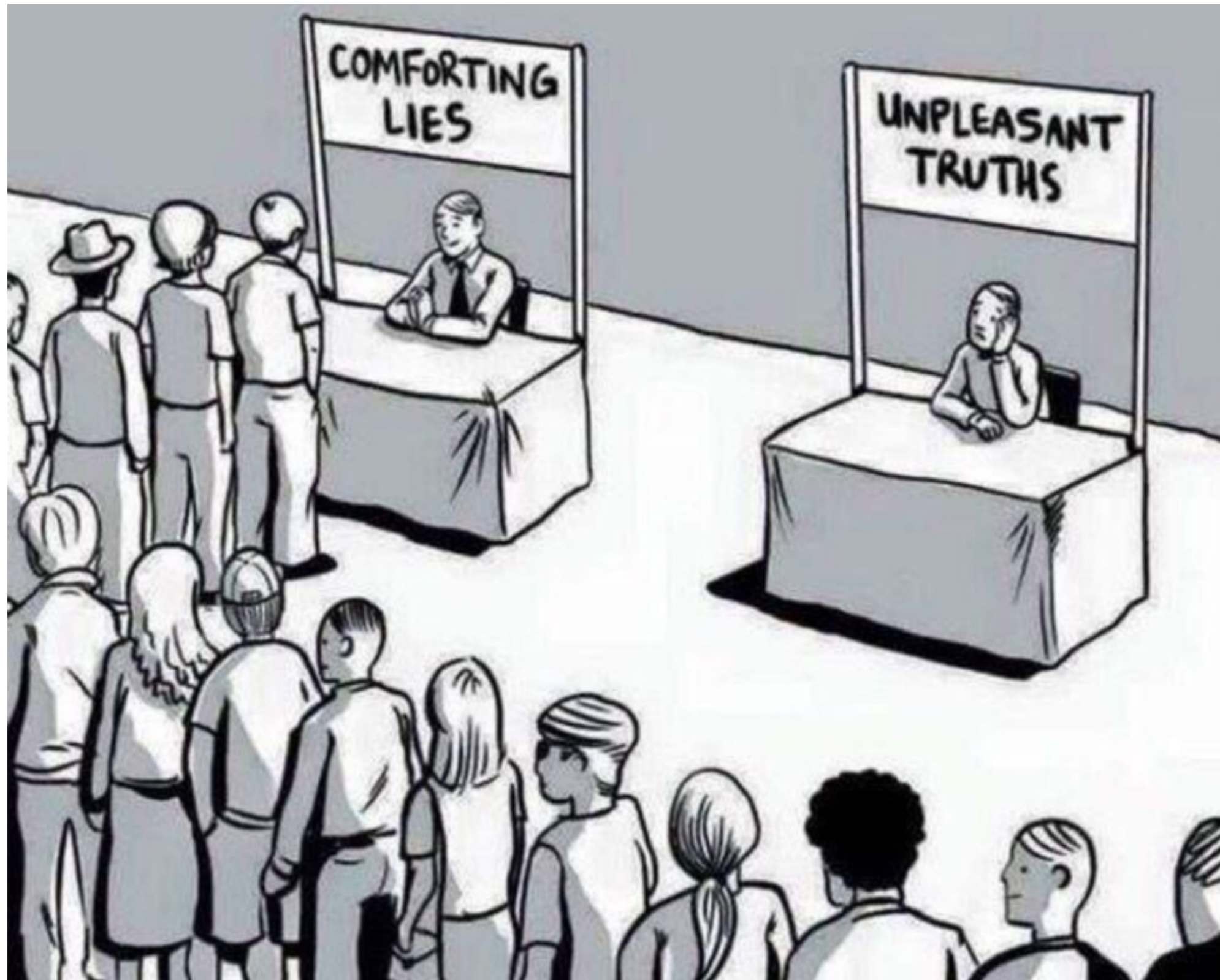


WE NEED TO GET **AMERICA** ON CHAIN
TO GET THE **WORLD** ON CHAIN...WHY?



HUMANS ARE MEANING SEEKING MACHINES

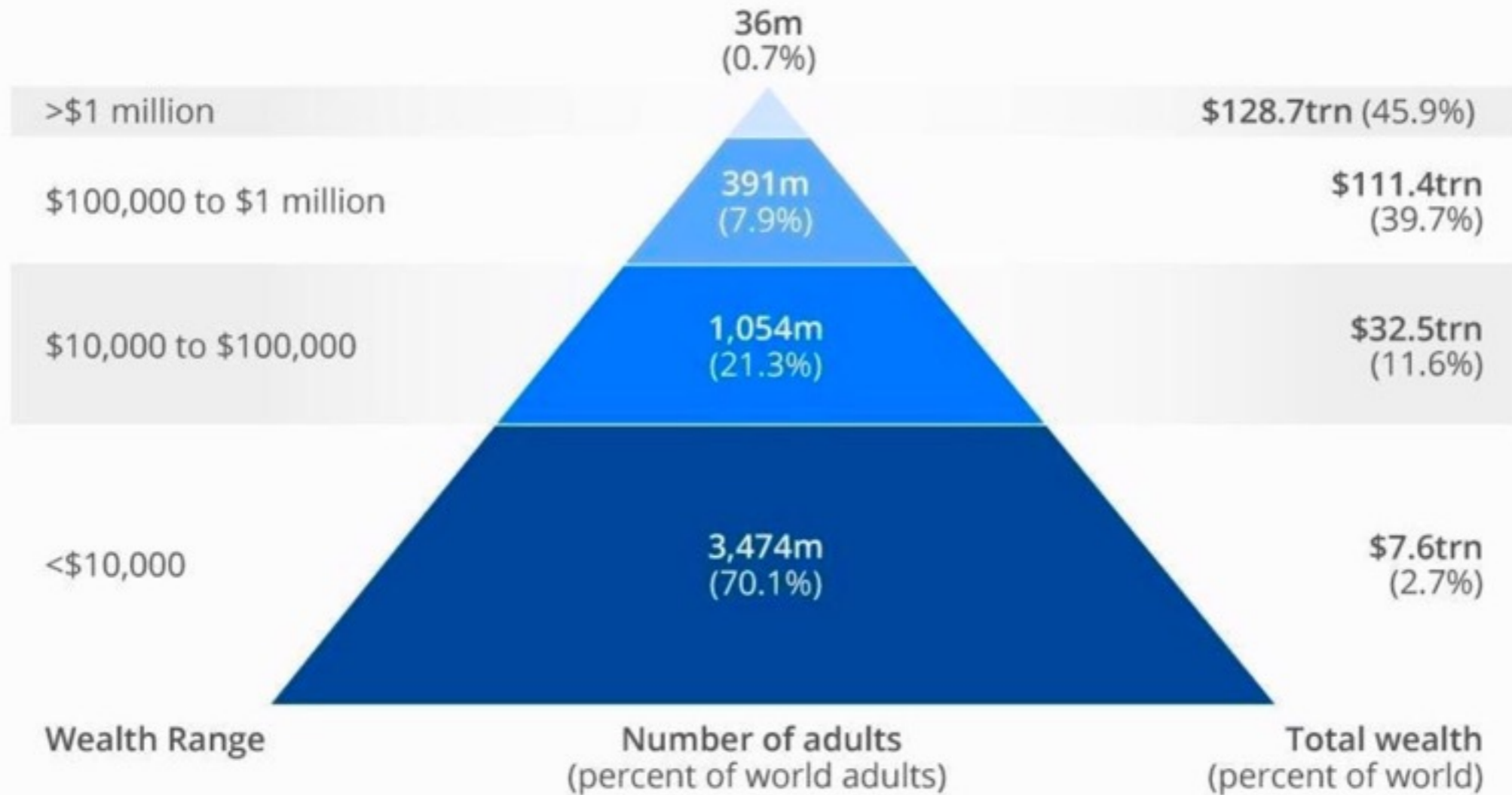


WE SEE UNIQUELY, **WE LABEL** BY EXPERIENCE,
WE JUDGE NEAR INSTANTANEOUSLY

THE VIEW FROM THE TOP

The Global Pyramid Of Wealth

An overview of global wealth distribution (U.S. dollars)

