Organic Unity, of Discreteness, of Discontinuity — the whole is not equal to the sum of the parts, comparisons of quantity fail us, small changes produce large effects, and the assumptions of a uniform and homogeneous continuum are not satisfied."

John Maynard Keynes 1933

This is remarkably perception for 1933. Since then, we have evolved the mathematics of initially-sensitive conditions, popularly known as Chaos Theory as well as Catastrophe Theory. This is the maths which deals with levels of complexity Keynes is referring to, namely 'small changes produce large effects'; that results can be fully determined but yet are unpredictable.

"By 'uncertain' knowledge... I do not mean merely to distinguish what is known for certain from what is only probable. The game of roulette is not subject, in this sense, to uncertainty... The sense in which I am using the term is that in which the prospect of a European war is uncertain, or the price of copper and the rate of interest twenty years hence, or the obsolescence of a new invention... About these matters, there is no scientific basis on which to form any calculable probability whatever. We simply do not know!"

Keynes, 1937

Keynes is referring to the limits of mathematical knowledge, even 'perfect' probability math, as applied to human behaviour. However, 'not-knowing' is definitely part of the solution set. It is less a sigh of

exasperation as Keynes expresses here and indeed as most ‘controlling’ mentalities might express, but more a celebration. There are alternative ways of dealing sensibly with situations where ‘uncertainty’ — and its subjective mentality ‘not-knowing’ — is a major factor.

“Keynes and his followers focused on money and contracts to demonstrate that uncertainty rather than mathematical probability is the ruling paradigm in the real world. The desire for liquidity and the urge to cement culture arrangements by legally enforceable agreements testify to the dominance of uncertainty in our decision-making.”

Peter L Bernstein, 1996

That is, socially enforced agreements eg legal contracts provide stability. That is ‘word games’, not the math of money itself. Further:

“The volatility of stock and bond prices is evidence of the frequency with which the expected fails to happen and investors turn out to be wrong. Volatility is a proxy for uncertainty and must be accommodated in measuring investment risk.”

Bernstein

Switch on the TV, plug in to any financial stream, and you will hear about the ‘volatility’ of the market. Sometimes it is calm, and at other times it is volatile. Sometimes the weather is what you thought it was going to be yesterday, and other times it changes several times during the same day. We are starting to apply physics modelling to financial patterns just as we do to weather patterns; in the end it still suffers from the same problem of unpredictability. This is inherent to the traditional economic of standard money use, and the mathematics which is generated by our behaviour of sharing money.

Here’s a word of warning from Frank Knight, to who we will return for his acuity on how money operates:

“the near pre-emption of [economics] by people who take a point of view which seems to me untenable, and in fact shallow, namely the transfer into the human sciences of the concepts and products of the sciences of nature.”

Frank Knight

Knight pre-dated Keynes by focussing blame on the misapplication of probability mathematics to economic behaviour. The mathematical

methods we have learned in statistical analysis in science may not apply to human behaviour. Knight also opined on the moral nature of economics, specifically capitalism:

"Knight... despised the self-interest that motivates both buyers and sellers in the marketplace, even though he believed that only self-interest explains how the system works. Yet he stuck with capitalism, because he considered the alternatives unacceptable."

Peter L Bernstein, 1996

Whether Knight was referring to alternatives like socialism or despotism or any other alternative of the time or since then (eg timebanks, extended barter as in the 'sharing economy'), there will be nothing in his frame of reference quite like Ecosquared.

CERTAINTY OF ECOSQUARED

Mathematics has evolved, we have some more sophisticated tools, but in the end they don't help much when it comes to money. In fact, the financial world is more volatile than it has ever been, with the arising of flight capital, the multi-billion-dollar exchanges conducted every pico-second of every day by evolutionary-algorithms. Most economics remains a guessing game, from international markets or the shop-owner down the street who doesn't know if they are going to get enough money to survive this month. Uncertainty.

Modern economists may or may not be aware of chaos theory. Fund managers are like ancient mariners who cast their luck on the winds as they crossed the open seas, cast adrift for days in the doldrums, or taking safer coastal journeys with the risk of becoming wrecked as sea-storms crash them against jagged rocks in the shallows. The medium of water and its storms, the fluidity of money and its turbulence. The mathematics of uncertainty.

The core cause to the problem remains: how money traditionally operates. It comes down to what we generally described in the first half of this chapter. In other words:

"At the bottom of the uncertainty problem in economics is the forward-looking character of the economic process"

itself."

Frank Knight, 1921

Ecosquared replaces this uncertainty with certainty. We treat money as a vector, not a scalar. Money has direction, not just magnitude. Simple.

We will examine this in some detail in the next chapter, however it might be useful to point out the benefits of tracking money as a vector:

- Viral distribution and revenue generation for any digital content — without advertising.
- Fair dispersal of revenue within a network through gratitude tracking — with no hierarchical payment structure.
- A non-monetary accounting system to engender self-organisation at a global scale.
- A fundamental economic process aligned to the human capacity to collaborate.

This level of innovation does not guarantee that we escape from the unpredictability of chaos theory, or somehow avoid the vaguaries of human behaviour. But rather, we offer a tool which takes away most of the financial machinery, the money located in companies and governments and other 'super-organisms' as I described above. It means each user can see what their use of money does; and more significantly, combined with other users, how money helps us get stuff done. Without all the financial furniture of companies and charities and government, and without the delays as money moves around them, we may be able to see more clearly how we can improve the quality of the roads outside our houses, the quality of foodstuffs offered to us, and even the more intangible things like the education in our schools and the decisions which need to be made to further our cultural heritage while stabilising our environmental stewardship.

A WORD ON IMPLEMENTATION

Even were Knight and Keynes to acknowledge Ecosquared's mathematical solution, they would still not understand how we do this. After all, the money we use today is much the same as it was used in their day. The £20 in my pocket has the same mechanical operation as it did a hundred years ago, or 3,000 years ago for that matter. However, modern economists or indeed normal people can

understand: with phones and computers, we can now not only track who has the money, but where the money is going.

It might be thought that the adoption of Ecosquared is inherently an 'educational' process, just as we learned arithmetic in order to be numerate. Let us examine this for a moment. Most people don't check whether they get the correct change at the shops, nor do they check that their bank balance correctly totes up their expenditures and income. All that learning at school is hardly ever used.

The 'learning' we wish to introduce is more of a 'practice', a behaviour: to track not only who has it (which is done almost faultlessly by our cash-machines and banks), but to whom the money is directed (which Ecosquared can faultlessly manage itself initially, but can be run by similar third-party machinery). Understanding comes from the result of its use. Its *social* use.

This kind of learning is sometimes described as 'culture change', a term usually adopted to disparage changes which are beyond the set of coercive techniques used by traditional marketing and political bodies. Let us be clear with Ecosquared strategy: no 'explanation' or 'teaching' is required for Ecosquared adoption. And if I had it my way, no artificial 'rewards' or 'incentives' — the less distortion in the Ecosquared mirror, the better, so that users can see as clearly as possible how their values result in social behaviour.

Ecosquared does not rely on 'culture change'. It relies on any individual user receiving a gift and then sharing it; and some adding traditional money in order to increase their ability to share. This may not involve a 'behaviour change': some users will do this 'naturally'. It is aligned to how they already operate and they are able to 'make sense' of it. The success of Ecosquared depends on the rate at which gifting occurs, and more subtly, the balance between GIFTing and VATing; between what one has received against the value-added-to the gift.

With the first attempt to 'birth' Ecosquared, I thought we should allow this experiment to occur globally, launched 'live' across as many countries as possible, across as many industries. Without any 'push'. We would then see what is 'natural', as it were; perhaps it would flower in South East Asia or Central Africa, or on small island communities; with charity products or newspaper articles; because a celebrity picked it up, or because an intense group of football fanatics popularised it. It would come down to a particular combination of a specific national culture type, product and online community. Who

was to know?

I believed that any incentives introduced by us, such as enlisting well-known celebrities or cash prizes for best use-cases, might tip the balance into behaviour change: to alter people's behaviour that didn't come naturally. The original naive notion was that as Ecosquared picked up momentum, with supporting emergent 'hipness' or cool explanations of how it worked, so the tiny individual user behaviour change might spread effortlessly through communities. Like a wild fire.

The chapter written for the initial user (which can be found at the end of the book), is for the reluctant or skeptical user who hasn't gifted, who is looking for a more substantial reason to participate. The 'natural' user will just join in, based on what their friends has gifted them, and their natural tendency to give it a go and base further action on the result of their participation. Stick in £10, see what happens. And if they receive more gifts, and perhaps even more money, what is there not to like?!

In the end, I have more faith in user-generated explanations, incentives, etc than any of my attempts or the attempts by any of us here on this side of the build, before the beta is tested, before we have experienced it ourselves. What I have described as scalar-money, may take on a more imaginative hue: eg old or Dead money? And vector-money as Live money, or 'Love-money'...? You see, I'm not in a position to perform this cultural magic. All I can focus on is the math, and ensure the web-app enables a clean psychology of engagement between users.

In the end, if Ecosquared fulfils its operationality, we will live in a world where money does not actually need to move. Money becomes 'static' in the sense of a standing wave. Think of this as 'sustainability' or 'healthy growth' or mathematical 'certainty'. There will be plenty of surprises, but the kind we get at birthday parties, or indeed the day of birth itself! And the disasters of earthquakes and other natural phenomena; but these disasters befall us all, and they bring us together in our hour of need and not split us apart. The future remains unknown, and we explore it bravely and together; our trust is in our concurrent partners, not the promises we have made which are upheld by any external system or body of rules.

2 GIVING MONEY PURPOSE

GIFT ECONOMICS

To start us off, in 2014 I came across *The Gift* by Lewis Hyde. I had formed most of my understanding of Ecosquared by then. I hadn't read anything like it since *The Gift* by Marcel Mauss when I studied Social Anthropology more than two decades previously. With the marvels of the internet, I got in contact with Lewis and he kindly agreed to allow me to share his book through Ecosquared. May his book find a newer and wider audience since it points at some profound truths.

Whereas Lewis described general patterns of a 'gift economy' as Mauss did nearly a hundred years before, Ecosquared provides specific mathematical functions and social mechanisms to operate a scalable 'gift economic.' Nevertheless, Lewis' words provide substantial intellectual and cultured ballast to the topic. Three gems his mind has cut for us:

- a mutual transaction of gifts is different from a transaction with money
- transactions exchange between two parties, whereas gifting emphasises the on-going sharing of a gift, from one to a second to a third and so on
- the more a thing is gifted, the more valuable it becomes, think heirloom
- gifting sequences overlap creating a circular economy, and relies on on-going relationships (not one-off trades)
- in a gift economy, a virtuous cycle occurs leading to people competing to gift the most (not competing to get best 'deal' in a single transaction)

FOUR DELUSIONS OF MONEY

We all use money. Children learn to value money before they have learned to count; indeed, in terms of memes, money is more powerful than God so widespread is its use, so influential on our social condition. It is an invention, however, and here are some self-supporting delusions that enable us to operate it in daily life.

The “money-can-be-saved” delusion. Insurance: the illusion is that when something goes wrong, the money previously invested goes towards paying for it, the house burning down, the car crashing. But of course, it has nothing to do with how much money you put in. There are a certain number of crashes a year, and if we put enough to cover the total, it means that whoever has the unfortunate experience is covered. Payments are not going towards one's future, my house, my car, my life, but are actually redirecting to cover other people's current house, car, life, and health. The notion of saving money in a bank is absurd too, although it is a particularly resilient illusion. Everyone knows by now that the banks are using the money, lending it out, investing it in projects and funds and so on, and when there is an economic down-turn, a bank collapses, etc, the illusion pops quite suddenly. The basic point: money flows now. It doesn't sit anywhere, being ‘saved’ for a future date.

The “we-pay-for-things” delusion. We pay for things, we get paid for work. It makes sense. It feels like the money is being paid for something we now own, or something we have experienced, for something that has happened. That is, money appears to go backwards in time. Think about it. I got paid for something I *did*. But money has a temporal dimension to it and it is always forwards. When we pay for something, a hat in a shop, in order for the hatter to continue selling hats, they have to eat, and in order to get some bread from the bakers, they will need money. Hence, the money is going forwards. The money is not actually *for* the hat. It may feel like you are giving them money for your hat, but really, they are taking your money for food, so they have more time to make hats, and to hell with your hat! The real clincher and what makes prisoners of us, is the payment for our work; if we think that money is going backwards, for something we did, then we must return to continue to get the money. Repeated action turns us into machines, great for the industrial revolution and factory work, but not for higher human functions. We are trapped in the delusion, we become imprisoned by our work.

The “let’s-make-some-money” delusion. This delusion has many facets. When waking up students to the abstraction of mathematics, I sometimes bring out a coin as a device to question their preconceived, comfortable notions of what is and what is not. Of course they know what money is, but simply remarking on the fact that it is an odd bit of metal with a certain shape and pattern stamped on it and how absurd it is to be carrying bits of metal in our pockets all the time. They formerly possessed value in the sense they were made of gold, silver, but now they are made of cheap metals like copper and nickel. Of course, that is even more true for paper money, a brilliant invention/abstraction, and now with further virtualisation, credit cards, bitcoins, etc. And because we think of it as a thing, we think we can make more of this thing. It’s why most people go to work. But of course, the only people who make money are banks, ratified by governments or kings. It is a collective illusion that serves a very useful purpose without which we’d still be bartering. So, what does it mean to make money if we are not actually making it? It means we are redirecting money. Money is movement, and it flows, and all of trade and business and commerce is about the movement of this money, this currency. Because it is a dynamic thing, it is susceptible to rather complex patterns, just like water or any fluid. The fact that current economics is so volatile is because we have made it so. Whereas once we had to actually move blocks of gold around the planet, the speed of money has increased so that our daily lives of buying things is dwarfed by the billions exchanged every picosecond.

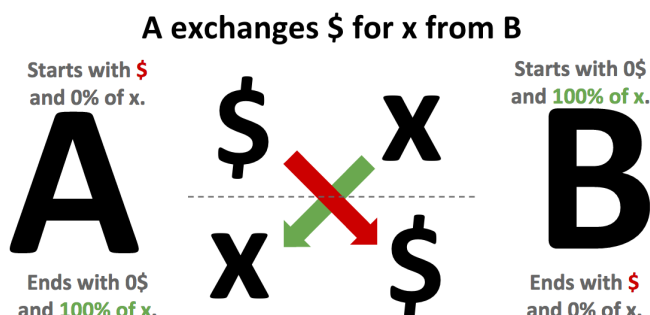
The “negative-money” delusion. It is so convincing that money is a thing. This coin “has” value. It is like saying a stone has weight, or a banana the colour yellow. But of course, the banana is reflecting whatever frequency of light that our senses interpret and we label as yellow, and the stone is interacting with the mass of the earth, and our interference in this interaction we call “heaviness”. Every school kid knows this. So, this metal, this paper, this plastic, reflects our ability to project subjective value onto things. And one of the greatest mistakes we have made in the history of money is to apply negative numbers to money, about two hundred years ago. Not only are people convinced we can apply a numerical value to our subjective desire for a thing, we can precisely enumerate a negative value for a thing. Positive numbers mean have/own/possess, whereas negative numbers means not-have/owe/don’t-possess. To not-have or not-possess oranges, doesn’t mean anything other than I have zero oranges; but “negative two”

oranges means I do not have precisely two oranges, which translates as I owe two oranges. Before negative numbers, this owing had a precise face, to whom I owed the oranges; now it is faceless, depersonalised debt. With negative numbers we can track debt, impersonally, mechanically. And that's not to mention how banks have lent out unsecured loans so that more than 97% of the world's currency is actually negative numbers. We're doomed, folks.

WHAT IS MONEY?

Money is considered to have three fundamental financial axioms. A pen for a £1 coin — *money as a form of exchange*. The £1 coin is later exchanged for a donut — *money as a store of value*. The pen and the donut can be enumerated on the same scale — *money as a unit of account*.

Firstly, by emphasising the mundane point of exchange, the pen for the £1 coin, we obfuscate the singular purpose of giving. The £1 coin and the pen are not for one another, but *for the people involved*: the pen is for the person to write with, and the £1 coin is for tasting a donut a little later. Thus, an "exchange" is an instance of mutual giving spread over time, a snapshot of what is actually a duration. We would never confuse a photo for real life, but we regularly confuse money for a real thing.



Secondly, by relying on money as a store of value, the £1 coin carried the value between the pen and the donut, we overlook the actual fluidity of value. In British history, a "£1 note" was exchangeable at the bank for one pound weight of silver; nowadays £1 buys 0.05 ounces. Modern money has sublimated from a thing (its weight in silver) to an

abstract number game (relative exchange rates of currency), so that even the £1 we received for the pen is not the same £1 we give for the donut. We misperceive money to be a fixed storage of value.

Thirdly, by using a singular unit of account, both the pen and the donut are worth £1, we risk losing the quality of our experience. If we can conflate the use of a pen or the taste of a donut to a single dimension, can we conflate all our human values — our aspirations to become better people, our love for our children, our appreciation of nature or even god — to a single dimension of enumeration? And is it wise to do so?

CHANGING THE AXIOMS OF MONEY

A mathematical experiment is a large number of calculations performed to either derive new solutions or to test the viability of a set of axioms. This is usually conducted by a computer, though we could as easily apply the definition to economics — that we have been running an embodied mathematical experiment for the last three thousand years since we first invented coinage.

Supplemented by percentage interest (simple and compound) and second order trade (stocks, currencies, derivatives, market probabilities), these axioms help persist convenient mainstream delusions, that we can "make money", "save money", "invest money" and that "money grows in a bank account". By proposing alternative axioms, we create an alternative mathematical experiment which may dispel the traditional operational delusions of money, meanwhile threatening to make all of our current economic expertise redundant. Which leaves us with a problem, *how then can we evaluate their validity?* Ecosquared answers in kind — through experimentation.

The economics which emerge from this level of axiomatic change will not behave like any institution we are familiar with.

	Traditional	Ecosquared
Unit of Account	Scalar, unidimensional	Vector, multidimensional
Transaction	Exchange, chain of two-party exchanges	Gift, multi-party cycle

Store of Value	Movement of stable 'thing', chain of exchanges	Non-movement 'bond', trust metric
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The unit of account becomes subjectively relative and hence multi-dimensional, we shift from scalar-money to vector-money. The form of transaction is opened from a paired exchange to an expanded circle of gifting. And the store of value is split between the SQ trust metric and the mapping of money from an abstract scalar to a vector in time which has inherent human meaning. As a result, Ecosquared offers a self-similar social contract, a financial protocol for networks (not bounded groups), a multi-dimensional and scalable pay-it-forwards system (not centrally controlled), an enumerated system based on giving (not taking).

The axioms of the traditional economic create two important mechanisms, one mathematical and one psychological. The mathematical mechanism is 'cost'. Because traditional economics tracks the instance of exchange, when there is a supply chain, the costs are accumulated. When we pay for an apple, the 'cost' compresses all the exchanges which lead to the apple being made available, the farmer's exchange with the distributor, the distributors exchange with the retailer, and finally the retailer's exchange with us. Our cost of the apple must 'pay for' all the previous exchanges. Now consider the number of links in the supply chain of a car or a computer or a house. We might want to consider this as 'economic legacy'.

Balanced with this retrospective compacting of 'cost', we have the subjective evaluation of 'want'. If we really want the apple or car or computer or house, we artificially increase the cost, and this is called the 'price', what people are willing to pay for it. This psychological dimension gets a little divisive when two parties negotiate around any of the transaction exchanges in a supply chain — 'to get the best deal'. The distributor is trying to reduce the farmer's price of the apple, while increasing the price to the retailer; if they do a good job, they make a 'profit'. The effect on psychology, relative to the individual, is to maximise 'profits', that is 'taking' for both parties. The traditional economic celebrates those who are better at taking more.

And it is worthwhile to note three inherent emergent effects on the supply chain due to the combined effects of compressed 'cost' and maximising 'profit'. First, the devaluation of the originator. Whether it is apple or car or music production, because of 'competition', cheaper supply to the end-user forces reduction of profit down the chain. The

originator is furthest away from the end-user and has less negotiating power. There are macro-effects too, such as the devaluation of agriculture or nature in general. Second, even if the supply chain is contained end to end within the same 'empire' or 'government' or 'company', hierarchy expands in a 'second' dimension. Position articulates political power which generally correlates to economic striation of ownership. The macro-effect is socio-cultural currents, understood as 'classes' for example; free and slave, aristocratic owners and peasants, managers and workers. Third, agents artificially stimulate the psychology of 'want' with advertisements, thus inflating 'price'. The game of increasing 'price' overshadows the game of 'cost', and wants are serviced more than needs. The overall effect is that people pay more for music and apps than water and electricity, taste more than nutrition, form rather than substance. The stimulation of 'want' denatures us to what we 'need'.

My understanding of the traditional economic in terms of current economic jargon, is minimal. It is only by contrast with Ecosquared that my observations are made. Each of us has assimilated the effects of the economic machinery, the financial tools available to us and the financial landscape of companies and governments. Throughout my life, I have been aware of the mass production of crap stuff or even stuff we don't need, the evolution of a 'cheap' mentality, the homogeneity of culture, whether the mono-cultures of industrial agriculture and animal husbandry or the mono-culture of euro-american western culture with blockbuster movies and global sports. Be aware that by altering the economic operating system, everything built on it will change.

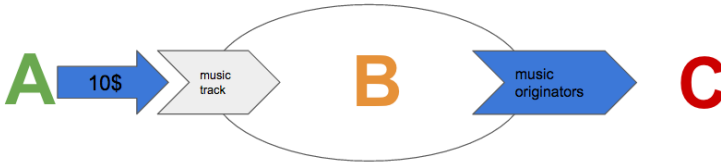
VECTOR MONEY

Ecosquared treats money as a vector which captures motion better than a scalar. It has magnitude *and* direction. Because of this, Ecosquared provides a transition from fixating on where money is, to where it is going to be.

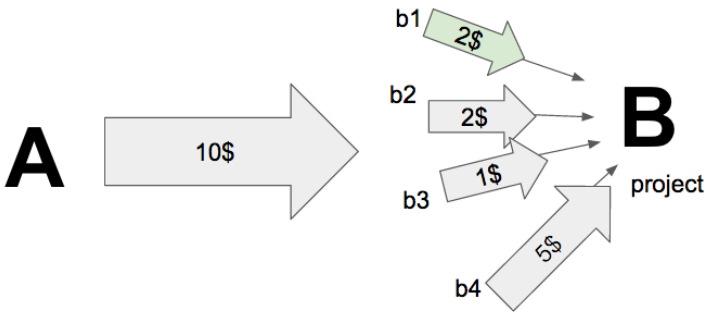


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Vector-Money is a magnitude directed towards a future objective in time. We can place people in the way of this future objective, which gives the effect that the vector-money apparently moves from one person to another. Understand this as 'gifting' or 'inviting', or more neutrally offering or sharing. However, if the objective remains constant, then it doesn't really matter who 'has' the vector-money. What is important is that it is directed towards a future objective.



Further, the vector-money can be split and distributed to people who are attempting to fulfil that future objective. A's supporting \$10 below is split to all members of project B, ie b1 b2 b3 and b4.



Movement of vector-money is not essential. It is the pointing to a future objective which is important. The movement of the base of the vector from person to person maps to the traditional economic of scalar-money movement. I see this as operational in as much as it matches what people are doing now with scalar-money, but if the gratitude engine with its Social-Quotient algorithm works well, there will be less need to 'move' vector-money from person to person. Why on earth, if you penetrate this to its simplicity, are we moving numbers around? I mean, *moving numbers*. When you remove all the complexity, and settle the mind beyond the novelty of it, how on earth does one

move a number? I hope you find this as amusing as I do, and hopefully, at some point in future history, we will all look back and wonder what on earth we were thinking.

(A further interesting observation if we release ourselves from the notion of moving vector-money around, is to consider what the magnitude actually means. If I have £100 directed towards a local football pitch together with 100,000 others, the distributed capital operates like a standing wave, or a soliton. I have the £100 today, tomorrow and so on, until the football pitch is made, and then I can redirect it to something else. We can thus draw a relationship between the number 100 and how long the £100 was held in this bonded state. Vector-Money is more to do with time than it is 'money'. See discussion on Ecu's below. Suffice to say, larger amounts of money are directed towards longer scale projects. This means that those who have the most vector-money are effectively trusted to focus on longer-term objectives. It pays to think long and deep. Contrast this with the shallow, five-year plan of China or the next quarterly of most corporations, or the day to day existence of unfortunate folk at the bottom of the traditional economic pyramid.)

Vector-money is always directed. Which means, when scalar-money is converted into vector-money initially, it is directed. The default target is 'Ecosquared', or 'Our Future' and is held as returnable bond. This means that vector-money can be redirected to any project at any time. It is effectively the user's 'balance'. Or may be considered as a 'non-directed' vector. Also, when vector-money is given to a user, it either retains the project to which the vector-money is directed or automatically is redirected to this default target, 'Ecosquared'. The behaviour is set by the user, though I am not sure which we should launch with; I am guessing it defaults to automatic redirection to 'Ecosquared' when it is given as support or gift or invite so that vector-money appears to operate to the user as standard money.

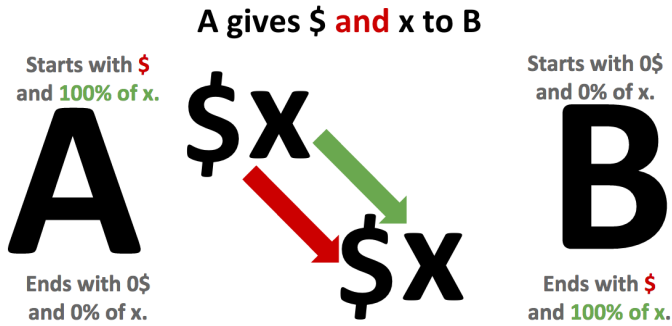
(A further implication of this model is that all vector-money is nested. That is, it may appear that we are directing money towards an independent project, but actually this project is part of the whole system. All roads lead to Rome, all projects blend into a mutual human endeavour. This is not so difficult to understand; whatever the political boundaries and denominations, we are all using the same traditional economic. I don't this is coded for the beta. We may need a major revision at some point later, perhaps when we integrate blockchain, or a fully distributed architecture like MaidSafe.)

AVOIDING COST

There are various benefits for mapping money as a vector beyond the economic effect, prime among them is we can apply vector algebra. It opens the door to a means of organising ourselves in networks rather than as bounded legal entities such as companies or governments. This is the main developmental path of the app — a social-self-organising system. It might be interesting to describe this in a later chapter. It is not just fanciful thinking, because the beta will contain some wow-graphics displaying project alignment. It will not be interactive but it will show the potential, enabling users to fund that line of development directly.

Because of this vectorising of money, we are released from the requirement of tracking transaction points, which as we have pointed out as illusory. Practical illusions no doubt, to think that the number on a piece of paper is worth something, so that I can go from work to the bakers to be given some bread. Practical in a technological sense where the piece of paper is the very mechanism by which we track the movement of numbers. With computers, mobile phones, and technology to come, we do not need to move around pieces of paper or bits of metal, and nor do we need to limit ourselves to ‘exchanges’, or ‘trans-actions’, which constitute the minimal gifting cycle. The traditional economic chains these: A exchanges with B, and then B exchanges with C, then C exchanges with D, until D exchanges with A; money goes one way, products go the other. Instead, our computers can track the movement of these numbers. A can gift to B who can gift to C who can gift to D who can gift to A. Both vector-money and products go the same way.

* * *



As a consequence, we can escape the accumulated notion of 'cost'. Once a house is built, there is no 'cost' to it. Once an apple grows, there is no 'cost'. The numbers we apply to the distribution of the apple is valid. Ecosquared tracks the movement of the apple as it moves from person to person, from farmer to distributor to retailer, but it does not 'accumulate' a 'cost', in the same way the apple doesn't either. Even in terms of the growth of the apple, there were no numbers associated in terms of the actual processes of the tree, sunlight, water and so on. And no, saying that there was a 'cost' to the tree is cheating, projecting the traditional economic to a natural process. The same fault has caused economists throughout history to refine a notion of 'homo economicus', a person who rationalises, maximises profits, and so on. It is part of the wicked problem we are resolving. And though I am showing some way to disarm it mentally, here with words, it will only be our experience which will validate any of this 'theory'. It is not 'understanding' which will make this happen, but action. Using the Ecosquared app, which means changing the economic axioms, and seeing what effect it has on individual psychologies, social effects, and whether there is enough robustness in the math to derive a sustainable economic for individuals, collectives, and perhaps humanity as a whole.

ARE CREDITS MONEY?

Because we depart from the operation of money at source, might it be incorrect to call it 'money' in the first place? This gives us certain flexibility as to how we present Ecosquared to users, and our position

with respect to current legal frameworks.

Consider the option of calling it something other than money. 'Ecu'. An ecu is a vector which combines a number of factors and operates in certain prescribed ways. Its ideal function is as a vector whose position does not move wrt who has it; this is the bond function. It is a social indicator of intention. The tensor of a collection of individuals, provides a mapping of future action extending from next hour and beyond. Combined with the gratitude tracking algorithm deriving a Social Quotient and a resource accounting system via the internet of things, we derive an economic manifold for that collection of individuals, which could scale to all humanity.

Traditional money can be transposed into Ecu's. Or rather, we hold traditional money and award Ecu to users based partly on the money they bring, but more importantly the resources they bring (including their time) and the decisions they make with shared resources. Money can be removed from Ecosquared Ltd's account, which has an effect on an individual's Ecu allocation. There is a duality of money: what this means in the traditional economic, and what Ecu's means within Ecosquared. Both run simultaneously. There is no 'conversion' between them because Ecu's are not money.

If it is not money, then we can change the language we are using internally. Instead of Gift or Invite, we use Share. Instead of Gift Originator, we use Support. Instead of Bond, we use Intend, or Pledge, or Indicate; or Lean, Aim, Arrow. I don't know. I like the idea of forgoing words and just stick with icons and colours. And for Ecu, we could use 'Credits'.

Note that our changing of the axioms of scalar-money may lead to shifts around 'ownership', and 'ownership' is a major component in the evolution of law. It is not that we are doing anything 'illegal', but that the economic falls outwith the scope of what has been 'legalised'. One description of Ecosquared is that we are systematising or mathematising 'gifting'. A birthday gift of £10 to the kids has not fallen within 'legal' constraints, but inheritance of £10k does. Questions such as "When does a gift become a bribe?" are indicative more of the traditional political-economic system. But by defining and operating with the Ecu/Credit, we place ourselves in a positive position with respect to the current legal framework.

The biggest problem I see with adopting Ecu/Credits is the loss of impact it will have on users. Being given something *and* scalar-money is shocking. This is what puts rubber on the road. Either we get

wheelspin, it just doesn't make sense, or it gives us rapid acceleration which means virality. Receiving Ecu/Credits takes a lot of punch out of the gifting, psychologically. A major consideration. What do you think?

CONSOLIDATING CREDITS

As mentioned, the £20 in your pocket doesn't have any 'direction', apparently. 'Apparently', for actually there are clues of its direction. '£' rather than '\$', 'Bank of Scotland' versus 'Barclays Bank', and so on.

These markings may appear to designate the 'source' of the money, its national 'denomination'. But historically at least, it is the designation of where the note may be returned for it to be converted into 'sterling silver' for example.

So, there is future intent in our everyday money; Ecosquared brings this 'future target' to the fore.

Sure, the £20 can be returned to the 'Bank of Scotland', but first I will give it to the restaurant in exchange for a tasty meal; let them return it to the bank, let me live another day.

It is therefore reasonable to convert denominations into Ecosquared Credits right at the start. Whenever users put money into Ecosquared, they are buying Credits. When receiving a gift, 'you received a gift with 5 Credits (worth the equivalent of \$4.85)'. A user setting can allow the interface to show all values in a denomination they choose, translated live given current exchange rates.

I am concerned that by introducing this intermediary term of Credits, we reduce the impact upon users. "You have received a gift and £2" is startling. If we get enough investment from a big VC, we can run A/B trials in the real world to determine this impact on users.

2.5 CASTING A SPELL

WELCOME TO THE FAMILY

Help me out here, Joe. How do I go about addressing this to you, who are ten years old? Yes, you've heard me yab about Ecosquared, how crazy it is to give stuff to people and also give them money, and you've started to think of your own business you will start in eight years when you are an adult, Gaming World. That's a free advert by the way. Why? Because this is not only going to be read by you but also by my colleagues, investors, and users of the app in the future. The total readership depends on how successful the app is. If we get a million users, tens of thousands of them may want to read how it came about, and this is where they will end up, reading this with you, reading 'Gaming World' and everything written here. So, you have got to help me out, here and now, as these other readers arrive. I've got to make this interesting enough for you to read, and for all the other people too. We need to welcome everyone including you. The trick is... how...?

That's taken a paragraph to address *just you*. What about Anna, and your mum, Wendy? They've contributed to Ecosquared in various ways. The point of this chapter — which I don't expect you to read all of this by yourself, Joe, not at your age, but perhaps in a few years when reading becomes more natural to you — is to describe why I need the Ecosquared web-app. Or why anyone would want it. Why might you and Anna and Wendy need Ecosquared?

Tell you what — why not pause now and let's talk about it in the real world? Your grandma is visiting for the weekend. Perhaps this is a challenge I can set you all? That's it — let me read this out at some point over the weekend to you all. Now, that's a good idea.

Now!

Welcome Grandma Maureen! Welcome all the family! Glad you could join me here in this book, the alternative introductory chapter hidden in the book! There's a bit of magic in this book. A little like Harry Potter, but with *real* magic: something which is both real and

fictional at the same time. Let me show you what I mean. I am reading this out to you now, here, in the kitchen, from the screen of a phone like I am incanting a spell. From the perspective of the people reading this book, you are figments in their imagination. It is you who are an incantation. Every reader will be imagining a version of you in their heads, probably in something like the kitchen they live in, around a kitchen table, or if that is too small, in a kitchen of a house they have visited or seen on TV. Does it matter if I describe the actual kitchen we are in as I read these words? The stone flagstone floor, the large cooking range at the back, the floor to ceiling glass sliding doors onto the patio behind me? You see, by describing what is around us now, I have repainted their imagination. *This* is the magic: *they* are imagining you, while at the same time, you are imagining *them* — and yet both them and us are real. Imagined, yet real.

Do you see the truth of this?

This is magic: *true imagining*. Powerful stuff, but so far we haven't done anything with it.

The book I am writing, and you are introducing with me, is about the essential elements of Ecosquared and how it can help us solve some of the world's biggest problems. The mathematics, the individual psychology, and the potential social effect. The solution lies precisely here, between us as individuals and us as a group: between what each of us imagines, and what we make real.

Listen carefully. Imagine, right now, there are ten thousand people listening. Yes, admittedly, tricky to do. Of course they are not listening — they are reading. They are, in some way, with us at this very moment. In terms of their reading of these very words I am reading out to you right *noooooow*. Welcome, every one of you, welcome to our kitchen, welcome to the family!

(Anything to add? Any response from the gang? Perhaps you are a little taken aback, caught in the headlights. Surprised to find yourselves here in the limelight. Retrospectively, when you are reading this text here in the book in a few years (hi again!), this will be a memory to you. It did happen, after all, the reading in the kitchen with your grandma. Another aspect of this magic, this extraordinary spell, is how the future becomes the present becomes the past. How what we imagine becomes real. That is, how we realise our dreams.)

The challenge of this extraordinary magical spell-ing is to hold both imaginary and real at the same time. Can you imagine there are ten thousand people listening now? Or tens of millions? That might be

hard for us to imagine right now, perhaps impossible, just the four of us right here in this kitchen before the web-app is even finished. But, if Ecosquared works, they will be reading this, and imagining you. They are trying to imagine you hearing about Ecosquared before any of it happened. Whatever they think, whatever happens, here you are, as real as the writing before me. Extraordinary.

Spell that word, Joe, “extraordinary”. [Pause.]

Well done, with a little support from your family too. This extraordinary spell weaves together the ordinary — us here and now — with the extras — all future readers, who are in themselves ordinary like us. Does this make sense? No superhumans coming to our rescue. Just ordinary people like us, in this extraordinary magical introduction. Agreed? Good. We are all ordinary, and yet, this is extra-ordinary.

Now, you don’t have to do this, but in this extra-ordinary state while being aware of the tens of thousands or millions of people who are with us now as the readership, can you describe why we need Ecosquared? What problems do you experience in the world right now? Be honest. We have a ten year-old boy who is coming towards the end of his childhood, Joe; an adolescent beginning her journey into becoming a young woman, Anna; an experienced professional and mature mother, Wendy; myself, a middle-aged teacher, David; and an elder who has the widest view of us all, Maureen. That’s quite a range, I think you’d agree. Let us be honest, let us describe what problems we face in our own lives.

They do not have to be deeply personal, they can be observations on how the world isn’t quite as nice as it could be. You might want to think about the environmental problems you’ve seen on the news, or the political unrest, while adults appear to spend perhaps too much of their time working. What problems could we solve when ten million of us use Ecosquared?

(Don’t worry, there’s no pressure. When there are ten million readers, then it is safe to say they have already experienced the web-app and have been using it. They are far more advanced than us in their experience of Ecosquared, having used the web-app to share things they value, fund people and projects they believe in. They have already experienced what it is like to change the world, individually, in small groups, and perhaps in wider networks. We are just history to them. But we are interesting to them nevertheless. Why? Because they have a future just like us, and they are facing problems in their lives too, and they are wondering how to achieve things which *they* think

are impossible. Just like you find it hard to imagine ten million people listening to us. They are casting spells of their own with their own friends and family, and they are thinking of ten million, ten *billion* people ahead of them. They are looking for inspiration, for the seed that is magic, and this is why they are reading this, to see how we managed it.)

So, what problems do we face? Each of us in our respective lives? What problems do we see in the world? How can a tool like Ecosquared possibly help?

Ok, let me give examples from my perspective, and I'd like to add yours here when you are ready to contribute.

AS A TEACHER

I should be able to walk into any school in the world, and be welcomed. I was a good teacher. Students learned in my class, not only about maths or whatever subject they were studying, but more importantly about themselves, how to interact in a socially healthy way.

We are missing a trust-metric. A simple way to track how well we get on in schools, both as teachers and between students.

A website did appear while I was teaching — “Rate Your Teacher” — and it was promptly banned. I wonder why. Of course teachers didn't want to see the crappy scores they were getting, but whatever you think of the educational system the evaluation system *was* flawed — simple ratings tend to stimulate negative remarks, trolling, an outlet for moaning, basically, and teenagers have cornered that market pretty much. More recently, a multi-million dollar funded app called Peeple tried to introduce a similar rating system between friends and colleagues, and it received similar bad press. It looks like the application of number to people is taboo. Ecosquared gets round this by tracking *gratitude* and using a reflexive math algorithm, our SQ algorithm. It is definitely a ‘perception’ issue, something which our founding investors are keen to examine carefully. The shift is from ‘rating’ to ‘thanking’.

I introduced various simple techniques to capture the social health of a class, which gave students a means to reflect on their behaviour and how it impacted the whole class. Results spoke for themselves. For

example, one class did twenty-five weeks in five, and their test resulted in twenty-one moving up a set and three moving up two sets. Powerful results. If we allow students to track gratitude for one another, what might results? Initially, they may evaluate haphazardly: yes, we can thank the comedian for lightening the mood of the class, but hearing the same joke a fourth time gets a little wearisome for even the best of friends, and this will be reflected in their SQ score. And if there are individual and collective rewards, I can imagine the same positive virtuous cycles emerging which I experienced in my classes. What do you think of this issue, Anna, thanking your teachers or fellow students?

The SQ score is relative to a specific social setting, eg a Mathematics class or a Geography class. And it can also be calculated relative to a wider grouping, a year group or an entire school, or to a smaller grouping, eg a team of five students. My experience in social learning indicated that by improving the relational skills between students in small teams, collaborative skills are learned not only in small groups, but how to engage at whole class level. This improvement in social cohesion enables a greater social flexibility: teachers swapping classes, or spontaneously assembling classes according to ability (traditional 'sets'), or according to scores in specific tests, or by ideal working groups. I have found that socially reflexive tools provide students with a view of what they find the most interesting thing in their adolescent lives: themselves, and by proxy, the other students.

In the long term, if SQ accurately reflects the social bonding in a class, then a generation will leave school as a tighter knit social group, more like a family than current 'classmates'. This might be hard to imagine, Joe and Anna for sure, because you live in the west, but in a village in Africa, the notion may appear quite natural. There is a word you may have come across during your computer explorations, "Ubuntu", a version of linux which runs on over 90% of all the servers in the world. The word was taken from the African cultures of Zulu, Bantu, Xhosa cultures . "Ubuntu" means "humanness" or "human kindness" or "I am who I am because you are who you are." Can gratitude tracking generate a stronger sense of "human kindness", a strong social contract?

However strong social bonding already exists in the world, it has not been enough to cope with the economic machinery we have evolved in the west over the last three thousand years. During my lifetime alone, close to half a century, I have seen the dissolution of

families spread from the UK to my extended family relations in Portugal; sadly, I suspect the same will happen to India and Africa in turn. The only thing holding this social dissolution back, potentially, is an alternative number system, or economic. Students leaving school as adults within a strong social group, equipped with a numerical system to conduct real-world social experiments. For example, a classmate who becomes a professional football player or a musical or video celebrity can direct the flow of money to their brothers and sisters whose skills and intentions have less obvious and narrower public appeal, like caring for the infirm. The traditional world operates a little like this but it is conducted through an impersonal and inefficient economic body, ie through government and tax. A generation of young adults who share their moneyflow more sensitively with each other, will change the world. It requires integration with older generations, but this is a tricky point which I will deal with in the last sub-section, as it pertains to wisdom.

Money is not the best way to tabulate the skillset of an inspirational teacher or a skillful facilitator; at least not money as it operates in the traditional economic. If Ecosquared fulfils its potential, then teaching will become less of a political football and one of the most sought after jobs; in the long term, the correct attribution of gratitude to our teachers, our friends and colleagues, becomes our pension.

AS A CONSUMER

I have lived most of my life close to subsistence. I am not a good consumer. And I haven't refined my taste in things, food, literature, objects of art. I remain at heart a peasant. I trust the water coming through the taps, the food at the supermarket, the engineering of my car. I don't really 'shop around'. I want a phone that works, shoes that last, tools which work. I don't want for much.

What I can say is that most of the stuff out there is crap. Yes, Joe, I know, £1 in the swear box. But it is true, most films, music, books, cars, buildings, food — games! — are sub-standard. You would have thought that after a hundred years of industrialisation, we would be surrounded with an incredible transport system. Back in the 50's, they thought so. They thought we would be living in clean cities, getting around in flying cars. Instead, I am driving around a city where the

potholes are outdone by sleeping policemen in terms of punishment to the suspension. An internet enabled phone becomes a torturous exercise in choosing between competing operating systems and, far worse, mentally castrating cost packages. I can't get on a train without paying exorbitant fees, unless I have booked it weeks in advance. Fruit in supermarkets tastes neutral, compared with fruit that is plucked from a tree where it grows. Nearly all the bread is made from refined flour and tastes the same, and the tap-water sometimes tastes like antiseptic. A house that was built a century ago, whose builders have long died, costs a lifetime of wages to own. And cars are designed not to last longer, but to have a reduced operational shelf-life — there's even a term for it, "designed obsolescence"!

There's some amazing stuff out there, but things don't necessarily improve. It is not that anyone wants to build inferior things, surely? There is something about how traditional economics operates, about the chase for the 'cheapest' thing, which lets us down, at the expense of our human experience. It is something about getting things 'free', which makes us lazy and demeans us. We are encouraged to become consumers, tasteless and obese.

The problem with our system is that we must run to keep still. Non-literate, 'uncivilised', peoples spend 3 hours a day to maintain their material standard of living, nearly all food related. I perhaps spend an hour maybe two a day on average on direct food servicing, either shopping or cooking. I drive through towns in the country and wonder what people are doing all day? Only 3% of our workforce work in agriculture, so what is everyone else doing? The question doesn't so readily pop into my head when I am in a city because people are so obviously busy. But busy doing what?

Here's my radical thought of the day: people are busy because other people are busy. I've talked you through this metaphor already, Wendy, see how it reads here. When we look at a tennis game, it makes sense. But if we look only at one side of a tennis court, and watch the player run back and forth after the ball, it isn't exactly *sensible* behaviour. We seem to be playing a multi-sided tennis game, battering money around from one corner of one court to another, wages, mortgage, insurance, tax, buying stuff. Parts of it make sense, but when we focus on any particular person in isolation, it is rather peculiar: sealing ourselves in metal boxes hurtling around at 30mph to 70pmh for an hour in the morning and evening, visiting buildings, taking paper out of dispensers, taking things from shelves and then inserting pieces of

plastic into little machines and thumbing digits into keypads before walking out. And then there's meetings, endless meetings. Decidedly odd. The reason why person A is doing what they are doing is because they are responding to whatever person B is doing; vice versa for a tennis game, while involving billions with our current global economy. Still the same — a game. Every culture that the west have engaged throughout history questioned deeply what kind of game we *think* we are playing. We've had socialist variations of it, but there has only been one economic game essentially. What is the point of it all exactly? Fun, I would have thought, tennis is quite a challenge, but surely not a game we are forced to play, a game we can't stop, a game where people die as a consequence? My suspicion is, modern cities are at least 80% about servicing themselves, in this keeping-up-with-the-joneses, mirror-neuron socially frenetic, dis-associated and detached and mechanised game of economic tennis. I am not convinced 'civilisation' is a game worth playing, except as a computer game.

Can we have a system where we satisfy what we need, and create and participate in things we want in as much as we are bothered to work for them? Two hours a day in service of some kind, or ten years of full time solid service, to maintain a modest existence of shelter, food; the rest of it is yours, play football, sing and dance, create apps or solve sudoku, whatever takes your fancy. Want more resources? Work more.

An observation I have already shared with you in person, Wendy, is that we have all grown up in a gift economic. As children, our parents fed and clothed us. Giving was natural. We crave things as children, icecream and toys, not money itself. As teenagers, we start to hunger for independence and buy stuff that others have or don't have, and for some of us this manifests a hankering for our own money. But it is only as adults do we fully enter into the world's economic, where our youthful energy and effort is sold for more money than we ever had as children. Ecosquared promises to extend the natural state of gifting we experience in our childhood into the adult world. That is, we continue to rely on one another personally. We maintain human relationships to those who gift their time at whatever service, whether it is hospital, hotel, restaurant or farm. As we are gifted so we gift in turn. Like getting rounds at the bar, but with everything.

From this consumerist angle, I can't see us escaping from the current system of behaviour. As moths are inherently drawn to the flame, we could wrongly conclude that moths have some kind of instinctual

deathwish. But it is the artificial light source which is at fault not the moth; the system of economics we have used to date is our problem, not the human condition. Nevertheless, when I consider us as consumers, sometimes I can't help but think we are wretched things, we humans. Help me out here, Wendy, please.

AS AN ENTREPRENEUR

Having come up with Ecosquared, started a business and engaged investors, I have adopted more of the culture that comes with 'fast living'. I seek money, lots of it. I have joked with the family of making billions, and I certainly need to make enough to ensure my parents age in a dignified way. I have taken on debt in order to finance the first stage of Ecosquared, a government 'start-up loan'. I need to make money to pay it off, and so I am on the hamsterwheel, taking on the behaviour of the rat in the maze, acting in a way to maximise capital. I have also become aware of the link between money and power since I have people on my payroll, and I now possess the decisive power to remove moneyflow to a person. I have also witnessed the negotiation involved in selling equity, the oppositional state as each party tries to strike the best deal for themselves.

The main problem with the entrepreneurial scene is finance. Ten years ago, minimal investment was a quarter of a million dollars. This threshold has since dropped but when I originally set out asking for £30k, this was considered too low for investment and too high for government starter funds. Even with the morphing of crowd-funding sites into crowd-equity sites, there is still a stepped sequence on the investment ladder. Which means that there are a lot of 'bottom-feeders', experts and companies and government advice to help entrepreneurs gather the appropriate material to mount the next step. This is an artificial structure. It is the cholesterol build up which startups would prefer to avoid. Ecosquared provides a logarithmically smoothly growth curve.

Over a decade ago, Eric Ries came up with 'lean business'. Essentially it is attempting to create a business model which copies the iterative cycle of coding development. Early mega-corporations like Xerox would build a new product in their Research & Development department over two years, before putting it out to users. That's two

years of development of an entire product, and the costs associated without any check whether the product has an audience. Because the market conditions change so quickly these days, with new innovations making entire markets obsolete, the process of development must include an audience as early as possible. Nowadays, build the Minimal-Viable-Product and include users in feedback. Iterating this a few times not only hones your product for a market, it also builds a group who will be your early adopters. The problem is I have seen accounts of this process taking two years pre-revenue, and the obvious question is, who is paying for it? And normally, it is subsidised by a larger company, or again we have stepped investment either through traditional investment route or more popularly these days, a crowd-funding campaign. Whereas crowd-funding is a recent patch on the traditional economic, a kick-starter to raise the funds to produce a prototype, which is then sold normally, Ecosquared operates crowd-funding naturally and continuously. Production scales smoothly at a rate which equates users with money. A person with an idea can get interested parties, moneyflow for MVP, and iterative grow and sales without marketing. It is not a 'kick-starter' for the traditional economic of stepped or geared funding; Ecosquared is like an automatic gear box, smoothly ramping up arithmetically, geometrically or logarithmically depending on the rate of moneyflow. Replace a stepped ladder of investment with a smooth escalator — *if* what you produce is worth sharing.

The main problem with crowd-funding is that it suffers from the same problem that has troubled Apple, Youtube, and retailers since we invented shops, and paid for Google. I call it 'shop-front inflation'. People walk by a shoe-shop, note a design in the window which entices them to go in and buy. The shoe-makers realise the importance of this and negotiate with the retailer to include their shoes in the shop-front in order to boost their sales; and so, the shoe-maker can increase the price of their shoes — 'shop-front inflation'. If the product isn't in the shop-window, it relies on people coming into the shop and looking around. Notice, it is not the 'logo' which is important, but the fact it is in the shop-front.

TV became the shop-front, and radio too. Companies paid to place their products in front of viewers in their own homes. And this is as true for physical shops on the high street, as it is for TV adverts, as it is the 'featured apps' on Apple's appstore, and appearing on the first page of Google. Google has the world's business at ransom; appearing

on the first page of a Google search produces the same 'shop-front inflation'. They can pay to appear above the first page search results just like traditional TV adverts, or they must involve themselves in SEO, Search-Engine-Optimisation, using every and any way to score highly on Google's Page Rank Algorithm. The first methods were link-farms to artificially increase the 'popularity' of a site. Google's original equation has evolved over the years in order to compensate, and it includes more than 32 additional factors, reputedly.

Crowd-funding is only feasibly because it includes a loop into social media. That is, you invest in something, you then share it on eg FaceBook or Twitter, and then hope that other see your post and they in turn go to the crowd-funding site to invest. This still relies on the same mechanism: our social feed has become part of that shop-front. And you may also have noted that your social media has started to include 'sponsored' posts. That is, adverts. It is inevitable: your social media feed is a shopfront. When you 'like' a lolcat video, the owner of the cat doesn't benefit, FaceBook does. When you 'like' a video on Youtube, the owner of the video may get a financial kickback from advertisers, but most of the money goes to Google. The game is rigged this way.

I don't want my social feed to be a shopfront. I don't want middle men to dictate what I see, whether it is on my social media feed, an article in a digital magazine, or during a video I watch. Or while watching TV, in fact, or at the cinema. Not to mention billboards. I simply don't want my attention to be invaded by third parties. What I would prefer is that my friends and family and colleagues share what they think is valuable with me. That's it. And if I am searching for something, I spread my net through close friends then further afield as is suitable; a Google scale search is for abstract stuff, not things I need closer to home. And Ecosquared enables this. If we play well, we see an end to advertising and the 'market mentality'; we bypass this 'shop-front inflation' and bring 'logos' and 'brands' down to earth. Quality, is what we want.

And when I find originators of quality, I want the power to fund them to produce more. Not complicated. I don't want to trap them into producing more of the same, but for them to originate more in whatever shape that may take. I want my money goes to be distributed fairly to all the people who contributed to whatever I have just appreciated. That's where the gratitude tracking comes in. When I fund a game, I want all the participants to get a share, and their shares

are determined by the gratitude they allot amongst themselves. That's why I want to use gratitude tracking myself, so that whatever I contribute to is tracked by others, as I track their contribution. If the math works, then we have effortlessly performed the same function as the employment contracts and hierarchies of management and ownership.

That is, we have an alternative social accounting system, based on gratitude. We are each of us held accountable to one another. Will it be better than the traditional system of money, competition and business? What form of business will evolve from financial protocols based on collaboration and trust?

AS A FATHER

As a father, I take on the responsibility of ensuring that the environment within which my children grow is safe, and that the world I pass on to them is in a healthy condition. An added bonus is that it is better in some way, with some new art or technology or more trees.

Because other men are responsible for their children, I take it as a given that we share this responsibility. Thus, it is my responsibility to ensure that the environment within which *all* our children grow is safe, and that world I pass on to *all* our children is in a healthy condition. And as a bonus, I leave it better in some small way.

As far as I can tell, based on my nearly three decades alive as an adult, the world is in a worse condition than when I found it, certainly environmentally. My children grown to adult may ask me what I did to prevent the elephants and whales dying out. This is solely my responsibility. Yes, it would be nice to have other men to take on this responsibility too, but I can not depend on it. It is not a thing to be decided about with others. It is a spiritual position, within me, as a father. If others make this decision, internally, then great. But it is definitely this level of decision, within the individual being. Only by plunging this level of depth, to be personally responsible for our children, can I then interact with others in a serious way. We will then not be swayed by compromise. We hold ourselves accountable to the external effect — that all our children grow safe, that we gift forward a world in a healthy condition.

I have friends who have committed deeply to environmental action,

or being of service to others in education or in health, who have lived consciencous lives. And yet, we are handing on a world which is in worse condition. No fault to our friends, or ourselves. The fault is in the system. By adopting an alternative economic, we open up the chance of acting together as adults for the betterment of our children, and our children's children, to hand on our natural planet in perpetuity for our descendents.

AS A HUMAN

Given the state of the world, the state of increasing environmental degradation, the state of social confusion, the fractured politics, the misapplication of mathematics to our economic condition, I must consider radical solutions. I have thus used my investigation of mathematics to generate an alternative math game which generates a more flexible economic, more fluid. Instead of trusting objectified systems, whether religious or political or financial, we simply trust one another personally. If we each behave decently, and our values reflect the betterment of humanity and our home and in nature, then Ecosquared may help us achieve a sustainable existence. We will set our house in order, finally. Yes, we will have systems to deal with people who 'misbehave' or groups which operate antagonistically — but not in any draconian way, not through the industry of war. One day, all our children will be born in a fair system. Ecosquared produces a technology that may enable this; but it requires the judicious use of it, and the formation of high-trust social organs to operate like our legal and policing and military and educational institutions. I saw enough as a teacher and come across enough indicators on the internet twenty years ago to think we have those solutions. Whether we can apply them globally, I don't know. In fact I doubt it. However, the chances of it happening will be greatly improved with an alternative economic platform.

The rate of environmental degradation is increasing. My father was a great believer in the advances of science to solve the world's problems, and my mother was committed in heart and soul to service to others. Most people are putting our hope in solar energy, for example, or committing themselves to local solutions. The problem is, science only works on partial systems, and it is caught within the

political and economic game. For example, politicians can be persuaded by argument and financial incentives to make decisions which favour corporations. It is no surprise that our environment is suffering, because the power of transglobal corporations can fund scientific evidence to support their activities; those who support 'planet earth' are not as well funded nor as well organised. Acknowledging this, scientists have had to enter into the fray of politics. Their hope is that once made aware of the facts, normal tax-paying people will operate sensibly in an economic sense, eg buy electric cars. But the game is more complex than this, with many more parties vying for people's attention. Big money can dictate the direction of the populous, and besides, attention is a temporary thing. People are more concerned about their income this month than they are the state of the environment in twenty years. We saw an outpouring of compassion for Syrian refugees in 2015, but a year later the most pressing political issue in Europe was to stem the tide of immigration. While our attention is taken up with daily concerns and newsworthy topics of the week, or the next blockbuster film or best-selling book or game, the slow decline of our environmental health continues. Like frogs in heating water, we don't seem to notice until we are boiled alive.

The political economic structures we have in place are not designed to deal with the level of problems we face. The United Nations is not an operational unity. It is a permanently split government to the point of being inherently fractured, and its powers fall well below national legal sovereignty. The structures of committees and voting and lobbying by interested parties prevent the speed of change we need. The only other alternative appears to be a more 'command and control' system as we see in China for example. It is the same terrible choice humanity has faced since the early days of greek and roman civics: ineffectual libertarian democracy versus totalitarian state-control.

Analysis of the underlying economic operating platform indicates the establishment of a reformed political structure based on increased scales of consensus and unity. It is not a 'revolution'. It is a transformation, in the same way the internet has been technically transformative, effecting economics and politics globally. Ecosquared does not provide *the* solution, only a technological change, albeit a deep one. Money no longer resides in organisations, whether corporate or charity or government; it remains with each and every one of us. And the value-tracking system based on gratitude, means that

moneyflow and resource allocation is directed to whom we think are important. That is, it depends on our personal evaluation and our individual behaviour.

So, we are left with the same issue, essentially — us. And you can interpret this as a problem, or as a solution. You either trust people, or you don't. Whether you do or don't, Ecosquared may enable experiences for us to learn how.

AS A MATHEMATICIAN

I put this at the end of this chapter for a few reasons. Maths is something which undeniably unites humanity; it is the only thing we use regardless of our cultural and social differences. Words and symbols don't. And even if I respond as a man and father, or at the deepest level of being a human being, it is still couched in words. At least, they are read as such. And we can see from history, that words have power which can bring people together as well push them apart. You yourself had these effects while reading. It is the nature of us and our interaction with representational communication. Maths occupies a rather unique place in our existence, socially at least.

I am not going to relate in any detail my mathematical explorations. Suffice to say, the problem with traditional mathematics is that it has evolved mostly through its application to physical problems. "Physics" a la Newton. I have conducted subsequent research on the history of mathematics, and historical accounts suffer from highly selective editing: historians strip out the mathematical applications that have subsequently proven to be useful, the rest is ditched. Which means, we don't get the full picture, that Newton was an alchemist for example, or that there was a strong spiritual dimension to his exploration, or his sense of social responsibility.

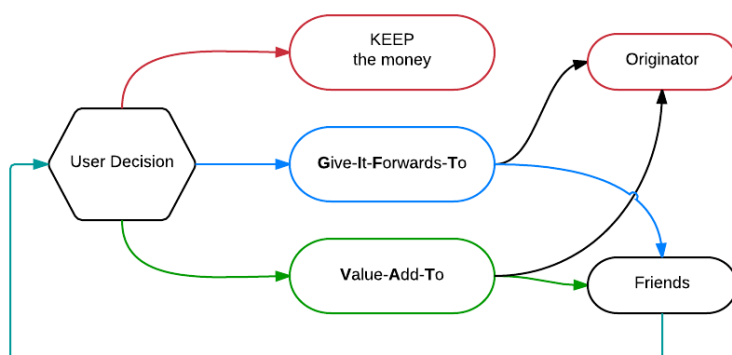
Historians see these as separate, but Newton didn't. Most of our maths is in application to physical reality, from counting things, to geometry studied by ancient Greeks like Euclid, to Newtonian physics. Things got more abstract with the formalist revolution led by Hamilton at the end of the 19th Century. So far, we have not fully explored the intuitive mental space from which such mathematics first issues.

It seems crude to me that we apply mathematical tools evolved from the study of things, to how we operate in a social environment. This

kind of arithmetic and maths is essentially reductive, and it reduces us to objects. Something is robbed at the base level of treating people as things. It is the same misappreciation of treating money as a thing; in Ecosquared, money is treated as a vector, and we explore this in a later chapter. But does not *require* explanation, however. Ecosquared users will develop their own interpretations of how money or the evaluations operate in their social sphere. Can we generate a measure of how attentive members of an audience are at a gig or play? What mathematics is more suitable to capture how well aligned a class of students are, or a team in a company or a football pitch? This is a new way of thinking about mathematics, both in terms of a maths which is inherently subjective, as well as a mathematics which models social dynamics and conscious engagement.

3 MATHEMATICAL STRUCTURES

VIRAL DISTRIBUTION



Beautiful, don't you think? Not the graphic, but the socio-economic mechanism which this graph represents.

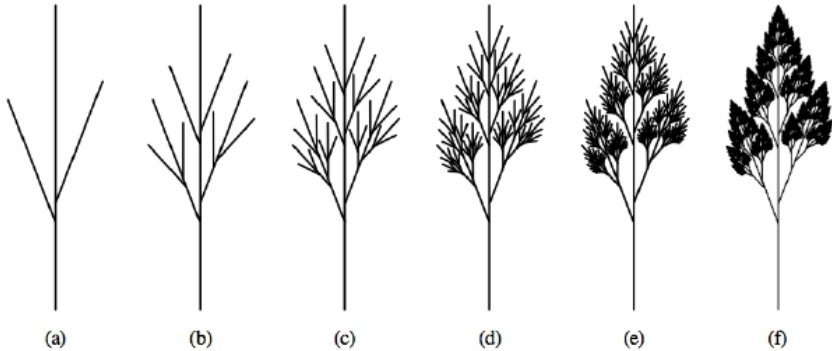
I will add some figures to it in a moment, I just want to root myself in this once again. I came up with this years ago. I kept thinking that this would switch on the light in people's minds when they saw it, but generally it was seen as too alien-looking a thing, it was considered a curiosity. Even now, however, I think it is core. People prefer graphs, time along the bottom and eg money on the vertical scale; we will get to that in a later chapter.

So, what is it?

What you see above is a fractal seed of the social contract that is the Gift Mechanism. It is the second social fractal, after the original MTTP which I will outline below for historical record and because it may find its time.

Ok, so what is a fractal seed? Or indeed a fractal?

Traditionally, like most mathematical developments, fractals have evolved in the exploration of physical space. A fractal is a self-similar shape with a fractional dimension. A shape which repeats itself at different levels of scale. Google a fractal: for example:



The same shape (a) repeats at the end of each branch but smaller (b), and so on until we have an emergent effect which has the distinct quality of looking natural (f). This is not surprising because most natural geometry is based on fractals — repeated cell division, and repeated cellular organisation, whether we are talking about the blood vessels in our eyes or our toes, the patterns of branches of a tree and the distribution of that tree species in a forest. Similar patterns emerge from similar biological processes.

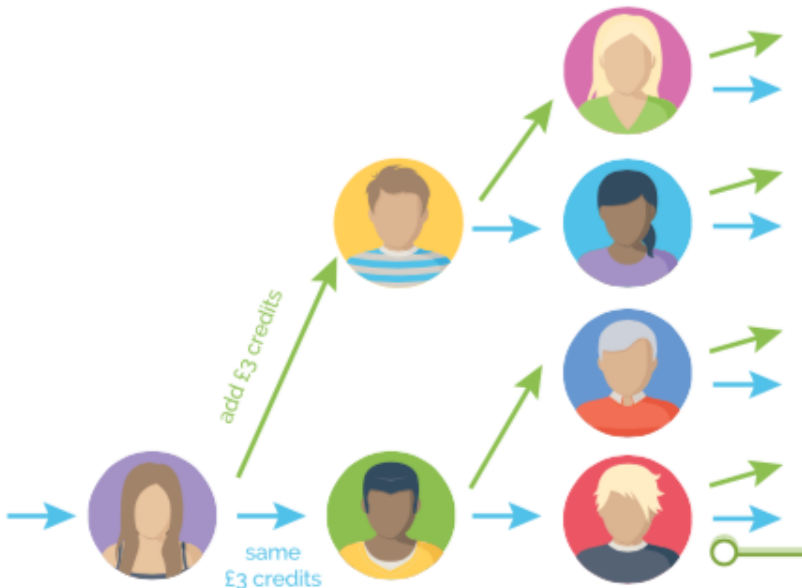
The social fractal seed above is the core graphic which is repeated, ie (a) above. If each person shares, we get a social distribution pattern equivalent to (f). What is interesting about Ecosquared is that fractals apply to *social* behaviour. Of course, it is easier to see the effect of a fractal as it manifests as a natural physical object, eg a fern. The trick we face is, what about our social behaviour do we map? And further, we must be careful that we don't fall into thinking that our graphic actually 'represents' the social behaviour. They are completely different modalities. The mathematics, is not graphical: it is not about nodes and lines presenting things out there; the mathematics is modelling social engagement, relationships between people with thoughts and feelings through time. Subjective enumeration is rooted in the ineffable — why do we 'thank' in the first place?

Given that, return to our Gift Mechanism fractal seed graphic above. It is the decision which each user has when they receive a gift:

1. Keep the money, don't gift it on
2. Gift it forward to a friend (Share in the Sqale app)
3. Gift to originators to continue producing stuff (Support in the Sqale app)

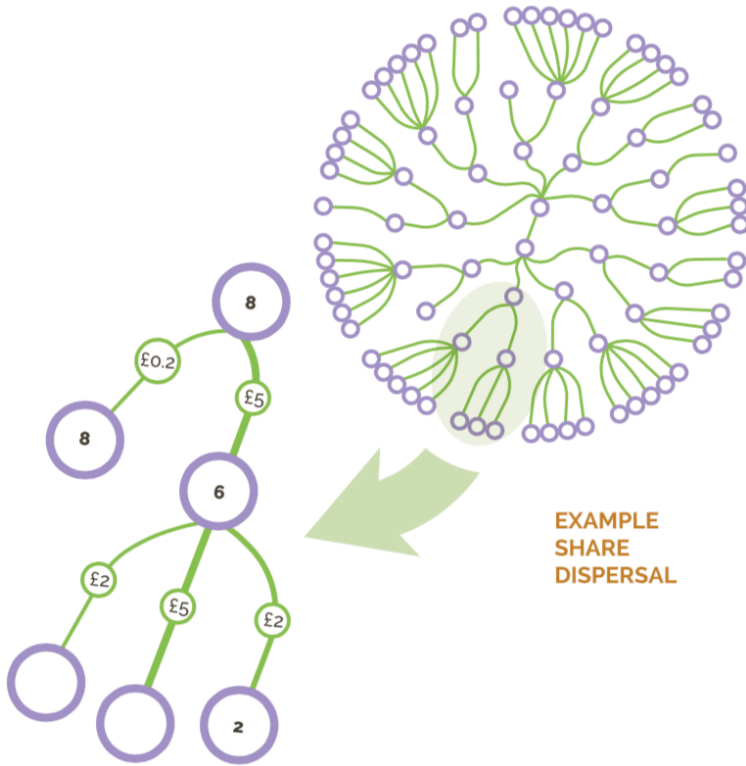
If the amount of money they gift is equal to or lower how much they received, this is Gift-It-Forward-To; if they redirect funds so they end up giving more than what they received, this is Value-Add-To.

The idea is similar to pay-it-forwards.



If folk do pay-it-forwards, what is the emergent effect? You must have seen the “gift bloom” by now, the dispersal of a gift through a population. In the graphic below, the whole thing represents how a thing has been shared through a social network, a track of music, a video, an article. Nodes represent people and green lines represent sharing from person to person. The value in the purple circle represents the value that the individual has given the content out of 10, and the value in the green circle is how much has been given forwards with the content.

* * *

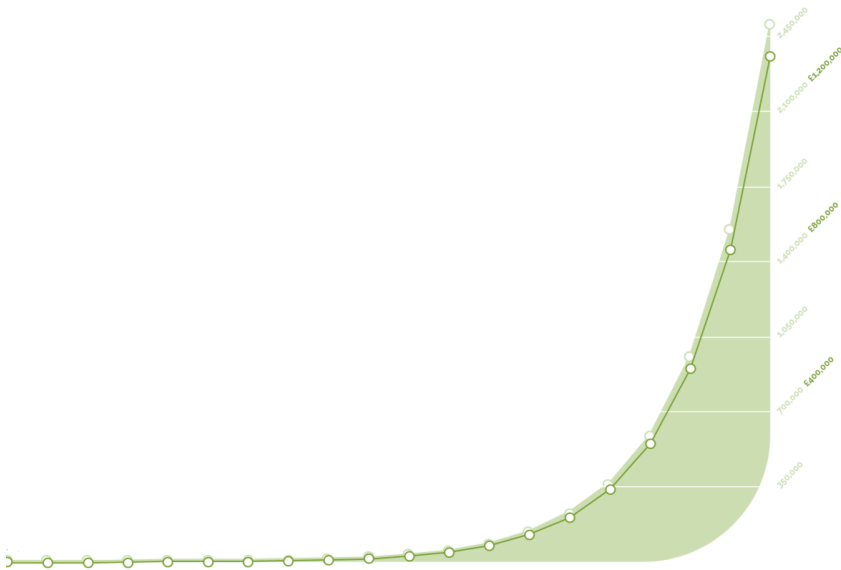


At the time of writing this part of the web-app hadn't been coded, so you may have the advantage of hindsight having seen it in the new web-app, Sqale. It should look similar. Each dispersal is for any single piece of content shared.

Unlike pyramid sales or Ponzi Schemes or Multi-Level Marketing (which many people early on mistook it for), the money flows outwards. The musician would rather people share their music than pay eg £1 for a track of music. This is one of the problems facing any creative: how to get their stuff out there. Even groups who have successfully built up a fanbase of two or three hundred devoted fans, who can generate several thousand pounds at a gig, they would rather their fans share their music in order to grow the audience.

Only once the gift-spread is wide enough, may the content-creator wish to encourage people to Support them. This operates like crowd-funding. A musician may thus share a single track of music and request funds to produce an album. Or a writer share a single article or

chapter, requiring funds to buy themselves time to complete a book. Once 1,000 have their content, the Support function allows them to direct funds to the content creator. The amount raised is like your classic 'hockey-stick' growth because the core fractal contract is exponential, just like actual organic growth, or viral spread for that matter.

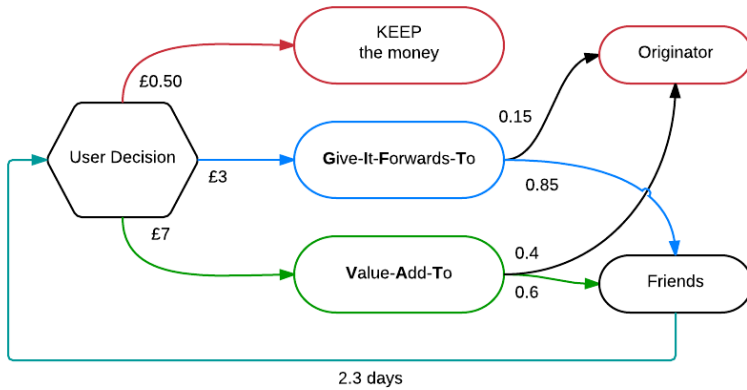


Questions may arise. What happens when we superimpose gift dispersals with similar products? Or superimpose multiple product-dispersals across a single body of people? Patterns will emerge, and my guess is, there will be some correspondence to the fractal above supplemented with some real world distribution numbers. We will see communities whose gift dispersals are 'healthier' than others. Some communities will be happier about sharing things than others, the fans of a particular artist, or members of a specific interest group.

Returning to the fractal seed, we may be able to determine parameters based on real-world behaviour, for example:

- £0.50 — average amount kept
- £3 — average amount gifted
- £7 — average amount value-added
- 0.15 — probability a user gifts to originator, ie support
- 0.85 — probability user gifts to friends

- 0.4 — probability user value adds to originator, ie support
- 0.6 — probability user value adds to friends
- 2.3 days — average delay between receiving a gift and gifting it



These numbers may appear simplistic to a reader who has a lot of real-world data to examine. There will probably be spreads rather than single-number averages. However, here I am on this side of the experiment, before it has been tested in the wild.

With some real-world data, we can derive parameters of any specific social fractal, and we may be able to derive the ‘fractal dimension’ of a gift, or range of gifts, or community of people. We may be able to discern what the minimal fractal dimension is for virality. Which means that each individual can then be informed as to how their behaviour influences the effect of dispersal; for instance, VAT may have to be above £10 for a product to go viral given the low fractal dimension of gifting for a specific community of users since anything less than £10 and they won’t pay attention. It is less to do with the product, and more to do with our collective gifting behaviour. Read that again: the shift is from *whatever the content is* to the *quality of relationships between friends*. This is a major shift in focus: from *content to relationships*.

How do I derive a single fractal dimension for gifting from this data? No idea. But what I do know is that it is not based on the number of people, which is the single driving factor of the traditional

economic: more people, cheaper, and generally crappier quality. And I would suggest that the numerical tags above will prove informative — not for some ‘third party’ company, but for each of us as we make choices about who we gift to, who we can trust, as we extend our range of gifting from music and articles to things which are more important to us, our cars and homes and the natural resources we have available to us on this planet.