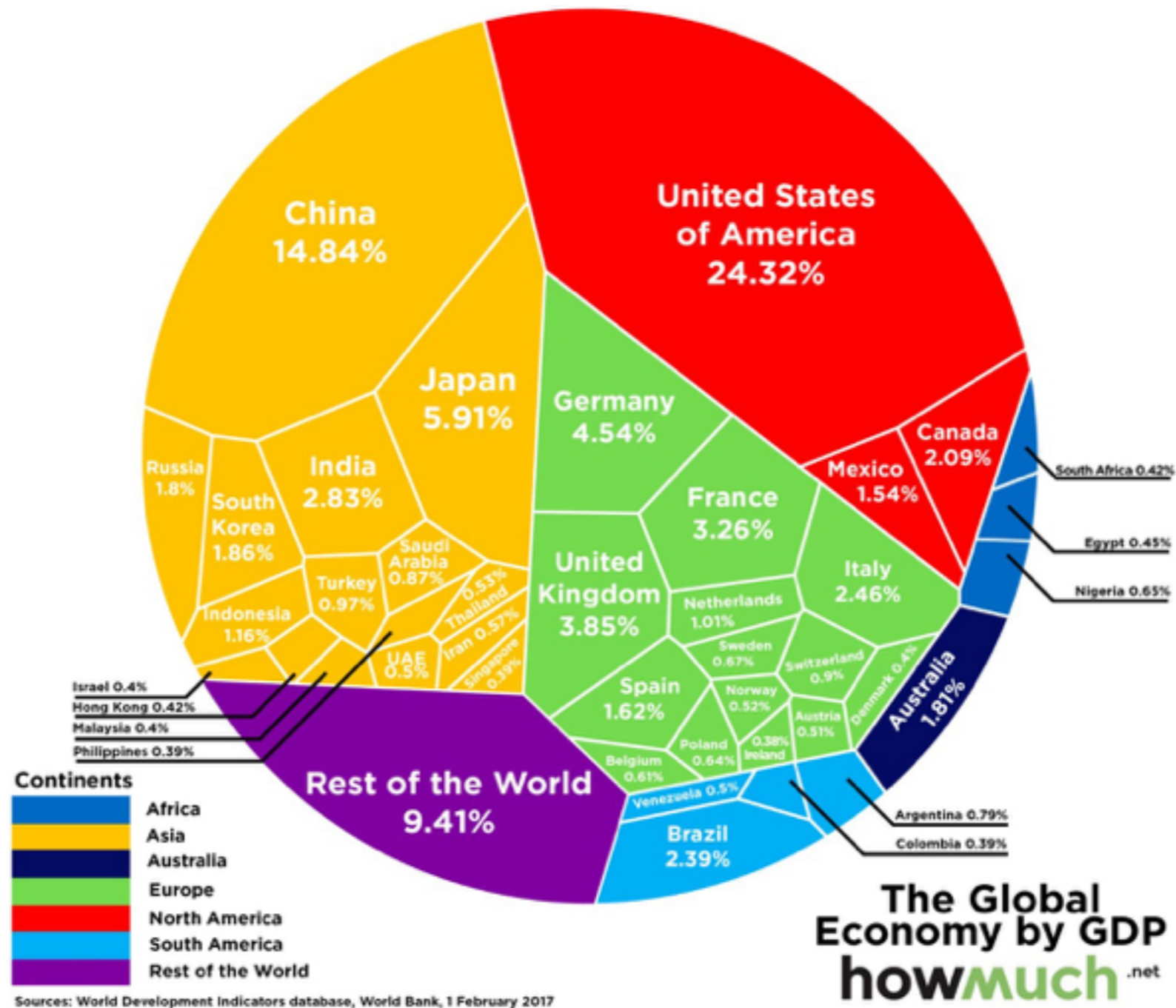


@StatistaCharts Source: Credit Suisse 2017 Global Wealth Report

Forbes **statista**

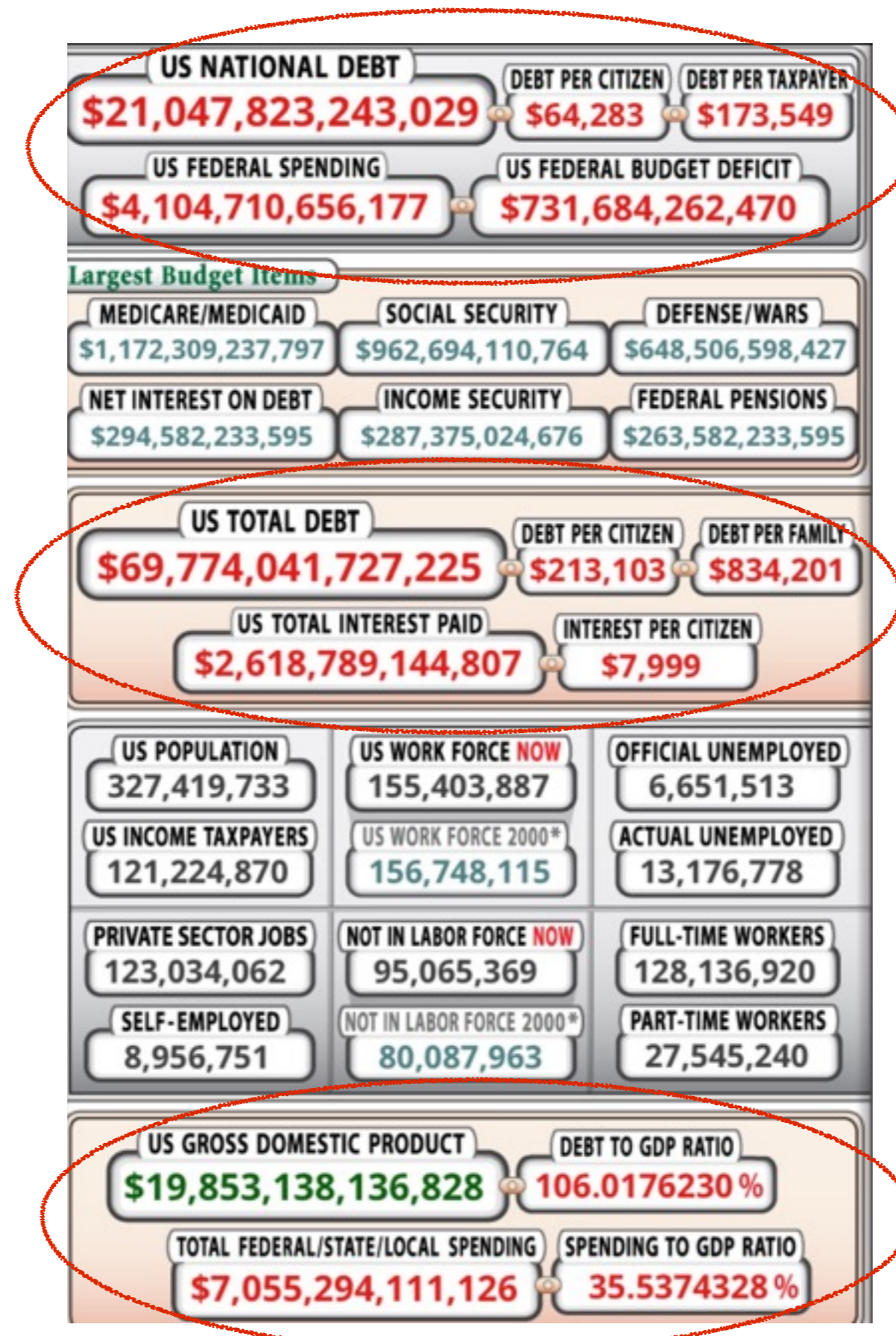
BEAUTY IS IN THE EYE OF THE BEHOLDER

AMERICA AND THE US\$ IS THE ECONOMIC SUPERPOWER THE CORNERSTONE OF THE GLOBAL ECONOMIC SYSTEM



I AM MY BELOVED'S AND MY BELOVED IS MINE

AN ECONOMIC SUPERPOWER BY THE NUMBERS



GOVT.
BORROWING

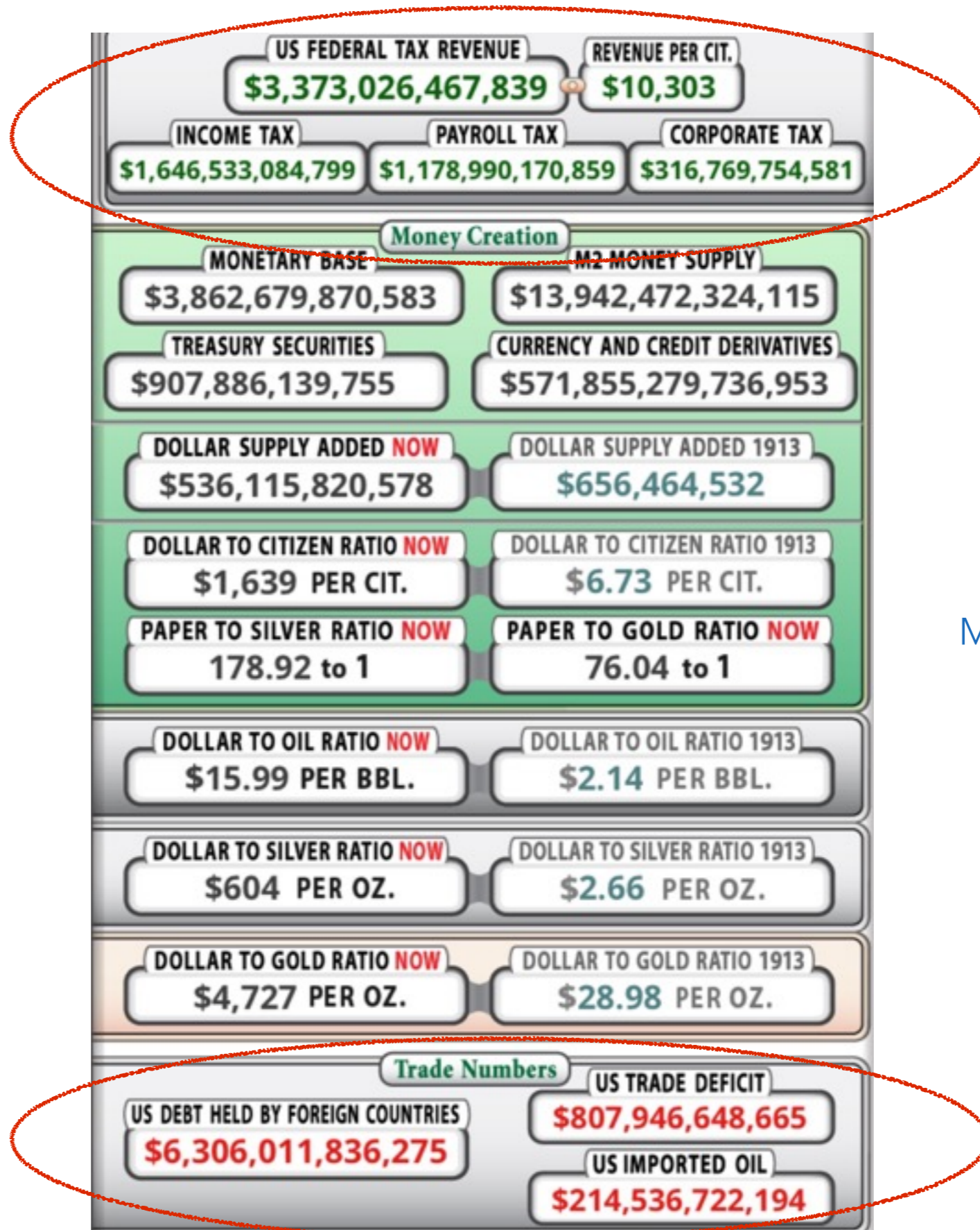
CORE
SPENDING

TOTAL GEARING/
LEVERAGE

NETWORK
CONTRIBUTORS

TOTAL OUTPUT
OPERATING COSTS

AN ECONOMIC SUPERPOWER BY THE NUMBERS

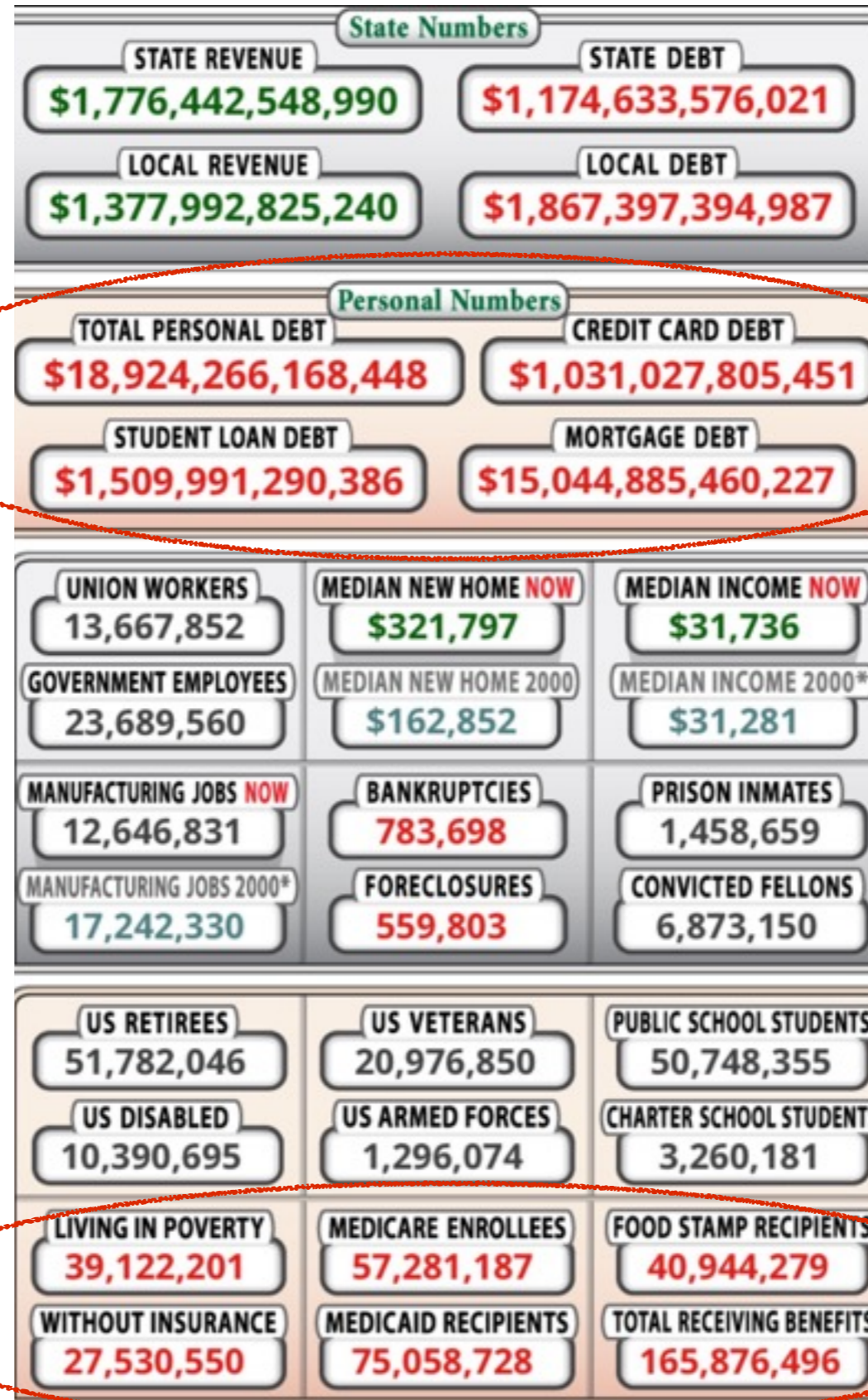


INCOME

MONEY CREATION

TRADE
NUMBERS

WHAT DO THE FINANCES OF SUPERPOWER CITIZENS LOOK LIKE?