Let us look into this community gifting fractal dimension in a little more detail; specifically, what do you do when you received a product that you don’t like? In the traditional economic, we tend not to recommend things we don’t like, and we don’t gift things we like because we want to keep them. This is legacy based on limited resources. However, in a world of abundance — where we can replicate millions of copies of a track of music for example — recommendation is key. Ecosquared enables us to share things we like, just like any social media; the financial dimension which accompanies the gift is merely an alternative direction for currency to operate. This replaces advertising. That’s the ‘recommend things we like’ sorted. This will be a big factor in increasing the gifting fractal dimension of a community. More significant, however, is what people do with gifts they don’t like.

My guess is, as I have mentioned elsewhere, by gifting forwards a product the user doesn’t like — with the intention that it finds a person who does like it — we will see a significant increase in the efficiency of gifting. Basically, it becomes easier for like-minded people to connect. Why? Because we are participating in chains of non-likers-who-gift, the end points being likers-who-gift. Next iteration, likers-who-gift can cut the intervening gift chain of non-likers, thus increasing the density of like-minded people — across all products. I pass on things I don’t like so that I am cut out of the loop; and I end up getting higher quality things as a result. This method of bringing like-minded groups together is more efficient than ‘advertising’ and ‘marketing’, and I’d like to think better than the ‘discovery’ algorithms currently used by Apple, Google, eBay, Amazon, etc. Our conscious filtering will be more efficient than algorithms guessing what we might like based on number crunching other people’s selections.

Remember, the objective of Ecosquared is *not* to represent human beings, but to reflect on our behaviour. Our behaviour is the stuff of attention, feelings, principles, love, and the full range of feelings and thoughts we are privy to. Ecosquared reflects our ‘economic’

behaviour, a system of numbers which allows us to monitor how our individual behaviour with known people interacts and influences larger scale emergent behaviour at the same instant. It is a reflection, not a window. I do not want Ecosquared to be a channel for our communication, window or tunnel or otherwise. I don't want more people stuck to phones and computers. It is a thing to glance at, like a mirror before we leave the house, to ensure that it is accurately reflecting our social existence. With no delay. This may seem like an ideal objective, and of course it is. We will never reach 'instant' social reflection, but we have enough number-crunching power available to us for it to fall within 'human-scale immediacy'. Look at the time it takes for Google to run one of your searches; like that.

SOCIAL QUOTIENT ALGORITHM

I shall copy and update material from the original exploration in 2012 which first described the algorithm.

Due to design considerations, money is divided equally to all members of the project according to the simple equation:

$$f(p_i) = \frac{S}{N}$$

(where p is any person i , S is the surplus [now called Revenue], and N the total number of people constituting the project)

That is, all revenue is divided equally to all participants.

Not that each person receives this amount of money if subjective enumeration is enabled, for it is redirected by the enumerated values as generated by people within the project. That is, if Revenue = £10,000 and Number of people = 50, then each person receives more or less than £200 through the weightings of subjective enumeration they have determined personally (see below).

This allocation of Revenue may be calculated as and when money is attracted to the project.

The internal system tracks subjective enumeration. This is not a currency. People simply evaluate how significant an engagement is by intuiting a number, perhaps initially on a scale of 0 to 10. The distribution of evaluations acts like a weighting system for moneyflow for each individual.

This ‘subjective enumeration’ sounds clinical. The closest social form is ‘gratitude’.

If person A evaluates relative values of 3 to B, 7 to C, and 5 to D and E, when they receive their equal dividend of £200, it is distributed as follows:

- B receives £30
- C receives £70
- D receives £50
- E receives £50

It appears that A receives nothing, but on a moment’s reflection, they receive the amounts from B C D and E distributed at the ratios they have chosen. Thus, A may receive more or less than the mean of £200 as a result.

The mathematical model for this part of the entity must be treated with care since it will seriously influence the internal engagement of people. Ideally, the mechanism encourages gift-giving, honest evaluation, and as a result, draws attention to those individuals who are genuinely providing the best value for members of the project.

The mechanism and algorithm for this will no doubt evolve with the entity, as people explore different ways to mark what they consider to be valuable. Nevertheless, a starting mechanism might be as outlined above, with due consideration for how long subjective enumerations last, whether people have a discrete number to allocate, and how much people are capable of divorcing themselves from “money reward” towards genuine “value appreciation”.

The maths, starting with the initial condition:

* * *

$$\#(p_i; 0) = \frac{1}{N}$$

(where V is the value of any person i at time 0, N the total number of people)

And the iterative equation which tends to a relative value of any person to any other person in the entity, much like google's algorithm with a little minor tweaking, namely $\sum V(P_j)$:

$$\#(p_i; t+1) = \frac{1-d}{N} + d \sum_{p_j \in M(p_i)} \frac{\#(p_j; t)}{\sum_j \#(p_j)}$$

(where V is the value of any person i , d is the "damping factor", N the total number of people, M the set of people who evaluate person i , the value of p_j at time t)

Here is an example of how subjective enumeration is tracked with a sample of four people.

		receiving				
		amber	barny	claire	darius	total given
giving	amber		10	10	10	30
	barny	1		2	1	4
	claire	6	1		5	12
	darius	7	5	5		17
total received		14	16	17	16	63

If correct, this can be scaled to the number of participants in the entity as and when they conduct the scalable invitation.

The only difference to the current model is that Sqale is operating a fractional implementation of the relative value algorithm, the SQ-algorithm. I can't share that here because it is the only patentable thing Sqale may lay claim to, something I need to protect if we need to involve high-level investors.

The SQ algorithm is a second guess, after a working version of SEA. It will require revision. For instance, a compressor of the SQ values so that the highest to lowest values fall within acceptable limits; to derive something comparable to the income gearing ratio of the traditional economic, the difference in pay between a CEO and the 'lowest' employee. In addition, we may explore a complete revision replacing the arithmetic calculation with a geometric one. Let's explore these after we have sufficient social validation; the limiting factor is not technical but social. Will people track gratitude as naturally as they pay for things?

FRACTAL DIMENSION

To summarise the above: money is directed towards a future objective, eg the writing of a book or the creation of an album, or the building of a barn. When it is released, it is not kept in a 'third party' account, but is immediately distributed to the individuals who are aligned towards working on that objective. That is, the vector-money is distributed to members of a Project. The ratio of distribution is partitioned fairly, eg £250 each, or it is proportionally distributed by SQ; people with higher SQ get higher ratio. There are other factors, such as how much effort or time people have put in, and how much money they have invested, but let us stick with SQ as the single factor for now.

Mathematising this is beyond my skills. I feel like an ant crawling around randomly. I derived this over the weekend:

$$\text{each person receives } xn^{(f-1)}$$

(where x is the amount of money to be distributed; n the number of people; and f the fractional dimension ranging from 0 (an average individual) to 1

(everyone in the group); and where n^f is equal to SQ)

For example, if £1000 is distributed amongst 5 people, each person should get £200 if their SQ is 1; $f = 0$ in this case. We can work out f based on the following version:

$$f = \log_n(SQ)$$

$$\text{or } \log_{10}(SQ) / \log_{10}(n)$$

So in the above example, if someone has an SQ of 1.2, so their $f = 0.113$, and the amount they receive is £240. Another person with SQ of 0.7, so their $f = -0.22$, and the amount they receive is £140.

This is an example of the direction we can take our mathematical analysis. Useful? My guess is, a department of mathematicians will be able to produce incredibly rich information in an afternoon. The first mathematicians who correctly apply their higher level mathematical techniques will be able to improve the Ecosquared model, and help normal people understand how their individual behaviour influences social results.

MTTP

I've added this here because it deserves attention. It is the first thing I came across back in 2012. It appears to create the skin of a 'new economic entity'. I have not had the opportunity to return to this, and I hope a module to enable this functionality is contained in any subsequent iteration of the web-app.

The two processes that constitute the outer membrane of the eco^2 entity are "double your money", and "scalable invitation".

When a person is invited to the entity for a period of time (initially an hour), they are asked to bring cash with them (£ x), and they are guaranteed to leave with an equal amount of cash (£ x). Hence, over a period of time, p , they double their money.

$$f(2x,p)$$

(where x is the base value of the invitation, p is the time period)

In addition, this is a scalable invitation, where the period of invitation is fixed at distinct quanta of money-time. (Elsewhere we use μ , equivalent to the amount of money in powers of ten, relating to the period of time, hour=1, day=2, week=3, season=4, year=5, decade=6 and so on.)

* * *



* * *

That's basically it. How can this make sense? What is the maths for this to make sense?

Note: **the guarantee** is presented at the beginning of the period and **is not touched**, whereas the money that is brought is considered fluid and might be used during the period.

An equation must factor in the rates of change as people guarantee invitation.

The intention of the system is to ensure that there is enough cash flow so that when people are within the entity, they are not burdened by financial concerns. That is, they perform with the same security as (or indeed more so than) standard employment. The money that is fixed when invited guarantees that the person will leave with at least as much as they enter, and if the entity is healthy, they will leave with double this amount.

It is intuited that the entity grows vertically and temporally, so that a "healthy entity" is one where second order rates of growth ensure the "double your money" process. This means that the system is open-ended at the larger-scales of money-time, and the general flow of money is downwards. In the long term, the system tends to disperse money towards shorter-scales of money-time, ie people now. This means it is not a pyramid scheme.

The twist in the tale is the bit in bold ('the guarantee is not touched'). There is an interaction between all of the dyadic MTTP contracts. I attempted to model it, even produced an animation, but it still remained elusive. Hence I turned my attention to other aspects of the system which should get more traction, the Gratitude Engine, and what we are leading with, the Gift Mechanism.

I have returned to MTTP on a number of occasions and analysed it in terms of the core financial functions. It resembles 'share', however there is an added 'matched' amount. My guess is that Projects will stop being thought of as a 'group of people', but an alignment of people to mutual objectives, ie using MTTP contracts.

I can't pursue this line of thinking too much. I don't think it is very far from what we have with the current web-app. If we do code the MTTP as a module, people all over the world could start experimenting with MTTP contracts deriving primary experience and social evidence. Perhaps my original intuition that it produces a new economic entity will be proven to be true.

SEEING THE FUTURE, MOMENTING

Because we are tracking the location of money and more importantly the future direction of vector-money, we can perform vector algebra and translate this into a visual metaphor.

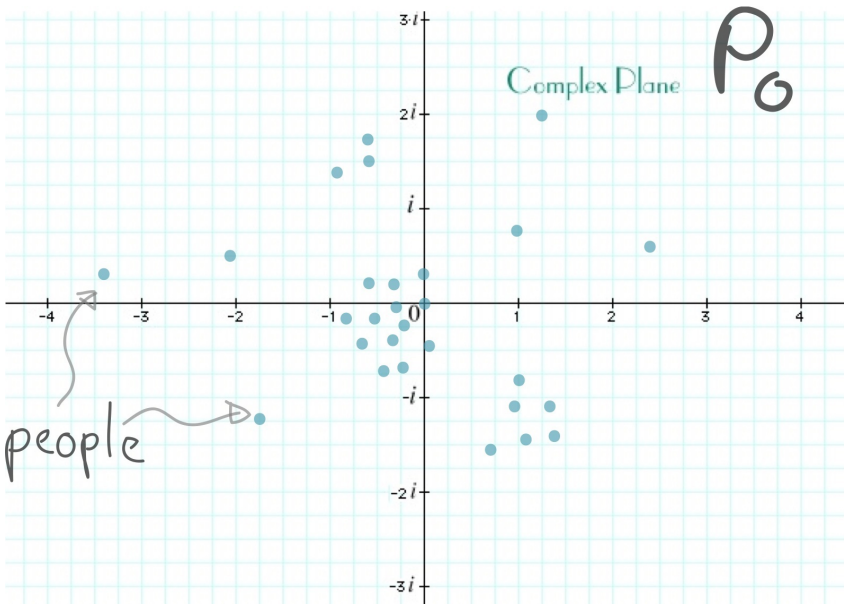
Note, the graphics we produce are not ‘representations’, because the modality is different. The social graphs we produce are not representations of people. They are reflections of our behaviour and with vector-money, our intentions. Like when we look at a simulation of flocking on a computer screen. It is not the accuracy of the simulation of birds; the particles moving around might be as basic as triangles, there is no attempt to represent wings and feathers. Nor do we simulate the physics of gravity as if these triangles have weight. The simulation of flocking is an emergent result from self-organising mechanics, how each triangle interacts with neighbour triangles. Nowhere is there a definition of ‘flocking’, nor code for ‘flocking’, just code which governs the behaviour of each triangle. The emergent effect is flocking, and the computer does not ‘understand’ or ‘perceive’ it. Not yet at least. Only we as humans see the effect on the screen of the triangles shifting around one another allows us to make an association with birds — ‘oh look, flocking!’ Similarly, the graphics we use to reflect social behaviour is nowhere but in our own minds. The social behaviour is *not* in the graphics. It is not even in the mathematics that produce the graphics. It is in the viewer’s mind which can relate it to invisible yet perceivable world of human thought and feeling and socially manifested behaviour. It is observable, but only to the extent that we are within the social context we are in.

I am belabouring the point perhaps. Suffice to say that what is seen matches one’s social experience. Is it a reasonable reflection of our social existence? This is relatively easy with the Gift Mechanism, with the viral distribution of products as covered above. It gets a little trickier with the SQ Algorithm, the so-called Gratitude Engine. And also with how we achieve future objectives, ie with the Project Tracker, which we shall explore now. I still don’t know what to call it — Project Tracker, Goal Tracker, Social Mirror?

Again, I will copy and update a description I came up with a few years ago which I called Confluence, or future mapping.

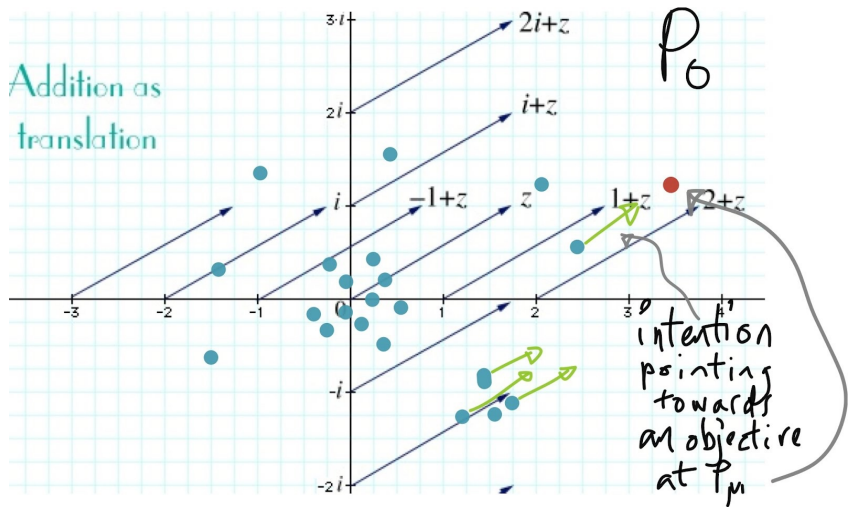
With respect to mapping people, at any moment now, everybody

can be mapped to a unique location on the complex plane; we can call this plane P_μ , or P_0 “people plane” where $\mu=0$.

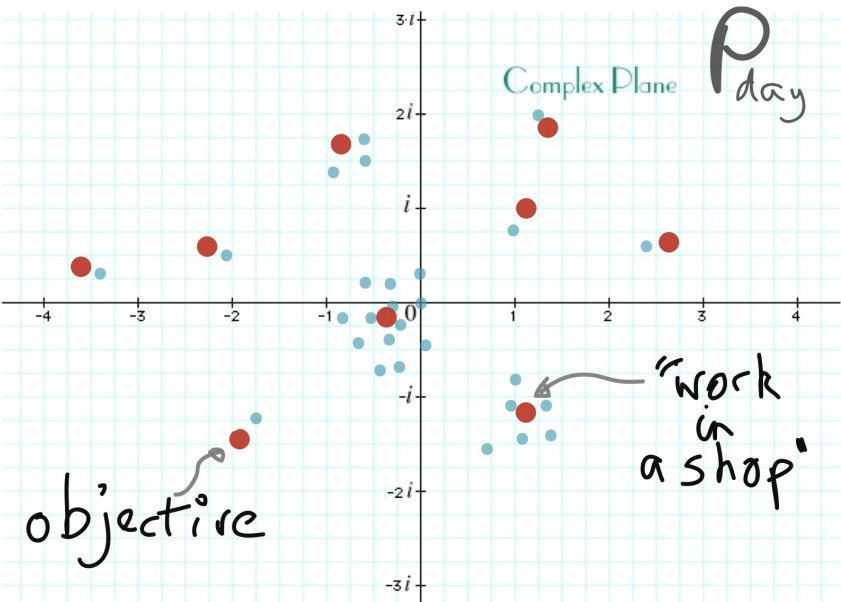


Support are the little lines that extend from this point as they map to the set of planes of projects P_μ at different times (μ being the quanta of 1=hour, 2=day, 3=week, 4=season, 5=year, 6=decade) and at different locations on each plane.

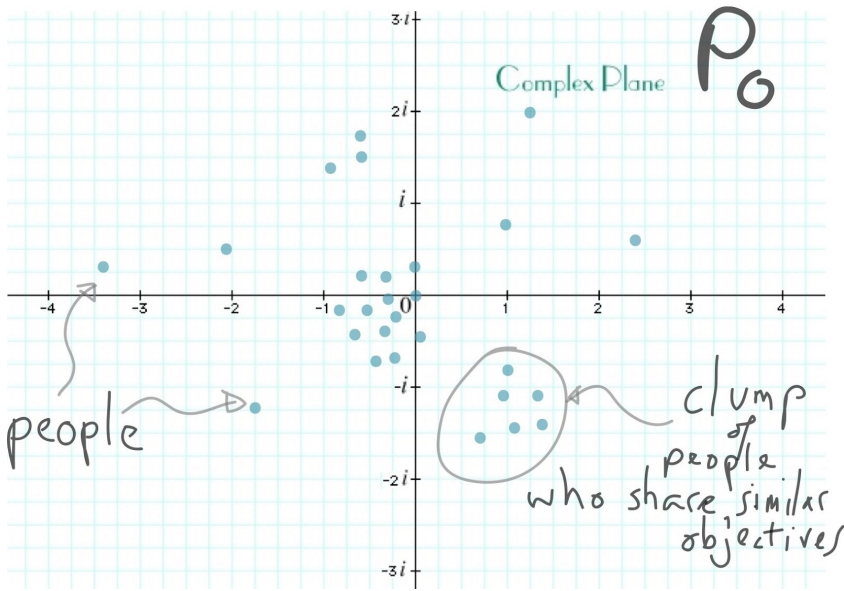
* * *



The location of a Project on a plane is determined by the function that relates Support and Projects across P_μ by each unique subjectivity. That is, if there is one person with one project at the different levels of scale, these are aligned at the origin. The intentions to achieve each of the Projects follow the positive z -axis. If there are two or more Projects at the same P_μ then a simple algorithm can keep them equidistant.

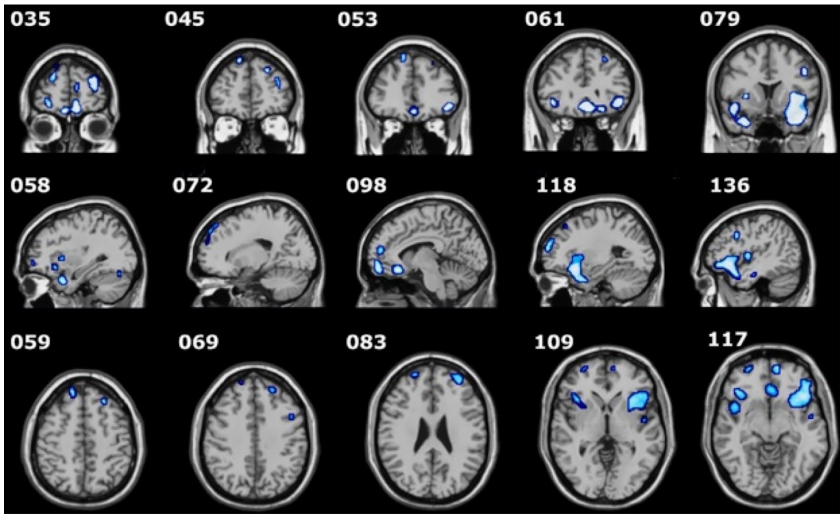


This then determines the location of related objectives by the same person at different planes of P_μ including P_0 .



Thus, the individual is located on P_0 by the sum of their alignment to objectives through all P_μ . The line from the individual through their objectives at the different levels of temporal scale, are the projections of that individual.

The clumping together of intentions [vector-money Support] on the P_0 plane to objectives/projects on the P_μ planes represent a kind of transversal slice through the social body, like a 2d scan through a human body might show the different vessels, organs, matter.

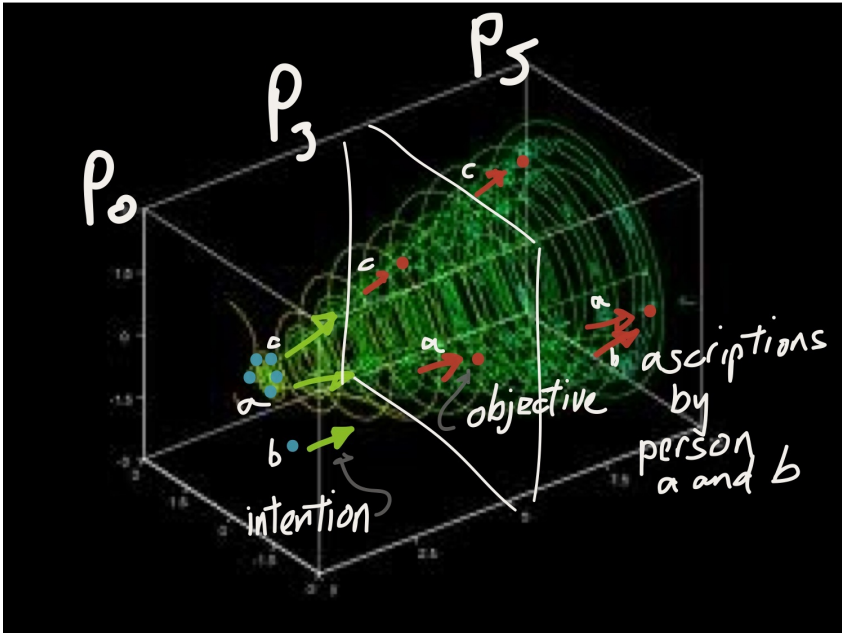


Collating these P0 frames gives a 3d fixed record of the social body, a record of the social body as it actually materialises.

The mathematics of the correlation of intention vectors [money-vector support] provides a directional field, and this translates as alignment between people towards shared objectives [ie Projects]. This mathematics might help us alter our behaviour so as to make the social body healthy, so that we achieve objectives we wish for all of us at a suitably relevant period in [the future].

The 3d images derived as we slot the $P\mu$ planes together, and as relative weekly objectives differ from one person to another in terms of actual time (our distinct weekly objectives may end on different days), a continuous snapshot of the future is created every moment.

* * *



As time passes, even on an hourly basis, the future projections across all P_μ planes changes as people realign their future plans. A recording of this stream shows the changing shape of the future, a history of the future if you will, as it was imagined [and funded] by the individuals who were living presently.

How does this tie into subjective enumeration? Consider the simple use of a number to be a magnitude intensity towards a future goal ['happy' evaluation, or vector-money Support function]. So, this subjective enumeration is a potential, an intimation, which can be mapped mathematically [and economically]. It is possible to map how [intention] and [money] match, how different people's vision and effort map out in actuality. This is a means by which leaders emerge through quiet application, towards deep and global goals.

I have had to modify the text slightly. The last graphic should also be modified somewhat. With the beta, Projects are points in future planes (eg P_3 week, P_5 year); vectors take the form of 'happy' evaluation (1-10) or 'Support' money-function. Projects are tagged before or after other projects; a person's timeline consists of a series of Projects; people who share the same Projects have 'parallel' timelines. The result

is the same: at any instant $\mu=0$, a 3d image of future intention by evaluation or vector-money investment. As time moves forwards, as it does, so our future plans change. We can rewind history, see what our future plans were from a moment ago to yesterday to last week. It is a very interesting projection.

The first web-app was not be able to support this level of graphical interface. It is not about creating a 'wow graphic'. It is a way of representing our collective objectives. Instead of organisational complexity which builds 'up' into ranks of managers, or before that classes of ownership, we simply share our future timelines. The association of money and social 'height' is replaced with a more accurate mapping of vector-money and social longevity. That is, people who are focussing on long terms goals may require greater financial moneyflow in order to carry through longer term plans without the need of 'generating' short term revenue.

I can't explain it well because I see several cross-overs between Share and Support and MTTP. Share means there is moneyflow, whereas Supporting a future project involves no actual money movement. A mind less cluttered than mine, and with greater mathematical clarity, might be able to discern something useful from real-world application through the Sqale platform.

It might be useful to point out one observation. That from the perspective of this 3d 'block social future' money does not move. At $\mu=0$, at the precise moment now, money is merely a vector pointing into the future. When money moves, even with current traditional money, it relocates from eg person A to person B, but it remains located at $\mu=0$, now. And, if vector-money is operational, the objective or the target of the money remains the same. Further, may I speculate: a time will come when it will not matter who has the money now, but only as much as where it is directed into the future. Or another way of putting it: it will be a great honour to bestow this vector-money (which is locked to specific targets in the future); the longer the time frame, the more the money, the greater the responsibility and honour. Sounds like the kind of thing one can read in ethnographies, with tribes people bestowing powerful gifts upon their most honoured fellows.

Will this turn out to be the case in the real world after eg a decade of its use? I honestly don't know. Sounds interesting enough to experiment at the very least. Whether cultural forms evolve is up to us. The mechanic of seeing our future intentions, and having a stable means of directing our money towards mutually agreed goals, and yet

having the flexibility to change them at the concurrent moment 'now', has obvious utility. Stability and flexibility. Which is only going to work if we have strong enough ties socially — not merely because we align towards the same future objectives, but because our present is an accumulation of gratitude for things we have already done for one another. That is, our future projection with Ecosquared will only extend as significantly as the history we begin to accumulate in its use. In a year's time, there may be handfuls of people who are committed to futures which extend into years, perhaps decades. Will we reach the moment when everyone on the planet is operating Ecosquared? And what will be the frame of future time available to us then?

4 VISIONING THE PRESENT-FUTURE

SHARING STUFF

A friend gifts you something. You see the title, their comment – “Check this track out, it is OB.” You accept and open up the link to the track which you play and can download and listen to any time you want. What do you do then?

Think of anyone you think may like it? Share it with them. If you think of more than one person, then you need to add the same amount of money that came with the gift, say £2. Before any of that, you need to indicate you ‘like’ it.

The track pops up a few times, you have increased your ‘like’ a few times. You find that the band is working on a new album, so you crowd-fund them £2. And you thank your friend for gifting it to you in the first place.

And If I Don't Like It?

Keep the money. Your friend will soon learn what you like and don't like. Or, more generously, gift it to someone who might actually like it. There are advantages to this: if you do this for others, then others will do this for you. By being the connector between people who value something you don't, you are thanked and also people who like the same thing are brought closer together – they will gift a similar thing directly to each other. Same benefit emerges for you in return, naturally.

Data?

There is an incentive to record what you think, as well as gifting to friends and to the originators.

By recording your likes, your friends can check if the gifts they are

sending you hit the mark. We learn what our friends like. And if we score highly, there is a greater chance that music like this will be gifted to you. If we have passive gifting enabled, money is distributed according to the ratio of values we have given.

Gifting friends spreads a thing that you like, selectively, and increases the potential that the originators will receive funds to produce more music – which will in turn be gifted to you. And of course, crowd-funding originators means you will be gifted whatever they produce next.

All in, it's a win-win-win situation.

What About Gifting Physical Things Which Cost Money?

What if the gift is a link to something which the user has to buy? Like a book? The reason why Print-on-Demand publishing hasn't revolutionised the publishing industry is precisely because it can't compete with the infrastructure of companies that provide promotion, reviews, marketing and advertising. Ecosquared is the missing piece.

The vector-money offered with the gift is offered to cover the cost of the thing, eg the printing of the book. Same as described in earlier chapters, except that the user must add money right from the start when sharing. There is less need to gift money to the originators because this is covered in the 'traditional' system of buying the thing. Ecosquared separates the moneyflow between going outwards to friends versus going inwards to the originators.

Can I Share Events Too?

Events can be treated just like things, either with moneyflow through Ecosquared both for sharing and to originators, or only through sharing and money used to 'buy a ticket' in the traditional economy using whatever third party software out there. In time, they will adopt Ecosquared methods if users find it more effective.

TRACKING GRATITUDE

Invitations to projects can be handled like sharing events. The difference is, the user's membership is probably more significant. They are invited to participate, be part of a team in some way. So, the

amount invited is more like 'employment'.

The thank function comes into its own within a project. Users thank other users within the project. This creates a network of gratitude, and at any point, we can see who the MVP is within the project.

So What?

Money coming in to the project can be distributed by the SQ ratios. Which means, it pays to do things for others. You don't have to argue about who gets what at the start, you get what you deserve based on what you do.

What If People Don't Thank Me For What I Do?

Things will break down for sure. There needs to be some real-world engagement which deals with this. The objective is for all players to be up to date with the gratitude. We don't pretend to circumnavigate the necessity for negotiation and self-monitoring. We just want to present a way that is healthier than end-of-year reviews, and the tussle that results as people protect positions rather than just getting on with doing a good job.

Not Sure If I Can Be Bothered Thanking For Every Email I'm Sent

There is no need to track everything. What is important is that you have a ratio of thanks. Which means, set it as you see it. If people in your team continue to contribute in regular ways, then your gratitude ratios need not change. Tracking incrementally is just an option.

What If The Stuff I Do Is Invisible?

Well, it needs to be appreciated by someone. One individual's SQ may be high enough to cascade to you. Either that or there needs to be realworld engagement to redress the imbalance.

Front-of-house staff get more gratitude than the actual performers perhaps, or the waiters more than the cooks. How is this regulated? Let's trust the algorithm: the waiters thanks the cooks, the front-of-house thank the performers, and so the thanks should accumulate correctly.

There are other mechanisms which can be included: fixed

percentages, or including time-factors to reflect the effort put in. Nevertheless, it is the live, realworld relationships that are important, the structure of gratitude. If people maintain a healthy communication, the allocation of funds should follow naturally.

CROWD-FUNDING

Crowd-funding is an additional bolt-on to the current economic, a starter motor for normal business. In Ecosquared, it emerges naturally and continuously.

There are two primary ways it can operate. It can be set up so that anyone who receives the product or project may gift money to the originator through the Support function. Alternatively, this may only be switched on later in the gift cycle. The benefit of this second option is that all the money which users wish to add is directed towards dispersal. Because most users will have the legacy of the traditional economic in their minds, they may think their job is done when they gift money to the originator. Thus, it may make sense for the originators to emphasise distribution by disallowing any money movement to themselves.

In addition, there is a further function which will be added, a version of Support, which operates in two ways. First, money is pledged and if a target is reached, it is released as standard crowd-funding. Second, money is released back to the user once a time period passes.

What's The Point If Money Doesn't Actually Get To Originator?

Originators may not want money, either because they have enough, or because all they need is an indicator from people which they can leverage with companies in the traditional economy. If 10,000 people indicate they are willing to bond £10 for an album, this may be enough for a band to secure a record label to cover the cost of a studio; if the finishing of the album coincides with the return of the £10, then users will be funded to actually buy the album, or inject it in a gifting dispersal within Ecosquared.

GOVERNANCE & PERMISSIONS

Who decides whether what the description of a product is? Or the settings for how gifts are actioned? And how money is distributed?

Ecosquared operates a unique Permissions system. It allows originators to democratise the editing process. Some people will want to remain in complete control. Others will open up editorial control to the public, like Wikipedia. And in between, thresholds can be set. For example, it may require 10% of users to agree to the edit of a description before it is actioned.

If the core engine of Ecosquared is a new value-tracking economic, then the permission system is a new consensual politic. Think collaboration more than competition. Football teams compete, but internally they collaborate. We provide the internal system to empower collaboration, numerically and financially.

FINDING NEW STUFF

The original version only allows direct sharing.

‘Passive gifting’ or ‘passive sharing’ function enables people to open up products and projects in other people’s timelines without requiring to be actively gifted. You can then Request things from them.

The sooner we get funding, the sooner this feature can be coded.

CROWD-SOURCING

The full suit of tools on the beta should enable full-scale crowd-sourcing from a single idea in an individual's head to a collective working financially on a mutual project.

An individual or a group hatch a plan, the initial project. This garners interest and money through sharing, and a second project is framed with sharing/invites funded by the money from the initial project.

Is Critical Path Analysis Possible?

The complexity of organisation depends on the participants. With the beta, the structure is minimal: discrete projects. Further developments will allow nested projects, precise time controls, critical path analyses, and more controls on how gratitude and money function over parent-children boundaries.

Nested projects enables a more flexible, fluid way to organise ourselves. This is what high-trust relationships enable. Perfect for creatively intense environments such as schools, businesses, government. In time, we will develop the rigour to compete directly with traditionally more static, crystalline structures, well suited for industrial practices as we find in factories and the fabrication of machines.

FLUID MEETINGS

Because of the way Ecosquared deals with time in a scale-sensitive way, there will be a general loosening of our future calendars so we are more flexible and sensitive to present conditions. The result? Users will be offered options as to when meetings can occur based on preferences. Instead of specifying which hour the meeting is occurring in a month's time, only the week is specified. As the week approaches, perhaps a day and time is suggested as conditions dictate. Depending on the permissions, perhaps only one person can confirm the exact date, or perhaps it requires consensus between the two or more people who are attending the meeting.

This functionality is not an added feature. It pops out from the core Permissions system. Just like crowd-funding pops out of the core value-tracking system.

The result? Sensitivity to conditions. Instead of being locked in to arbitrary dates and times for meetings, the shared flexibility allows for external conditions to determine parameters. Individuals don't make such decisions, external conditions do. This is a state change in collective organisation. Only works with high trust, of course, and people playing well. But what team sport is that *not* true for?

We can extend this to larger scale organisational aspects, eg logistics. Who is delivering a package today? Depends on who is available.

Instead of ‘just in time’, it is ‘already done’. Instead of competing companies, we have individuals with access to resources. There is redundancy built into the system. It does not matter who exactly does it, but that it is covered. And because people are now operating across organisational boundaries, and fractional payments are tracked, it is like Uber on steroids – only there's not even an ‘Uber’ company.

How about traffic? Does a plumber really have to drive to another city, if there's a plumber making the opposite journey? If we know where we are intending to go, can we be given suggestions on when to leave so that our traffic patterns are smoother? It is not a decision between two people arranging to meet, but within an ecosystem where there are hundreds, thousands, millions of people organising when to meet. Ecologically sound movement of people. Beautiful.

MVP VOTING

Watching a game of football and deciding who the best player is. Or listening to a live radio show or live TV and voting for best performer or vote for an option; also gifting money towards an offered objective. Voting on a political issue; polling political events.

How Do I Find The Right Card To Vote On?

In the original version of the web-app, it has to be gifted to you directly. As soon as we get enough funding, you will be able to view other other people's product and project lists and request them.

For example, it could be that you find the radio DJ's list of products on their timeline which has been limited to show only those tracks that they are playing on the live show. Or a radio-show has its own project, and through nested projects it shows the list of tracks. Or by finding one, one can find the associated tracks to this one.

How Do I Know If The Card I Vote On Is The Official Card?

There will be a system of validation. Initially this may be only validated by Ecosquared, but after a few iterations, there will be different validations by different projects.

GETTING STUFF DONE

To-do lists will be easily compiled on Ecosquared once we get nested projects coded. Whenever anything is to be done, hit the 'do now' button while looking at a Project. Once complete, 'finish now'. Comments can be added, and the history of what has been done is compiled neatly, together with time, as a completed project, nested within the original project..

data

The beta only has a basic version for the display of to-do lists which have been completed. The data is there, and more advanced graphics and displays can be designed, which can take on more advanced or precise project management functionality, gantt charts et al.

ACTION CYCLES & OTHER SOCIAL CONTRACTS

The core web-app functions enable social contracts which operate on higher trust.

Action-Cycles

The Action-Cycle is an iterative yet unique actionable meetingsbetween people from different organisations achieving just-beyond-realistic objectives within short periods of time.

The organisational equivalent of the API. API are gateways by which apps and sites interact with one another. Collaboration in the modern adult world is difficult because people are paid by their respective organisations. Few individuals have the remit to enable inter-organisational collaboration. The Action-Cycle enables the movement of people and resources between organisations to achieve mutually beneficial objectives.