PERSONAL DEBTS

NETWORK COMPOSITION

NETWORK DEPENDENTS

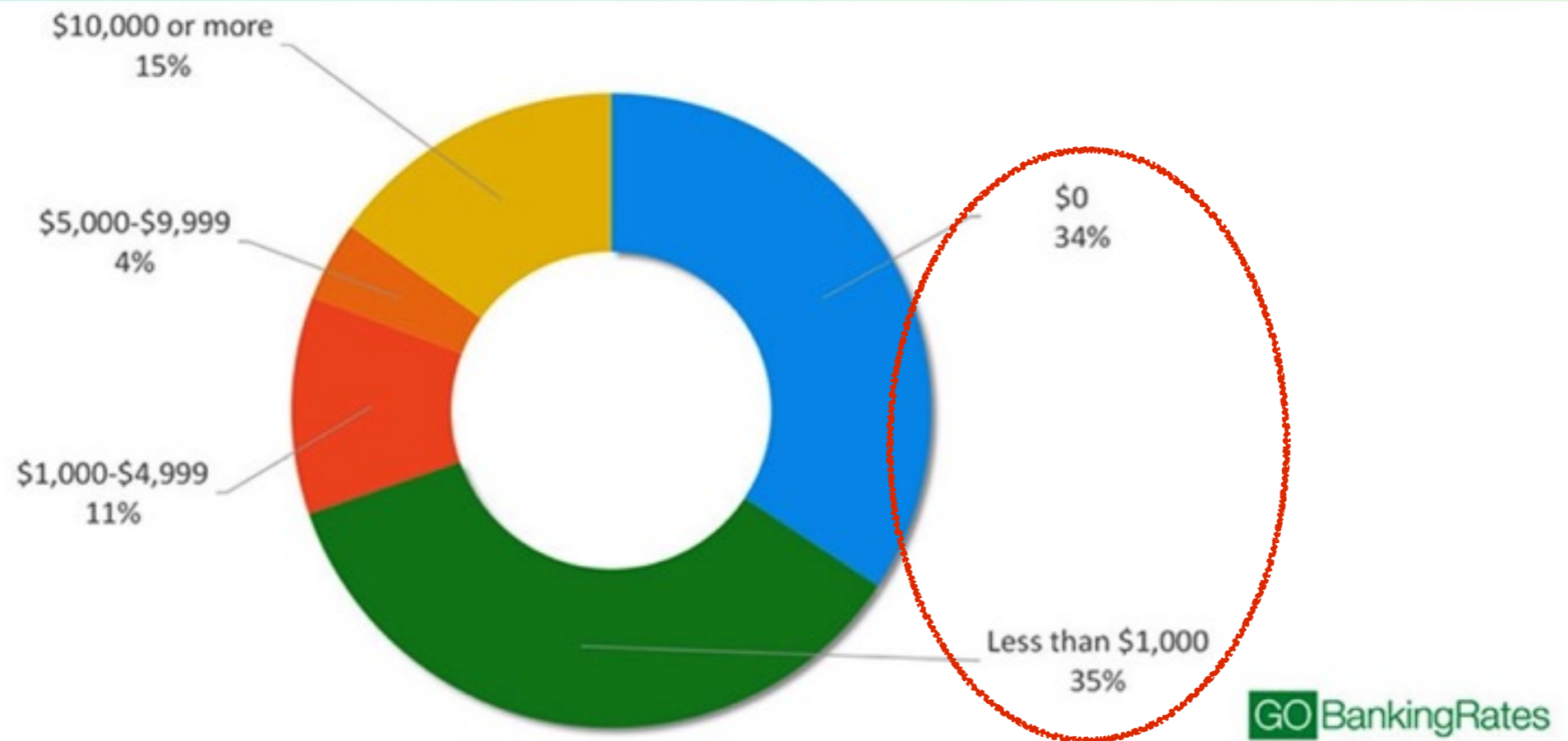
WE ALL HAVE COGNITIVE BIASES



CONVENIENT MENTAL MODELS THAT
HELP US PROCESS OUR WORLD

DESPITE U.S. ECONOMIC POWER

SURVEY: HOW MUCH MONEY DO YOU HAVE SAVED IN YOUR SAVINGS ACCOUNT?



228 MILLION AMERICANS HAVE LESS THAN
US\$1,000 OF SAVINGS

THIS IS AN AMERICAN WITH LESS THAN US\$1,000 OF SAVINGS?

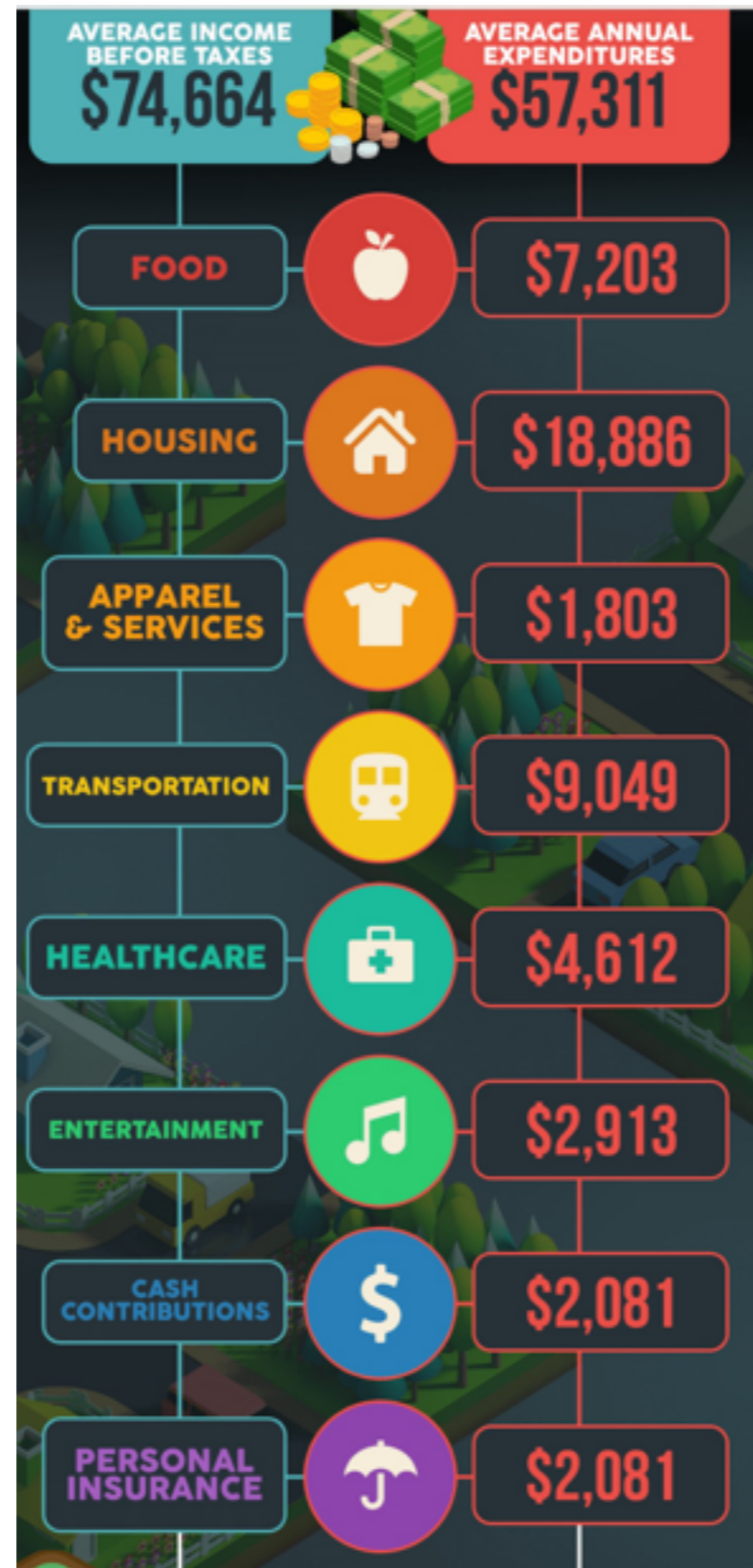
Table A. Average expenditures and income of all consumer units and percent changes for selected components, 2014-16(1)

Item	2014	2015	2016	Percent change	
				2014-2015	2015-2016
Average income before taxes	\$66,877	\$69,629	\$74,664	4.1	7.2
Average annual expenditures	53,495	55,978	57,311	4.6	2.4
Food	6,759	7,023	7,202	3.9	2.6
Food at home	3,971	4,015	4,049	1.1	0.8
Food away from home	2,787	3,008	3,154	7.9	4.9
Housing	17,798	18,409	18,886	3.4	2.6
Shelter	10,491	10,742	11,128	2.4	3.6
Owned dwellings	6,149	6,210	6,295	1.0	1.4
Rented dwellings	3,631	3,802	4,035	4.7	6.1
Apparel and services	1,786	1,846	1,803	3.4	-2.3
Transportation	9,073	9,503	9,049	4.7	-4.8
Vehicle purchases	3,301	3,997	3,634	21.1	-9.1
Gasoline and motor oil	2,468	2,090	1,909	-15.3	-8.7
Other vehicle expenses	2,723	2,756	2,884	1.2	4.6
Healthcare	4,290	4,342	4,612	1.2	6.2
Health insurance	2,868	2,977	3,160	3.8	6.1
Entertainment	2,728	2,842	2,913	4.2	2.5
Cash contributions	1,788	1,819	2,081	1.7	14.4
Personal insurance and pensions	5,726	6,349	6,831	10.9	7.6
Life and personal insurance	327	333	322	1.8	-3.3
Pensions and Social Security	5,399	6,016	6,509	11.4	8.2
All other expenditures	3,547	3,845	3,933	8.4	2.3

(1) Subcategories do not sum to 100%.

AMERICANS ARE RELUCTANT SAVERS BUT DEDICATED CONSUMERS

70% OF AMERICANS LIVE PAYCHECK TO PAYCHECK

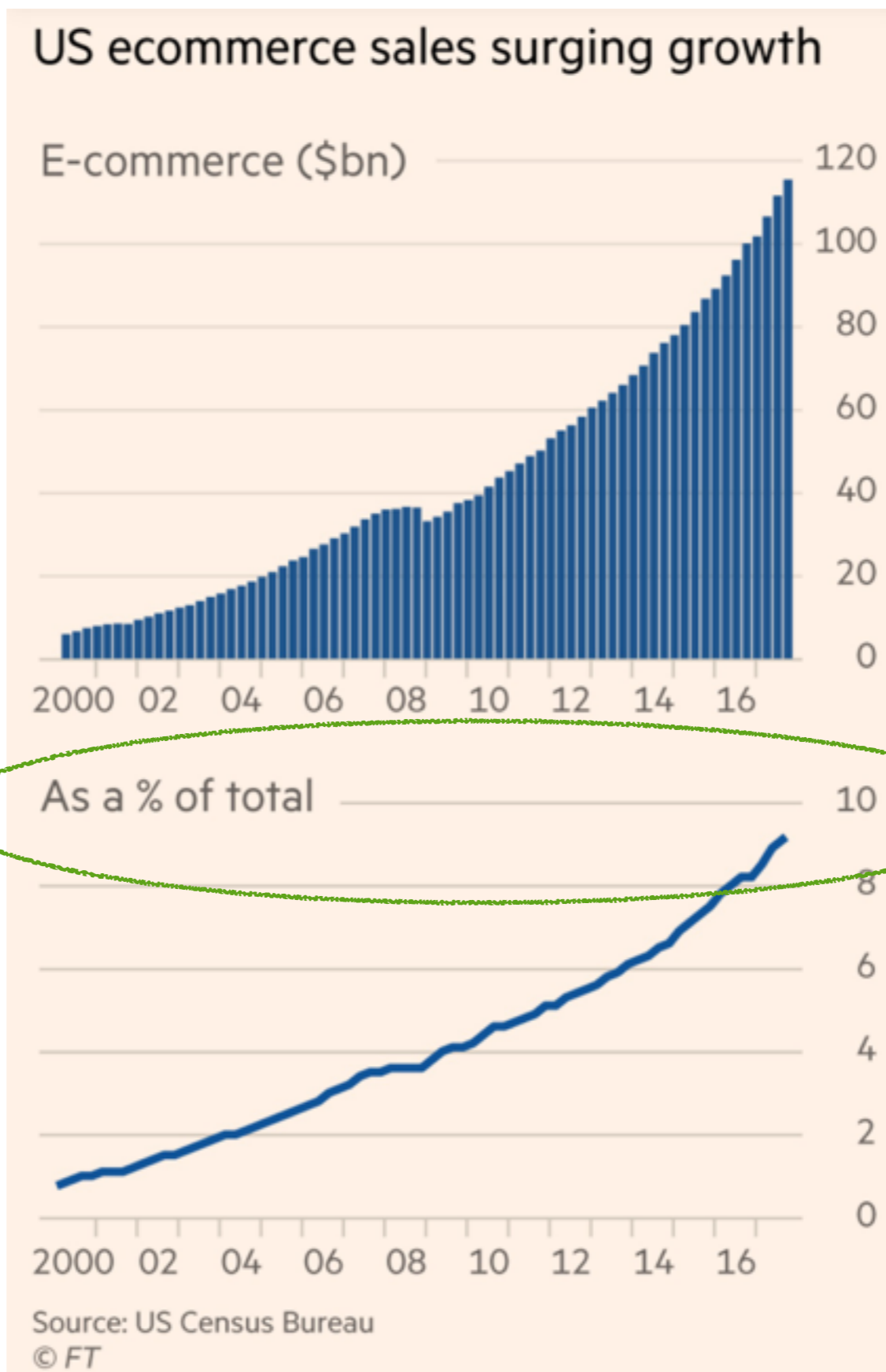


THEY ARE WORTH US\$1,000 - US\$1,500 PA TO ACQUIRE

WHO ACQUIRES AMERICAN CONSUMERS?

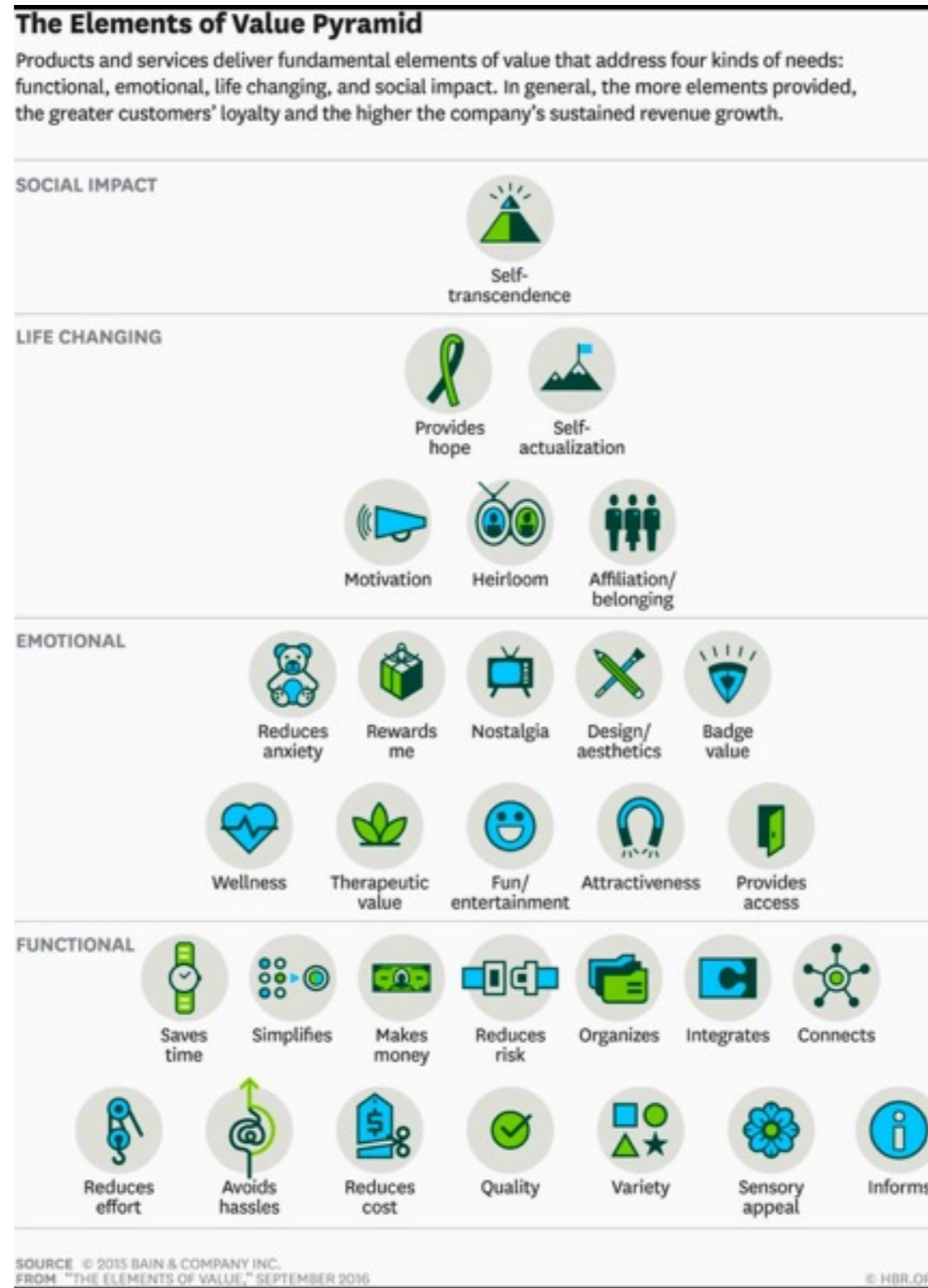


E-COMMERCE IS POWERED BY CONSUMPTION



SOME PERSPECTIVE
THIS IS JUST THE BEGINNING

WHAT DO CONSUMERS WANT?

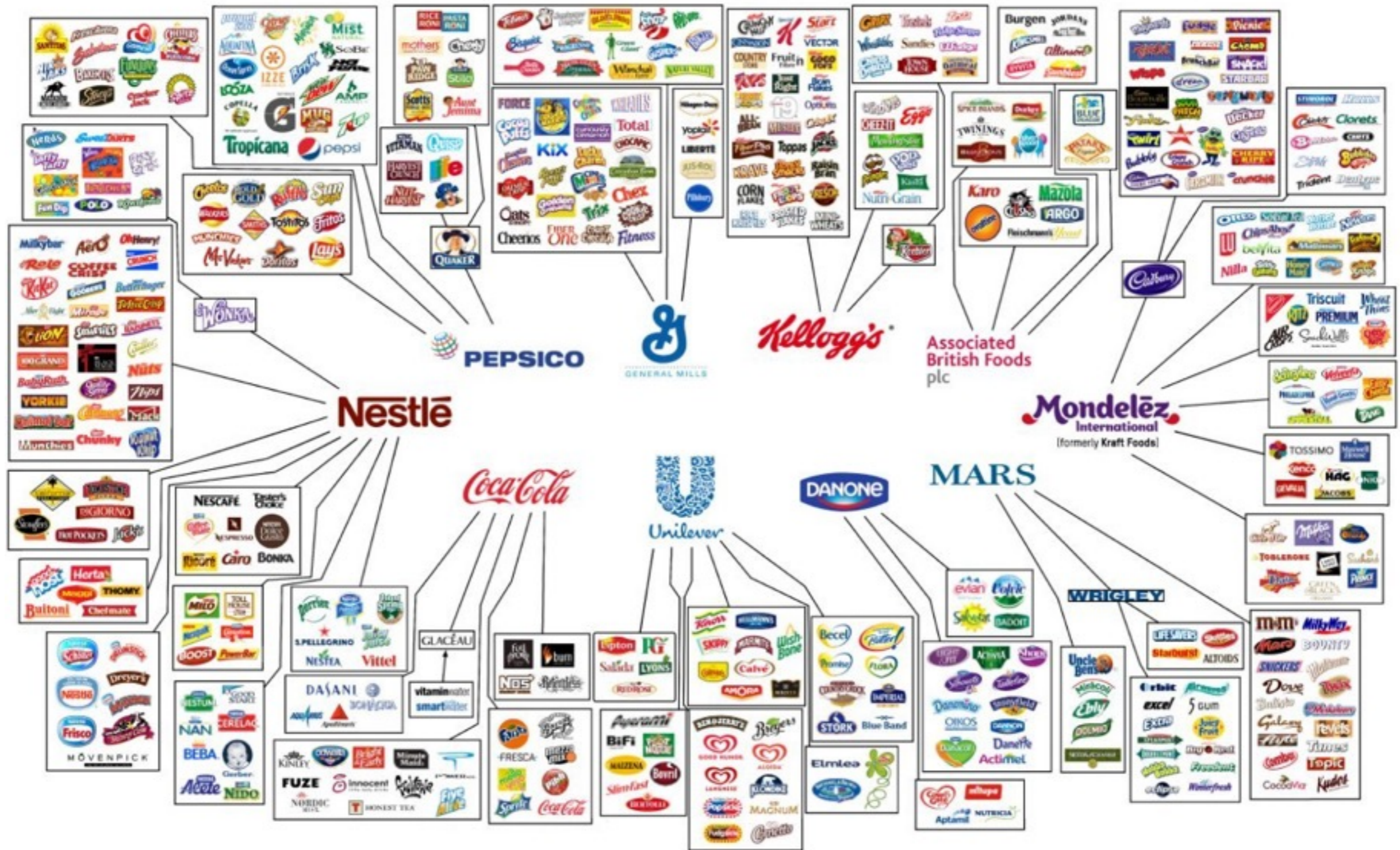


EVERYTHING!

WHO ACQUIRES AMERICAN CONSUMERS?

The consumer packaged goods (CPG) industry is one of the largest and most successful industries in North America. During the last several decades, this industry experienced remarkable growth in both revenue and shareholder returns, fueled by the expansion of emerging-market economies and the subsequent increase in global consumption. The last few years, however, saw a decline in people's disposable incomes, as well as a general change in consumer attitudes. Nevertheless, CPG sales in the United States constantly grew over the past five years. Sales figures were estimated to exceed 760 billion U.S. dollars by 2016. Consumer packaged goods include commodities such as food and drinks, clothing and footwear,