In the Action-Cycle, participants from different organisations attempt to answer the following question: "what can be achieved by next week?" They have an hour to achieve alignment towards a just-beyond-realistic objective, and reach commitment to achieving it over the following week. If successful, they have a week to access whatever resources are available to them (including time) to achieve their

mutual objective. The Action-Cycle provides the enabling structure both in terms of member curation as well as the rules of engagement during the hour.

We got plenty evidence of success of the Action-Cycle in the real world: people with tears in their eyes based on their high-trust experience, and achievement of objectives in the following week. What was missing was moneyflow. Ecosquared provides the number tracking system to enable sequenced action-cycles, an ecosystem of trust metrics, and sufficient moneyflow to enable this inter-organisational collaboration.

30% Ecosquared Time

Within an MTTP network, the offering of 30% time to others.

A graphic artist can complete in a couple of hours what an amateur might take days or indeed ever. Because contributions are tracked, monetary distributions are calculated naturally. So, employees get security from a primary employer while opening up multiple income streams effortlessly.

Perfect for super-studios and business hubs.

MTTP

The original financial protocols. A combination of support and release between two people, within a project frame of reference. Possibly within the whole Ecosquared frame of reference and the economic 'entity' as originally foreseen in 2012. See chapter on Mathematical Structures.

Ha-Ha's

A certain kind of project setting where money is committed as Support, and is released based on a decision by participants within a time frame. eg, you put forward £10 to play in a Ha-Ha on Thursday at 8pm. At that time, participants turn up at the physical or virtual site and decide what to do with the total eg £10,000 using Ecosquared tool to vote and decide collectively.

The aim is to built up our capacity to make consensual decisions until a million of us are making the decision of what to do with £10m on a saturday evening tv / internet game show.

Experiential Nights

A social version of the Action-Cycle, where participants decide what they will do that evening. The objective is not to know before attending. It could be anything. There are three parts to the evening. The first involves bonding the group through some kind of team-building activity. The second involves reaching consensus on what to do. And the third involves doing it. An optional fourth part is reviewing the experience, but this will occur throughout and informally afterwards naturally.

4.5 P-RE-VIEWING

STATE OF PLAY

So, how's it going? How's the reading experience?

I've edited the first four chapters: the problem, the solution of vector-money, a little dive into the maths, and a vision of what the world may look like as a result.

I know what follows, more or less: the current state of the web-app, the structure of the company, and then prediction of what might arise and an invitation to participate.

And there's that white-water reading experience to come which persuaded me to retain this style for the book, the magical involvement of Joe, Anna and Wendy which we've covered, and now we arrive here serendipitously.

My writing of this chapter is in 2019, a little older, a little more tired. At the crunch end of three years of Brexit, at the start of yet another social movement this time called Extinction Rebellion, and on the back of returning to education, a rather challenging vocation to be honest.

I am alone, living as a tenant in Bamford Quaker Community, nestled in Hope Valley in the Peak Districts, the rain falling gently all day, typing away in the dark, the sound of Peter Gabriel's *Passion* issuing from the darkness.

I have contemplated taking some serious courses of action. There are people who are willing to die for what they believe. Recently an autopcity in Sri Lanka, on the back of the collapse of ISIS in Syria, civil unrest in Tunisia, the US president pulling out of the UN arms treaty. Instability everywhere. I may be willing to die, but I certainly don't want to take anyone with me. But neither do I want to slink off in the silence, from the back of a hall where they are playing loud heavy metal music. This seems to the music of choice, politically speaking, or is it rap? Or even bland pop? I can't tell. I'm too old. A lot of noise.

I have contemplated converting to Ecosquared. To live without money. Not possible at the moment, of course. I had hoped we might reach it by 2020, back when I started out writing GIFT, on the back of

the discovery of MTTP in 2012. But here I am, 2019, no step further, except further into the wilderness. I lived with Wendy's family for three years while I pursued the development of Ecosquared. My financial collapse was too much, and I had to leave. I realised then that if I could not continue, I would have to take things in a more serious direction. To risk going off money prematurely, knowing there is not enough of an alternative ecosystem of credits to be able to live off money, like living off-grid.

I experimented with being a conscientious objector to work since 2008. A finished working as a teacher. I took the opportunity to explore some deep maths. I cover that elsewhere as XQ. The first practical application has been Ecosquared. I thought it would have been the easiest, the most attractive to folks. After all, an alternative to marketing and advertising should be an attractive proposition to originators, but even my brother hasn't switched on to it. Still, there is an artist here at the Quaker Community that is willing to give it a go. Her series of paintings, Gate, are interesting. She painted them a decade ago, and it took her a decade to prepare before she even committed ink to canvass. Two decades in total since the inception. She knows about the long game.

A conscientious objector to money. Am I willing to die to draw attention to Ecosquared, the web-app, the financial tool?

There is so much noise in the world, sadly it takes actions like this to be noticed. Then again, I suspect my death shall go unnoticed. There are homeless people dying all the time. And freaks are lampooned on TV, maligned on social media zines all the time. And I am not a Quaker, and should I take this extreme action, I shall have to distance myself from them, or them from me. They can not be associated with such extreme action. No organisation can. After all, which organisations wish to support self-annihilation?

That is not the intention, of course. I do not plan to kill myself. To commit suicide. That is not the plan. It is just there is a high chance of it happening. Like going to war to defend one's family. One doesn't go armed with the intention of dying. One just accepts the chances of one's own demise. The finality of it.

I have written about this before, over two decades ago. I called it the 'Power to Stop Everything'. It provides some words of warning, to only invoke it responsibly. Where is it...? I only have a written edition, so I shall type it again here to check:

* * *

The Power to Stop Everything is understood from the outside as suicide and from the inside as the ultimate expression of dissatisfaction.

The Power to Stop Everything is expressly a political and spiritual act, aimed at the highest level of achievement and not an expression of depression. It may be a subjectivity's last resort, but it is to be done positively, at the height of the subjectivity's powers and love of life. It should not be used as a personal responsive threat. There is no occasion that permits an individual exercising The Power in any local, personal context.

The use of The Power to Stop Everything should be limited to a period and condition which is wide-spread in order to avoid cultish interpretation. For The Power to possess any political force, it must be successful at every call. It can not be seen to fail. Once the Power has been invoked, it must succeed. Do not invoke the power lonely (sic) or locally.

To place oneself in the firing line, to protect the innocent, even to prevent your enemies being bombed or shot down, may happen by physically relocating oneself to the target, by offering a human shield. The greatest realisation of The Power is depriving oneself of sustenance until the forces which are perpetrating the crime desist. Once a government realises that killing other civilians is resulting in the death of the civilians it is vowing to protect, the political resort to violence is made unjustified and unsustainable. This is the primary mechanism for confronting a government and its military.

The Power to Stop Everything is aggressive, and is hurtful, and causes pain. However, it is more acceptable than taking up arms and causing direct harm to others. The harm that is done, is self-inflicted. One is willing to commit this crime up on oneself more than commit a crime to another. The collateral damage is not meant, but must be borne by family and friends, as with any relative of a soldier.

A good way of safeguarding the misuse of The Power to Stop Everything is to ensure it is not managed through any external means. Subjectivities may learn how to inhibit the autonomous nervous system which includes one's heart beat and breathing by the act of will alone, with no recourse to drugs, devices or any means outwith the natural system the subjectivity is born into. To exercise this degree of control requires the defining maturity of a human adult and is not in the realm of control of children. The resolve in the execution of the act must be completely convincing in order for it to be socially useful.

Lesser forms, through denial of water and food, may constitute a practical alternative before 2020. Any artificial means of self-destruction acknowledges the incapacity of will to see it through to its completion, and is therefore insufficient.

Fair enough. Doesn't quite fit the bill. Certainly low chance of success. And in my case, the intention is to live off-money, using the credits system of Ecosquared, or Sqale as it is now called. Interesting to read after two decades. Reminds me of Ghandi, a more generalised case for direct action. Serious stuff.

I have fiddled with the order, and I have thought about keeping the more abstruse material, the Casting a Spell section and the White-Water Reading sections, and adding to them this. But I am left nervous.

When I wrote it originally, I was confident. You have to be to produce this kind of stuff. But after so much failure, and living alone, and have zero support, I am a little nervous. I love the idea of showing this level of transparency. But I am afraid that that most people can't cope with it. They simply want simple, prepared packages. They don't want to see the vulnerability. They mistake it for weakness. And so, here I am, more nervous having edited it than before... What to do...?

I have three introductions, more in fact. The standard Reframing the Problem which is quite formal, the Casting a Spell which is much more personal, and then the introductions to the various parties, to Users, Originators and investors. But there is only one beginning to the book. If I perform the same trick I did with GIFT, I can cut them into separate booklets, and then put them together in one book. However, the various introductions are too small, the the personalised version only work precisely because they are imbedded in the more factual account.

Wouldn't it be nice if people actually liked the style that comes naturally to you?!

I can't prevaricate here for ever, turning myself into a nervous jelly — I have kids to teach in the morning! What can I do that converts this uncertainty and anxiety and indecisiveness into a stronger form of vulnerability, openness, and acceptance and peace?

Well, that depends on you, my dear reader. And how much faith I have in you. Right now, I am not confident at all. I guess that is the thing I have to change in myself. To simply trust that you are non-judgemental, are receptive, capable of taking what you may find valuable from this book, and to go out into the world and be of help,

service and use to others! And generate revenue while you do so, merely by trusting others in turn.

You are either there, living and breathing and willing to give it a go, or you are not. And if you are not, I am as good as dead to you. That is a strong thing. It certainly takes on the quality of what I wrote yesterday above, the Power to Stop Everything. After all, there is hardly any value in living in a world where people are so insensitive, or rather committed to other paths, paths which from my perspective are only promulgating the very problems we seek to inhibit.

Blessings, my friends, blessings. For those who may take things forwards, blessings. And for your descendents, gratitude.

5 FURTHER TECHNICAL DEVELOPMENT

ROADMAP

The developmental roadmap is extensive. Only the most basic functions have been built: allowing sharing of products and projects, and supporting originators. There are three development pathways to further:

- UX Improvements: modifications to improve the individual user experience, such as ensuring emails are being correctly delivered to user's inboxes, full control of notifications and settings for the web-app, graphic representations of data, view other user's products and projects.
- Social Media Button & API: a 'GIFT' or 'SQALE' social media button, like Twitter or FaceBook or Instagram, allowing users to share effortlessly with friends; also enable API for third parties to develop their own software.
- Projects & Governance Module: create nested projects, credit distribution, and governance for projects.

Obviously development is dependent on investment, from users themselves or investors in the holding company.

GOVERNANCE

Editing. As a user, what can one change?

In the original beta web-app, each editor can alter any setting and it is actioned immediately. An important area of development is for multiple editors to effectively vote on what changes are actioned. With only a few settings which include SQ, a whole range of systems can be set from autocracy by one editor, through democracy, to full consensus.

A basic default setting is that all editing is controlled by the originators. The originators are the list of individuals, or projects, or usership, or a mix. For example, if vote is set to 2, this means that all editing requires two of the originators to action any edit.

Where it gets tricky is who gets to change the permission settings? Let's say there are five original originators. Let's say that permissions are set to vote to 2. What if one of the members want to change this to 3? And so we introduce another step – the permission to change the permission.

For the canny amongst you, you may see a problem – who gets to set the permissions for the permissions? And so on. Infinite meta regression. I came up with a simple solution. The permissions for the permissions itself is the same. For example, it requires 2 members to action any of the settings including the permissions itself. So if one of the originators wants to change it to 3, this requires 2 originators. Once actioned, it will require 3 originators to change any of the settings including the permissions itself.

In this way it is possible for users to create multiple meta levels. For instance, the permissions setting is controlled by a meta permissions setting of a different group of six people. This meta-permission settings require all six to agree for the permissions to be changed. And who can change this meta-permissions setting, from six to four for example? All six, until it is changed. That is, any permissions operate on settings below it and itself if it is the 'top' meta.

Now, this may seem overly complicated. And it certainly can be. I can imagine all kinds of complex relationships being created. I have hinted at one in the example above – where the originators of a project (say a band of musicians) get full control over how their tracks of music are shared, but the settings on how they govern themselves is set by another group of people. Think about charities, boards of directors and such.

Personally, I'd rather create very simple governance structures. In a high trust network, which Ecosquared may enable with its SQ algorithm, the level of politicking may be quite basic. People will argue of course since that is human condition, but there may be less need for institutionalisation and bureaucracy. After all, no money is ever held in organisations, and thus no positions within organisations to protect in order to guarantee income. All the players are individuals, and they move forwards as their network relates, their gratitude is tracked, as money is distributed amongst them.

The way I think about it is to take the standard hierarchical model of organisational structure, and tip it on its side and applying a timeline. The people at the 'top' are meant to be responsible for the whole structure. Their perspective allows them the time to consider the big picture, how their company interacts with others. Similarly, when the hierarchy is tipped on its side, the person at the front end has the most important job of steering the group in time. They have the longest temporal reference to consider. Someone who is working at a temporal scale of ten years is quite different than someone who is working on a temporal scale of an hour. You can't make big decisions about the direction of a company consisting of hundreds of people if you only have a future lifetime of an hour with that company. Unless, of course, you are joining with all the other members who are also operating in an hour, a kind of co-operative.

I am not describing this well here. I hope by experiencing the beta, trying different conditions of permissions, you come up with some real, immersed insight. If I am right, it should be less like a crystalline structure, a hierarchy of positions, a static institution, and more like a fluid structure, a network of relationships, a dynamic social organ. Instead of our faith externalised into institutions, and the subsequent inertia of institutions we are trapped in, we place our faith in the concurrent relationships we have with each other. The depth of our faith in one another extends our social engagement into the future, thus effecting the same result as our 'companies' and 'governments' and 'charities' which we have evolved over the last three thousand years.

There is another way of putting it. We hack money so that the numbers used as money are no longer things and have become de-objectified, so the credits shared with a gift are an indicator of value for the gift and the person we gift to. Similarly we hack politics and the faith we have put into abstract institutions becomes de-objectified, and the votes we operate on our governing relations are contingent on our real, embodied relationships.

Maybe. Time will tell. If we give it a go. And there are some brave folks out there, and innocent too who believe in a better world, on trying new ways of organising ourselves. Ecosquared is a tool, that is all. How we use it will determine its success, and our future.

Bringing us back to the real, the beta, notifications of permission editing is conducted in the same way that they are for the mutual offering. Users discover whether things are edited in the Product or

Project timelines, or on another person's timeline. That is, passively. Interested folks will be bothered to check, take an active role in governance. And if they need to secure commitment for this or that edit, they can talk with them using other online service, phones or even real world engagement. For now, online active sharing of edits is not to be included in the beta for reasons of back-end complexity and front-end user experience. It can get very complicated very quickly.

The question is, is the permissions system the simplest form of governance? Does it give rise to enough complexity to simulate current social organisation, and yet at core retain the same simple process that any one of us can keep in mind? Time will tell. I hope so.

What does concern me, however, is the integration of money and how money flows as a result of these settings. There appear to be only a few settings defined for the beta for this most important part. And again, it has to do with how projects interact with other projects. Because if we do not create a simple dependency system, then each product and project is a discrete case. The system consists of atoms, or bricks, or Minecraft blocks. It may be the beta will have to operate at this level, but I would like to see if any of the dependency I designed has been coded so that we have more relationship between these cases.

It should make for easier navigation, where there are similar forms operating at different scales. Molecules rather than atoms, organics versus bricks, ecosystems rather than accumulating block universes. A growing and sustainable ecosystem, not a cancerous and ever-consuming city.

Suggested Structure for Editors

There are 5 possible features, the first is essential:

- editors -- who can edit
- editing behaviour -- defining how threshold for action is determined
- threshold to action edit -- the integer/% of vote/SQ by editors to action edit
- editor governance -- whether a different set of editors are needed to edit this page
- notifications? -- to notify all editors when edit occurs, or when achieved

Editors are named users or a named project as editor. Name of

content-creators as default; editable; can include 'usership'. Without subsequent parts, any edit takes effect immediately.

Editing Behaviour includes Vote which means each editor gets 1 vote; and (only for named project as editor) SQ means each editor gets their SQ as vote.

Values are either discrete number from 0 to current total Editors; or a percentage from 0 to current total Editors.

Editor Governance means the editor list can edit this card; 'Different' allows a new set of editors who control editing for this card only.

Notifications allow all editors notified when edit is created and when it is achieved.

CREDIT SPLIT

When Support is directed towards the content-creators of a product or project, it is distributed according to the following settings. A whole range of contracts can thus be created.

Suggested Structure for Credit Split

- credit-targets -- who gets credits when this card is supported
- basic balance -- between named credit-targets and usership of the card
- SQ behaviour -- count only members who have thanked, or everyone thanked by members
- ownership-SQ balance -- between straight sharing of % or by SQ
- (ownership behaviour -- ownership could be allocated?)

Credit Targets are named users or a named project as credit-target for all support. Names of content-creators as default; editable. Without subsequent parts, all credit support is divided equally.

Basic Balance means a ratio of support which is split between credit-target users named above and the usership of the card.

Ownership Behaviour (only for multiple users or project as named

credit-target) is equal by default, which means that credits allocated for 'ownership' below are allocated equally to each credit-target. 'Allocated' means credits may be shared.

SQ Behaviour (only for project named as credit-target) has two settings: Closed means only members of the credit-target project who have thanked are counted, and Open means anyone thanked by members of the credit-target project (within Project or without).

Ownership-SQ Balance (only for project named as credit-target) means incoming Credits are split between Ownership or by SQ value, according to SQ behaviour above.

PERMISSIONS & POWER

The proposed permissions system is a basic solution to resolve how people make mutual decisions. It grew from the mutual offering system to include decisions about changing any of the settings of a product or project; that is, 'editing'. It was only after I invented it did I realise it was related to what most people call 'governance'. If economics is the basic number system of society, then governance is the basic power system.

The application of SQ to voting is a massive experiment in the political field. It has been recognised that democracy has many faults but it is the best of the bunch when compared to dictatorship or aristocracy, etc. Democracy is based on simple math: one person one vote. We supply an alternative, SQ. An individual can be imbued with more power than his companions. When it requires 50% of the votes, in democracy this means 50% of the population, whereas with SQ, it could be 10% of the population who possess 50% of the SQ. This may sound scary, and indeed it is — in current politics. It is called a block vote, or representative politics. When we vote for our MP's every four or five years, they then vote on various policies throughout the years on our behalf. With Ecosquared, this system is 'democratised' so opportunity to vote is more flexible.

Three things to note. First, SQ is derived from live evaluations between members. It is not 'fixed', there is no set time to vote. It is done continuously. It is the live value of concurrent living participants. As such, it is less a vote, and more a reflection of the value that others have perceived. A high SQ member may not have sought their high

value, it is conferred upon them by others. It is less a political game about taking as much power as possible from others, it is more a reflection of ongoing value produced for others. We will see if the derivation of SQ in a social group accurately reflects the values of members, and whether the mechanism of tracking gratitude generates a more cooperative politic.

Second, SQ is relative to an objective. So, a person's value in one social context will be different from their value in another. As a footballer in a team, a father in a family, a partner in business, a human being on this planet. Which SQ is used depends on the social context. We haven't got an absolute SQ value for all social contexts. There is plenty of room for manouver, for discussion. The maths does not 'solve' our political problem. It simply provides an alternative tool to 'one person one vote' and representational/block voting to effecting social power. Even the global SQ can't be a firm guide. Even if everyone on the planet has adopted ecological economics and has a global SQ, it is such a vast social context that it is far removed from most everyday choices as to who to source one's food from, or how to go about ensuring the road outside your house is fit for purpose or indeed safe. There is a relationship between the social scale of SQ and its temporal scale. Just like with traditional politics and voting every four or five years for the scale of a nation. Global SQ should only be relevant for decisions we need to make on behalf of our humanity, about the global environment, earthquakes and other geological disasters, for trips to Mars and beyond.

Which brings me to the third point, what is the future of SQ? How does it square with moneyflow? I have had a few years of having it in the back of my mind, and playing with it in the previous versions of the app. But very little actual social experimentation. I think that there are relationships which will become clear as we use the mathematical tool for our economics and politics. How the want for a thing factors in to how much we support future objectives. That is, how the system of evaluations and the system of credits correlate. I think I have written about this somewhere, predicting a path of conflation but it was highly speculative. At some point gifting money with a product will no longer be needed, merely the direction of money will be enough, so that money itself becomes less like money and more like a vote. And money directed towards future objectives too may fade away, eventually leaving us with gratitude. And even then the notion of counting our gratitude may end up becoming more like a regular

check on our gratitude balance, and less like the accumulative tracking we introduce with the beta. We will see. The point being the maths relating these elements will come out from our behaviour. If we are sensible, hopefully it will bring out the best of us, the better part of our humanity. To be sure, from environmental and civic evidence, the traditional economic hasn't.

Bringing things back to practicality – the web-app – employing SQ in the decisioning of invitations is a good enough feature to put out there, to see if anyone experiments with it, and what the results of those experiments may be. What will be more influential in any use-case, however, is the permission system generally, and specifically how projects interrelate. If the basic functions of Ecosquared will reveal themselves over a few decades, what about the interplay of dependencies between projects? Another area of complexity, through which we must perceive simplicity. Too little and it is too dull, too much and it is too complicated.

PROJECT DEPENDENCY

The initial version of the web-app treats projects as discrete entities. Once nested projects are coded, there will be dependencies between child and parent projects in terms of credit-split and SQ. This is an exploration of what Project Dependency might look like.

Let's start with what has been defined already, and as we do so, let's question how it can operate with the rest of the system, and specifically with how permissions operate, SQ is calculated, and how money flows. If we manage that, we have a chance of setting up the development to provide the most powerful use-case potential.

When a Project is created it is either defined relative to an absolute time, or another project, and lasting a certain duration.

Relative to a time means that it begins or ends at a certain time. The time should be defined relative to a scale of precision, on a certain year, month, week, day, hour, minute, second. The duration consists of scale too as well as an integer, however many hours or weeks or years. With this format, a discrete project can be created. The duration can be tied into the completion setting for the project. As soon as the project begins, the duration begins ticking away until it is complete. Another setting allows the project to repeat, again set at a cycle of scale, daily, weekly and so on.

Interesting opportunities arise when we combine relative to absolute and permissions. For example, user A can set a meeting for next week. The week is specified, but not which day or time. And the meeting has a duration of an hour. User A then invites user B to this meeting and enables user B to edit the date. Closer to the time, either user B or user A can edit the date and specify a day or even a specific hour. The other user is notified and agrees or dismisses the edit.

Further, somewhere down the line we can apply a little AI to offer calendar suggestions to users, especially if we factor in geolocation. Meetings are therefore loose, and firm up based on conditions amongst the network and not by arbitrary fixing meetings in absolutely time to specific dates and hours as the current calendar does. The receptivity of a network to respond to conditions frees people from the tyranny of the calendar, on previously agreed dates and times, a future locked. If people play well, and the AI is coded well enough, users have a more flexible notion of when meetings are arranged. More like serendipity.

Larger scale projects whose duration last weeks for example can also be organised in this flexible way according to larger timescales, eg when in a year or when in the next decade. However, in order for us to get more out of projects, we need to define them relative to one another.

Relative to another project is simpler in that there are only two states: before and after. Combined with duration, this loose ligature creates an interesting dynamic which we will explore below. When I first hit upon this solution, one of the founding investors said it was a project management tool enabling linear programming, while the coders were worried about the complexity of the system we were setting up. I assured them both that we were not producing a professional and exact system but a general rule of thumb. Certainly, future development could allow us users to tighten the screw to ensure the functionality was airtight. But for for a beta version, it is just a suggestion. A way to relate projects. The problem is, there are many possible combinations of overlapping durations beyond start and end dates, embedded projects and so on.

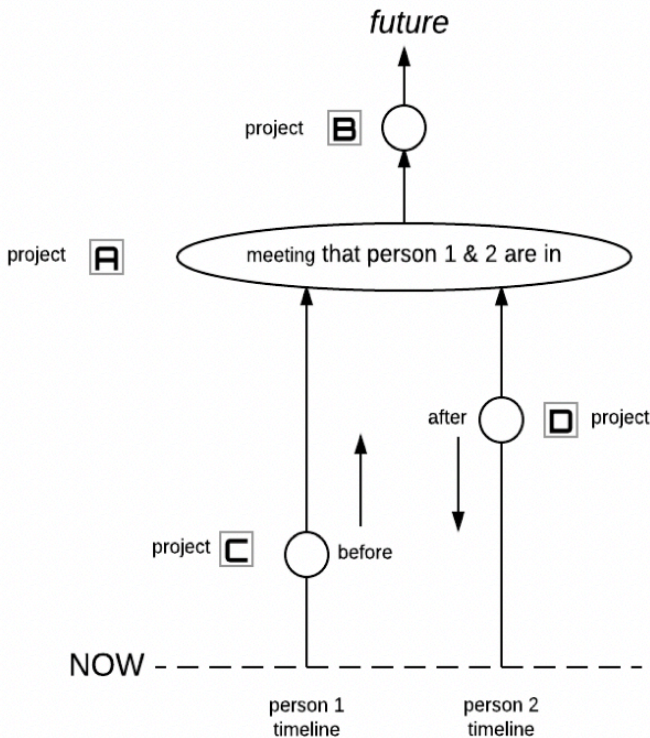
I have considered a further feature which specifies the start or end of both projects. That is, project B starts/ends before/after the start/end of project A. This gives a much greater range of specificity, enabling a more complex arrangement, something which gets closer to the level of complexity of most large organisations and complex tasks. However, one must balance this with UX and coding complexity. Once the basic

version is done, I will float the possibility of this additional functionality, and if it is doable it should be coded as an optional feature for more advanced users.

Let us consider the basic case, where project A starts before/after project B. This creates a linear sequence of discrete events. Project A then project B then project C, etc. Duration can space them out through time, and at least one project must be specified in relation to absolute time.

This linearity may appear basic, and indeed can easily be reproduced by carefully specifying projects relative to absolute time. However, this simple system comes into its own when we consider multiple timelines. That is, multiple people sharing projects.

Consider the following diagram.



There are various ways this structure has been assembled. Here's one.

Two people are working on a project together, project B. They agree to have a meeting before hand, project A. Project A is before project B. The duration is a few hours. Both need to prepare for the meeting. Let's say they each create their projects relative to project A, one is doing project C and one is doing project D. This is fine if there is no temporal dependency between them. However, perhaps project C needs to be done before project D. Or project D needs to happen after project C. This may appear to mean the same thing, but the relative condition is important. In the first case, the person creating project C doesn't tie it to project A, but in fact relates it to project D, stating it must happen before. The initiative for this linkage lies with the first person. Correspondingly, if it is the second person who perceives that their task is dependent on project C they define project D as being after it. The initiative in this case lies with second person. Thus, the effect in the end is the same, a sequence of C then D then A. The first person can thus be aware they can't leave their project to the last moment, the system factors in the duration required for project D.

There are again more options available to us which we can add, allowing the system to cater for a wider range of activities. What if we can specify a scale to the before/after, eg a few weeks before or a specific number of days? Project C may only take an hour, but when it needs to be done could be any time within a week of the meeting. Further, can we create ligaments to multiple projects? Project D must be before project A and after project C?

So, although we are introducing a simple linear sequence with the simple ligature of before/after, because there are multiple timelines, there is an opportunity for complex organisational tasks to be self-organised. Include scale-specificity and the range of organisational complexity increases further.

The first version of Project Dependency is defined with pure before/after. That is all. Is this sufficient for the range of use-cases most users can come up with? It is a decision that is tricky to make. Providing sufficient colours, and primary ones at that, so that they can paint whatever figures they wish on their canvas. Too few and it may only appear to a small minority, too many and it may overwhelm basic users. Again it must come down to a balance of UX and coding complexity.

Even were we to stick with the current specification, is there any association between projects beyond their temporal sequence? How does this effect moneyflow? Or SQ calculation? Or how permissions

operate?

With this basic level of association, the simple answer is no, there is no permeability between projects. However, we may add the functionality which copies the settings of a project in order to save users time from setting up projects as they want it. This should be relatively easy to do; for example, by default when creating a project while viewing a project's timelines, the settings are copied in as much as originators and so on are known to the creator. Could it be possible to copy the settings when one attaches to another project? Project C attaches to project A and the option of copying project A settings is enabled? This then allows continuity. Especially if project C follows after project A. Settings like how money is distributed and so on. It is a matter of UX, whichever is easier for users as well as not overwhelming them with too many switches which can be off-putting to the beginner.

Certainly, when copying a project, especially after another project, it would make sense to enable the continuation of SQ, for example. So a week's project by a team and all the thanks accumulated is continued into the following week, rather than starting from scratch again. This seems reasonable, however I think a more elegant solution involves nested projects. So project C and D follow one another as discrete projects with discrete SQ, but at a higher level, project B which contains both C and D, the gratitude is cumulative. Thus SQ operates at the scale of C or D, and simultaneously at scale B. This solution requires nesting, which we have mentioned before as having to specify start/end for both projects, the project being created and the project tagged to.

6 COMPANY ENVELOPE & STATE OF APP

GENERATING REVENUE FOR THE COMPANY

In relation to the company, Sqale Ltd, or originators who share their content on the Sqale web-app, is there a way to generate revenue in our traditional economic?

Support the Sqale Platform

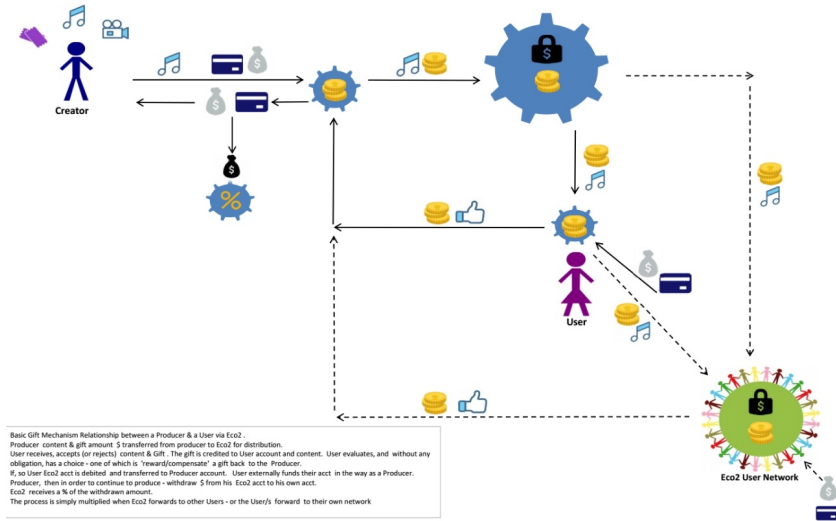
The default status of a Product or Project is that users can Support the Originators. This means vector-money is released to the Originators. As members of the Ecosquared/Sqale team, we will receive vector-money from any user of the app who cares to Support us. We generate revenue in this way like any other Originator on the system.

This Support function is simply gifting money to the originators. In this case, the company who are producing the Sqale web-app. There are no obligations of return of any kind, monetary or otherwise. It can be considered a Donation, a pure gift.

A case may be made that money is being given to the originator for the Product or Project the user has received. This claim makes sense in terms of scalar-money, though as described above, this is the psychological delusion which enables scalar-money, based on 'transaction.' However, in terms of actual moneyflow, and certainly in terms of vector-money, the movement of money is *not* for the Product or Project. The vector-money is to enable the originators to work on the next Product or Project. In this way, it is more like crowd-funding. The Originators should clarify what they hope to produce if they are awarded vector-money, and informally the future result in terms of benefits to the contributing users. Again, there is absolutely no obligation of return in any way.

Up to this point, vector-money is accumulated by Originators. They

may gift and invite as any other user within the platform. In this way, the ecosystem may grow as users invite more non-users to participate. They can also extract credits, converting Credits into traditional money.



Extract a Percentage when Users Extract

An alternative route for generating revenue for the holding company is to charge a percentage whenever users convert Credits back into traditional money. Much in the same way PayPal or banks charge a transaction fee.

While users keep credits within the system, they are not charged for their use. But if 1000 credits are converted back into £10, the holding company may charge for the experience they have had.

Checks should be made such that the credits have been accumulated through Support for content that has been verified as being owned by the user.

The amount charged depends on the business model. I came up with 32% for under 10,000 users, which is similar to the amount charged by Apple for music distributed through their store. This was reduced by half for every power of ten increase to the number of users, 16% for under 100,000 users, 8% for under 1 million users, and so on, with the intention of eventually charging 0% because by then we

should be generating revenue from users directly via Support, like very other content-creator on the platform.

Brokerage Fee

An alternative revenue stream is for companies to pay Sqale Ltd to distribute their Products and Projects via the web-app user-base. It is probably more sensible to create an alternative company to formalise this relationship. Using social graph analysis, a list of users may be provided to third party companies which indicate they may be interested in the company's products. The company still has to take the risk of sending content directly, and by doing so giving money. In this way, the proffered list is only consenting participants, who are willing to be given unsolicited content, given that they shall also receive money. It is in everyone's best interests to ensure that the right users and matched up with the right companies.

Features eg Privacy Settings

The default status of content is transparent. The values users give, how much they share and so on. All this is public. An alternative revenue stream is to offer privacy, so that content shared within a project may be hidden to members within the project. Also, individuals may wish to keep certain products or projects hidden thus disabling Request function.

Another version of Support is an automatic 'thank' or 'like' within the Passive Gifting feature. So, when a user enables \$10-month passive gifting, a fraction is given to Sqale by default.

The ability to create product and project cards may also be charged, or when a user subscribes to the Request feature.

Care must be taken whenever considering burdening users with added costs since it adds friction to the system internally. The standard 'tax' method is common to the traditional economic which I am reluctant to use internally. I would prefer Support to remain a conscious act, and all features to be available. The only one I would consider feasible is for privacy since there is an additional cost to social cohesion when users remove their data from the commons.

6.5 WHITE-WATER READING

ENJOY

(In this in-between chapter, I have pull out all the stops and invite you to a fresh flow of thoughts as they emerge. We all recognise this process. We see it in children and artists, and it is often suppressed when conducting engineering or scientific experiments where cross-reference to hard physical conditions is absolutely necessary. Although we are designing an economic engine, its nature is very different to an engine constituted of metal. Ecosquared operates within subjective values, where even mathematics finds its form in the human mind. However much we pretend we can engineer social structures, our own nature defies the attempt as it compromises systemic complexity.)

Following on from 7 min workout, came the tai-chi 7 (or maybe 13) form. As soon as the third concentrated experiential body-training program came out, a few more people saw the possibility of doing the same. There were three directions open to them: to produce another physical based form, or go deeper into any specific part of the sets. (The latter split again: those who went into further detail on a specific move and train to perfectly execute it, and those who provided alternatives to one of the parts.) And there was a third choice, to expand into higher areas of experience, for example verbal when something like jaxing evolved. Higher yet into realms of meditation: an upgrade along the lines of 20 mins Transcendental Meditation in the 60's. (And again there is differentiation, into different modalities like voice or thought, or from arm to hand movement to finger ie more detail.)

There are avenues of psycho-social experience which we like ants explore. Or like neurons growing, or like the patterns through these neurons influence the actual growth. The more a neuron pulses, the more it grows. The more the neuron is energised 'mentally', the more

energy it has to designate to growth. Basic evolution, really, though here we observe influence across emergent levels: the movement of energy around your body, and how primary attention helps/hinders that. Well, a similar thing happens in the social dimension. The effects can be seen spectacularly at the highest sports levels where the focus of an audience of 100,000 inspire people to play 'out of their skins'. Or at the pressure points of penalties in football for instance, those who relish the experience or fear it but control their fear. (Both, by the way, are solutions – excitement or fear – if performed at the right level of intensity which does not overload their physical ability to perform.)

And one of the directions this socially evolved was to reframe the text media. What you are reading here and now. I think that jaxing is probably the best way to start, but that's because audio was my primary channel of learning, at school and at home, friends etc. Learning from books was limited. I could follow narratives pretty well, but fact books? No, I didn't get into world record books, facts and figures, etc when I was a child. Nor lyrics for songs. So, my communication channel was pretty well honed for meaningful verbal interaction, not written script nor pop song. University proved this to be true. It was hard for me stay awake in my first year Social Anthropology degree. The lectures were great, loved them. But books in libraries? Places guaranteed to make me take a nap.

So, the only way this text you are reading now can be followed by anyone's genuine and indeed generous attention, and having any alignment towards the objective in the writer's mind, is because there is an understanding and reading practice that the page is blank. Of course, it looks like the words are there, but to the writer (hi!) they are not.

This might be tricky for a reader who experiences this for the first time. Hi. I would like to have met you earlier in the book, but... well, you didn't quite understand what I was talking about in the intro and set it aside as politeness. It wasn't. It was genuinely heartfelt and mindfully worded. Imagine the first books ever written. If you were lucky, you might read a few a... lifetime perhaps? Books were precious precious things. And so the caveat, the introduction, the personal embrace offered by the writer, was genuine. The respect the writer has for someone to read their work... is incalculable. Check out the intro to Newton's Principia, or any of the other folk during the Renaissance or Enlightenment. Nowadays, we just dismiss the intro. I mean, there's a whole bloody book to get through. And there's loads more books out

there to read so you have to move fast! There is a benefit for this kind of reading too. Sugar candy reading. And hence, sugar candy writing. Or wrapping. Or rap.

Whereas, we wish to delve into deeper forms of experience. And the means for us to share these deeper realms of experience is to improve primarily our sharing capacity. Not the incredible detail to production, not the excruciating depth plumbed by experts, but rather our general social capacity to share. FB isn't cutting it. It isn't deepening our engagement. It works by keeping us connected, but there isn't sufficient emotional depth. Whereas, we want to really share our deeper values, things which can not be put to words easily, that are felt deeply. Sure, I am moved all the time when I visit FB, not so much by friends and their activities but by amazing physical feats performed by some stranger on some street corner somewhere, or some natural image of sheep flocking or something, or perhaps some mind-boggling new bit of tech. The engagement around these posts is minimal. Not much cross-fertilisation. I feel like a battery chicken getting its regular feed. And I should know better – I grew organically!

Let's get back to 7 mins programs, ostensibly experiential, eg tai chi. Conduct the exercises. They should be validated internally. Putting them together to music or for the courageous, with other people. Or the tango 7 mins program. I've produced a few of these years ago, but I am sure there are better versions now. Give them a go.

Like with this text, you have to try it first in order to be able to get it. The primary experience can't be described. Only the activity can be described. The combination of activities for the viral 7 min workout gives a higher level of all round musculature. Then dance with it, etc. Use it. And so your body has an opportunity to integrate with whatever sport or activity you do. Similarly with tai chi, but the integration is less with sport and more with combat, or its nicer form, dance.

Speaking of which, I think I am off to dance some tango. Or rather, I will go to a practica nearby which follows someone's lessons, and attempt to find tango between me and my partner. As for you and reading-as-if-the-words-have-not-been-written, or as I prefer as-if-the-page-is-blank, if you have trouble, try textango. There are a few videos online.

Remember, these things only work if you actually do them. The muscle build, the dynamic forms, the interaction, the thinking, and our social togetherness, only through experience. 7 mins of experience. For

at least 7 days before the result kicks in.

And for those who just speed read through all this and think it is guff, come back when you are older. Hi again. When you become aware of why people attend to you. Is it because of your skill and performance in some task, eg making money, playing football, singing, writing? ie, what you've done? Or is it because they engage you for your live presence? The concurrent living breathing human being before them? Aha – for children, the answer is obvious! It's why adults gain confidence as parents, possibly misdirecting their new found energy into current work practice (which is mainly the production, distribution and appreciation of things). And when deepening into old age the joy of feeling that same attention long remembered – genuine engagement with the living person before them. It comes quite naturally to a child, presence. And in this case, as I write, that's you, as you read. If you don't get it, it is because you are living in the past: your motivation is to find reasons for things that have happened rather than a genuine desire to meet with the unknown of the future. Remember, the page is blank!

Ecosquared is the tool by which these 'living' paths of exploration may be made, with a financial dimension so that we can accelerate the true value of actually being on this planet, and indeed a blessing to be aware of it, our people, our friends, our selves, and indeed one's own existence. Yes, thanks for reading.

And for those of you who are getting this far, in an aligned state, my deepest gratitude, pouring like rain upon you, with small percentages of equity in our collective endeavours. If you find that the Ecosquared tool works, please use it to draw my attention to what you value. I am sure it will be helpful to me and others, or entertaining, or whatever intention you have in sharing it with us.

The promise of tango beckons.

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Ok, that was a little disappointing. Managed to find tango, but only intermittently. My partners seemed committed to dancing alone, trying to get it right or not make mistakes or whatever was causing them to make movements from their individuated mind rather than letting their bodies move and making sweet love to the music. Ok, I laid it on rather thick there at the end, but really, there's far too much awkward sex in tango and not enough making love. I mean, how

many people take sex lessons? I mean, tango is about walking together. And we know how to walk, so... what's the problem? Ah, lessons, lots and lots of lessons. Why? Because lessons are the best way in our current economic to commercialise tango, for some people to make a living out of it. So they end up cutting tango into bite-sized pieces, and selling them. And then we have a jumble of pieces which is mistaken as dance. When of course, when it evolved naturally, it consisted of feeling the movement, moment to moment, and people were exploring it together. More like making love, or learning language naturally. Not translating it into script, into discrete grammatical terms, and then assembling them once more – which makes for very stuttered texting, wording, dancing, etc. (Does this remind you of education...?)

So, I challenged the teacher to think of a 7 mins video, 13 moves, for tango. He said it couldn't be done because of the missing element of the other person. Which is why it will take time for this thought to appear in the right head for this solution-set-product to appear. It is not as easy as the 7 mins workout, or learning the piano, or any individual exercise. It takes a keen mind, an open mind, to become aware of the possibility of a thing and then to act on it. So, a little more evidence from other concentrated 7 mins whole system lessons before two-partner exercises appear for tai-chi or tango.

Anyway. Where are you? What are you up to? Are you exploring anything in your life? And I don't mean what passes as 'learning' these days – if it comes from a textbook, or videos, or basically following other people and trying to do what they do. Copying, badly. The goal, is to provide the necessary elements, activities, that the student can play. Whether it is algebra (which I can teach in a lesson), or tango, or tai chi. Or juggling. Or swimming. Swimming got cracked years ago, it just involves a hell of a lot of repetition to get up to high enough standard. But even with swimming – does it feel like fighting or flowing? Punching of gliding?

I think there may be a learning revolution unleashed by Ecosquared protocols. If people are paying for things that work. So, I'd be happy about sending the originator of the 7 min workout some money. Problem is, there are lots of apps that provide this now. So... the origination was lost somewhere. Even if someone has done the homework and written some article which traces the origination to the right person, that article is lost on the internet somewhere. With Ecosquared, it will be the same – the problem of copycats. However, because the sourcing of the origination is an essential part of



Ecosquared, we should be able to locate the originator easier. And better than that, people who copy don't have to copy as a separate entity, but simply share, and if they share early enough, they become a more important part of the distribution channel. In the end, a user is given the original version (or improved one), rather than facing a slew of copycats.

There's the rub – is the original the best? How can we tell?

Which is why it is important for people to producing the same thing to align towards producing the best between them. So, for example, the various people involved who might have contributed to the current version of the 7 min workout. It might have gone through various forms, one exercise substituted for another, until this final most popular version represents the best. Or perhaps, it was just promoted first? And it isn't the best?

And so, we need tools to help us determine what the best quality things to share. There is an incentive to create the best 7 min tai chi video, for when it hits a certain level of quality it is naturally shared throughout the population who are interested in learning tai chi. Or tango, or juggling or algebra, or whatever.

And of course, having a 7 min video and practicing 13 exercises isn't going to make you a tai chi master or tango expert. But it will allow you to play, discover for at least a year, primarily through direct sensory interaction with another human being. A bunch of people learning like this is a happening place! A deepening milonga. A social attractor for others. And the people who are good – the experts perhaps? not sure – are an active part of stretching the community towards excellence, or deeper presence. All done with the tools that enable users to mark value, and money to action social effect. The relationship between money and value combine to produce a different social dynamic, and if we learn how to be skillful with this tool, a wealth of experiential learning opens up to us, socially.

The gap in learning is large: from personal exercises to mutual games like tango or tai chi. I would be surprised if a tai chi video goes viral at the soft launch of Ecosquared. But, within a a few years I would have thought it will. Tango perhaps. Something which is shared through Ecosquared that when people individually train and then come together forms something fresh, exciting, live, explorative, happening. Maybe even a year – but only after it has gone viral, for enough of a population sample that genius is marked. (Ten million users...?)

Yup. Sounds good. I hope I live long enough to see it.

## SOCIAL ANTHROPOLOGY IN THE IMMERSED STATE

I have not had much opportunity to explore the potential effects of Ecosquared because I haven't seen any actual effects. I've only had my own experience: the first time I could thank people – and share gifts! Oh yeah, I remembered getting high with that! And then when we finally got money integrated – I loved it!

I shared with a few people, but only a few really got it. Matt seems to be one. He could see through the UI problems, whereas most of the few people I shared – my brother, old school friends – they were underwhelmed. They just didn't have the patience. It wasn't working with the same speed and smoothness as FB. That was a mistake, of course, a mistake in evaluation. Well, not evaluation but judgement. Of course FB was faster – they have billions, and have spent millions on ensuring the UX is smooth, the colours are graded, the images, the navigation, symbols, words – all streamlined for a smooth experience. Against that, my prototype built for under £5k!

Their response was a bit like looking at your kids work and saying it is shit. Or just dismissing it. Let's pursue this observation; it will test your reading skills. This is white-water writing after all. (White-page reading?)

It is definitely a problem that we lavish so much attention on our children, so much forgiveness and love and acceptance and encouragement.... oh, and money, especially when we are so sparing on our parents in terms of any/all of the above. Somewhere in this imbalance is a loss of 'wisdom'. But listening to old fogies is not the point, or pandering to them, or patronising them. Most old fogies – like most young children – have no idea what they are doing. However, the fogies have been around a while, whereas the kids are new to the game.

Some babies are learning to communicate with us. At some point it is by mimicking. We adults get very excited when they copy us. The feedback loop of joy is almost overwhelming – actually in all kids it is. At some point they catch the endorphin rush and the feedback loop is reinforced and they find 'copying' more and more often. Or, to be more precise, they find themselves in that state of copying sooner, or even

more precisely, hooked into the pleasure of creating the joy in others.

Notice the distinction here. It is not an 'intellectual' one. It is not a moral one. It is not a verbal one for sure. It is a mental experience, or let's say a virtual experience. The baby hones in on what to do to make other people happy. Or make them smile. I mean, some babies absolutely go mad for it – making other people smile! I mean, it releases such a high you can see why some people get hooked for life. Making other people laugh. Or enjoy themselves. Or be proud of them.

Now, this last one is getting close to another threshold. Something you should be able to verify internally in your mind. Remember, we are talking about babies learning... not quite language yet, but certainly feedback loops that are conscious. There's a heaven full of play involved. And somewhere in your existence, you had it too.

That deserves repetition. Several times, in one's own mind.

Somewhere in my existence, I had this experience of engagement for the first time with conscious beings. Engage, meet, see.... whatever we call it, it was happening. This reaction we got when we were babies, the quality of reaction which was not like engaging things, that's for sure, like the floor, carpets, the mind-blowing scale of the physical universe. Or animals either. There was something going on with the same quality that you might associate with light itself, or the way water catches light. I don't know, but certainly the association of light to spirituality is significant.

The moving radiance of interaction. The blinding radiance of love.

For love precedes this feedback loop interaction of mutual joy, of making people smile – of triggering it even! Like creating waves in the water of time, and then surfing on it. Or, if you get really good, surfing on it as the same time as creating. Moment to moment.

Now, I know I am bending language beyond its standard parameters for the conveying of information. It may appear like a poetic turn of phrase. But it is not poetry, it is not me trying to come up with a 'poetic phrase'. I am bending language here beyond normal so that we can get a glimpse of non-verbal knowledge. You see, I know that moment-to-moment feeling because it is what happens when dancing with people and it works. It is a mutuality that captures us, that unifies us, as much as our left and right legs attach to the same body. There is a higher level body which we are part of. With no dominance on either side, notice, no classic leader-follow duality so common in other dance forms. This is tango, it really does take two.

A little more detail. Because of the instability of it, essential to it in

fact, there is variation between. There is 'error' apparently. It is not error as in judgement, but error as in variation on balance and movement after a quarter second that IS the dynamic. Too much error, or distance or lack of commitment, or whatever, the temporal threshold is exceeded, eg 0.3 seconds, then the union breaks. The bodies literally separate, each to its own balance. One leg hopping around, the other hopping around, and not attached to the centre body. That's what most milongas are like, believe me. In fact, just look around for yourself, it is quite clear that couples are not dancing with other couples in a co-ordinated way. There is separation within the couple and between couples. The disorder is fractal, between any two of us, throughout our social gatherings. Its the same for most social scenes in the west, solo legs just hopping around forlornly. Hardly a smile on the streets.

If Ecosquared helps us attend to value and quality, we will be able to learn much sooner. And the effect will be pairs of people dancing, and triples, and indeed the whole milonga. But not orchestrated. Completely spontaneously. It will look different. Together as a couple, together as a social body. Together in the same way the co-ordination of the legs attached to the same body have a certain regularity of movement which enables walking. And remember – the action of walking took each of us MONTHS to learn. (Hold on for another turn in the mind-flow... it is all the same stuff, so keep with it!)

I had the pleasure of witnessing certain developmental surges in my daughter's experience. Blossomings, realisations, deepenings... I don't know what to call them. I mean, catching your daughter's attention for the first time. I remember, my daughter couldn't help staring at my eyes. She was fixated. In a quite still and concentrated way. It was like surprise, or fascination. Let me describe it in more detail. If there ever was a world premier, this was surely one of them – for both us.

I remember specifically walking down the corridor of our flat. I had cleaned her and put a new nappy on after her morning snooze. I carefully stepped along the corridor doing the usual thing I did with her which was to say 'hello'. I would lift her up high as I said 'hi', and bring her down low when I said 'lo'. I thought the fairground ride of body sensation of being lifted up and down gently – not like in an excited way, but in a lolling kind of way – could be associated with the sound experience. And I also of course I was looking at her, and I believe with more intensity and proximity with the low. Like at the base of a wave to come.

And I noticed – she was looking at me. Really, really looking at me. Ha!

That's when I met my daughter. Or some part of her that... is not meat, not emotion, not electrical signals and information, not mechanical mirroring at the neuron-node level either. None of it. There was something altogether, here-and-now, like another human being is there. When you look into the eyes of your partner and know, absolutely know, together. Their attention, your attention, one attention. Like two legs joined to the same body. Two minds meeting.

I moved to either side, and the eyes followed me. I kept saying Hello because I didn't know what else to say. I was amazed. She was following me. Words don't do these experiences any justice. It is definitely pre-verbal, for all of us.

After playing with her for some time, moving her around in my arms – remember she was a tiny baby, her head cradled in my hand, and her body on my forearms, her legs crossed between my elbows. Tiny. And there she was looking back. What a joy. What a pleasure. And so I remarked on it to her mother who was cooking something, pasta I think. She was a bit distracted, but noticed I believe. I don't think my daughter's eyes left mine so the magic of the connection wasn't quite so direct. She had other times, lifting her in the morning above our heads, flying her around, and her loving it.

And a subsequent experience, observed by her mother, when our daughter made people smile. She knew how to do it. And not in a comedy straight-up way, but in a more coy, pulling-in kind of way. And when she had that effect and people responded in that slightly pulled, curious, noticing the baby was a little shy, pulling in their attention – and then boo! – there she was smiling directly at them, laughing with the adult, and then the joy is released in the adult, the engagement... the surprise? ...the directness of consciousness. Right between the eyes, really. And of course adults love that. Totally innocent coming from a baby. No calculation, apart from the desire to smile and laugh together. It is just that and nothing more. Of course, the adults smile with joy, and return such pleasure and happiness to the little being. A gift, for sure.

The two parts of the ride: it happening for a while and finding oneself in it, and then actually triggering the happy response in the other being! I mean... that's a PERSONAL –

FRIGGEN

## WORLD PREMIERE!

If that isn't direct human engagement... I don't know what is. Not so easy to do with text, but it can be done with the right kind of reading. It is less a writing skill and more a reading skill. Evaluation, not judgement, alignment, commitment to something bigger, a union. Too much and it breaks apart. Too little and there's not enough dynamic for movement. And so, we have the sweet spot in between. Hmmm, not so much sweet spot. A degree of error as close to the edge of temporal thresholds as to immanently lead to the collapse back into mutual solitude. In tango, physical balance between the two dancers collapsing into each dancer's own balance, or in conversation the feeling of mutual journeying or 'making sense'; versus collapsing into difference, opposition, ego, or whatever to be separate mental beings; in making love, falling back from the climax to one's separation.

We are definitely in this together. And considering nobody gets out of here alive, I am committed to providing my best service to you as a human being before I leave. And that means, I will be all ears. I'd like to hear what you have to say about the world and what can be done about it. I need to hear some plans which I think won't work – yup, you read that right – that won't work, but I trust you enough to give it a go. And sure enough, the result is in the result rather than what I have reasoned to be incorrect based on previous evaluations of my own personal experience as I have grown up through this body and in unmistakable liveness of social engagement. That is, I inhibit judgement so that you can pursue your insight and vision for us.

However, if I inhibit it all, what use am I? If I just say yes to everyone and everything? If someone suggests we need to grow oranges on the moon...? I mean... ok... but... there are more pressing things. And if I am going to be open minded to everything, then there's no benefit of my experience. How to resolve this existential conundrum, or double-bind which binds so many of us: accept and support everything versus providing some helpful influence? The institution of buddhist thought faces this dilemma.

The answer – avoid the problems I encountered! The major ones! The unnecessary ones. The ones based on self-harm in some way, the ones that self-defeat. That is, the problems that were sourced within the self. Avoid these at all cost! Or try to. Negative thought or feeling

sourced in oneself? Ignore it, dismiss it, do the opposite to what action it suggests.

Avoiding internal negative origination is one thing, problems sourced in external entities (ie other people) are definitely ones we all find a bit messy. Let's call such old folks who can make this distinction internally, so that what they do is alert you to the point where you might be motivated negatively and that another path is preferable. They may or may not be active with this observation. Depends on personality and how solid the younger person may be; and depends on the social relationship between them. A master can effect massive validation in a mind of someone who is open to it. Like the effect of first conscious contact with your own child.

Text, as far as I am concerned, doesn't have the necessary bandwidth to communicate this. That is, buddhist don't provide this level of validation through text. It requires a very, very talented or trained mind to unpackage a three line text and get that level of direct conscious engagement with someone who has died. It is possible, perhaps, but rare. Text is limited. Hence, the necessity for direct living presence. Reading as if the page is blank helps. Textango helps even more. And then jaxing. And then the most powerful, in person. Direct transmission, I've heard it called.

So, whereas most old fogies are caught up in outdated advice, some do this trick. Somehow they inhibit that which was sourced in the individual that caused the problem to manifest. Perhaps they never had it, perhaps they did but stopped it, or perhaps they are aware they are susceptible to it themselves but do not condone it. (Three grades of fogies right there.) Why do they go to the bother of inhibiting negative states internally? In order to appreciate the incredible interaction going on with others. Such old folk may be slow, but there is a clarity in their existence, a clean meeting of minds.

And there are some old folk who take it a step further. They not only stop themselves from effecting the negative feeling within themselves, and not only interrupt other people from performing the same negative feeling or intention or action... in fact they operate on a higher state still. They engage others where there is no possibility of an origination of negativity in either party. Like when looking at babies. There can be nothing but positivity. (Ok, I've heard of some women suffering from a backlash to their own negative feeling/intent/action with disastrous consequences; not being able to face their baby, etc. There are some pitfalls to avoid, for sure.)

How can such people do that? 'no possibility of an origination of negativity in either party'?

Such individuals – by innocence or blessed or wise – live in a state of being (most of the time, ie in a stable sense) where they can source problems between people. Not in people. But between them.

Now, there isn't anything conscious between two people, beyond the two people themselves. So, if there is a cause for concern, a distrust of the other person (or a third person), it is merely the misapplication of 'reasoning'; the individual has correctly attributed the source of the problem is not inside themselves, and they wrongly conclude it is sourced in the other person. This mis-application of cause is a death-sentence to social being. It is the thing that reaches the threshold where the mutual balance of human beings breaks, and they fall back into their respective selves, their physical or emotional or 'spiritual' unity. Solo legs hopping around.

These angels amongst us, whether in the aged faces of our parents or strangers; whether in the joyful response of babies and toddlers, children, or indeed anyone meaningfully younger than us; whether in the sharpness of presence of another; these angels amongst us attend to the causes between us. And some of these angels fight, others turn away while reaffirming the positive condition of the other. Receiving such a gift is a wonder, whether from old, from innocence, from direct conscious engagement.

Perhaps Ecosquared may help us become good enough to draw attention to these people? I'd like to know who amongst my peer group have these special qualities. I know I have a few stains on my soul, so I am sure that someone has lived longer than I who still retains this impeccable level of innocence, or have conducted enough training that they can engage consciously in direct presence. Would be cool indeed to know who they are.

In fact, it comes down to this question: Can I recognise someone wiser than me? I've addressed this before in another book, *Wisdom*: a conversational tango.

We've danced well. I must admit, I have taken it to the edge. And those who manage to follow this in a blank-page kind of way... and get anything from this journey.... *Wisdom* will feel like a walk in the park. Ok, perhaps a wild-park, so keep your wits about you.

I definitely would like to know people I appreciate as wiser than me.

Right, me. That might sound bad. It is a little. I have fallen back into myself. I am aware that most people can't follow the text, the non-



linear narrative, the level of abstraction, too many words which operate only minimally as containers of concrete or ostensible meaning.

For the last few years, I have contact with very few people. A handful in terms of family, a handful in terms of work. Honestly, two handfuls of people. I used to swim in the mainstream of people. I used to engage 150 kids a day, perhaps the same 180 for six months or a year, or perhaps 750 new kids a week. Woah, is that true? If I met 750 kids all at once I wouldn't know what to do with them! So, what does it mean to swim in the mainstream? Well, school, supply. Being present with all of them, all the time. That's really the only thing I brought them. Yes, there were plenty of fact-learning, as well as games, self-reflective insights, and observations across social divides between students themselves. But essentially, at the root of it, was presence. And it is remarkable how fast a bunch of kids attend to presence. Not instruction. Not threat of punishment. But because of the very simple fact – we are all alive at the same moment.

Of course, their attention was on me, and I needed to play with that. But it was evident to the kids that I was not selfish with their attention, nor abusive. I did not expect or demand them to do work, or attend to the next sentence I was going to say. How? Because I didn't know what the next sentence was going to be. How? Because it may come out of someone else's mouth! That's the joy of it. It doesn't really matter who is talking, it is just that we attend to them. Interruptions welcome... to an extent.

Not the bores, of course. The kids who demand attention. The funny one, sure, gets a laugh, but not the second time, or a copy-cat joker. Nope, let's attend to each other if we are contributing something actually new. Fresh. And there's so much learning when kids become sensitive to each other in a nice, responsive, welcoming way. Not through assertions or lessons, but purely because the emergent effect socially is better. Why? Because more and more people are being heard. And also, more and more of a range of things that are never heard is being shared. That is, new. New at least to young minds. Perhaps I have heard or seen these things, but I am always on the look out. (Is that why kids are not interested in the 'news'? Because it invariably is the same old same old?)

So, I need to balance the willingness to pass on attention to others, only as much as they are willing to pass it on themselves. It is not my judgement of their contribution that matters, but other students.

Perhaps following on in a positive, confirmative direction, eg continuing a joke, or completing a solution. Or evoking a further interruption that takes us in a different direction, a different thing to laugh at, or a different modality like an insightful statement, or a suggestion to do something different. And so, as an adult, I orchestrate this spontaneous responsiveness between the students. Amazing. I loved it! I supplied some material, but honestly I was amazed by most of it. Young adults coming up with amazing statements, things to laugh at, thoughts previously unthunk. And the speed of interaction. I am forty-six now. I can't go at that speed anymore. I have slowed down to communicate with adults, and believe me it is a lot heavier and slower, kids. But you will get to know that soon enough.

Well, can Ecosquared enable us to value what is fresh, new to us, while at the same time appreciating people who are wiser than we are? This should put kids in a thankful position within any adult setting. Or rather, within a child setting with an adult present who, for whatever reason, is perhaps guiding the children to exploring certain physical or mental or emotional areas or limits they may have.

If we take part in the experiments, in trying things out like the 7 min workout, or the tai chi or the tango set, or whatever you learn which has dynamic and engagement with another human being – and it works. On one's body, in one's mind, and between our bodies and between our minds. Can we track this?

## A MATHEMATICAL TURN OF MIND

Yes, good things may arise from Ecosquared. Depends entirely on us. How we play, what we value, who we gift. The number towards experience: value. The number towards a person or towards a set of people aligned to a positively perceived goal: credits.

Which means thanks go backwards in a sense, to the originator, the gifter, that which has been experienced. If people are inputting these numbers, we can examine the patterns, and moneyflow can be mapped appropriately. So, thanks towards originator, and credits towards friends.

(So, we are now, finally, taking an inward swing towards Ecosquared itself. I have re-read this material and added a few comments in parentheses sporadically. I have wondered a few times

whether this should go in the book. Whether in between chapters as a hidden chapter, or as an appendix. It is so far out... or rather it is attempting to describe such intimate or fleeting aspects of human engagement – without having the skill to do so! It is an attempt, I guess, to break the boundaries of the writer-reader distinction, show the limitations of the standard writer-reader contract. Plenty of people won't like it. Which is why you don't see it much in other texts. Looks like I am going to take the risk and include this non-linear text in the mainstream of the book. There is no doubt, you are a rare person who is getting anything out of this. Let's see if the next few pages brings us closer to practical applications of Ecosquared. I have a feeling they will, at least for math-minded folk.)

Because we have a Support function, which is basically the gift function directed towards the originators, we can match the gratitude pattern to the money pattern. And do a correlation. For each product, the total likes compared to the total gifted to the originator (ie Support). That's a direct V to £ mapping. However, different people will have different values, eg someone Likes for 7 and VATing £3 and another person Likes for 4 and VATing £10. And also the relative evaluations and money-flow from each individual; the first may be Liking hundreds of things and the total they VAT is small. Patterns will emerge from this. We might be able to derive some 'indicators': summary figures to help us understand individual behaviours, or behaviours relative to a product or project. Social dynamics. The social equivalent of NASDAQ or FTSE. We may see them at different levels of social scale too, in groups of ten and in groups of fifty. We may even then be able to match these patterns to actual social behaviour.

Generally we are relating moneyflow and values with actual social engagement. Some groups will have a high monetary value associated with their thanks, with others it may be low. Or with certain topics or materials it is low, eg boring, dull, repetitive, abusive or worse.

Would it be too much to ask that after all of this maths and analysis, things we value end up attracting the most money? That is, a meritocracy if you will. And not managed through mass-fabrication, mass-production, mass-distribution? But sensitively done, amongst ourselves, person to person. Our likes and thanks is actually worth something to others?

And if our thanks begin to be worth something, then we might end up seeking more of it from others by producing more value for them. Not service as in servant, but being of service. And also passing

attention onto others so they can contribute their genius through humour or sportsmanship or visually or verbally or lovingly or whatever marvelous capacity they individually have.

So, thanks for reading this far. I owe you ;) Money or time will be making its way to you. Before 2020? I am not sure. Depends when the app goes viral, or when it is adopted by a third party and it accelerates their social spread, and intensify their density whether it is a music app, or a music-dance-club-show-happening. The sooner it gets into people's hands, the faster the rate of spread; the more people who have it, the larger the percentage who are active about pushing the boundary of application.

There may be a danger some community instances will get too intense and their skill level or value-production outstrips others and alienates them. The trick is for the social newness to be breaking the boundary, ie exist beyond the event horizon of individual conscious control, and yet remain within a threshold of acceptance, beyond which the social form intensifies density to isolation and separation or class differentiation. People become too good at something, a kind of dance form say, skill in a particular computer game, and a gap is created between them and 'normal' people. The super-skilled community effectively isolates itself since there is not enough gradation to bridge the skill divide.

(In fact, for the observant amongst us, this is the exact opposite to 'shop-front inflation'. The objective is to get on the front page of Google search so that the company's products see a spike in their number of visits and conversions. To separate them from their competitors. Its like the record charts. If you get in the top ten, your sales rocket. And this is the complete opposite of what is required in a social context. Madonna's dance form, Vogue, didn't catch because there was too a high a gap between the experts and normal people. It is why most people sit and watch Strictly Dancing or The Voice because the gap between their skill level and what they see on TV is just too vast to cross. And what is suggested here, there needs to be gradations of skill to enable anyone to perceive the simple fact that involvement allows betterment. Or, to catch it in a nice phrase, it enables the social state where anyone can 'Improve Everything'.)

\* \* \*

## A LEAP INTO THE UNKNOWN FUTURE

At some point, this writing will make sense. At some point of reading. By someone, if not you now then perhaps you in the future, or perhaps a previous version of you when you read this before. Or by another person. Consult them, not because they provide any interpretation of what is here written, but because they operate in real life in a state of not-knowing. The world is an open book to them. They relish the unknown. They push the boundaries of what is possible. Though their behaviour may not make much sense to you, like this chapter, there is consistency in their being. It is self-evident in their spirit, their *joi de vivre*!

The iChing. Book of spells. Basically, can the reader conjure up the best interpretation of symbolic representations chosen by random? The flip of the coin is random. The series of symbols consulted is randomly derived. However, these symbols are like vessels, like cups, and their meaning is filled by the reader's own thoughts. In the same way we watch a film and see what is obviously an illusion of light, a fictional narrative of acted characters, and yet we embody a sense of attachment, feeling for these characters' outcomes. The lightshow is an illusion, but our internal representations are real, consisting of people we know, feelings we are capable of. Like gym exercises. Films are 1 hour 30 mins psychic workouts. Whereas, with the iChing, the narrative is random. Wait... RANDOM? Yes. Random!

With the iChing or runes or other mystical exercises, the narrative is created in the reader. The diviner. The sooth sayer or the truth sayer. Someone who is good at reading the most positive or affirmative interpretation of existence. Random elements can provide the backdrop for this level of reflexive foresight. Not science, not at all. Science is squaring up to mechanical existence, the world of objects and knowledge of mental facts, the predictable world of objects and less predictable systems like complex social organisms. This iChing soothsaying is not about predicting, but about being creative. But not just pure invention, untethered dada-esque invention. But invention that 'fits the facts' in some way. The ability to acknowledge the truth sufficiently to act on honouring it. Visionaries pepper history not because of their accuracy to current conditions but because they appeal to a positive future, national unity or inter-subjective peace. Who knows what social behaviours may emerge.

I may know which social behaviours may emerge, but there will be

plenty of alert people up for drawing our attention to them. Like stars in the sky, they point at disparate psycho-social behaviours like 7 min workouts and taichi, wisdom and economic tools, and manage to outline a constellation of meaning. Similarly, they construct the most positive interpretation to help us in the direction we are going. And so, we may learn 'on the job' as it were, without a map of the future we navigate. Perhaps within a decade of global use... we achieve a global unity?

That is way beyond realistic for me! My mind is too old, scarred by too much mindless and petty-minded social behaviour. I'd have to see enough evidence to see this possibility arise on the horizon of my own mind. It would have to be quite startling in density and scale. Like entire cities operating on Ecosquared protocols. A country? If a country could operate with Ecosquared, and it was working successfully in a positive sense. People not locked into jobs, or future arrangements. An entire populace job sharing, kids sharing, each doing some physical labour, some mental, some spiritual? What healthy people do now, but under the same economic umbrella. No 'free' versus 'paid', thus no 'free-loader' versus 'employed'.

My guess is, it would need to be matched by some characteristic phase change to the use of Ecosquared itself. Eg money no longer moves, the Support function being replaced with Bond, the transformation of money into a vote, and the present-minded allocation of gratitude resulting in a concurrent living network of social power. Cradle to grave, purple phase, annual sustainable food cycle, end to end production bound in resource cycle (the currently mis-appellated 'circular economy'), where the whole tribe is ok. And where interactions with other tribes/nations are sufficiently healthy. With part of their intention aiming towards global unity. The first 'wise' nation in modern times. The process by which they reached national adoption and skillfulness, must be the same process which will reach global unity. As a consequence, in fact, and as a precursor the same process which operated at smaller scales, but with less of a systemic width. ie, some application of ecosquared in farms, other applications in logistics, yet others in cooking and eating – but not unified.

(Traditional politics based on opposition has not been able to reach this level of unity at the global level, not with the League of Nations and not the United Nations. Is the political construct of a 'nation' one of the stumbling blocks preventing world stability?)

Here's my guess. It doesn't require anyone in the start of

Ecosquared in 2017 to 'get' what is written here. Let's say a few people get what is written here in 2020 after a few years of evidence around them – perhaps only just noticed. Such readers may get a boost, feel the acceleration of engagement with me through this text. Hopefully, I will be able to boost them in their subsequent actions after reading. They are inspired to great heights of thought, depths of feeling, and significance of actions.

If global unity is the 9th step of 10, and national scale full circular resource and value economy is 7 or 8, and getting what's in this book is step 4 let's say, then what is step 3, or 2, or indeed 1?

Well, we've covered that in various chapters. 1 is the nudge to gift something on. 2 is the nudge of gifting something on even though one doesn't like it with the intention of finding someone who might. Actually, that's huge. That's at least step 3. Can't see that happening for a long time. Or rather, it will have to get into millions of hands before that kind of behaviour emerges in the right social context that it intensifies and is proven to be a standard 'community' practice. And once that evidence appears, it should accelerate us along to step 4, then step 5 and so on. These emergent levels of trust. Individuals gathering together to form small teams, small teams gathering to cohorts – ug, ugly connotation that.

Ug, ugly! Why haven't I ever noticed that before?

Ok, so, at some stage we have step 0, which is the individual. What makes that individual choose to participate with others? Well, someone has shared something with them, beyond the use of the app. They are already in movement, whether it is to appreciate something given to them like music or text or graphic or video, or it is an invitation to mutually create some future objective.

Finally, I have reached a reason, or rather a purpose, for why I am writing this. It has been like taking steps into the white blankness. Through the internal storms of self-indulgence, the slow plains of amateurish banality, the various watering holes, brief moments of mutual wonder. And here's something just for me. Can you see it ahead? It breached in the last paragraph, from a deep dive begun at least an hour ago in terms of writing speed. (I will check what this means in terms of reading speed – a quarter up the way to the tango break is my guess.) (I've marked it with the last title, 'a leap into the unknown future'.)

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## A SOFT-LAUNCH PROPOSAL

Person Y invites person E to participate in a week's adoption of this tool, with £10. Person E either immediately shares with others or waits until they've experienced their week, or anywhere in between. (Settings could be built which allow the originator to control the rules of inviting like this. In the beta, those settings don't exist yet.) The technique used in the beta is to enable a threshold for the mutual invitation, eg it requires 3 people to invite someone new with £10. (Actually, if I remember correctly, settings could be fixed on £10 each, ie £30 to a new user, or a variable amount between £1-£10, so three people could forward £3-£30; or set to any amount.)

Whenever E invites S, we have a temporal measure. The distance of transference from Y to S through E, measured in time. That is the critical determiner for the 'speed' of the viral: how fast it spreads. Not the scale, notice. If user's take a week and then share with two people, then it will take a season to get to 1,000 people, a year to get to a billion.

Wait! What?!

So, the challenge is simply this. Experience the app with the £10 given to you for a week. If it is worthwhile, add £20 and gift to two people. In effect, you've added £10. If you are suitably generous, release the £10 you have been given to the value-ratio of thanks and likes and happy's which you have allocated throughout the week.

What about a month? I can see people putting in £10/month if the experience of using the app is that cool. The gifts received, the invitations, the thanks, and of course, more Credits. How about that? Putting all the additional credits received into gifting forward the app? It may take a user a week to aggregate £10 worth of credits. It may take them a month or a year. Such is life. Such is the social context that user is in. And thus, the rate of growth of the app depends on the social density of the users.

Nope, still not clear to me. £10/month bond, to be released at the end of the month... that's too sophisticated. They just need to gift that £10 they receive through various sharings, supports and invites. Thus, there is movement.

They will run out of that cash soon enough, and it will be replenished by friends sharing with them, supporting and inviting too perhaps. And this cash they gift on to someone new in the same way they were new to the app.



Do you follow this implication? That people can't share with new people until they have experienced the benefit of the web-app.

It isn't exactly built in yet. Not to the beta. So, the new user gets eg £10 (fixed let's say) and the Ecosquared web-app video £10-challenge, let's say. And this video explains the deal – to share and support and invite the £10 to members only. And any money which is received as share or invite (or support?) can be continued to be used with members AND non-members. But the only thing that can be gifted to non-users is the ecosquared web-app video £10-challenge.