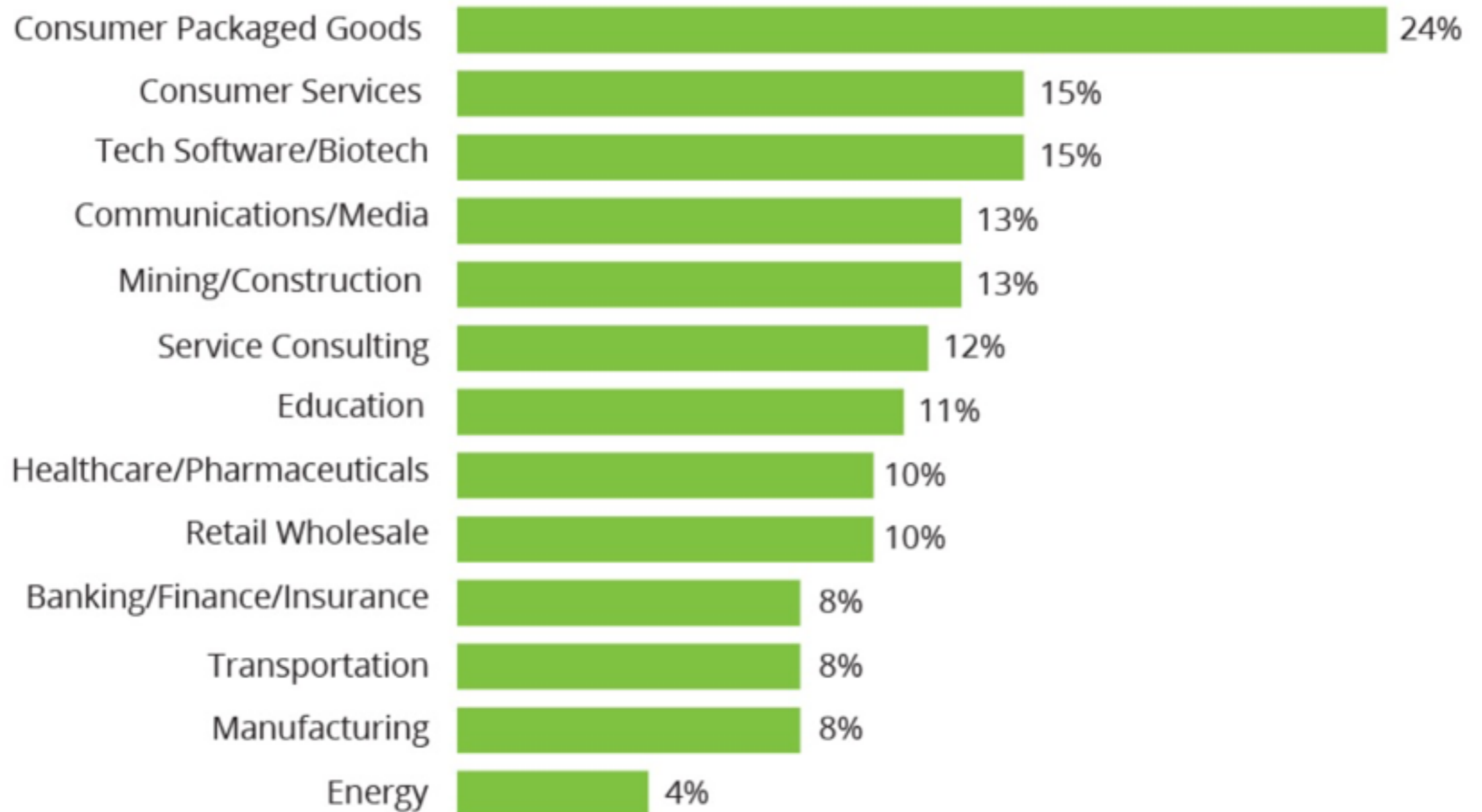
WHO ACQUIRES AMERICAN CONSUMERS?



HOW MUCH DO THEY PAY?

Figure 1: Marketing Budgets By Industry

Marketing accounts for what percentage of your overall budget?

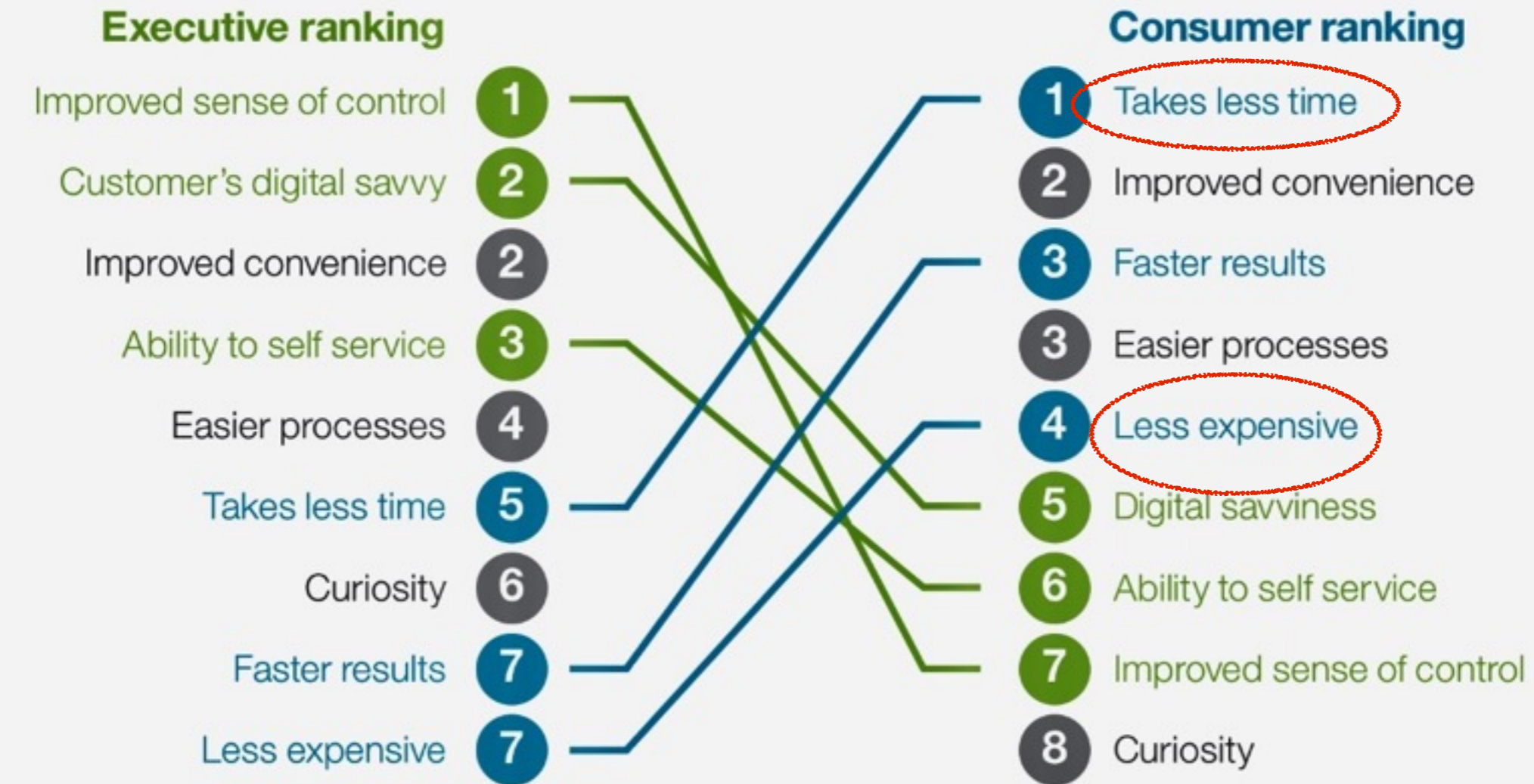


Source: The CMO Survey and Deloitte Digital

WHAT DO CONSUMERS REALLY WANT?

The big disconnect: Executives and consumers are seriously misaligned

Factors driving customers' willingness to try companies' digital CX initiatives

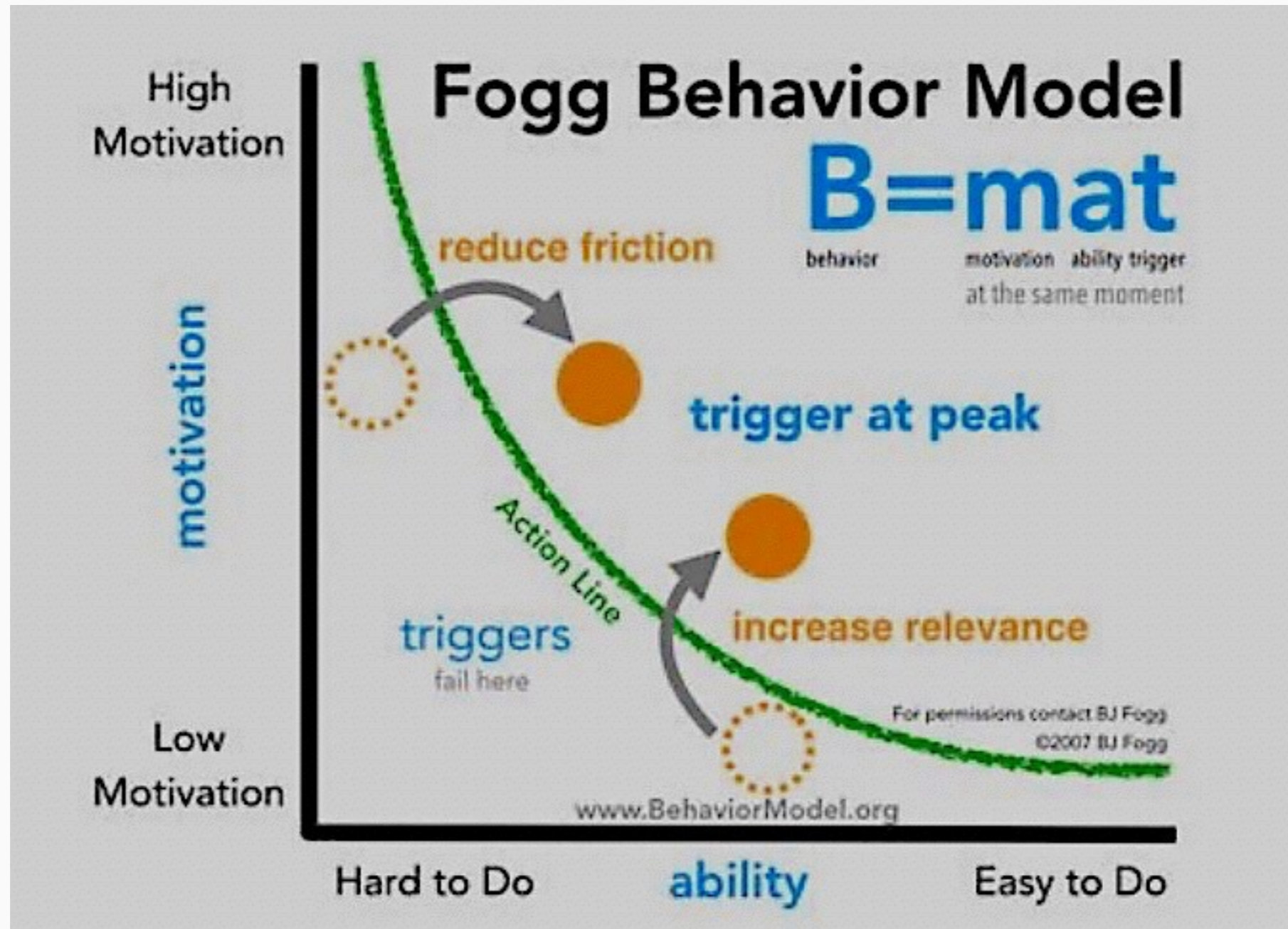


Source: IBM Institute for Business Value, Executive survey n = 600; Consumer survey n = 5,895.

Note: Multiple instances of the same ranking number represent a tie.