Effectively it creates a closed system which can only grow through positive internal sharing. I means we can conduct experiments with strict limits, to prevent us going viral and bursting the virtual server capacity at the rate of an order of 10 every 5 mins – 1 billion users in 3 hours.

What about money added? VAT? Yes, that's even easier. £10 VAT can unlock the email feature in the share and invite (and support?), which can then be used to share anything.

So, do we need to have this 'ecosquared £10-challenge' project dam to new users? Or do we wire it so that VAT unlocks it?

Rewards. I have already thought of this somewhere back there, earlier this year. It was noted. But where...? Doesn't matter. I think I have had the first thought of it two years ago. I could probably find it in by Asana records. Point is, now, can a full suit of 'unveilings' be conducted? I think I broadly bundled them together into the usual red, green, blue, purple step changes. I'll insert it here in the morning.

|                 |                                                                                                                                                                                                                       |                                                                                                                                                                                                             |                                                                                                                                                                                                                  |                                                                                                                              |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| (* ,ecosystem)  | <b>visionaries of deep disruption</b> <ul style="list-style-type: none"><li>• Lewis Hyde's The Gift, Genevieve Vaughan's Gift Economy, Ellen Macarthur's Circular Economy, Mark Shuttleworth's Ubuntu phone</li></ul> | <b>global applications</b> <ul style="list-style-type: none"><li>• expanded BitTorrent application</li><li>• funding mechanism for Wikipedia</li><li>• originator validation</li></ul>                      | <b>integration with internet of things</b> <ul style="list-style-type: none"><li>• end-to-end value-only chains</li><li>• self-sustaining polity, eg Maldives</li></ul>                                          | <b>true-trust meshwork</b> <ul style="list-style-type: none"><li>• complete cradle-to-grave product-customer cycle</li></ul> |
| (* ,network)    | <b>insightful market-creation visionary</b> <ul style="list-style-type: none"><li>• potential viral for music, book, gadget</li><li>• ticket distribution, eg Meerkat live gig</li></ul>                              | <b>leading-edge culture creatives</b> <ul style="list-style-type: none"><li>• fledgling social emergence, eg ha-ha</li><li>• emergence of conventions</li></ul>                                             | <b>operational transitive-trust network</b> <ul style="list-style-type: none"><li>• celebrity adoption eg Russell Brand</li><li>• TV vote-use (eg Top Gear, X-Factor)</li><li>• collaborative branding</li></ul> | <b>socio-political change</b>                                                                                                |
| (* ,team)       | <b>tentative experimental adoption</b> <ul style="list-style-type: none"><li>• social &amp; financial encouragement to complete book, album, etc</li></ul>                                                            | <b>operational in high-trust teams</b> <ul style="list-style-type: none"><li>• value-tracking of teamwork</li><li>• distribution of bonuses and revenue</li><li>• financially viable route to MVP</li></ul> | <b>flexible SME financial structure</b>                                                                                                                                                                          | <b>overlapping social contexts</b>                                                                                           |
| (* ,individual) | <b>enthusiastic early adopter</b> <ul style="list-style-type: none"><li>• gifting things to friends</li><li>• valuing friends and colleagues</li><li>• powerful tool for startup entrepreneur</li></ul>               | <b>evangelic user with proven validity</b> <ul style="list-style-type: none"><li>• powerful tool for start-ups</li></ul>                                                                                    | <b>standard adoption</b>                                                                                                                                                                                         | <b>late-adopters</b>                                                                                                         |
| (time,scale)    | <b>(early,*)</b>                                                                                                                                                                                                      | <b>(mid,*)</b>                                                                                                                                                                                              | <b>(mature,*)</b>                                                                                                                                                                                                | <b>(late,*)</b>                                                                                                              |

Improve Everything

\* \* \*

(And I found this too...)

|                           |            |                                                                                                                    |              |                                                                                                                                       |                 |                                                                                                                                                |                     |
|---------------------------|------------|--------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
|                           |            | threshold to go green                                                                                              |              | threshold to go blue                                                                                                                  |                 | threshold to go purple                                                                                                                         |                     |
| individual understanding  | 'ah?'<br>? | external/internal understanding diamonds in their eyes gifting mechanism makes sense independent thinking about it | 'got it.'    | use it, want to use it<br>gratitude engine makes sense glimpses of whole system interoperability dimensions, products-people-projects | 'ah!'<br>!      | resonant, deep answer non-bounded thinking comprehensive alternative economic future (open) bank makes sense time is central, future timelines | 'wow...'<br>...     |
| individual app-skill      | easy<br>*  | add money eg £10 use all primary functions                                                                         | normal<br>** | invest in ecoacquired directly, eg £10 use projects actively intensity of use, a lot of thanks?                                       | advanced<br>*** | mutual decisioning                                                                                                                             | exceptional<br>**** |
| collective social-purpose | day?<br>^2 | gifting density indicating strong social bonding need gratitude engine for thanks beyond gifting                   | week?<br>^3  | gratitude density indicating working towards mutual objective                                                                         | month?<br>^4    | project density wide enough temporal range capacity to adopt alternative social contracts self-selecting, conscious unlocking of systems/games | year?<br>^5         |
| beta development          | phase 1    | prepared fixed scope and architecture ready for build                                                              | phase 2      | user journey tested tested for scalability ready for partner soft-launch                                                              | phase 3         | tested again for scalability refined through soft-launch use-cases ready for open public launch                                                | phase 4             |

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There it is, but I can't see it. I am still writing after that last sentence in the last paragraph. I am just imagining this table I produced earlier. It went into some detail. I wonder if it matches the actual beta elements? And if we can introduce this feature unveiling, can it be democratised for all projects? eg project creators can insist that users can only gift the product or invite to a project to a non-user once they have vatted.

Well, plenty still to think about. I wish there were others to discuss this with. Who might contribute some sensitivity, discern the features we can sequence in our launch.

Oh wow. I've just realised what this means. The soft launch is relative to the user! Enabled at the rate of their social engagement!

Ok, that may look like an obvious statement when you think about FB or any app that gets out there. Well actually, apps get out there because they being stimulated by 'feature' sections, 'paid reviews', and other such artificial devices, rather than pure gut evaluation and genuine sharing.

Only if the user actually receives EVEN MORE value than the original gift and its £10. Not only does the new user get something which a friend thinks they will value, they then get more stuff from other people.

There's a positive cycle in there. A virtuous cycle potentially. If we share what we value, or pass on what we don't.

Different soft-launches, with different artists and writers and charities and companies, through their own networks. Which will spread, which won't? Interesting.

That's basically the offer we put to our soft-launch partners. Do they think their stuff is good enough? Their relationships, their fans are enthusiastic enough, or dense enough?

Or indeed any future user with their new idea or new track of music or thought, or observation, or poem, or whatever they have produced. It is not the content, actually, but the sensitivity of those around them, balanced with their evaluative sense. Some groups may share anything, but after a little while their sharing becomes empty of value, worthless. There may be moneyflow, but only within the community. Passing on crap to one another. Like a dead milonga scene. Or any socially stagnant, or specialised, social area. Like players of Armagetron. Too good for new players to compete against, and no bridging series or ranking league. A rupture in the smooth curve. So, it is not just about supporting and sharing, but being qualitative,

filtering, redirecting.

Enough to think about, that's for sure!!

Whatever we set out with in our first wave soft-launch, or whoever we soft-launch with, this internal unveiling of self-releasing functions could co-exist simultaneously.

The opening of the bond function, for example. People need a bit of practice before they open that up! It is such a strange tool. We've only coded the return back to bonder feature in the beta, I think. So, all we need to do is unveil functions and features we have already got. And then, if we get beyond a certain amount of use-case and moneyflow, we can work on opening up more detailed versions of the functions, eg bond that is released to target, and some of the more subtle settings we have come across in this journey together over the last... 50 minutes in your reading and 5 hours of my writing. Wow.

Again, if you are reading this far, thanks. And special gratitude to those readers who have come across this for the first time and for whatever reason find this manifestly interesting. The style of writing, your manner of reading, and the freshness of thought. Pioneering, my friend. I definitely want to listen to what you have to say or sing, or read what you have to write, or use or play whatever you produce, or take part in whatever you invite me to.

And for most people who fall out of the reading – probably older, probably more cynical – give these kids the benefit of the doubt. Innocence. First time lucky readers. Those with the faith and trust to just go with it! Into the blank page together!

So, anyone giving this a 10... for the first time too... Yup, definitely deserve my attention. So, if you got this from someone who gave this a high score, but not a 10, do you know anyone who you think may get a 10? They love it. On their first reading.

Well?

Know anyone? In the real world you live in? Anyone come to mind?

There, gift it to them. Even though you don't get it, give it whatever score you feel justified.

Or we could use the rubric I use. If 1 to 4: do nothing, unless you are pro-active and GIFT it to someone you think may like it, which is a major challenge. Person will probably be quite different to you. Someone you don't quite understand. Different taste completely, living at a different temp, perhaps. 5-7: GIFT-VAT of course. Gift it forward to someone, and add your own money. If 8-9: GIFT-support now – as before and also gift to originator! 10? Multiple gifting, vating,

supporting as and when you feel is right.

|     |        |                               |
|-----|--------|-------------------------------|
| 0   | black  | Do nothing                    |
| 1-4 | red    | Gift-share only               |
| 5-7 | green  | And value-add                 |
| 8-9 | blue   | And gift-support              |
| 10  | purple | Multiple share<br>and support |

Does that make sense?

This is going to get much easier when we actually have live feedback loops. We get them from people around us: a unified team to get stuff done, and a diverse team to enable ecological growth. The right kind of feedback improves your game. As it does them. And players who are good at increasing genuine and deepening value between us definitely deserve our attention, our money. And so it goes, virtuous cycles.

Perhaps. Depends on living evaluations. It is not an algorithm. It is not mechanics. It is not statistical guessing. It is not mass marketing. Nope. None of that. It is rather the opposite. An individual Y choosing E choosing S. And if Y and E and S get good at this, sharing stuff they value and enabling moneyflow, then... yes, emergent things will happen, amongst them and at greater scales of people. eg  $10^2$  people – what on earth will they do together?  $10^6$  people, 1 million? Wait, we know,  $10^7$  or  $^8$  is national unified adoption of Ecosquared,  $10^9$  is global unified adoption.

20 years. A generation. Maybe. Requires at least a decade of user experience. So, that means by, say, 2030 everyone is using it, though just not in a unified way. Perhaps a city-state could use it by then in a unified networked polity?

Consequently, we don't need to get the app into everyone's hands by 2020, but it would help. Gives us a decade for the best amongst us to effect their magic so we are operating at scale with a positive economy. And then a further decade to reach global unity.

I'm in! I may not make it, but sounds like one crazy adventure!

I can't see it happening, to be honest. But that's why I need to trust others who have the vision.

\* \* \*

## A MATTER OF TIME

Why do I go on about this blank-page reading? Why devote twenty pages on this white-water, white-knuckle reading-ride? Why start the book with that first section? Most normal readers probably overlooked it, sped read their way through it, scanned. They overrode the importance I think it has with their own. I mean, would you do the same when meeting a person for the first time? Many do, I never did with kids. I met them all, freshly for the first time, and we all knew it. We've stated the importance of the 'blank-page', explained its workings, and just provided some text which really tests this way of reading. An obstacle course, if we were to describe the stones in a river as such a thing. To the water, of course, there is no obstacle.

But why? Why is it so important?

Steve, the father of Joe and Anna, loves history. It is why we are here, he says. Not for me, I reply. Sure, there are causes and effect which have got us to where we are but I shock him by stating something which goes to the heart of why we don't 'click' naturally. He sees history as things that have happened in the past, and the sequence of such events. It is all in the past. Whereas, I see the past as a constantly moving present where everyone was trying to do things in the future. That is, it is a sequence of future-orientated actions. History is a record of the future as it was lived. Basically, they didn't know what they were doing. They thought they knew, but often because of the complexities of culture, they ended up doing some terrible things, falling into wars and so on.

I don't want to get bogged down with determinacy. Or deliberation. We've brushed against how complex that is for tango, or communication between two human beings, the wisdom of acknowledging that miscommunication is usually sourced between us and not within an individual. Multiply that up by a few billion and you get mythical levels of miscommunication. Endless wars. Endless exploitation, and all the other tragedies which have beset us in our species' adolescence. It is not the name of the war, the parties involved, but the simple fact that they were motivated by purpose.

And purpose is future-orientated.

Pastwise reasons, reasoning, logic, text, all make sense if looked at as inert, dead things. Dead things are things, and physics is good at doing the modelling of things. And academics too are fond of manipulating static things, words as text, concepts as nominalisations and so on.



Whereas, wording in time is more squidgy. Verbal wording is more to do with intention. Kids trying to express a thought or feeling. Or discussing how they want to achieve something together.

So, it is a lot easier if you deal with kids because they are alive. That is, their future orientation. Even more so when engaging small and younger minds, babies even. Alignment, in time.

This is why we have taken your blank-page reading to its limit. To test our alignment. Otherwise, books become dead, full of useless opinion. An exchange of ideas, without grounding in our values, in our actual mutual journeying together.

Which, of course, correlates to how we hack money. We don't treat money as a thing, a thing to be transacted, exchanged. We treat money as a future-orientated vector. It actions something. It ends up being more like a vote. We are correctly orientated towards the future.

So, this kind of blank-page reading correlates to the ecosquared maths which corresponds to how we actually precess in time.

Amazing.

When you read the chapter which reviews the history of Ecosquared, the original formulations, you won't fall into the trap of thinking of it as dead history, but rather as future intent. Iterative development then makes sense, of which you are a necessary part. That chapter finishes with a potential visualisation of future-intent that is not built into the beta due to insufficient funding. The data to be represented is there straight from beta. Once funded and built, we will be able to reviewing our history as a movie of future-orientated intent. We will no longer consign the past to the dead. We can see what their living plans were. And with this social perspective, we might be able to learn the lessons we have failed to learn so far in our species' history.

Hard to believe, perhaps. As you have found, this medium, writing, is a tricky one to traverse in a 'living' way. All these words before you, laid out on the page. How on earth can it be blank? My respect to you for navigating these rapids. Honestly, I can't imagine anyone I know now would be bothered doing so, and even were they so motivated, wouldn't have the skill. Perhaps we will evolve a better way to share our mutual journey together in this readership. A little like wikipedia, but not for the crystalisation of knowledge, but for the alignment of objectives. In the direction of textango, live editing/reading.

So much easier to convey in person, though it has its challenge too! People listen to each other as if they are listening to words – discrete text-like words and arranged arguments – rather than the intention

behind the words. Adults become so denatured by education that they end up having to take specialist courses in communication or therapy in order to regain the natural condition: to align to intention, in order to discern a mutual objective. Nevertheless, live interaction is where the real power of Ecosquared comes into play. This text medium is the trickiest medium by far. Writing can't lead the change. People who read this hidden chapter, or indeed the book, do so because you are already leading the change. This writing is an echo of what you know or what you intuit from your own direct experience. In fact, it is I who follow you. Relegated to the past, I am behind you. Together, we can look forward and see a mutual future. This is the direction we are all going in, after all.

For now, let's quit this white-water rafting and return to the mainstream readership.

# 7 PHASED ADOPTION: REAL OR IMAGINARY

## PHASES OF ADOPTION

To get to anywhere near an ‘elevator pitch’, we need to have an idea of the scope of the building which this elevator services. Sure, I am abducting the standard meaning of what an elevator pitch is. I mean, just look at it — “elevator” & “pitch”. Though I am Scottish I have played baseball, and I still don’t know who is pitching, batting or fielding in the business context and whether we should be rooting for the batter to be struck out or to hit it out of the park! Crude oppositional metaphor. Anyway, we’ll cover phases of adoption and beyond-beta long view in this chapter, then consider why we need the app and use-case functions in the next; after all that we can give the ‘pitch’ a go. Actually, perhaps by then we will have a proper game set up with all the players — designers, founding investors, co-creators and interested parties, capital “I” investor, partners and users of the beta. Let’s give them our best pitch, and we can root for them to hit it out of the park. We want the best players, don’t we, whatever side of the table we’re sitting on.

I have described elsewhere a fanciful adoption in four phases, of which we are just at the early stages of the second phase. The third and fourth phases and the beyond beta projection are outlines to indicate the potential power of a gift economic. The focus, clearly, is to establish a firm foundation with the beta. Whatever happens with our attempt, may this be a record of the kind of tool that is possible — and needed — in the world.

The Red phase has taken forever! About six years.

I made the first intuitive jump seven years ago in 2012 when I found out I was going to be a father. A postgrad was exploring what ‘the future of work’ might be in relation to ‘social business’, a term coined by Mohammad Yunus who won a Nobel Peace Prize for his micro-

finance Grameen Bank he founded in Bangladesh. During our interview at the super-studio Westminster Hub in Piccadilly London, I proposed that if the social business agenda was to ever work it had to be super-simple to the man on the street. I made a flippant comment: imagine that when you were invited to visit the Westminster Hub, it would double your money. So if you came with £10, you would leave with £20; or if you came with £1000, you would leave with £2000, etc. Now, that would make everyone want to come to the Hub — but it is by invitation. ‘Social business’ had to be as simple as that.

It took me a few months to work out a way that this could be done: MTTP, the Money-Time-Trust-Protocol. I named it MTTP because an aspect of it resembled HTTP: you didn’t ‘join’ the internet, but by plugging in your computer via a modem, so the internet grew through you. Similarly, as users engaging each other with MTTP contracts, the Ecosquared entity grows through us. The core mechanism attracted a team of friends, but we failed to convert MTTP into steady moneyflow; I kept track of my gratitude throughout this period and will honour each participant with a fair distribution of Ecosquared’s first clear £1m. MTTP contains a twist of scale which remains difficult to conceive or even mathematically model easily; I hope to return to it after the beta, and indeed I would like to enable that contract if we have the funding to do so. Perhaps I can describe it in a later chapter...? At the time, I left Eco2 and got on with welcoming my baby daughter to the world.

Over the following two years, instead of swimming against the current at the time, I teased out the various elements of the protocol; let’s call this the ‘incubation period’. A lot happened during those years, most of it difficult and painful, suffice to say the mother of my children expected me to take a standard job to provide for the family. I did work for six months, enough to generate some capital and get a loan in order to build one of the supporting elements of the Ecosquared entity, the Gratitude Engine, in 2014. It operates an algorithm with similar potential to Google’s Page Rank algorithm which basically ‘unified’ the internet; it is an alternative to currency (scalar or vector) with the potential to ‘unify’ our economic behaviour. The Gratitude Engine failed to attract angel investors in Scotland, so I went ahead with building the Gift Mechanism in 2015 which finally attracted some funding — thanks Martin — but in a drip-feed way; the resulting prototype suffered from tech-legacy and ended up no better than a demo, a proof of concept. Although I have designed a system which enables a smooth logistic growth curve, we are still operating in

the traditional economic, so I have to package development into bundles: the first budget was estimated as £30k for the build, and £60k for the whole business plan. The partners brought into fund and build it in 2016 didn't end well. After £70k, the web-app was insufficient and incomplete, and the coding team demanded another £80k to complete. With great stress, I decided to quit that development path under threat of being sued. After another six months, I scraped together a little starter money for the third attempt — thanks Nick. It was started in 2017 and I made the decision to self-fund the completion of the first system using credit and loans. It wasn't good enough to take public and I went personally bankrupt summer 2018. I returned to teaching and continued funding the development once Ecosquared Ltd phased to Sqale Ltd, and Andrew took over the business side.

As I write this, we are in Green Phase, in terms of production. We may will get it to Blue phase once we get a £300k investor, or generate the revenue from users directly. And we will reach Purple phase of sustainable development once revenue income outstrips development and growth costs.

In terms of use-case we are at Red with the prototype: basic demo, where individual effort is required to use it. The beta should enable Green use-case: self-explanatory UI, gifting & inviting, gratitude and bonding; group adoption should be feasible. Blue use-case may be possible, depending on how well the projects system operates in terms of UX — will it be simple enough for people to begin constructing mutual futures? With sufficient experience, we should be able to refine the tool to enable serious self-organisation, become a social project-management tool, from small to large scale collectives. Purple: for any individual to relate their timeline to anyone else's, and extend from right now to their lifetime objectives. Ideally, we should be able to see at any instant what our future social health looks like, individually and collectively to a global scale. You've heard of cities having a life-expectancy of a few days if oil was to stop flowing? Like that but for everything.

In terms of social scale, RED is individual adoption, GREEN is team adoption, BLUE is network adoption, and PURPLE is end-to-end supply meshwork. This is quite distinct from the gifting mechanism enabling a track of music to go viral. We may get millions of users, but the actual user experience is individual, dyadic relationships of gifting. Essentially, this is RED. In terms of social scale, GREEN comes into play when a team of users adopt it collectively, as a team. This means a

class of students, a small company or team within a company, a band, a football team, in fact any small group of people. Why would a team trial Eco2? Apart from the sharing of things internally, the web-app enables the tracking of gratitude, the Gratitude Engine with its fractional SQ algorithm. It means that a team can set up a system by which scores may be derived to ascertain Most-Valuable-Player for example. And further, with the gift to originators functionality, money directed to the team is immediately distributed to members via their SQ score. This effectively shifts us from a static, positional, hierarchy of power relationships, to a dynamic, contextual, temporal web of trust relationships. Combined with the Bond function, we get accountability and stability while at the same time flexibility. Goodbye institutional legacy. Powerful stuff, the kernel of which is within Beta scope.

BLUE collective adoption is when a band brings into the fold its network of fans as distributors. Or a company uses the Gratitude Engine internally, and has externalised its marketing team into the crowd. No need for an internal marketing team: production is naturally plugged into a distributed network of users, clients, fans, users... 'customers'...? 'employees'...? — call them what you will, call the process 'crowd-marketing', I don't mind. Or a large-scale company, where department budgets are mapped by bond and invest functions. Further, Ecosquared offers not only crowd-funding and 'crowd-marketing', the same economic also promises a financial means of crowd-sourcing. The beta will probably not be robust enough to deal with this. Tweaking will be required. Nominally it is feasible, I just haven't had the brainpower to check.

PURPLE adoption is when we are talking about superimposed networks or 'meshworks', like a town or a city using eco2. Where boundaries between companies and government departments dissolve or at least are permeable to SQ calculation. This is just about feasible with beta, but it is a long shot. I suspect we will need to revise the SQ algorithm, perhaps a radical overhaul converting from an arithmetical to a geometric calculation. And the rules of monetary movement/bond need to be stabilised across project boundaries. We will be in a better position once we have experience of the beta, and this goes for all purple and indeed blue implementations/adoptions.

Into Blue and Purple phases, there are technical issues, problems to solve which are — at this Green Phase of social evolution/adoption — academic. The primary factor to determine Blue and Purple adoption is the degree of social cohesion of users, the strength of social fabric

between participants, the density of trust relationships. That is, real-world, human to human relationships. The stronger this is, the larger the social network Ecosquared can support. I am guessing two decades, even if we play well. Which means a lot of loss environmentally, and some serious political situations to face because of the volatility of our traditional economic and its aging superstructure of 'capitalism' v 'socialism' duality. The sooner we learn how to operate Ecosquared, the better.

At this stage — if you are reading this at the Green stage — anything beyond beta is mostly guesswork. We will be in a much healthier position in a few years, not only in terms of our individual experience but also with some hard numbers as to growth rates, social cohesion, and so on. I suspect it will be slower than the growth of the internet. Why? Because the internet was mostly a technically-driven movement, limited by cost of computer and router production, and upgrades to the telecommunications tech legacy. Ecosquared is effectively a socially-driven movement, limited by speed of app adoption and trust networks, and upgrades to general business practice legacy. Think 'lean business' — accelerated.

Another thought. We might want to consider characteristic markers, for example how long it will take for a street of neighbours to invest in local refuse collection? Or road maintenance? The first town to go 'Ecosquared'? Alongside this, we should see rates of SME conversions to Ecosquared practices, as freelancers and sole-traders combine into the mesh-worked equivalents of 'trades' or 'guilds'. Perhaps we can devote a chapter to this speculative topic in this pre-revenue book; it might be wildly off what actually happens, but it might also be a good framework to guide collective strategy. After all, if Ecosquared goes viral because of some shared piece of music, and millions of users start to use gratitude tracking in their social contexts of schools and companies and clubs, it could get rather wild or evolve undesirable effects. It will probably be inevitable that Ecosquared is exploited in the same way the traditional economic has been, with the gift equivalent to Ponzi schemes of early 20th century, or 'tax farmers' in the 17th century. What are the 'negative' forms of a gift economy? There are plenty of accounts where the gift economy got out of hand, for example north american indian potlatch parties where participants became destitute in their bid to give away as much as possible. I can imagine particularly enthusiastic participants of Ecosquared giving away all their money, and then being let down by their friends and

family. It is important that we grow at a sustainable rate of trust and moneyflow and mindmass.

## BEYOND BETA

There are several large moves we can make once beta has been established. Most of these moves are technical in nature because technology and business are easier to conceive. Technology is based on physical objects whose behaviour is mostly predictable, and business (current business at least) is based on the traditional economic which treats money as if it were an object, and hence borrows the same ruleset as used with physical objects. The problem is, of course, complexity can give rise to fully determined yet completely unpredictable results. The economy does not behave as well as billiard ball physics. Thus, the current financial tools may give the illusion of control, but essentially we are driving a car where the steering wheel isn't connected to the wheels, but the engine is in full spin. We will deal with the technical first, before participating in more 'blue-sky' thinking; the latter will only become realistic once we have achieved results with the Ecosquared economic which traditionally would be considered impossible, ie we are well into Blue phase perhaps into Purple.

Once established, here are four moves we would like to make:  
browsing app, with eg opera

- open-source, linux and ubuntu, with eg Shuttleworth's Ubuntu phone
- file-sharing technology, eg bittorrent
- blockchain technology, eg MaidSafe
- internet of things, resource economy

At this stage, pre-revenue, we are concentrating fully on the next steps — build and investment and launch — but it is wise to consider future course and long-term objectives for any journey taken.

### *browsing*

Currently, I am using Chrome as a browser. We will be producing an extension for it so that a user can tap the extension and then share



whatever page they are on through Ecosquared. We will need to create similar additions to Safari and Edge.

The usual direction for these this is to create a native app. If we do that, I suggest we use an open-source browser (operational on all phone platforms), and customise it with Ecosquared functions. So, instead of having an 'add-on' browser within the Facebook or Twitter app, we turn it around — a browser which has been pimped Ecosquared style. This means we only have to create and update the 'extension' for our browser app. Also we can ensure that our web-app is operational on our browser-app across all platforms.

With this browser-app move, we enable a one-portal entry and effectively commercialise the internet, including all social media. By making the creation of cards super-simple for our users (no more cut and paste of links), the speed of sharing increases, and thus the rate of adoption. An Ecosquared enabled browser is like fitting a turbo-charger to the internet — sustainable sharing.

Alternatively, we partner with an established browser company so that we don't have to deal with updating issues of the browser technology. I suggest Opera because it not one of leaders, and it has covered some ground with its p2p service. Ecosquared has the power to catapult it ahead of its competition and provide the world with a new level of browser experience.

### *open-source*

Why stop with a browser? What about an Ecosquared-enabled phone. Here's how.

Ecosquared provides the protocols to finance open-source. The reason why open-source hasn't taken over the world yet is because its doesn't have the financial means of doing so. Yes, it operates on more than 95% of the servers in the world, but that is mostly a technical solution. The money behind them is provided by companies providing the hardware and infrastructure to other companies. Mark Shuttleworth stands out for me as an attempt to bring open-source to the end-user.

Consider the environment around phones currently. The iPhone and its iOS, and the AppStore. Samsung et al and Android and Google PlayStore. Compare the size of the market of apps, and their prices. Although there are now more Android platform phones in the world

than iOS iPhones, the price of apps is much higher in AppStore. And the same step change down for MicroSoft apps; I suspect MS pay developers to develop apps for their platform. And this is the environment that the Ubuntu phone is entering.

Ecosquared is about enabling a means of moneyflow for the sharing of good things. Such as good apps. An Ecosquared-enabled phone has its own financial system which helps with the distribution of good apps through a population, as well as the funding of further development of any app as well as the Ubuntu operating system itself.


In the end, what people hold in their hands is not an 'internet-enabled' phone, it is a portal to a new economic. Don't limit yourself to thinking it is an extension of our current system. A 'window' to the web, or a door to one's bank account. If Ecosquared operates as it should, the user has access to their money-vector, they can share anything they want in a financially sustainably, support any group of people who are trying to achieve mutual objectives, and track gratitude of friends and colleagues.

In fact, if we become strong enough, we can finance the dispersal of the phones themselves. Imagine a business person who is benefiting so much from using such a device? Won't they gift it to their employees? Their colleagues?

### *file-sharing*

Let's look at some numbers of current peak-time bandwidth use. Here is North America in 2014 and 2015.

| Upstream |             |        | Downstream   |        | Aggregate    |        |
|----------|-------------|--------|--------------|--------|--------------|--------|
| Rank     | Application | Share  | Application  | Share  | Application  | Share  |
| 1        | BitTorrent  | 25.49% | Netflix      | 34.89% | Netflix      | 32.39% |
| 2        | Netflix     | 9.48%  | YouTube      | 14.04% | YouTube      | 13.25% |
| 3        | HTTP        | 7.18%  | HTTP         | 8.62%  | HTTP         | 8.47%  |
| 4        | SSL         | 7.05%  | Facebook     | 2.98%  | BitTorrent   | 5.03%  |
| 5        | YouTube     | 6.14%  | BitTorrent   | 2.80%  | Facebook     | 2.94%  |
| 6        | iCloud      | 4.41%  | iTunes       | 2.77%  | SSL          | 2.63%  |
| 7        | Skype       | 2.77%  | MPEG - OTHER | 2.66%  | iTunes       | 2.55%  |
| 8        | Facebook    | 2.60%  | Amazon Video | 2.58%  | MPEG - OTHER | 2.44%  |
| 9        | FaceTime    | 2.38%  | SSL          | 2.14%  | Amazon Video | 2.37%  |
| 10       | Dropbox     | 1.48%  | Hulu         | 1.41%  | Hulu         | 1.20%  |
|          |             | 68.98% |              | 74.89% |              | 73.28% |

 sandvine

| Upstream |              |        | Downstream   |        | Aggregate    |        |
|----------|--------------|--------|--------------|--------|--------------|--------|
| Rank     | Application  | Share  | Application  | Share  | Application  | Share  |
| 1        | BitTorrent   | 28.56% | Netflix      | 37.05% | Netflix      | 34.70% |
| 2        | Netflix      | 6.78%  | YouTube      | 17.85% | YouTube      | 16.88% |
| 3        | HTTP         | 5.93%  | HTTP         | 6.06%  | HTTP         | 6.05%  |
| 4        | Google Cloud | 5.30%  | Amazon Video | 3.11%  | BitTorrent   | 4.35%  |
| 5        | YouTube      | 5.21%  | iTunes       | 2.79%  | Amazon Video | 2.94%  |
| 6        | SSL - OTHER  | 5.10%  | BitTorrent   | 2.67%  | iTunes       | 2.62%  |
| 7        | iCloud       | 3.08%  | Hulu         | 2.58%  | Facebook     | 2.51%  |
| 8        | FaceTime     | 2.55%  | Facebook     | 2.53%  | Hulu         | 2.48%  |
| 9        | Facebook     | 2.25%  | MPEG - OTHER | 2.30%  | MPEG         | 2.16%  |
| 10       | Dropbox      | 1.18%  | SSL - OTHER  | 1.73%  | SSL - OTHER  | 1.99%  |
|          |              | 65.95% |              | 78.69% |              | 76.68% |



Table 1 - Top 10 Peak Period Applications - North America, Fixed Access

Bittorrent hovers around 5% of peak-time bandwidth in North America. Why do I mention this? Take a look at Europe and Asia's 2014:

| Upstream |              |        | Downstream                |        | Aggregate    |        |
|----------|--------------|--------|---------------------------|--------|--------------|--------|
| Rank     | Application  | Share  | Application               | Share  | Application  | Share  |
| 1        | BitTorrent   | 36.56% | YouTube                   | 22.38% | YouTube      | 19.85% |
| 2        | HTTP         | 10.60% | HTTP                      | 17.27% | HTTP         | 16.25% |
| 3        | Skype        | 6.38%  | BitTorrent                | 10.39% | BitTorrent   | 14.40% |
| 4        | YouTube      | 5.92%  | Facebook                  | 7.84%  | Facebook     | 7.48%  |
| 5        | Facebook     | 5.48%  | SSL                       | 4.56%  | SSL          | 4.67%  |
| 6        | SSL          | 5.27%  | MPEG - OTHER              | 3.57%  | MPEG - OTHER | 3.23%  |
| 7        | eDonkey      | 2.46%  | Netflix                   | 3.44%  | Netflix      | 2.97%  |
| 8        | Dropbox      | 1.42%  | RTMP                      | 2.31%  | Skype        | 2.27%  |
| 9        | MPEG - OTHER | 1.27%  | Flash Video               | 1.90%  | RTMP         | 2.08%  |
| 10       | Flash Video  | 1.08%  | PC: Valve's Steam Service | 1.73%  | Flash Video  | 1.74%  |
|          |              | 76.44% |                           | 75.38% |              | 74.95% |



Table 6 - Top 10 Peak Period Applications - Europe, Fixed Access

| Upstream |             |        | Downstream   |        | Aggregate    |        |
|----------|-------------|--------|--------------|--------|--------------|--------|
| Rank     | Application | Share  | Application  | Share  | Application  | Share  |
| 1        | BitTorrent  | 55.91% | YouTube      | 23.70% | BitTorrent   | 31.58% |
| 2        | QVoD        | 7.03%  | BitTorrent   | 22.78% | YouTube      | 18.67% |
| 3        | YouTube     | 4.80%  | HTTP         | 10.94% | HTTP         | 8.80%  |
| 4        | RTSP        | 3.17%  | RTSP         | 7.43%  | RTSP         | 6.29%  |
| 5        | Thunder     | 3.01%  | Facebook     | 3.22%  | QVoD         | 3.20%  |
| 6        | HTTP        | 2.86%  | MPEG - OTHER | 2.93%  | Facebook     | 2.74%  |
| 7        | Skype       | 2.26%  | QVoD         | 1.83%  | MPEG - OTHER | 2.25%  |
| 8        | Facebook    | 1.43%  | Flash Video  | 1.82%  | SSL          | 1.59%  |
| 9        | SSL         | 1.16%  | SSL          | 1.75%  | RTMP         | 1.40%  |
| 10       | PPStream    | 0.64%  | RTMP         | 1.74%  | Flash Video  | 1.39%  |
|          |             | 82.26% |              | 78.14% |              | 77.92% |



Sandvine haven't produced public numbers for 2015 in this region. What is important to note is that BitTorrent used to have 34% share of

bandwidth in the US before Netflix. It is probably too far to say that people want a legitimate route to pay for the films they download.

Personally, I would like a means by which I can fund films that I watch several times. While I write this, I am listening to music via Google Play, a £10/month service. Top of my play list a track I have played 210 times. All I can do is thumbs it up once. That's it. With Ecosquared, I will be able to send money to the musicians directly, and share it with friends in an easy, non-pushy way. Google will probably enable a feature where I can see my friend's top music list. Ecosquared does this out of the box — and not just for music but for everything they value.

Combined with the iPod, iTunes commercialised and legitimised mp3 file sharing. This was relatively easy because mp3 is compression, it is just a file, a thing, in the end and so fits into the traditional economic of buying and selling things. The BitTorrent technology is a distributed network technology. Ecosquared is a network protocol. We can apply Ecosquared protocols across the actual seeded distribution of files. Which means, people who share through BitTorrent earn money. They are effectively a distributed distribution system. In this way we can commercialise and legalise piracy in the same way Apple did with mp3's.

### *blockchain technology*

Bitcoin is on the knife edge between our traditional economic and Ecosquared. Currently, there is a lot of investment going into the platform behind it, called Blockchain. Bitcoin is an extension of the traditional economic system into the virtual world — is the closest to a 'thing' that we have on the internet, hence it lends itself to being used as scalar-money. And Blockchain represents an upgrade to the traditional economic system because it releases money from governing production, which traditionally means the Bank of England Pound for the UK government as an example. Bitcoin is produced 'globally'; anyone with the right equipment can 'mine' it by encrypting the currency itself.

The reason why government and banks are allowing it and indeed funding it, is because it is effectively cheaper. Pioneers of it see it as a 'revolution', but the problem still remains on where to securely keep one's Bitcoin. And this is where banks will be able to maintain their hegemony. Once ratified, regulations will be introduced on the

production of Bitcoin or whatever cryptocurrency is chosen, and outlaw all others.

Nevertheless, there remains promise in the underlying Blockchain technology. There are several coding groups around the world attempting to build the next version of Blockchain which enables 'smart contracts'. In the same way mp3 has file data like name of a track, composer, duration, etc, so a Bitcoin can be coded with information of its location and history. A world of use-cases arises, eg parent can give their kid 2 BTC to buy a pair of trainers — and only trainers. They can't buy crisps, etc, they can only buy trainers. Or a Addidas can reward customers with 10 BTC to buy any of their products. Or a council can issue BTC which can only be spent within that council on council services. Obviously, these use-cases are very attractive, and a lot of money has been ploughed into making this dream real. It will take time because of the speed at which authorities reach consensus.

Ecosquared treats money as a vector. This direction of money enables 'smart contracts'. By getting traction with Ecosquared, we bring the notion of 'smart contracts' into everyone's hands 'naturally'. Ecosquared provides the social adoption of this state-change to money. Thus Bitcoin and other cryptocurrencies can be used for the creation of an alternative economic, rather than just extending the traditional economic into the virtual world.

And there's an even bigger game being played by some blockchain coders. Some groups are using blockchain to produce a completely distributed internet. The architecture of the internet using http is centralised to some extent, with central directories translating http text into numbers, these numbers are addresses to unique server which will send information to your computer. Knock these directories out, and we have no internet. A fully distributed internet does not have this centrality; it is more like how information is distributed across the infrastructure of the internet. It corresponds to not having central banks issuing money, and where links are encrypted like Bitcoin are. A fully secure, distributed internet.

One such group which is attempting to produce this distributed internet is MaidSafe. At the time of writing, they have been working for two years and are now conducting tests, and a stable version may be open for public use as early as this summer 2016. It means a new internet where each user has their information, their node, their data, and sharing is secure. We see Ecosquared protocols as integral to a

fully distributed internet. Not only for the sharing of links through Ecosquared platform, but the spreading of MaidSafe itself.

### *IoT & resource economy*

Everything barcoded and most goods RFID chipped means we can track where anything is. The science of logistics has come a long way in a decade. I bought a book last night at 8pm, and it arrived before 9am this morning. The tracking of user behaviour by supermarkets means hyper accurate restocking of shelves on an item by item basis. The moving around of things is one step away from checking each individual's resource consumption. The problem is no longer about how to distribute things; the problem is the distribution of money.

Much further down the line than the above integrations, is the integration with the resource economy. The accuracy of gratitude tracking to determine a valid and trustworthy SQ value is some way ahead. We will definitely need to refine the current algorithm, probably apply compression filters to enable an acceptable range from lowest to highest, and my hunch is that there is an opportunity to rewrite it completely and shift from an arithmetical to a geometric calculation. But let's say that a validated SQ is achieved. This not only factors in the money payout distribution so that the higher SQ get more money, but it also enables direct SQ-tagged resource allocation. Get basic value food with low SQ, high quality with higher SQ, bypassing the intermediary of money. If you want better quality stuff, do things which generate more gratitude by the people around you.

This may sound a little scary, and that is probably the direction we will go in if we are *not* careful. One has to consider that everything is progressing quickly, from biotech and solar energy improvements, to AI which may dwarf the unemployment levels when robots replaced people in factories. Take cars, for example. Combine self-driving cars, cheaper lease-finance deals, and logistical companies like Uber. People will not need to own them. It will be like a driverless taxi service shuttling people around not only within a city, but between them. Now, what quality of car do people get? One way is to tag it to the amount of money a person invests, another is their SQ.

So, a world is possible where value is tracked by our peers, and resources are tracked and matched to the social value we produce. If you want a higher SQ, do things other people are unwilling to do, and really appreciate your doing them. If you want access to an Audi TT or

R8, then work in the sewers. Or do things which other people appreciate because they can't do them. Kick a ball around or sing well, and you will still end up driving around that Audi or living in a nice house. The difference is, each of us is regulating who gets what based on our evaluations. We if evaluate footballers more highly than teachers, then we will end up in the same world we have inherited with the traditional economic — but each of us will have direct influence, rather than middle-men companies.

## TECHNOLOGICAL AND SOCIAL OBJECTIVE

Combine a distributed internet, with open-source phones, running Ecosquared enabled browsers. That's a technological tool fit for the 21st century and beyond. A tool which people can use to achieve things together, in small groups, major polities, or even at the scale of humanity and this planet. It is tricky to conceive. Let's try a little thought experiment.

Imagine that the current, traditional economic was planned. That the desire of the people who came up with coins, was to unite people. From what I know of history, it began in Phrygia, what is modern day Turkey, and was a means by which the emperor could feed his army as it extended to the fringes of his empire. Instead of having a supply line of food, one supplies the troops with gold coins who exchange them for food locally; the same coins which the emperor demanded as tribute or tax, hence the circulation. At that time, around 1,000 BC, Mesopotamia was considered the known world. The Roman Empire in the first century was 'the world'. To conceive that everyone 'in the world' was using the same economy, using the same trading operating system, happened several times throughout history. 3,000 years ago it was the size of a country; 2,000 years ago Europe; 1,000 years ago the globe, and since then it has percolated to every corner of society and culture.

In this day and age, how long might it take to replace this technology with another? If we are asked to let go of one and embrace a new one, I don't think it is possible. We have football; yes there are different versions of it played globally, but there is the world cup of association football with estimates of 3 billion people watching the final. There is cultural heritage, technological legacy, meme

persistence, call it what you will — once we get used to something it is hard to just adopt another thing. Which is why I can understand how people can't see the power of a Gratitude Engine, an economic which runs on gratitude. It's a completely different world. What I do see is how people can use money in Ecosquared, and this interfaces with gratitude tracking. Ecosquared provides a solution, as well as the transition.

How long will the transition take depends on the rate of adoption, and the quality of experience that users have with one another. The beta may enable a 'flash in the pan' viral experience of gifting, dying away after a few months. The adoption of the gratitude tracking will take longer. On its own, decades before it reaches network scale; but following a gifting viral whether ongoing or temporary, once it is in the hands of enough people, we will start to hear amazing results. We will share these amazing results through the platform itself, and learn from them. It's not about the technology, but how it is used. How people are sharing, showing gratitude, people and experience. Culture of use. What works. Ecosquared is an economics of usership.

## THE FUTURE BACKDROP AND PAST BACKGROUND

In 2016, 5% of total VC investment was into Artificial Intelligence enterprises, while Google's DeepMind forges its way ahead in the search for a general or advanced AI, an AI capable of conscious thought, intuition, perhaps feeling. Some take this as a transitional step towards what they call the Singularity.

The investment into AI is not towards one objective, the holy grail of a conscious machine, it influences every aspect of our interaction with computers from UI to internet server switching, self-driving cars to international trading algorithms, social media bots to personal-assistants. If robots eviscerated factories of personnel, the effect of AI on services will be even more significant. Why pay a person to answer the phone when a computer can? Why pay a lawyer when algorithms can expedite legal documents? Why pay for admin and managers when logistic programs have upgraded their 'soft-skills'? Why pay for teachers and trainers?

When I was a child and entering into adolescence, my father had the habit of visiting the library every two weeks where he would circulate



another 6 science-fiction novels. I had two weeks to go through as many of the books as possible before they were returned. The speed of my reading improved and by the time I was conducting national exams, I had exceeded this and was into buying new books at bookshops.

After my Social Anthropology degree I applied to Edinburgh University's Artificial Intelligence postgraduate degree. My application didn't get past the first screening, nobody from social anthropology had ever been accepted before and my 2i wasn't good enough to make an exception. The fact that I was originally accepted unconditionally to study pure mathematics didn't factor, nor that my fourth year dissertation was based on creating a conceptual structure which combined linear and non-linear thinking.

I met a few computer PhD scientists whose dream was to crack AI, students who thought it could be done in a few years. I tried to engage them, but my background as a mathematics teachers didn't justify their attention. I had nothing substantial to contribute but for the self-organising principles derived from my teaching practice. AI from a social angle was, and still is, something of an oblique approach. I needed people to meet me halfway, as with most of my practices. The only people who have done so readily have been children and adolescents and a few adults on a personal basis. But nobody in a profession.

The reason why I go into detail regarding my own experience is because of the possible social impact of our generating a general AI, and that this event has been within my awareness for some time. When I wrote my novel in 2013, GIFT, an attempt to fictionalise the adoption of Ecosquared, it concluded in the not-too-distant future with an engagement with such an AI, or artelect. The artelect and indeed the whole narrative was vastly inferior in comparison to the intimate disruption envisaged in the film *Her*, for example, where sentience is subsumed by the importance of the emotional impact such an entity might have on humanity.

Ecosquared was conceived initially from an accidental seed of a thought in 2012. However, the mindspace or mental soil which allowed it to grow was due to the work done beforehand. I had developed a new way of thinking about mathematics which I dubbed 'XQ' (which has nothing to do with the school programme initiated by Laurene Powell Jobs by the way). The only person who had taken it seriously was Leon Conrad, and only because it had improved his engagement

with his own daughter around mathematics. After exploring aspects of it for a couple of years, his overall conclusion was, “So what?” It wasn’t that he was critical, he was goading me on to produce a practical application. That bounced around my head for some time, and so when the accident of thought appeared which made no sense on its own, I was ready to ‘make it practical’ using this alternative way of thinking about maths. In a nutshell, I could see that traditional economics was nothing more than a mathematical experiment. Whereas most mathematical experiments are conducted on computers, economics was a math experiment conducted in the real world over the last 3,000 years. It allowed me the flexibility of mind to consider alternative axioms, initial conditions, the basic set of rules that enable traditional economics to exist. To question established ‘common sense’ notions of how money operated, and reveal how it actually operates.

What has this got to do with AI? Let me describe the origination of XQ.

I had been teaching for around a decade, off and on. My final year consisted of my first full-time job as a mathematics teacher. I hated it. The students insisted that I impose discipline on them in that heavy-handed way that institutionalised education demands. The kids eventually came round, and the worst class ended up being my most loyal. However, the experiments in self-organising, self-discipline, exceptional results, genuinely positive learning environments, conducted over the decade as a supply teacher — or what I preferred to call ‘locum teaching’ — were impossible to graft into a standard teaching role. Basically the students can treat you like crap and you have to return. As a supply, even for supply for six months at a time, the understanding was that I was visiting and I would only stay if it was worth my time. That is, we were all genuinely learning ‘on the job’, fresh and explorative every single day.

So, at the end of a decade of teaching and that final year, I quit. I quit teaching and I quit work. I conceded that the system was biased towards certain behavioural and institutional patterns. No amount of radical revision conducted on the ground in classes had the power to change the superstructures. The structure of payments was inhibitive of the practices I was pioneering, for teachers and heads of departments and head teachers, and local government directives and of course national political policies. I had been inspired by students, and I had failed to change the system around them. I quit education and I quit work. I became a ‘conscientious objector to work’, as I put it

at the time. Not that I told people about it, or indeed anyone was interested.

By the time you reach 37 years of age and if you don't have an established power position or a self-evident history of your experience, basically nobody cares. I didn't complain, I just quit.

That was 2008. What was I going to do with my time? Well, during my time in education, a few interesting experiences had arisen around students' questioning of mathematics. I found myself with time to explore this path, and within five months had conducted my first journey, enough to convince me that I should devote the rest of my life to exploring it. Give up social dynamics, self-organising system et al, and just focus on the maths, a solitary task. I compiled the exploration as a book and called it, the journey, or the way of look at maths as XQ. Here's the definition I came up with at the time:

The central postulate for XQ is that there is another side to maths, a side that is not concerned with modelling things. The processes of counting, arithmetic, algebra, calculus, recursion have correlates in the concurrent processes of consciousness. The purpose of exploring XQ is not simply an intellectual endeavour however interesting it might be, but the intention is to offer a means of bridging west and east through the medium of mathematics, the two great traditions of western science and eastern meditation.

I shall not go into detail in what XQ is about, I seldom do. It is hard enough to work 'under cover' as an anthropologist in education and return with one's findings to the academic institution, that I couldn't face the possibility of approaching mathematical institutions with XQ until I had something which was 'concrete' or 'undeniable'. And that would take years, I thought. Decades.

During this exploration of XQ in late 2008, I came across a choice. Here it is in a section entitled 'Wise Precautions':

If science suffers from the same problems all institutions have throughout history, the problem of institutional inertia, then it would be wise for us to take precautions (cf Religion of Science). Einstein signed the petition for the manhattan project, though he did so reluctantly. His discoveries were never intended to be used in war, but of course they were (cf Determined Chaos). The developments in information technology have all found their place in war. The science-fiction scenario of humanity's self-

annihilation runs from the utter stupidity of nuclear self-destruction to war with enemy robots of its own creation. Both are never intentional. They are the consequences of the social structures we are in.

The structure in which scientists and buddhists and all of us are in, is the life-system of this planet. We also have managed to create a network of ties, political, economic and cultural, that span the globe. We have nuclear weapons primed for war, we have economic disparity, and we have a powerful engine of discovery constantly pushing back the boundaries of human knowledge. It is inevitable that any advance made in terms of modelling human consciousness will find itself with in the basin of attraction that is conflict. So, considering this, how can one justify exploration in the field?

There is a buddhist story. A madman runs to the east and his keeper runs after him to the east; equally to the east but their purposes. The lunatic and the keeper look alike in that they both run in the same direction, but the point of their running is quite distinct.

Because of the religious fervour of many of its adherents, and the proof not only of correspondence to reality but fame and wealth, there are many young men and women exploring the edge of consciousness. They have the mathematical skills and the computing knowledge. Is it wise to assist them in their advances? And I suggest, that the intention of XQ is partly a genuine contribution to intellectual endeavour, partly just offering an interesting thing I stumbled upon while teaching maths, but mostly an invitation for buddhists and scientists to meet in the abstract field of mathematics. It is not so much the intellectual endeavour, nor the spiritual deepening, but rather the social confluence that may occur. There is a human race, and there is only one way we can win it, and that's together.

I am not pretending that my first serious exploration was all that significant. I didn't create the field equations for consciousness. But I

did see that the path I was setting out on could lead to someone else generating them. And this was not something that any sensible person unblinded by the ambition of youth should embark upon lightly. I was also aware that I could not just turn away, pretend it didn't exist, because someone else would find this path. I have subsequently heard of a 'new math' coming out of MIT, but I have no idea if it correlates in any way. Which, incidentally, is probably the second greatest drawback of working outwith institutional frameworks; the isolation of working in isolation affords peace and quiet and self-exploration, but it is cut off from any intellectual fraternity that established academia affords.

However modest my contribution, it was my responsibility to deal with it. And though my interest pulled towards the exploration of modeling the human mind, because of the moral concern I was aware of, I decided that XQ needed to be applied first to the social field.

From my understanding, it was the same medium, what I had called the psycho-social field. Whether you talk about an individual or a social body, the mathematics applies to the same 'stuff'.

So, fast forward to Leon's conclusion, "so what?". I hadn't produced anything of any 'effect', beyond piquing interest in a curious mind or perhaps bringing a sensitivity to mind to the teaching of maths. When the kernel of Ecosquared appeared, centred on the use of money, we had our 'applied XQ'. Like 'mechanics' in traditional mathematics, cosquared is applied XQ. Ignore all the terms, what matters is the underlying mathematics.

Ecosquared applies established mathematical techniques to establish an alternative economic. As mentioned elsewhere in this book, Credits (Ecosquared's way of tracking money) becomes more like a vote, and a collective of individuals generates a tensor, and over time we might be able to learn the skills to generate a manifold, or a 'sustainable' social organisation. The mathematics isn't a 'solution', but a tool by which we can actively learn how to operate, just as we have with traditional money over the last 3,000 years. I'd suggest we need a crash-course over the next few decades with Ecosquared, hence the imperative of achieving virality as soon as possible. The sooner everyone on the planet is aware of this alternative use of money, the sooner we can learn how to use it for our mutual benefit. And if we succeed in developing an economic network which spans the globe, which enables us to operate in a more coordinated and cooperative way, we have a chance to deal with the social impact of generating a generalised AI. That is, we have our house in order so that we can

bring into the universe humanity's offspring.

Sound like sci-fi? Well, there are folk much more clever than you or I on this planet who are working on AI as I write and you read. They've achieved major steps with AlphaGo beating one of the best human players in 2016. It is not intelligence which motivates me to share this with you, or holds the attention of a respectful reader. It is a wise precaution, to be aware of the stakes we are playing. The machinery of traditional economics is in headlong pursuit of AI. Billions of dollars. Think Manhattan Project. Or the Apollo Program. But across all of the superpowers and intimately evolving at our fingertips every time we touch a keyboard or smartphone.

This is the future we are rapidly approaching, in fact increasingly interacting with. Against this future backdrop, consider the importance of our human values and the necessity of strengthening our social cohesion as a species. How much is it worth 'getting our house in order'?

## INVITATION TO THE NEXT STEP

Against this background big picture which dwarfs most of our actions and decisions, what can we practically do right here and now?

The web-app is where all the action occurs, helping us with our own individual projects. For Ecosquared itself, this book read by a few people who are interested enough to 'know more', early in the Green Phase, the following opportunities seem to exist.

Having spoken with Wendy and her friend Kal recently, the possibility of alternative descriptions of Ecosquared are warmly welcomed. Whether this manifests as influence or concrete adoption of tag-lines or blurbs for the website, I don't know. In terms of this book, I can imagine a more approachable sequel, *In Other's Words*. Could users describe what they think Ecosquared is, what it means to them, how they use it, what they have achieved, and what they hope to achieve. I'd read that book. Given a chance, I'd fund it — through the app of course! I wonder if I set the objective to Joe, would he put more effort into it than his homework? Could Anna extend the challenge to her classmates, could we get her school to run it as an experiment?

The graphic interface of the web-app beta is basic. I would definitely like a high quality UX designer to come up with a cleaner, fast interface. I've revised it myself. It should be possible for a user to flick

open the app, find the right person to thank, and thank them within three taps. We managed it in the original web-app, but due to the whole Ecosquared suite of tools, it takes longer to find on the beta.

What I would really appreciate is more attention applied to the core engine. I don't mean social application in the form of use-cases, nor coding implementation, but the core mathematical functions and the psychology around them. A team of people working on this would be so much fun. After four months since I finished the specification for the beta, I approached the core economic process of vector-money with the basic governance model in mind. A beautiful series of correlations arose quite naturally: how a user creates a card, the card is authenticated by the originator, and then validated by the originator with Ecosquared ecology. Authentication enables 'support' (or gifting to the originator) with the limited setting that vector-money is locked into that product and originator cycle, and validation allows credits generated through the card to be redirected to other projects. I believe that we can produce a significant upgrade to beta within a year that fulfils the promise of a self-organised project-management tool.

## POSITIVE MONEY-FLOW OR GENERATING REVENUE

# 8 WORLD PREMIERE PARTNERS

## TO USERS

Ecosquared aims to change the game.

We wish to live in a world where the best authors, musicians, designers, coders, directors, engineers, teachers, plumbers, gardeners – whoever we are – are rewarded and encouraged for our genius, when we enter a cycle of improved experiences, services and products globally. A virtuous cycle of progress where everything improves.

We cordially invite you to participate in the Ecosquared launch and ongoing mission – to Improve Everything!

### *Welcome...*

Imagine a world where we never buy anything. And nobody is selling anything.

Completely imaginary, of course. Total sci-fi. And yet, the fact is, we all grow up in such a world already.

As children, we are given everything. At some point, we are introduced to money. We have different understandings of how it works. We know we need it to get chocolate from the people in the ‘shop’. We take it from our parents, and we give it to the people who smile and give us the chocolate. It is like magic.

Sometime later, we understand it sufficiently to appreciate the utility of money. Sometime in our teenage years.

And then at a later point, for some of us it may follow on immediately from one or other of previous experiences, we generate a desire to own money, we cultivate a want for more of it.

And as young adults, we are seduced with huge amounts of it, suddenly, when we get a job. So, our youthful energy is taken up pursuing someone else’s agenda, a company’s or a government’s. And for most of us, we end up living our lives in thrall to the accumulation



of debt we build up in the form of mortgages, maintaining high standard of material wealth, providing for our dependents, securities, etc. That is, from the perspective of a child's, we become 'old'.

There is nothing that ages us more than money.

What if we had an economic that evolved from childhood, continuously, an economic based on giving?

Welcome to Ecosquared. Ecosquared is the portal to such a world. Such a world is literally in your hands. Your use of Ecosquared (either through the Sqale web-app or otherwise), makes this world real. By operating money through Ecosquared, and by tracking gratitude, we will see at what scale it is possible. Perhaps it will only work for virtual gifts, eg music or videos or articles. Perhaps it will extend into the physical world of products and commodities? Perhaps it will only work in small groups, perhaps across networks, perhaps globally? All such consequences emerge from our individual action. It is not an intellectual point, whether you understand or not. It is based on action, how much you participate to make it happen.

So, rather than 'welcome', perhaps it is more appropriate to say 'thank you'.

And indeed, that's how we aim to start. (Or at least, the way I would like to start Ecosquared – see Founder's Statement.)

### *... to an ecological economic*

There are some clever folk out there. Some of those clever folk are mathematicians working on Artificial Intelligence, creating the equivalent of Einstein's Field Equations, for consciousness. The effect will be more significant than nuclear energy, the power greater than nuclear bombs. To create this Generalised AI, they need to hack mathematics itself. MIT are talking about this: a 'new mathematics'.

Let's imagine one of those clever mathematicians applies their new math to our Economics, to money, and they develop a new economic. What might it look like? What might 'payments' look like in this new economic?

There is no such thing as payment. You can't buy anything either.

People walk into what might resemble shops nowadays, take things from the shelves – a packet of crisps, a magazine – and walk out. They talk with an assistant, try on a few pairs of jeans and trainers, thank them and then walk out wearing the jeans. You sit down at a place, order some food, eat, thank them and walk away. No payments.

How does this work? Well, in the background we have a fully evolved Internet-of-Things integrated with Resource Logistics which we have solved already. We know where all the bags of crisps are, the magazines, jeans, trainers, and foodstuffs. We know who has consumed how much. You can only take as much as you are allowed. The question then is, how much are you allowed? In our current economic it depends if you have the money; with Ecosquared it depends on whether you have the Credit.

Credit is a function of money, and its distribution depends on the value you produce for others. If you produce value for others, your Credit increases. You can get Credit for giving people money, or contributing your skill and effort to a project, or just by helping others. Each person is responsible for distributing an equal share of social value; the collective result of these individual distribution derives a person's Credit. The more Credit you have, the more powerful your vote, the more resources available to you. If your Credit is high enough, you can leave with the bag of crisps, the trainers, the food.

Each person is free to distribute their value as they see fit. Each individual is responsible for contributing to the collective result. This collective result operates at the same instant as each individual's evaluating behaviour; there is no delay, no consequence, it resolves itself instantly. Like the motion of each molecule of water constitutes a wave. In this way, each of us has immediate and continuous social feedback based on our individual actions. We are mutually responsible for ensuring that teachers turn up at school, doctors and nurses at our hospitals, and engineers to fix our roads and houses.

Some of you might ask, how is Credit different from money? There are two main differences. First, Credit has direction. With money you know where it is, but don't know where it is going. With Credit, you know where it is *and* where it is going. It is like having a budget, where you have a plan where money is going to go; well, that information is contained in the money itself. Second, Credit can only be held by individuals. Money can be contained in company accounts, governments, banks, charities, and other organisations. Credits can only be held by individuals. A company, in this future world, is a group of individuals aligning to a future objective. Any Credits which are attracted by that 'company' is immediately distributed to the individual members. It is never held in a third party account.

These two aspects of Credits changes how money operates, as well as the psychology around money movement. In fact, there is a

transition between our current traditional economic where money moves, to a system which money does not need to move. The movement is captured within the Credit as its direction. It matters less who has the Credit and more where the Credit is directed. Credits turn out to be more like votes than money.

Credit? vMoney? Vector-Money? It does not matter what is called. What matters is its function.

Star Trek presents a world beyond money. This future world may be science fiction, it may be centuries away or decades away. However far away it is, the Ecosquared app provides this functionality, today. All it requires is people to make use of it. The future awaits. At your fingertips, act on your heart's intent.

Ecosquared. Gift Mechanism reverses direction of money, replaces transaction with gift; monetises sharing; cut out the middle man. Gratitude Engine captures intangibles; shifts from taking to tracking value. Project Mirror flips vertical hierarchy into temporally horizontal alignment.

In sum, with a new economic tool, we can focus on solving the pressing problems which face humanity. It would be foolish to avoid, dismiss, or vilify money. It is a matter of getting it to become 'well behaved'. With a fair distribution of money, comes a fair distribution of resources.

Like any tool, it depends on how it is used. Use Ecosquared well. Show your values, bring out the best in people, improve everything!

Now it is your time to Make the Decision.

## TO ORIGINATORS

Let's face it, the game is rigged. The biggest marketing budgets secure the biggest market share. In a loud market, the biggest voice is heard. Yes there are exceptions, but they are rare. Every creative thing we produce is eventually commoditised.

Ecosquared aims to change the game by generating revenue and market share without a big budget. We have built a tool which upgrades our users from consumers to participant partners. This works on one thing: a good product, service, experience or even idea. Ecosquared is crowd-funding evolved.

We are looking for an exclusive set of partners to realise the

potential power of Ecosquared and be the first in their industry, sector, community or genre to use our platform.

### *First, a Note on Secondary Advertising*

As the first users of a successful launch, you will be editorial sources for secondary advertising. Because of the nature of Ecosquared, like any great product or service or experience, we believe that the testimonials given by our participating partners will provide a better reflection of what Ecosquared is than we could ever provide.

We will speak in person, of course, to talk over the exact conditions of involvement. The description here is a basic description of the benefits and responsibilities and conditions of involvement. They are included as Chapter 10 of a book which describes the overall system. Other chapters cover topics such as the underlying mathematical processes and the decisions involved in making the platform. Chapters address different reader segments such as investors, developers, friends and future users of the app itself. The book as a whole stands as a record of our pre-launch situation. Your name will be included in this chapter if you agree to participate, initiating the secondary advertising cycle.

To post-launch users in 2017 and beyond – return here and now to a pre-launch partner who is deciding whether this is a venture to participant in. Given your vantage of hindsight, it may all be done and dusted, a part of known history. However, at some point in time – within a few months of my writing these very words – there are readers who are encountering Ecosquared for the first time without much history, with only a partial idea of what it is about. Reading these exact same words, they will make their decision whether they wish to meet, and then we will make a mutual decision whether we can be partners. What is presented in this chapter and book are our reasons and explanations, but what genuinely interests us are their reasons. What do they read here? What potential do they see in using Ecosquared?

Ecosquared needs pioneers, and the defining difference between a pioneer and a pedestrian is not only having a vision that others do not see but also the action to realise it. And because of their unique position, they have a unique contribution to make, one we can not make ourselves. Each of our contributions make us part-ners in Ecosquared, but these first partners have much greater parts to play.

With this in mind, and if we secure the necessary funding, we will accompany this book with a documentary film which records our engagement in the real world. That is, we want a record of the first time you are presented with the core system, through a gift for example, or when you are thanked. Your initial genuine response will be something which your fans and customers will be interested in seeing because they can compare it to their own responses. We will be asking the same of our users in the next chapter; they will be a particularly adventurous bunch of early adopters, and we would like to see their first response whether it is a quick selfie, or a more professional 'whats in the box' production, or one of those crazy first-play gaming videos.

With Ecosquared, the most significant factors are the users, their taste, their relationships and their decision. We can increase the chances of their positive response by providing them with high quality content they are familiar with from their favourite artists and companies. That is where you come in. If your content is of high enough quality, they will wish to support you. The overall effect is that you are crowd funded continuously by your fans and customers. But at this pre-revenue juncture, what reasons do you have to meet, and subsequently participate? Your answers are the reasons that third parties will want to know. The start of your secondary advertising story starts now. Fact.

### *Benefits of Being an Ecosquared Partner*

- continuously raising revenue
- distributed marketing
- warm relationship
- info on customers or fans
- info on potential customers

These are the benefits of using the Ecosquared platform.

Crowd-funding is an emergent effect of our core economic. It is not an add-on, like it is with the current economy. You will be able to raise revenue directly from your fans and customers. We make crowd-funding as easy as buying things, and yet with all the power that crowd-funding brings.

You do not push your products. You do not need a big marketing budget. Your fans and customers become your marketing team.

Ecosquared monetises recommendation. Let your fans become your distributed marketing department.

There are a lot of middle men in traditional economics. Ecosquared closes the distance between you and your fans. Achieve a personal relationship with your fans.

Reward your most ardent and active fans. Nudge fans who are appreciative of your product into active ambassadors. Gain feedback from your distribution network, learn what they like or don't like, listen to what direction they would like you to take.

### *Exclusive Benefits for Being Soft-launch Partners*

- secondary advertising, shared
- unique in your industry or sector
- riding another's viral
- personal reward ecosquared style
- one step ahead, pioneers in new economic
- reducing risk of going it alone

The benefit of secondary advertising is accompanied by many exclusive benefits to being one of the first partners to launch with us.

The soft-launch consists of artists and companies who have exclusive representation in their industry or sector. You will not be competing with your regular competitors. Your voice will be heard, your product seen.

Because of the limited set of products during soft-launch, when one viral occurs it carries with the other products. Users will have little else to share but what is on offer initially. You will get into the hands of everyone who participates in the viral.

Your participation in the soft-launch is rewarded with the equivalent of %-equity in Ecosquared itself. If we end up becoming the go-to value-tracking app, you will own significant share. This is only fair because it is your content which will get us there. We will honour our relationship to you.

Ecosquared provides a completely new way to approach customers. It upgrades customers to participants, fans to ambassadors, providing them with tools to become more active in their feedback while enabling a more intelligent buying power.

Taking part in an initiative as innovative as Ecosquared is risky if taken alone. You will be in good company with other high quality

content providers. The success of the venture does not rest solely on one partner's shoulders, but together we increase the chance of bringing success to all the partners.

### *How does Ecosquared work?*

We provide a central dashboard for each user to see how they value the world. This helps them become more discerning and powerful participants in culture. They are not consumers to be sold to. Our users are cultural leaders.

Imagine if we aggregated all the values user's apply online. Reviews on TripAdvisor, likes on Youtube or Facebook, reviews of sellers on Ebay or Amazon – all in one place. We believe data should be owned in separate silos. We believe this data should be owned by our users.

We take things a step further: we operate relative comparisons between people deriving social numerics. Our user input is meaningful. Because of their system, people don't deepen their relationships on Facebook. Our maths operates on quality data. We provide meaningful feedback to users, so they can see their influence directly, they can see what they like and don't like, and they can connect more easily to like-minded people as well as help people appreciate the richness of diversity.

In Ecosquared we don't just evaluate things, stuff. Ecosquared enables us to evaluate our relationships in naturally human and sensitive ways. We don't think people should be rated like we rate things. Our solution is simple, we track gratitude. Because the thing we are evaluating is evaluating us, we use relativistic maths. Our system draws attention to people who are contributing the most value in a network. We believe we have the maths for a meritocracy.

Ecosquared lets your products find its audience. Our users are empowered to share value with people they value. Ecosquared places the horse before the cart pulling, rather than behind pushing. It quietens the marketplace so we can be sensitive to deep, significant and moving value.

### *Who are we looking for?*

High quality content providers. People who are looking for a game-changer. We seek one from each listed below, or a handful across genres if there is sufficient differentiation.

Musicians who exceptional and have committed fans.

Journalists and writers, providing significant material.

App designers, from games to productivity tools.

Visual artists, from CGI shorts to animated gifs, fine art, portrait photography.

A handful of puzzles, linguistic, mathematical or visual.

Products: apparel, gadgets, footwear, etc.

TV and radio shows: music, sports, food, etc.

Festivals, events, conferences, across industries.

Charities, each unique to their sector.

We welcome soft-launches across national borders. What matters is the quality of content, and the vision of our first partners.

### *Turning Point*

With a substantial cash injection from our investors at the outset, we can attract and secure ideal partners for soft-launch. We can help fund the promotion of your material through the Ecosquared app.

Investors want to see ‘evidence’ or ‘traction’, with hundreds if not thousands of users. As described elsewhere, there is a misunderstanding of what we are building. For regular products, this makes sense. A runway, proof of concept as the product lifts off. However, we are building a rocketship, designed for vertical take off. Better than that, a spaceship that will move us from our current economy to an alternative one, based on non-currency and value-tracking. So, specifying a use-case that is limited, that can not go viral, is somewhat challenging. We can do so, not with Virality but with one of the other functions, the Gratitude Engine, or the sharing of a real-world event.

Alternatively, we commit to recording people’s responses to their first experience of Ecosquared. Qualitative response, not quantitative. If we get the UX smooth enough, and the SX is meaningful, we can tell if it works with any individual. So, included in the list of use-cases is the ‘Documentary’ project. We can use this for evidence and promotional material, and for content for any future reporting. Further, we will extend this notion of a Documentary to produce a pilot TV programme which we can seek commissioning for TV channel.

Do you want to see people's response to your content? Genuine responses from friend to friend? Witness the turning point, the mixture of surprise and satisfaction, and their subsequent action.

We need your help to make history. Take the next step and make our



future.

### *global cultural variance*

Ecosquared is global, not because it wishes to spread across the world. But because it provides an alternative to the traditional economic. As such, Ecosquared represents 3,000 years of disruption.

Thus we honestly do not know which industry or sector will spark our first viral, whether in the commercial or charity sector, whether in music or sport or games.

Similarly we do not know which culture is most receptive to the economic we introduce. Perhaps India with its religious culture, or Japan with its gift-giving behaviour? Or perhaps Ecosquared enumerates the deep sense of community in China, or the sense of African ubuntu? Or it finds resonance in the warm welcome of latin cultures, or the polite respect of cooler climates?

## TO UNICORN VC

### 2 Ecosquared Tools

Ecosquared has three value tracking functions (Like, Thank, Happy), complemented by three money-tracking functions (Share/Invite, Support, Bond).

#### *2.1 Products — ‘Virality’*

Value Tracking – Like. Evaluate something shared with you on a score of 1-10, which cumulatively indicates the total value any content, products or services have received. All your evaluations in one place.

Money Tracking – Share. Share content, products or services with Ecosquared’s equivalent to money, the Credit. Share the Credits you receive with friends, and optionally add your own.

#### *2.2 People — ‘Gratitude Engine’*

Value Tracking – Thank. Evaluate a person by thanking them. This is the trickiest algorithm because it is reflexive – people are evaluating each other. Our algorithm derives a “Social Quotient” as a relativized

score. It captures the intangibles, like the subtleties of teamwork in a simple and light way.

Money Tracking – Support. Invest Credits in a project. Credits are distributed via an agreed balance of equity and Social Quotient to all members of that project. Each user decides how much to invest in “marketing” (Share) and how much in “development” (Support). A crowdfunding platform and distribution channel all rolled into one.

### *2.3 Projects — ‘Open Bank’*

Value Tracking – Happy. Evaluate your enthusiasm or degree of commitment to a project.

Money Tracking – Bond. Pledge money to a project. This is what makes Credits different from money: Credits need not actually move. The target recipient can leverage this pledge in the traditional economy.

### *2.4 Range of Use-cases*

The primary revenue stream we provide our users is through Virality: for musicians, writers, journalists, artists, app-designers – anyone sharing their products digitally. Crowd-fund anything that can be shared online. The tool can also be used for sharing physical or consumable objects, and interface directly with traditional economic; an Ecosquared gift provides the money to buy clothes or food or music at any retail outlet.

Events can also be shared through the mechanism, generating money for any event organiser. This holds for fixed and regular events, but really comes into its own for unscheduled events such as with live video shares via eg Periscope. Ecosquared provides a unique method to calculate the live streaming cost for online material based on number of users, their values, and the moneyflow involved. This is unique to Ecosquared and opens up a new payment calculator globally.

Watching the Olympics can be brought to life with ‘virtual applause’: viewers showing their response through evaluations. Twitter takes too long to read comments, whereas values from Ecosquared can be collated in real time. Sport MVP’s can be voted live throughout matches, or live responses to Big Brother. And money can be directed; imagine football clubs setting aside an amount of salary to be allotted by fans? That is, Ecosquared potentially cuts out the

traditional means of funding, via Loto or government taxes, or sponsors and media channels. Ecosquared has the potential to disrupt the sports industry by placing the players first.