SHOW ME THE BEHAVIORAL ECONOMICS

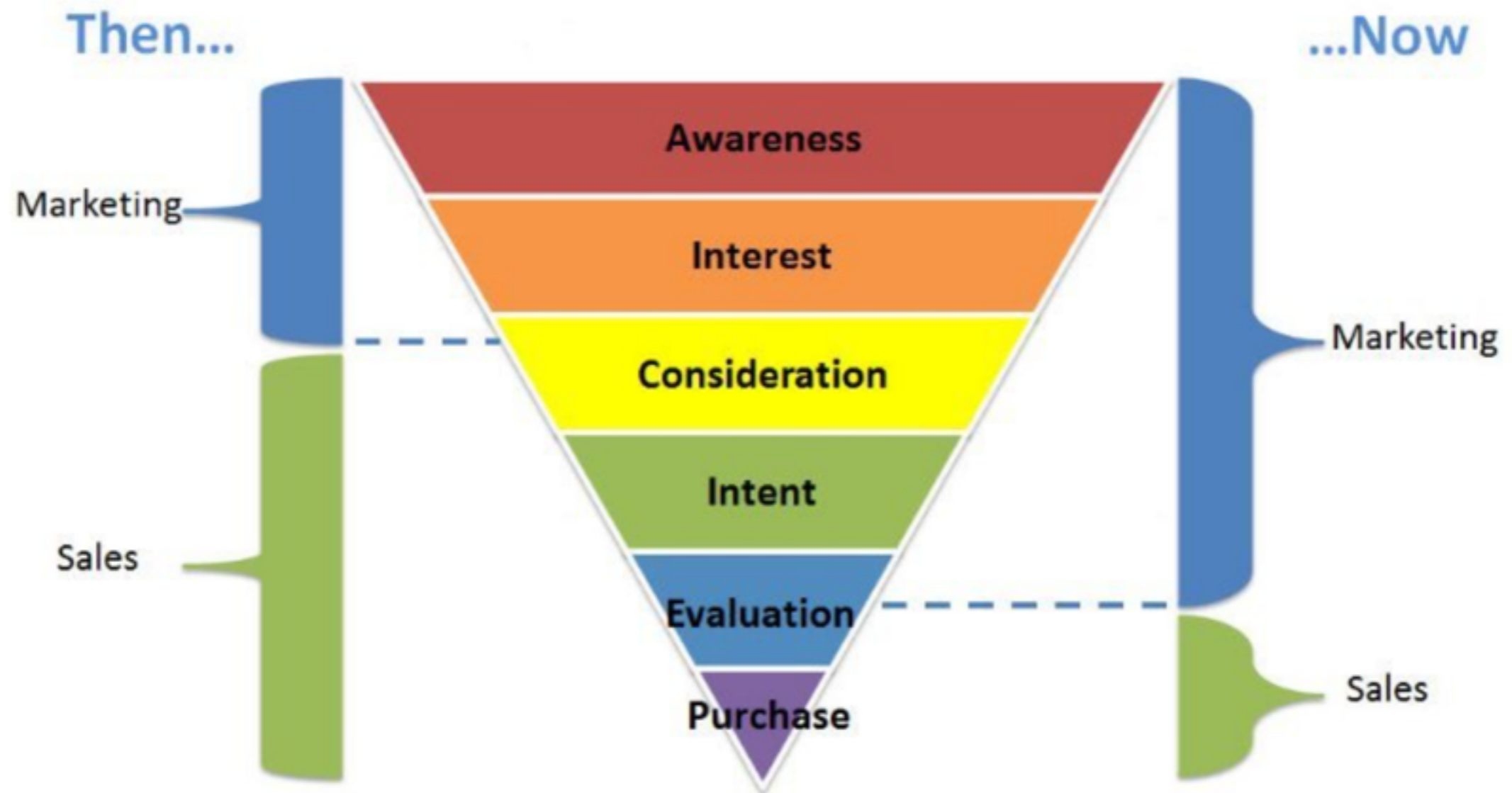
Brand
Money
Exclusives
Offers



Simple
Takes less Time

EXPANSION OF "MARKETING" CONTRACTION OF "SALES"

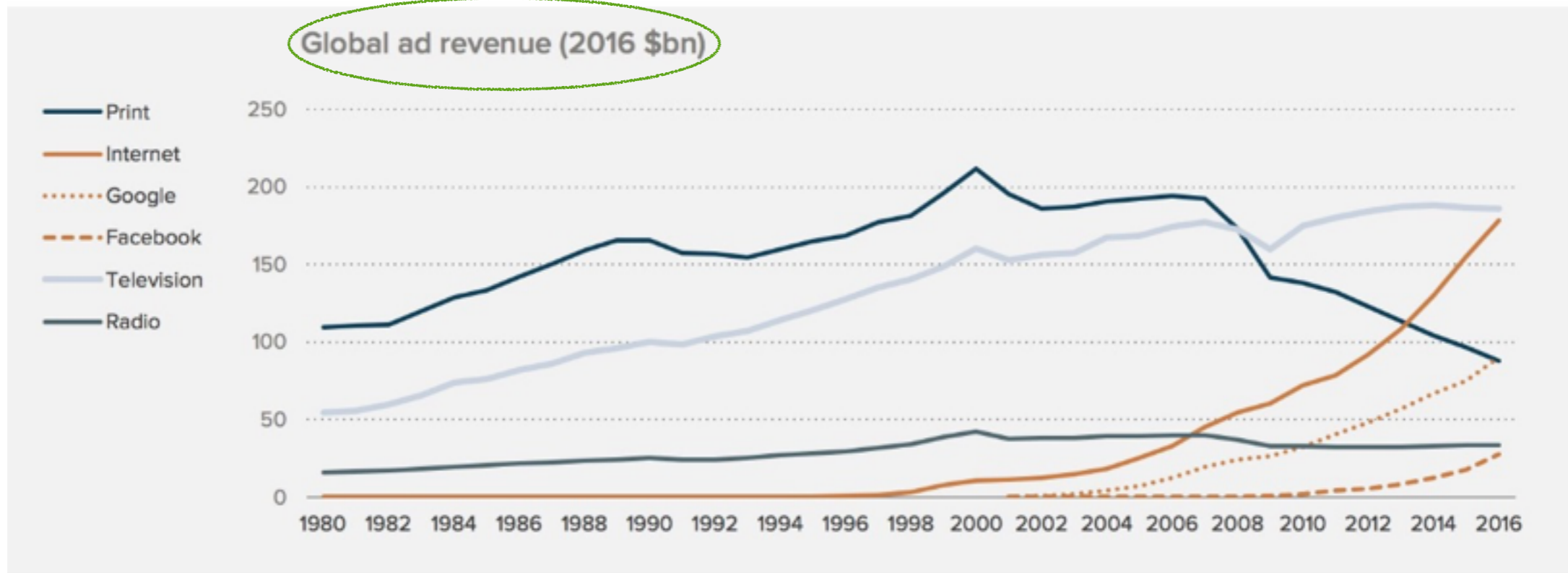
The New Marketing & Sales Funnel



BRANDS PAY ADVERTISING COMPANIES FOR OUR DATA

Demand generation

Internet is now a third of all advertising: Google and Facebook have well over half of it



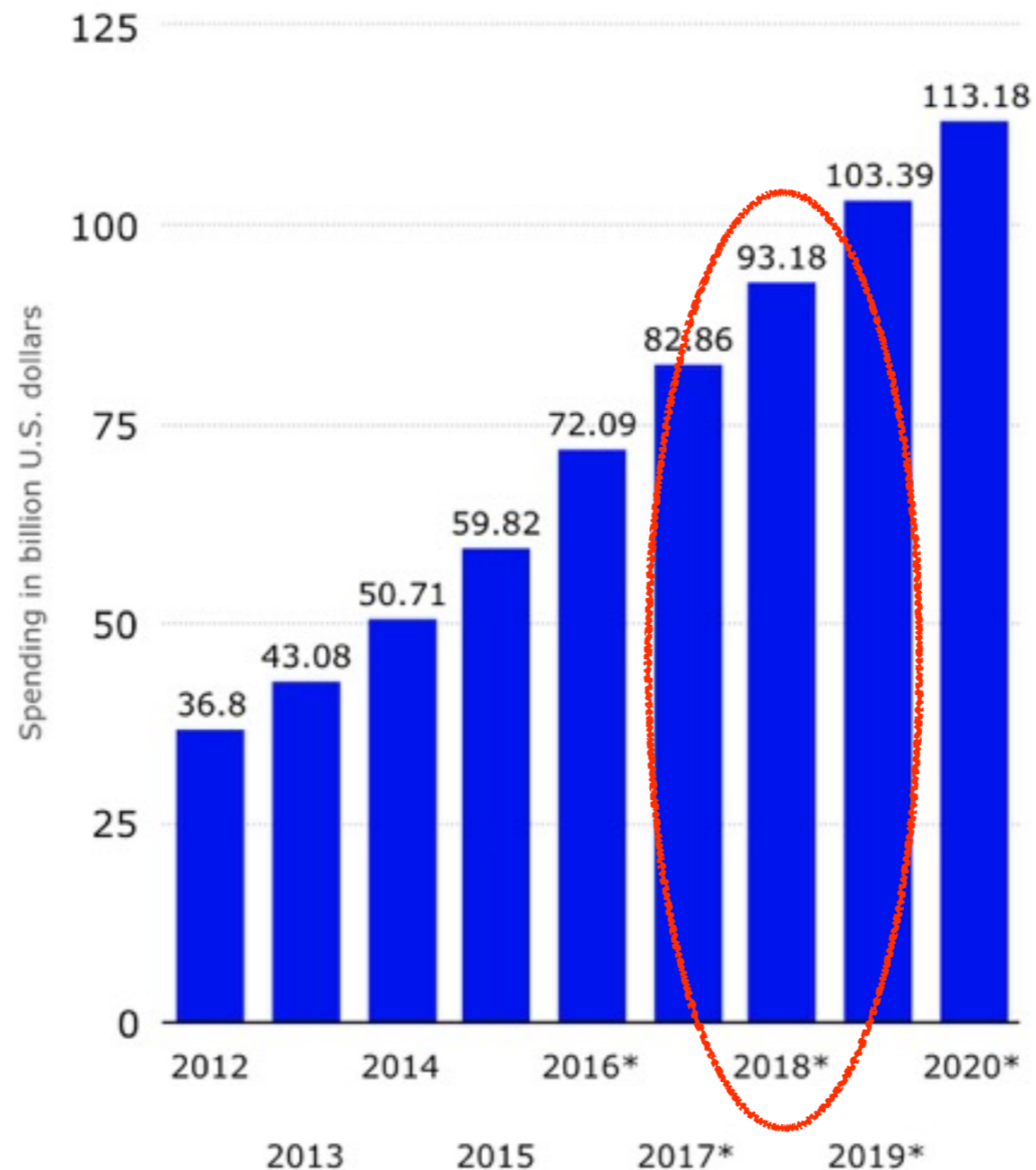
ANDREESSEN HOROWITZ

Source: Zenith, Google, Facebook, a16z

GOOGLE, FACEBOOK & AMAZON OWN 73%+ OF INTERNET ADVERTISING

TOTAL US AD SPEND US\$220B

This statistic contains data on the digital advertising expenditure in the United States from 2012 to 2015, with forecasts until 2020. The source projected digital ad spending would reach 93.18 billion U.S. dollars in the U.S. in 2018.



ALL COMPETING FOR THE SAME DIGITAL MARKETING DOLLARS TO GET YOUR ATTENTION!



Sources: CabinetM (<http://cabinetm.com>), Capterra, G2 Crowd

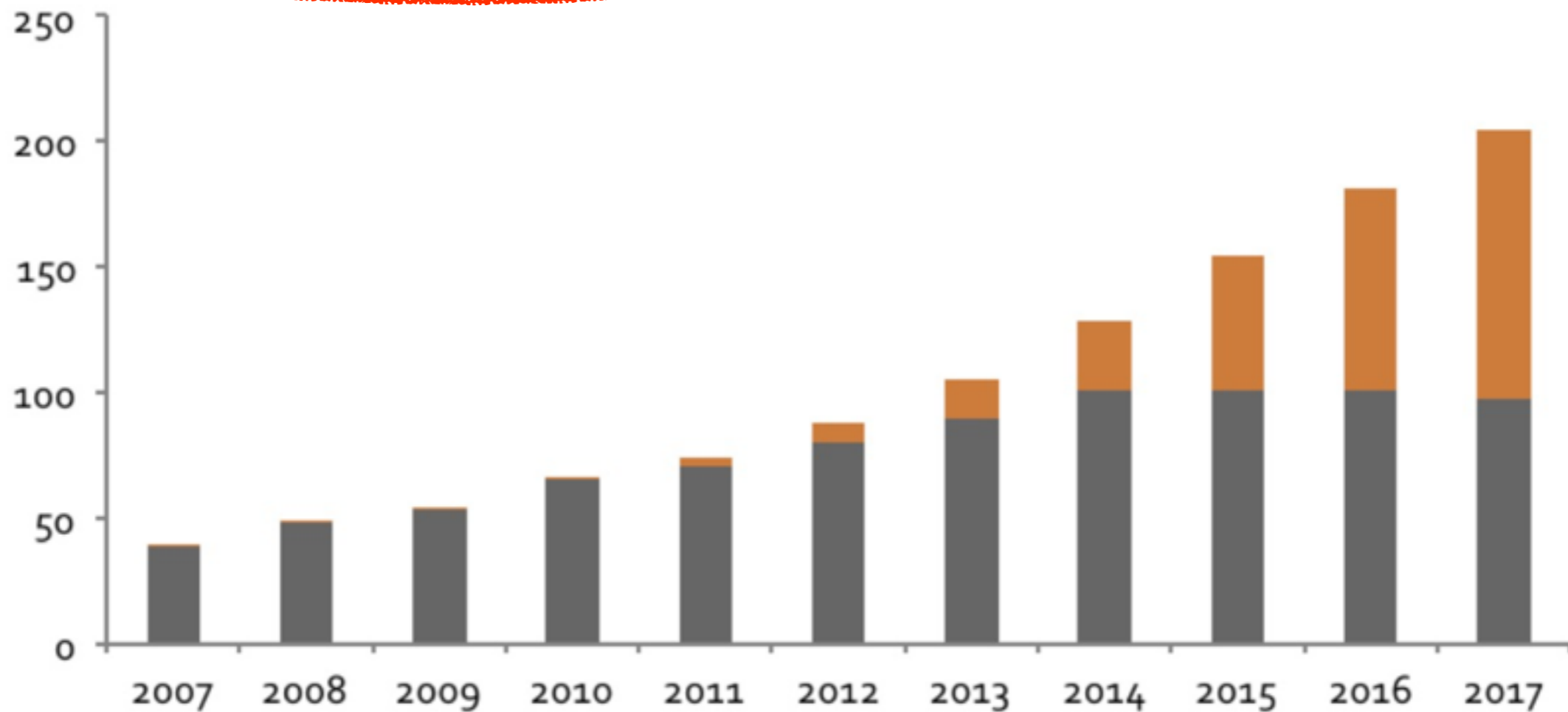
<http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

Created by Scott Brinker (@chiefmartec).

Sources: CabinetM (<http://cabinetm.com>), Capterra, G2 Crowd

GOOGLE, FACEBOOK AND AMAZON OWN 73%+
OF ALL DIGITAL ADVERTISING,

Global internet ad spending (\$bn)



■ Desktop ■ Mobile

[Source: Zenith, a16z]

AND 99% OF EVERY NEW DIGITAL ADVERTISING \$1 DOLLAR!

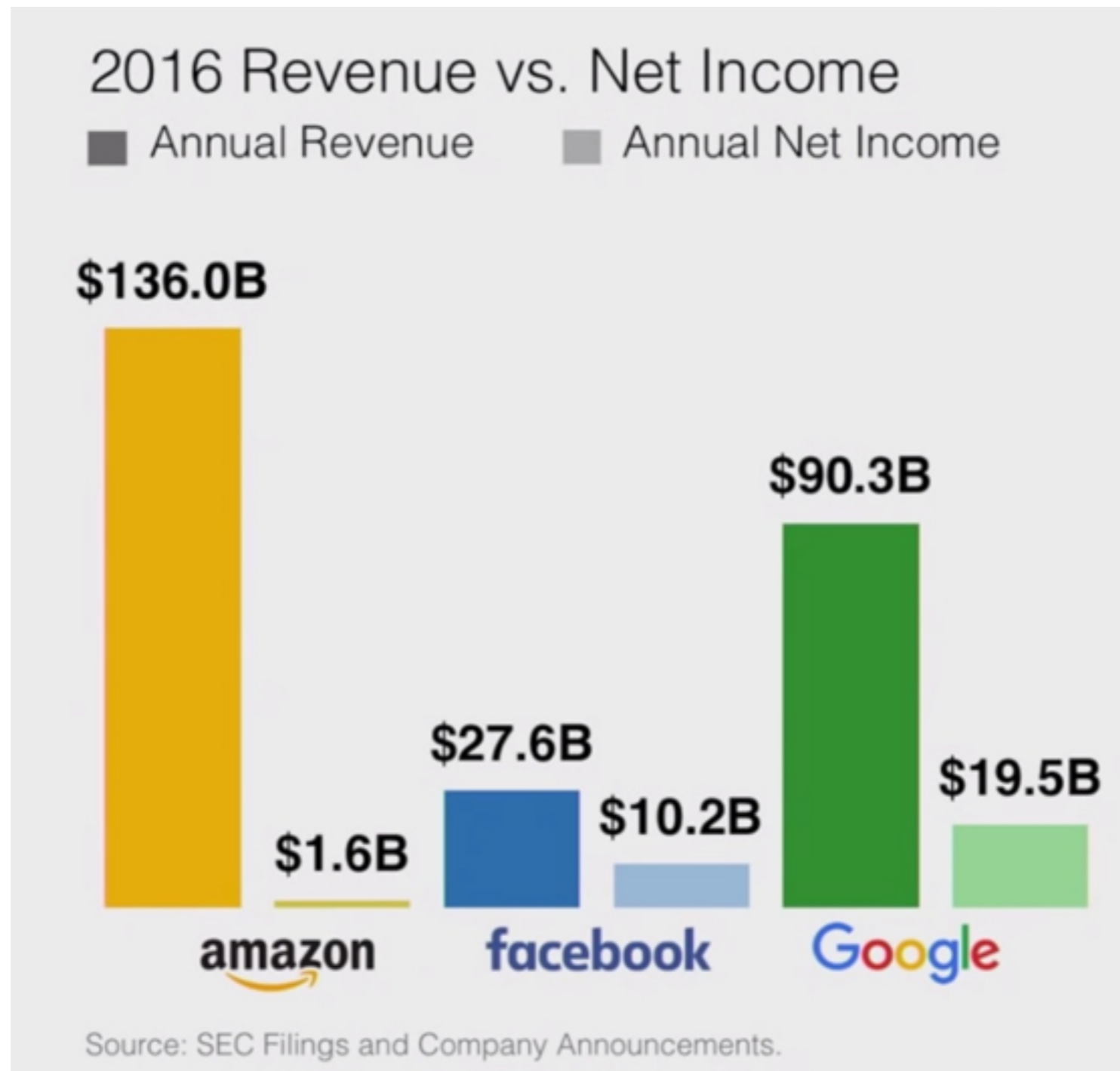
HERE ARE THE SUPER SUCCESSFUL ONES!

2017 *This Is What Happens In An Internet Minute*



HOW MANY OF THESE SERVICES DO YOU PAY FOR ?

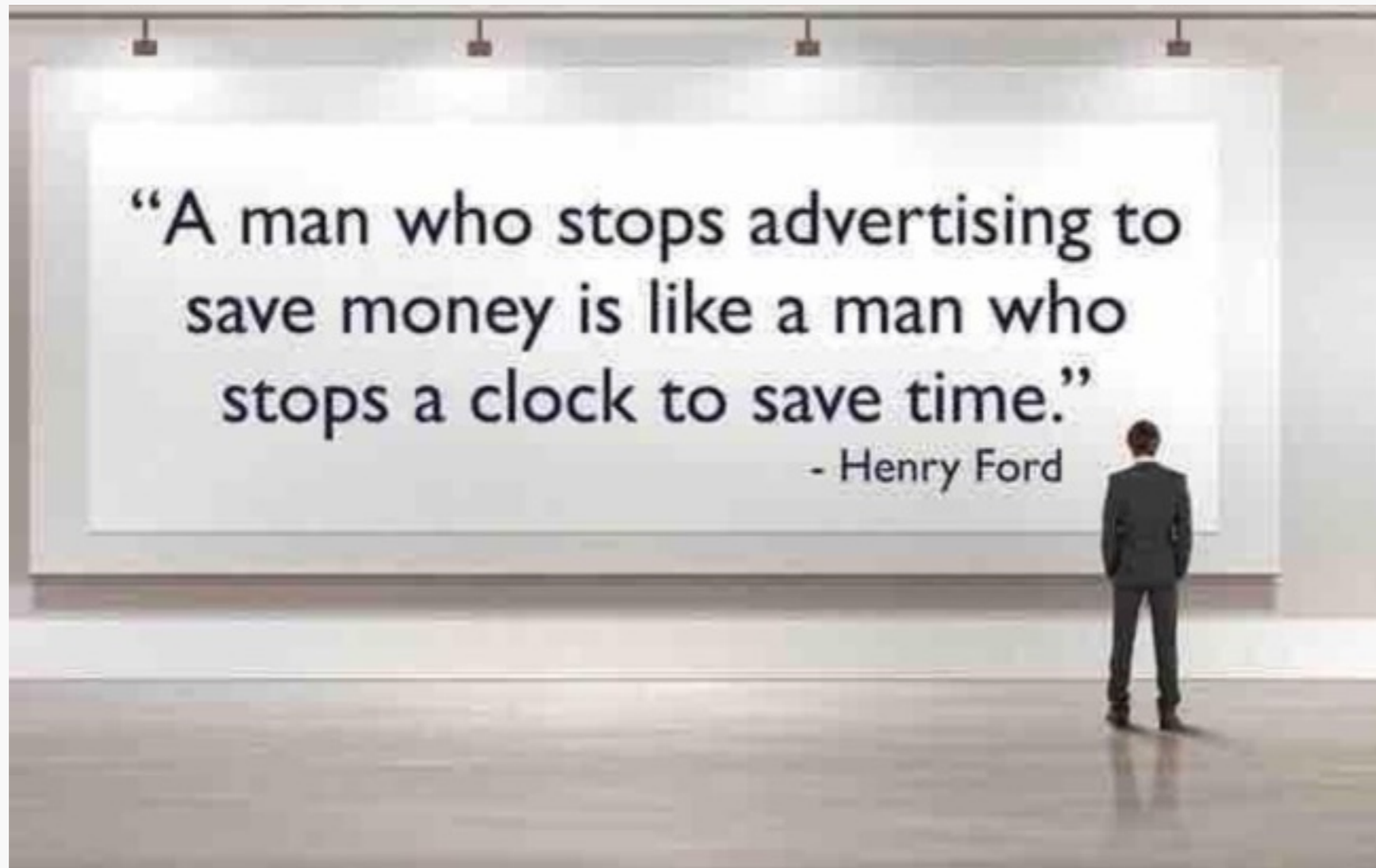
YOU ARE THE CONSUMER AND THE PRODUCT!



THIS IS A LOCK IN AND A LOCK OUT!