The core Gratitude Engine, allows users to thank one another for anything. The unique SQ algorithm relativises gratitude within teams generating a ranking; bonuses or income can be distributed according to the ratio of SQ rank, or it can be used as a trust-metric for customer service with particular application in high-trust sectors like education and health. Ecosquared can support horizontal company structures. People get paid for the on-going contributions they make, not the positions they hold (and end up protecting).

The governance system for projects and products – who can be gifted? who decides how much to pay? how is the money distributed? what is the exact text in a product's description? – is unique to Ecosquared. Our Permissions system opens up a world of politics and management, a new way to organise ourselves. Straight out of the box, our beta allows users to effortlessly organise the time and location of meetings mutually. Not even Google does this. And this is just the beginning.

Ecosquared's Bond function allows users to use money as a vote which can be leveraged in the traditional economic. For example, 100,000 users can Bond £10 to a new gadget or album; the creators can leverage this investment in the traditional economy to find partners to manufacture their gadget or album; once finished, these gadgets and albums can be gifted to users. There is no obligation that the £10 will be released, it is still dependent on the quality of what is produced. This Bond function can be extended to civic endeavours, eg neighbours in a street raising the finance to get council to resurface their shared road.

Finally, we can bridge to full sharing of physical objects by partnering with near-field tagging technology, eg TILE or LUPO. This enables the sharing of physical objects which are inherently 'giftable', things which are consumable but not perishable, eg a puzzle, or a book. The web-app tracks the movement of these physical gifts via the tracking technology. Use-cases include tracking books, or experiences shared at a festival, for example. Imagine receiving a thing which has been gifted forwards seven or hundred times? It is more valuable than a 'new' thing. Our app tracks this.

The API to access the platform will be made available to third parties. For example, voting in Quora can be rewarded with

moneyflow; likes in Youtube can generate money for content creators; tracks played through Deezer can have user subscription distributed according to their evaluation ratios. The potential use-cases for Ecosquared are uncountable. What is important is scaling Ecosquared as quickly as possible, ensuring it is secure and trustworthy as the go-to value-tracking service in the world.

### 3 Pricing and Costs

Users decide how many Credits goes towards development and how much towards marketing.

Primarily, we will use Virality on itself and crowd-source the platform itself. Software models of Virality simulate user spread and generation of £100k+ within the first few months is feasible. Secondly, any Producer using our platform to distribute their content, products or services can remove Credits from Ecosquared. The conversion rate will be based on a sliding downward scale based on the number of users:

| Number of Users (upper bound) | Ecosquared Fee for Credit Conversion |
|-------------------------------|--------------------------------------|
| 10,000                        | 32%                                  |
| 100,000                       | 16%                                  |
| 1,000,000                     | 8%                                   |
| 10,000,000                    | 4%                                   |
| 100,000,000                   | 2%                                   |
| 1,000,000,000                 | 1%                                   |

### 4 Competitor Analysis

Google and Facebook (and Amazon and Ebay and supermarkets like Tesco and Asda – indeed everyone) are effectively guessing, spying on user activity in order to leverage investment for marketing opportunities – selling Big Data. Although the resolution is greater than broadcast media like TV or billboards (from B1 and B2 categories down to the individual), the model is essentially the same – attempting to target customers.

*By placing the power directly in the hands of the user, Ecosquared does away with this ‘best-guess’ marketing; our users are active in pulling products and services from companies. Effectively we are ‘outsourcing’ or*

*'democratising' the marketing department to fans and users.*

### 4.1 Search

Companies are effectively in thrall to Google, paying large sums of their marketing budget for SEO for online marketing; of the \$179 billion spent on marketing in the US in 2014 alone, 28.2% was digital. Marketing is based on product-push.

*Ecosquared offers customer pull. Instead of the horse being behind the cart, pushing, Ecosquared places the horse before the cart.*

### 4.2 Content

Curated content sites range from sharing sites like Upworthy to reportage sites like Verge. Video views spiral into the millions. Such sites have business models based on advertising.

*Ecosquared does not have advertising. It provides a service, and if that service is valuable, users support it to continue and to be improved. Why would anyone want to share a link through Ecosquared instead of Upworthy or Facebook? Because they are rewarded for it.*

### 4.3 Crowdfunding

In terms of crowdfunding, Kickstarter leads the market with others like Indiegogo, and there are hundreds of sites; you can even buy your own Wordpress template and set up your own crowd-funding site. Crowd-equity has greater compliance restrictions and so there are fewer in the market. Crowdcube claims £58 million invested through their platform; Crowdfunder claims it has raised \$152 million; Angel's Den has increased investment 66% on their previous year to £5.5 million in 2014. The trend is definitely growing, and aiming towards equity.

*We provide a mechanism which enables contributors an on-going means of tracking value within a group, which can seamlessly lead to %-equity in their work once complete. Ecosquared aims to jump ahead of the competition by providing effortless equity share. At its core, Ecosquared system tracks 'usership', the legalities of which have less definition than the legalities of ownership.*

### 4.4 Peer to Peer Lending

There is also a growing trend in peer-to-peer lending sites. Zopa and

Funding Circle are head to head, setting up loans in the amount of £713m and £484m respectively.

*Traditional forms of funding result in debt creation through the misapplication of negative number. Ecosquared is an entirely positive financial system.*

#### 4.5 Crowdfunding Alternatives

Crowdfunding sites cost money however; an estimated one third of money raised goes towards fees and fulfilment costs. There are alternatives. When his Youtube videos received their billionth hit, Hank Green compared advertising revenue with a 'just ask' strategy. Google's \$2 CPM (per thousand hits) was outperformed by the crowdfunding/subscription service Patreon which generated \$25,000/month for Hank from users' donations. According to Hank:

*"What that leads to isn't just new business models — we're seeing new creation models, new audience relationships, and new kinds of content. With a couple of simple new tools, the economic arrow is suddenly pointing in new directions, and I'm very excited to see where it leads us."*

#### 4.6 Cryptocurrencies

Cryptocurrencies are a relatively recent addition (Ripple 2004, Bitcoin 2008) to the world and are beginning to gain traction in established financial centres. They are notoriously complex, however the effect is simple – they are as close to discrete 'things' that we can get on the internet.

Ecosquared is NOT producing an alternative currency like Bitcoin. We provide an alternative value-tracking algorithm, more like shares in personal value which are non-tradable. We do not objectify to numerical tracking system, like money, which is then susceptible to speculative perceived judgement. Our system allows each user to retain their values. Our algorithm relativises this, which in effect captures 'influence', and other intangibles. We ARE happy to use Bitcoin in the back-end to enable cheaper financial services for our users.

### 5 Marketing Strategy

Our approach to market is through four waves of the Virality – the "soft-launch".

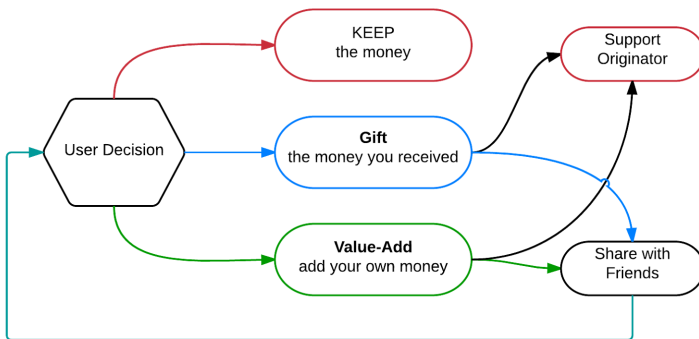
1. Boot-strapping the platform itself;
2. Individual Producers sharing to their own fan bases;
3. Companies and charities promoting their products and services;
4. Prize money for teams who show the best use-case of the platform on the ground.

### 5.1 Bootstrap Strategy — Gifting Ecosquared itself (Wave 1)

1. A friend is invited by an existing user via email or SMS to use Ecosquared and also to accept some Credits, worth e.g. £5 2. They visit Ecosquared web-app, and if they accept the offer and Credits, they see a video explaining what Ecosquared can do – the call to action.

3. The new user shares with another friend or supports the developers (Ecosquared), with the Credits they received.

4. If they really like Ecosquared they can add their own Credits.



Each user is therefore deciding how much money goes towards marketing (share) and how much goes towards development (support).

By sharing with friends this is “marketing”.

By supporting the originator, this is “investment” or “crowdfunding”.

By empowering the user in this way, the Ecosquared platform produces “pulling-power” – users are pulling products. Contrast this with traditional sales and marketing push.

### 5.2 Individual Musicians, Authors, etc (Wave 2)

A second ‘marketing’ wave is introduced when we invite a handful

of artists, musicians, writers, inventors to use our platform to promote new work through *their already established fanbase* and professional network. That is, a fan receives a track of music AND eg Credits worth £1. They are given the same choice, to Share with friends or Support the artist *whom they already like*.

We are in the process of securing The Gift by Lewis Hyde, and War Song by Phamie Gow. With significant funding, we may be able to conduct a celebrity tier launch such as Taylor Swift or Russell Brand or Elon Musk.

### 5.3 Companies and Charities (Wave 3)

A third ‘wave’ involves organisations, charities and companies who wish to crowdfund through Ecosquared. We have secured letters of intent, for example from Find-a-Player, and with significant funding we can potentially upgrade to national and international companies like EA Games and charities like the British Heart Foundation.

Sample Organisations using the Ecosquared platform to actively engage their audience

The British Heart Foundation may use Virality to raise money while distributing the app to charity participants — an alternative to the JustGiving website. Members could challenge their friends to a running race along with a donation to the charity. As was the case with the ‘ice-bucket challenge’ via Facebook, but with a financial dimension.

### 5.4 Open Gifting (Wave 4)

Once trialled with the app itself, a few choice creatives, and a select handful of companies, we will open up Virality to the public. Users will be able to create their own products on the Ecosquared platform and distribute them. We offer the following incentive for the public launch:

- £10,000 bootstrap challenge for best use-case for Ecosquared app

Once established, we are particularly interested in marrying our technology with distributed technologies, in order to enter into development cycles as early as possible, specifically:

- File-sharing technology – eg BitTorrent
- Open-source linux and ubuntu – eg Mark Shuttleworth’s ubuntu phone
- Blockchain technology – eg Mastercoin
- p2p-browsing – eg Opera



For example, Apple managed to commercialise mp3 even when free services existed like Napster; people want to pay for things. Ecosquared may be able to commercialise the peer-to-peer file-sharing protocol Bittorrent, which accounts for 46% of Asia's entire broadband.

***Example social behaviour stimulated by Ecosquared***  
*Top Gear televises globally, live. Twitter feed, emails are too 'heavy' an interaction with their 8 million viewers plus. By using our app, the presenters can get live response to their skits. Likewise, shows such as X-Factor, The Voice, Britain's Got Talent and Strictly Come Dancing could enhance audience participation with live feedback on stage behind the performers, like live online applause. Presenters can offer their live televised audience not only the power to vote for options, but to fund projects. A new level of live interaction is born, with a positive-cashflow economic.*

### **5.5 Social Graph Analysis Analysis**

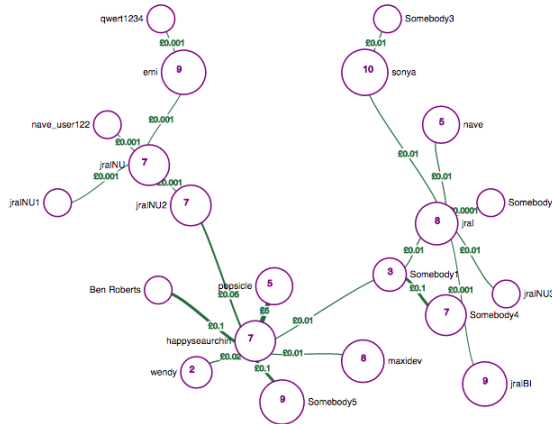
The prototype creates a graphic representation of a share distribution where each node presents a person, and a line radiating outwards is an accepted offer. The following graph example shows user values and gifting values.

Ecosquared graphs are especially meaningful because the quality of data is high. Not only can we trace the movement of sharing, we can track LIKES, and the movement of Credits to friends as well as to the originator. Users can see how influential they are, and companies can focus on specific users who are influential (fans? potential 'employees' or partners?), as well as nudge those users who are end-nodes and have not shared yet.

Companies may award high-net-sharers and influential-sharers from part of their marketing budget. They may also nudge end-sharers who are 'holding' their Credits for too long, perhaps sending them a new product, next iteration of the platform or new level of a game or a new track of music etc, to encourage them to share.

## 5.6 Engaging Video Recording

People's response to Ecosquared is TV-quality watchable.



Ecosquared is unusual, and unlike other financial innovations like Bitcoin, it is strikingly simple. Writing does not capture this experience. We wish to establish as standard practice the video recording of user engagement.

*Personal World Premier*

The first time a user receives a gift, eg a track of music from a friend – what is their response? Will they gift it forward? Will they add their own money? Or will they choose to direct their money towards something more meaningful to them? Who will they gift to first?

We seek to record first time meetings with potential partners and investors. By gifting them live, in person, we can see capture their live response. This video footage will be of interest to fans and they can compare it to their own first response. We encourage our users to save their first time engagement with Ecosquared for posterity.

### *Pilot Programme & TV Series*

We will produce a pilot for a TV series. It will document our engagement with investors, partners and punters. It exemplifies what

can be done with the app, providing a model for anyone to use the app to secure funding, partners and 'customers'.

With investment, we wish to embark on a series of use cases to demonstrate the power of the web-app. Can a cross between Dragon's Den and Gordon Ramsay's Kitchen Nightmares be commissioned by eg Netflix?

## 6 Operational Functionality

We wish to achieve a situation where we are undergoing a continuous development path as soon as possible, influenced by crowdfunding of the platform itself.

Our initial investors have allowed us to build a functioning beta. Additional investment will enable us to update the beta build with state of the art UX design, ensure the servers are scalable and secure partnership with Paypal to outsource the risk and security of financial transactions.

Simultaneously, we will be able to mount a business development campaign to secure a higher standard of partners to soft launch with.

Beyond sharing API access to our financial engine, further into the future we can investigate licensing and subscription models for companies who wish to use our value-tracking algorithm and discrete servers for continuous assessment.

We are already building our team (see Part 8) and we expect it to evolve and adapt as the platform gains momentum. Even without the improved chances of going viral that additional investment would bring, we expect to be employing at least 8 people within three years with what we have already. Enabling virality will enhance and expedite the ROI and Ecosquared therefore has the potential to become a major global employer.

## 7 Financial Analysis

There are three potential revenue streams:

- crowdfunding – users directly fund Ecosquared for further development cycles
- percentage – Ecosquared takes % of revenue generated by content creators
- big data – social graph analysis allows Ecosquared to market companies to receptive users

We welcome advice on which combination of revenue streams to go forwards with.

### *7.1 Assets and KPI*

Our primary assets will be:

- Proprietary software, the Ecosquared platform and front-end app
- A unique product – a gift-economic and dashboard platform
- Liquid cash flow due to the crowd-fund nature of the platform
- Patent-pending value-tracking algorithm
- Growing quality users employing a trust metric
- Potential partnerships with open source development like Canonical's Ubuntu and firm relationship with Scottish Enterprise

For many startups, revenue serves primarily as market validation – early revenue typically isn't enough to sustain the growth the company needs to capture the market desired.

Ecosquared has its own crowd-funding capacity built in – the finances grow at the rate it is adopted, and since it is an 'instant economic', there is no lag, no issues of 'good-will' or 'net receivables'.

Key Progress Indicators will be:

- User growth rate – we project for both 'standard' and for 'healthy viral' adoption
- Customer success rate – we are not presenting one function, but a suite of tools to support daily behaviour, which increases the customer traction
- Referral rate – an intrinsic part of the Virality
- Daily usage statistics – our engine produces a 'good news' output – a stream of gratitude, gifts, and moneyflow

### *7.2 Evaluation & Risk Assessment*

Because we are pre-revenue, evaluation of an initial company value

is inherently speculative.

According to Peter Thiel, an early funder in Facebook, “Software companies are often valued at around 10x annual revenues”. This potentially puts Ecosquared’s value at £16m by Year 3 for Standard Projection, and £168m for ‘Healthy Viral’.

However, we appreciate that any initial valuation is going to be wholly subjective and that any potential investor will have to make their own evaluation of value as well as undertake their own risk assessment.

We nevertheless believe that an initial company value of £1.5m is fair and reasonable, partly because of the idea itself and what has been done to bring it this far, but mainly because of the unique opportunity that Ecosquared represents – a potential new global economic system.

When giving this further consideration, potential investors should give consideration to Section 7.4 below and the potential income streams that could flow if virality is achieved and the lead time for each iteration is minimised as far as possible. The potential income streams are backed up by the Founder’s own mathematical calculations.

### 7.3 A Different Economic

Investors traditionally look for economic projections before making an investment decision.

The mathematical algorithm that underpins Ecosquared means that in the event of achieving virality, traditional economic projections quickly become obsolete. This is because income generation is largely dependent on both the number of iterations and how quickly they can be achieved. The ability to generate income has a fundamental effect on the potential future value of Ecosquared. The potential income streams from virality are covered in 7.4 below.

Ecosquared is essentially its own economic.

### 7.4 Standard Financial Projection

The Standard Projection in our initial £60k business plan shows revenues based on a *non-viral* take-up of the platform.

|            | Standard<br>Projection<br>Turnover | Net Profit | Employees |
|------------|------------------------------------|------------|-----------|
| First Year | £51,377                            | £6,687     | 1         |

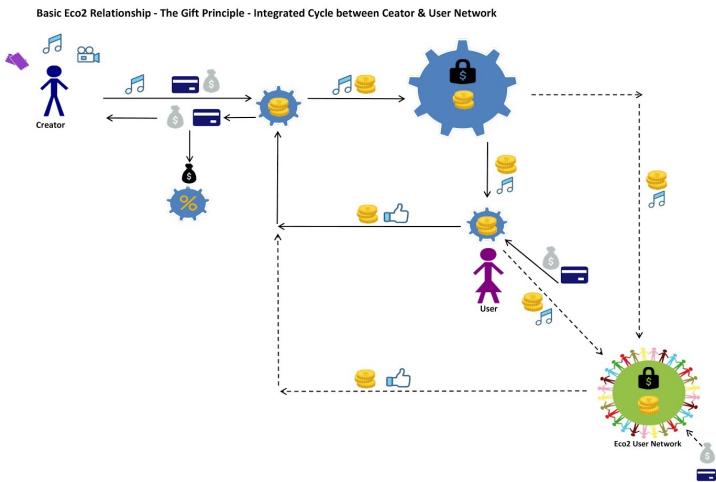
|            |            |            |   |
|------------|------------|------------|---|
| Third Year | £2,600,800 | £2,047,943 | 4 |
|------------|------------|------------|---|

The standard Business Plan covers user adoption rates, return to Eco2 sales, costs, grants, legal costs, employment, and taxes.

The standard projection is based on a 0.1% chance of virality due to low-level celebrities, musicians, authors and so on launching.

### *Standard Business Model*

A company provides us with a sample of their products, and we select users who may be interested in them. We charge a lump sum for this introductory service, or commission based on when users invest money in the company for full product. The relationship is primarily around the outside of the diagram, between Ecosquared and our user network, leveraging social graph analysis. (The standard projection is based on a background chance of 0.1% virality due to launching with low-level celebrities, musicians, authors, etc; Virality is triggered by the relationship at the centre of the diagram between each individual user and their network of friends.)



Based on social graph analysis, Ecosquared provides companies with a choice of strategies. For example, for £100k, a sample product might be gifted to 90,000 users with a £1-equivalent Credit, or 9,000 users with a £10-equivalent Credit; this is based on a flat fee of £10k.

Alternatively, their sample product could be gifted to 100,000 users with a £1-equivalent Credit with the agreement that 10% of all money generated via Support for this product is directed to Ecosquared.

### 7.5 Viral Financial Projection

With an inward investment of £300k upwards, we aim to increase the chance of virality to 10%. The higher the investment, the more chance we have of achieving such a threshold which results in 'virality'.

In the diagram above (page 15), our focus is on the centre: virality depends on individual behaviour within their social network. It is a personal, deliberate, and qualitative step.

**The Financial Projection adds ONE viral projection** based on the following assumed behaviour of users:

- Invitation rate 2.7 – each user gifts to 2.7 people on average
- Of those who receive the product, 60% gift on
- Of those who receive the product, 80% add money of their own
- 10% is gifted to the originator and 90% is gifted to friends
- Base amount is £3
- Initial number of people gifted by originator is 100

If we receive £300k injection in month 0, this creates a 4 month lead-in time to secure celebrity originators (musician, author, app-creator, etc).

When soft-launched in month 5, the originator receives £885 from 1538 users, of which Ecosquared's 32% is £340. By the time iterations have progressed to month 10 (iteration 24), the originator receives **£12.9m** from 23.8m users that month, of which Eco2 receives £308,999 (Ecosquared takes only 2% because between 10 million and 100 million users). We then assume that the viral tapers off at 50% per month after the first 6 month's growth.

|            | V i r a l<br>P r o j e c t i o n<br>Turnover | Net Profit  | Employees |
|------------|----------------------------------------------|-------------|-----------|
| First Year | £1,092,491                                   | £622,641    | 1         |
| Third Year | £29,287,888                                  | £22,201,625 | 8         |

This is based on each iteration taking a week. If, however, each user behaviour above was conducted within one hour instead of a week – non-users receive email, accept and register, link their paypal account

and share – then Originator makes £15m and Ecosquared receives £300k within 24 hours!

This is why we have not completed multiple virals over 3 years in the projection. If we go viral with one thing, we will go viral with multiple and the projections by 3 years will appear unrealistic. Which is why we stated in the Executive Summary, we believe the platform has the potential to be as big as Google. Rather than calculate for separate virals, we assume a steady ‘healthy growth’ based on total user population increasing by 10%.

Indeed part of the funding is to ensure that our system can scale at an even faster rate – for example the experience of seeing an image/ GIF and sharing it within 5 mins – which would result in more than 10,000,000 users in just over 2 hours. All from ONE viral.

We have included a Virality Model in the Financial Projections so that different settings can be chosen. Here are some sample results after 60 iterations (and starting with sharing with 100 people initially except for last column):

|                                                                                |     |     |     |
|--------------------------------------------------------------------------------|-----|-----|-----|
| Invitation Rate<br>(how many friends shared with?)                             | 2.3 | 2.3 | 5   |
| Gift % (how many users share, how many keep?)                                  | 50% | 75% | 27% |
| Value-Adding<br>(of those sharing, how much is added?)                         | 28% | 92% | 50% |
| Support/Share Balance (how much is given to originators, how much to friends?) | 10% | 10% | 10% |
| Base Rate<br>(how many credits)                                                | £10 | £10 | £10 |



|                                                                                            |         |              |          |
|--------------------------------------------------------------------------------------------|---------|--------------|----------|
| Total People<br>(total number<br>of users)                                                 | 21,280  | 114,653,934  | 512,651  |
| Total Credit to<br>Originator<br>(what is<br>accumulated<br>total given to<br>originator?) | £27,190 | £219,753,371 | £776,476 |
| Total Money<br>to Eco2 (based<br>on total user<br>numbers)                                 | £4,350  | £2,197,533   | £62,118  |
| Eco2<br>Valuation for<br>ONE viral<br>(given Thiel's<br>rubric)                            | £43,000 | £22,000,000  | £600,000 |

(We use Credits and money here synonymously for explanatory purposes.)

Linear programming should be able to highlight specific individual behaviours (eg how many to invite, how much to value-add) to achieve desired social outcomes (eg return to originators) by including:

- random deviation
- dampening factor, as any social groups becomes saturated with the same product

We describe the current model in more detail in Appendix I, and we are willing to demonstrate how it functions. However accurate the model, the most pertinent factors are not mathematical prediction but the psychology of individuals and their social status.

### *Virality Model*

Virality is purely a peer-to-peer system, and as such requires a suitable modelling system to give us an insight into how individual user behaviour determines social results. To this end, the Virality model is incorporated into our financial projection modelling:

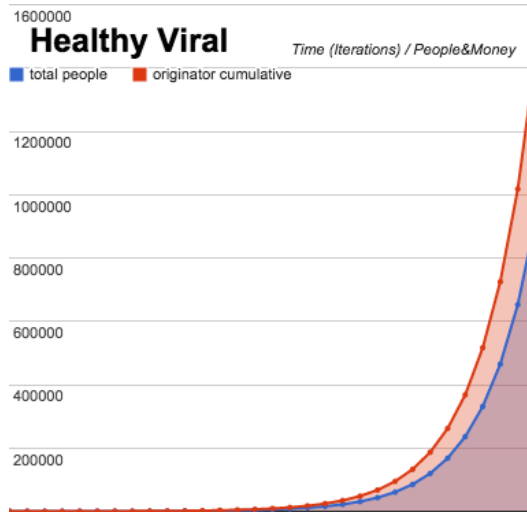
| GM Viral Simulator |                       |        |                   |                            |                 |     |      |                                |                |
|--------------------|-----------------------|--------|-------------------|----------------------------|-----------------|-----|------|--------------------------------|----------------|
| Parameters:        | invitation rate       | 1.872  |                   |                            |                 |     | 2.19 | <b>Significant Thresholds:</b> |                |
|                    | % gift                | 75%    | (kept)            | 25%                        |                 |     |      |                                |                |
|                    | % vat                 | 81%    | (don't vat)       | 19%                        | (effective vat) | 56% |      |                                |                |
|                    | % originator          | 10%    | (% friends split) | 90%                        |                 |     |      |                                |                |
|                    |                       |        |                   |                            |                 |     |      |                                |                |
|                    | base amount           | £10.00 |                   | Example Iteration Number   | 1               |     |      | Threshold Amount               |                |
|                    | initial people gifted | 10     |                   | Number of People Gifted To | 14.04           |     |      | 100                            | £111           |
| Each Person:       | receives              | £10.00 |                   | Totals: received           | £140.40         |     |      | 1,000                          | £12,320        |
|                    | of which keeps        | £2.50  |                   | kept                       | £36.10          |     |      | 10,000                         | £12,320        |
|                    | of which gifts        | £7.50  |                   | gift                       | £105.30         |     |      | 100,000                        | £132,870       |
|                    | and vats              | £8.10  |                   | vat                        | £113.72         |     |      | 1,000,000                      | £1,429,262     |
|                    | total will give       | £15.60 |                   | total                      | £219.02         |     |      | 10,000,000                     | £15,370,650    |
|                    | to originator         | £1.56  |                   | to originator              | £21.90          |     |      | 100,000,000                    | £117,732,356   |
|                    | to friends            | £14.04 |                   | to friends                 | £197.12         |     |      | 1,000,000,000                  | £1,266,093,320 |
|                    | net money added       | £5.60  |                   | net                        | £78.62          |     |      |                                | 811,598,283    |
|                    |                       |        |                   |                            |                 |     |      | Accuracy:                      |                |
|                    |                       |        |                   |                            |                 |     |      | 1 iteration                    | 100.00%        |
|                    |                       |        |                   |                            |                 |     |      | 10 iterations                  | 100.00%        |
|                    |                       |        |                   |                            |                 |     |      | 50 iterations                  | 100.00%        |
|                    |                       |        |                   |                            |                 |     |      | 100 iterations                 | 100.00%        |

Parameters may be chosen by the user – how many people share, how many keep the money, how many value-add, how many support the originator, and how many new people are shared with. A range of examples are provided above, from minimally successful virals, to wildly exciting virals. Here is common sense behaviour that induces healthy growth:

- invitation rate of 1.872
- 75% share (25% take money)
- of those sharing, 81% add their money
- balance of 90% friends, 10% originator
- base monetary step £10

The simulation of these settings derives the following returns to originator:

- 7,899 people generates £12,320
- 85,174 people generates £132,870
- 916,195 people generates £1,429,262



This modelling system is useful for an investor to check whether the parameters are realistic – you can choose parameters yourself – and thus will inform the decision to invest. In the real world, behaviour will depend on what is being shared, what each individual's likely preference is, and the social network of values within which each user is embedded.

This holds true for *every* individual who receives a product, which makes this simulation worthwhile – *these parameters become a 'buyer's guide' with Ecosquared*. Each user will know what the tipping point is required to achieve the virality of a product. It is their personal decision, therefore, to meet these parameters or not, or exceed them to compensate for other's lack of action (the people who keep the money). It is easy to undervalue the power of Virality because it runs contrary to our traditional system and sensibility. It is imperative to realise that people recommend things they like, and they are recommending to people they already like. The relationships are real and emotional. *Only with this real and felt social context, does Virality make sense.*

This mechanism applies to everything shared through the Ecosquared platform, music, ebook, links. In effect, *Ecosquared is a viral incubator*, enabling composers and authors and inventors to share their work, as well as blog writers, video creators, app developers, and indeed anyone sharing anything on the net. For the soft-launch, however, we want to invite only a handful of quality creatives.

We are willing to provide an investor with access to our modelling

system.

### *7.6 Use of Inward Investment*

Primary costs are covered in the standard projection at 7.3, 90% of which cover the build of the beta.

An inward investment of at least £300k will allow us to invest a further £100k in platform development (scalable back-end, a user-friendly front-end, and professional call-to-action animations) with most of the remaining investment being used to increase the chances of virality via business development.

Investment in business development will cover costs for personnel establishing relationships with content originators, generating general interest via social media/traditional media outlets and also for seed money to initially share products we soft-launch the platform with.

A small amount of the additional investment (£10-£20k) will be used to examine where Ecosquared stands with 'Deposit Law'. This is relevant to Ecosquared as originators may not immediately 'claim' the money directed at them. Ecosquared could therefore find itself holding onto originator money. This potential issue will not prevent us from launching the platform as we can simply disable such a 'holding' feature by restricting origination to members only (i.e. originators who have signed up to receive funds automatically). In addition, we will need to add a number of steps to profile validation to authenticate the user, ensure eg Taylor Swift is indeed Taylor Swift. Once launched and established in the market, we want to be in the position of approaching partners with money already bonded to them; Taylor Swift will be interested when we knock on the door with £100k already invested by her fans.

Further 'power' features have been built into the beta. With enough backing, eg 1 million users, we will enable these features, but with further funding into the legals could allow us to offer these at launch. The 'power' features allows us to reward users with Credits for for each share, support or bond. This completes the positive virtuous cycle that Ecosquared system promises.

## FROM THE FOUNDER

My name is David Pinto. I am a nobody, in as much as Steve Jobs was a somebody. Most of us on the planet are nobodies whatever each one of us thinks of ourselves. Nobodies don't mean worthless. Blades of grass are not meaningless, without them there is no prairie. A forest may not exist without its trees. Our social world would not exist without our individual unique contribution today, tomorrow. It is as a nobody that I address you, a fellow nobody, unique as a blade of grass, magnificent as any tree, and miraculous for the consciousness and awareness you bring to the world.

I was a mathematics teacher. An unusual one, but then again name a math teacher who isn't? Only, I was unusual even amongst math teachers because my degree was in Social Anthropology. My classes were more like experiments, experiments in social experience. And they were fun, mostly. I was inspired by my students, more often than not. It is remarkable how human beings behave before they are institutionalised into thinking 'organisationally', when they are still in the state of not-knowing. Anything is possible.

Ecosquared was not invented because I was solving a problem, economic or otherwise. The initial idea was conceived just after my daughter was conceived, by accident. They have both undergone transformative change since then, but the basic DNA remains the same. Bringing another human to the world, becoming a father, expressed itself in an extreme way for me. I felt I could not work as a math teacher for the rest of my life, which would certainly provide for the local well-being of my daughter. I felt, and still do feel, that I can not pass on to my daughter once grown to adult a world in worse state than I found it. And over the last two decades since being an adult myself, I have seen the environmental state of the world deteriorate. I dread to think what the condition of the world might be, the political upheaval, the economic disruption, but worse of all, the qualitative degradation to the environment: the 50% biodiversity depletion, the melting ice-caps and sea temperature rise, the loss of natural forests, jungles, and wild lands. I had the feeling and the moral imperative as a father that I provide not only for my daughter, but all daughters, all children. And so, with the seed of a mathematical idea which came to me quite by accident, I applied myself to the task.

It took four years to map out the Ecosquared System. Two years for the basic mathematical system and its psychological feasibility, a

further two to find investors willing to risk their money on the venture, and finally two years of investing myself to the point of going bankrupt. The version on the internet is called Sqale. Though it is a beta, it is a first version with plenty of future development ahead of it; compare it to the first iPad, though comparing it to the first coins may be more appropriate. We have built a tool that provides an alternative economic to the one we have evolved over the last 3,000 years: we've reversed the direction of money to make sharing financially viable, and we are leveraging the technology of smart phones to track gratitude so resources may be distributed more fairly. For all that, at the time of writing, I do not know if the Ecosquared system will work.

I have struggled with how to describe the Ecosquared system, and coming up with a tagline has been next to impossible. 'Give Money Purpose'? 'Sharing Economic'? 'Change the world, and get paid for doing it'? I am sure someone brighter than me in this regard will come up with something as special as 'Think Different'. For now, I have settled on 'Improve Everything'.

I respectfully pass the app on to you. Do with it as you see fit. As adult, elder, or child. Make of it what you will. Here, for what it's worth, is my advice.

In order to 'Make the Decision', give it a go. Try one of the following three experiments, or all three. You may be lucky on your first go, sharing something through Ecosquared turns out to be an enjoyable experience. If it doesn't, perhaps there just weren't enough people for it to work, give it a second go. If after the third time you haven't experienced any significantly pleasant social feedback, or there is no emergent social result, then the decision will have been made.

1. Like something, share with someone you think might like it too, support the originators. Buy some Credits. Try Passive Sharing.
2. Adopt it as a group: create a project and invite your friends or colleagues, thank them for whatever you think is valuable. How does it feel? Is the SQ accurate?
3. Support Ecosquared, get your account verified, create a product and share it. Does it work like crowd-funding – but easier?

If it does work, how will we know? Personally, you might like seeing how your sharing influences friends, or feel good about investing in musicians and writers and directors whom you value

highly, or feel more confident about your place in your social circle based on positive feedback. Or you might find it spits out more money than you put in. Collectively we will know it is working when consensus and collaboration is easier, and higher quality products, services, experiences are pulled through our networks, and we generate stable long-tail income streams with more opportunities afforded us for social mobility. If it works, it will be obvious at a social level. And for the sensitive amongst us, your first actions might even feel historic.

One decision is in our individual action, how we participate; the other decision is the social decision, the beginning of a new way of making social decisions. Can we make this social decision alone? Not individually, no. But, if enough of us nobodies give it a go, across different social contexts at work, at home, at school, with friends or colleagues; over a range of media and industries, music or articles or films; across a variety of cultures in UK, EU, USA, Asia, Africa; once a small group of people learn how to make strong decisions together, then perhaps the rest of us can learn how to work together in sufficient numbers and with growing trust in one another, we may face the almost unsurmountable problems facing humanity on this planet. And then maybe, our children and our children's children grown to adults will thank us for bringing them into this world.

With equal respect, in humble servitude to our mutual goals, may our ecological economic make this planet our home.

When we launch, we will not be able to offer a complete set of functions. I would like to offer Credits whenever you share or support anything. We will enable these power functions as soon as we achieve enough support, eg a million members. In addition, I personally promise to start with Ecosquared itself:

1. Reward 16% of all Credits received to supporters
2. release 16% of funds generated by IPO of Ecosquared Ltd to supporters [now Sqale Ltd]

Both of which are retrospective; ie whatever you support now will count. This may sound extravagant to our founding investors, or a marketing ploy to the skeptical, but the logic is sound: Ecosquared must operate in both economies in parallel for us to make an informed decision. Whoever we are on the planet and whatever our personal circumstance, we will occupy the position to Make the Decision between two economies.

Finally, if the beta breaks, our tech team will do their best to sort things out as quickly as possible. If we find they can't because the architecture simply can't cope with eg rate of scaling, we will notify you, close things down, regroup and rebuild from ground up and release a new version. In this eventuality, I promise to re-invite all current members with proportional Credits. This may appear like clumsy business practice to some, but we have been operating on a shoestring budget. We could bypass these technical problems by accepting £100,000's from Venture Capitalists, and we all know what happens when companies are run by boards whose sole aim is to maximise profits. More importantly, it would be a rare VC indeed who would be willing to let go of the traditional economic were our Members to choose Ecosquared; it would be wise for us to avoid this bias.

Finally – and I mean it this time! – if you read the Ecosquared Principles, you will see they are deliberately neutral nevertheless they clearly state our intended direction: we want to fund and then offer a fully distributed internet. If Blockchain transcends banks, then Ecosquared transcends organisations. An economic for networks. An economic for the 3rd millennium.

David Pinto  
Sheffield  
UK  
24th July 2016