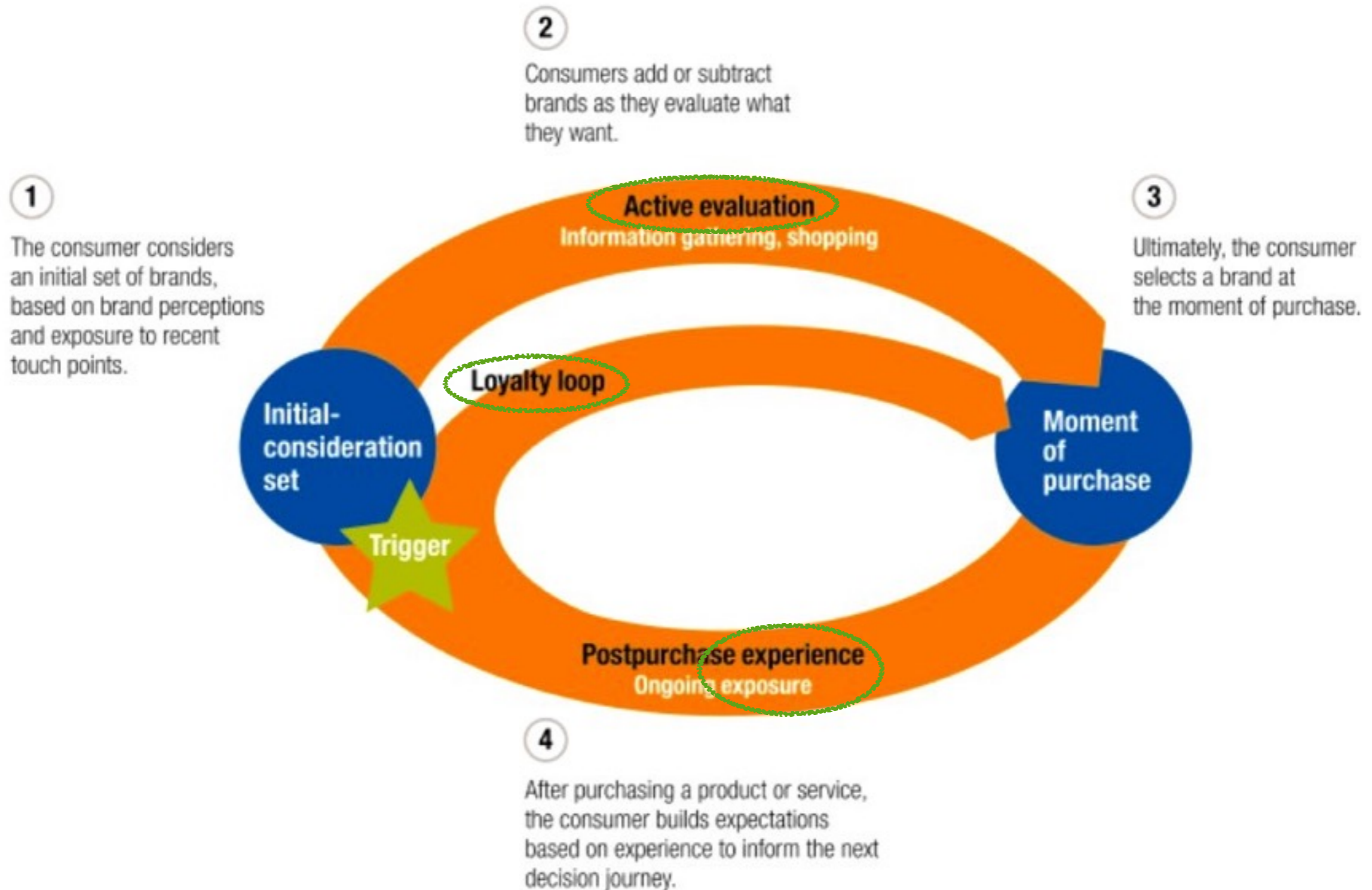
	Google	amazon	f	Apple
IT & Infrastructure	Google fiber	amazon fulfillment amazon web services	Aquila	Apple SIM
Artificial Intelligence	Google Assistant	amazon alexa	Jarvis	Siri
Hardware Devices	Pixel Chromecast Home nest	amazon fireTV amazon kindle amazon echo	oculus	iPhone iPad WATCH etc.
Communication & Messaging	Google+ Allo		Whatsapp facebook Messenger Workplace	iMessage
Digital Media & Entertainment	Google Play YouTube	amazon Prime instant video	facebook.com/gaming	iTunes Apple TV Apple MUSIC
Connected Car & e-Mobility	android auto	amazon alexa Alexa Integration	-Integration (Transportation)	CarPlay
E-Commerce & Retail	Google Shopping 'Purchase on Google'	amazon.com etc. amazon Prime NOW fresh	Facebook 'Buy-Button'	iBeacon store
FinTech & Payment	Google wallet W pay	amazon payments	-Integration (Friend-to-Friend Payment)	Apple Pay
Navigation & Location services	Google Maps	Amazon Maps API, MAPS.ME integration		Apple Maps
Advertising	Google AdWords Google AdSense doubleclick AdExchange	amazon associates amazon advertising	Facebook Business, Instagram Business	Apple Search Ads

IF THE **BRANDS** ARE PAYING **US\$220BN** TO
SPEAK TO **125M** US HOUSEHOLDS...

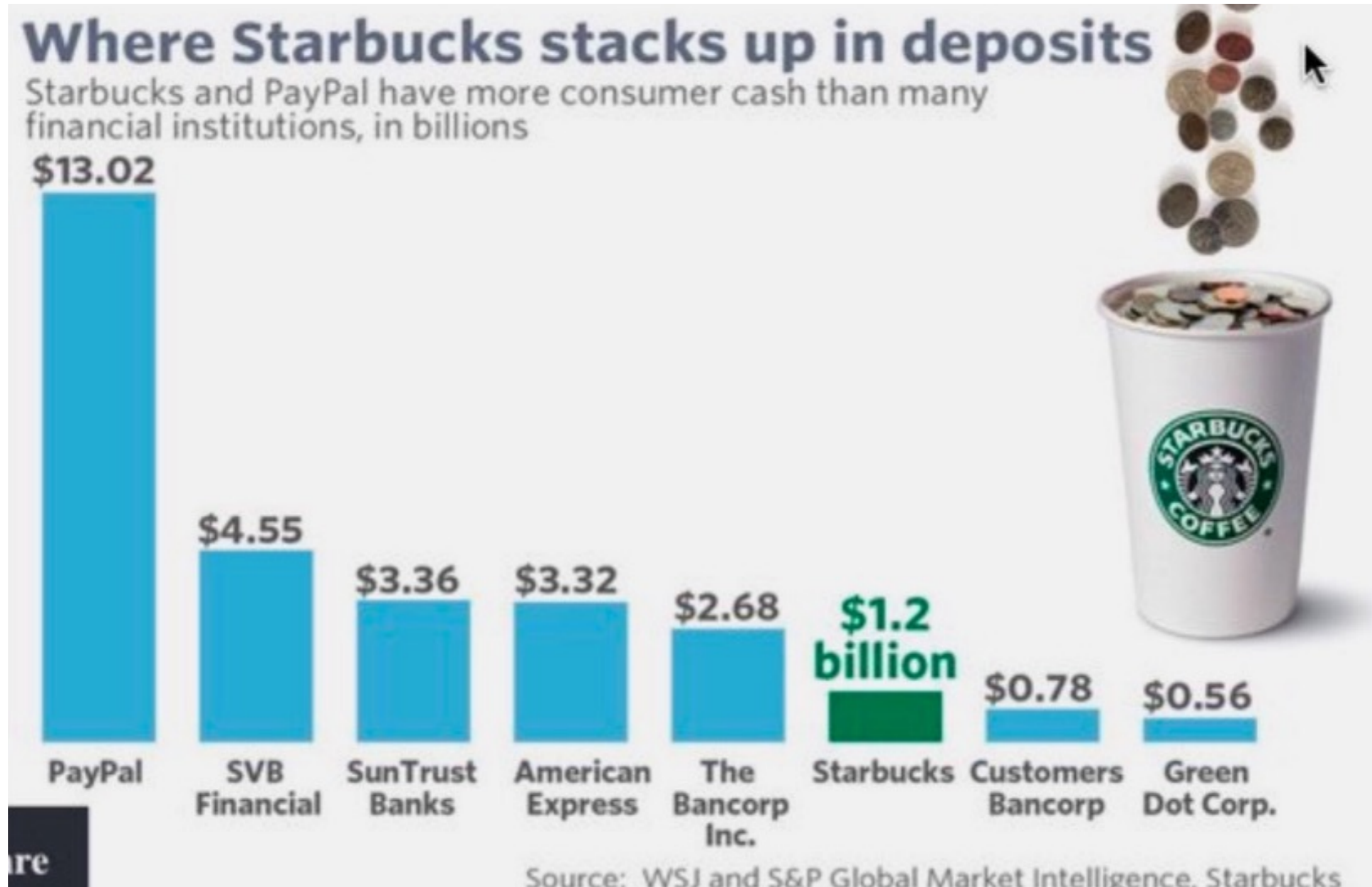


WHY DON'T THEY **PAY US DIRECT?**
HOW?

ONCE A BRAND HAS CONSUMER ATTENTION, THEY MUST RETAIN IT, BUT HOW?



WHY PAY TWICE TO ACQUIRE CONSUMERS? RETENTION IS VITAL TO SUCCESS



MASTERS OF WEB 1.0 & 2.0



E-commerce, November 2016

POSITION & SUBJECT	OWNER PUBLISHER	MONTHLY UNIQUE USERS [Net] (M)	REACH (%)	STICKINESS' (%)	TIME SPENT PER MONTH PER USER [Hours]	SESSIONS PER MONTH PER USER (#)	AVERAGE SESSION DURATION [Minutes]	DESKTOP USERS (M)	SMARTPHONE USERS (M)	TABLET USERS (M)
1. Amazon	Amazon.com, Inc.	200	81%	31%	1:42	33	3:05	109.1	130	53.1
2. Walmart	Wal-Mart Stores, Inc.	113.1	46%	15%	0:26	8	3:14	55	65	19.1
3. eBay	eBay Inc.	86.7	35%	18%	1:22	13	6:22	49.3	42	13.8
4. Apple.com	Apple, Inc.	71.3	29%	7%	0:07	3	2:58	22.9	39.3	21.5
5. Groupon	Groupon, Inc.	67.8	27%	12%	0:14	6	2:34	26.5	43.3	8.5
6. Microsoft Store	Microsoft Corporation	62.5	25%	10%	0:15	3	4:22	49.8	13.7	3.7
7. Target	Target Corporation	61.3	25%	9%	0:13	4	3:29	23.6	36.5	12.3
8. Craigslist	Craigslist, Inc.	44.6	18%	16%	2:14	9	14:40	21	23.9	8.4
9. Coupons.com	Coupons.com, Inc.	43.1	17%	10%	0:37	5	7:39	28.2	12.3	5.7
10. Best Buy	Best Buy Co., Inc.	41.5	17%	7%	0:10	3	4:21	21.7	17.7	4.7
11. The Home Depot	Homer TLC Inc.	33.7	14%	7%	0:16	3	5:04	16.6	13.9	6.1
12. CVS	CVS Health Corporation	32.4	13%	11%	0:16	5	2:57	11.1	20.7	4.6
13. Ebates	Ebates Inc.	30.4	12%	19%	0:34	13	2:39	22.7	6.5	2.9
14. Etsy	Etsy, Inc.	30.3	12%	8%	0:19	4	4:33	13.6	15.5	5
15. JCPenney	J.C. Penney Corporation, Inc.	29.1	12%	6%	0:10	2	4:40	16.1	9.7	4.3

HOW ELSE DO BRANDS CONNECT WITH CONSUMERS?

The United States Postal Service delivers more mail to more addresses in a larger geographical area than any other post in the world. The Postal Service delivers to more than 156 million addresses in every state, city and town in the country. Everyone living in the United States and its territories has access to postal products and services and pays the same for a First-Class postage stamp regardless of their location.

FROM DIGITAL COPY TO DIGITAL PRINT

Mail is big business

The U.S. Postal Service is the core of the more than \$1.4 trillion mailing industry that employs more than 7.5 million people.

These types of mail brought in most of the \$71.4 billion in operating revenue in 2016:

First-Class Mail — \$27.3 billion

Standard Mail — \$18.0 billion

Shipping and Package Services — \$17.3 billion

Periodicals — \$1.5 billion

If it were a private sector company, the U.S. Postal Service would rank **39th** in the 2016 Fortune 500.

In the 2016 Global Fortune 500 list, the U.S. Postal Service ranked **107th**.

THE US POSTAL SERVICE (USPS) IS THE **LOGISTICS BACKBONE OF AMERICA**, A “MASTER NODE” NETWORK SERVING 125M HOUSEHOLDS

By the Numbers*

- **71.4 billion** — 2016 operating revenue
- **153.9 billion** — number of mail pieces processed and delivered
- **47** — percent of the world’s mail volume handled by the Postal Service
- **1.9 billion** — dollar amount paid every two weeks in salaries and benefits
- **508,908**** — number of career employees
- **130,881**** — number of non-career employees
- **31,585** — number of Postal Service-managed retail offices
- **227,896** — number of vehicles — one of the largest civilian fleets in the world
- **37 million** — number of address changes processed
- **13.5 billion** — total retail revenue
- **877.4 million** — total number of retail customer visits
- **24** — percent of retail revenue from alternative access channels
- **1.7 billion** — total number of visits to *usps.com*

HIDING IN PLAIN SIGHT

THE US POSTAL SERVICE (USPS) IS THE DECENTRALIZED
DISTRIBUTED **LOGISTICS BACKBONE OF AMERICA**

Total Number of Mail Pieces (All Classes) Attributed to Direct Mail: 2005 – 2015

Year	Total # USPS Pieces	Total # Direct Mail pieces	Percentage of Total Volume attributed to Direct Mail
2005	211,742,711	104,258,020	49.2%
2006	213,137,703	105,672,117	49.6%
2007	210,603,097	113,057,605	53.8%
2008	201,128,003	108,151,636	53.8%
2009	175,363,436	91,093,787	51.9%
2010	169,154,120	91,699,510	54.2%
2011	166,460,877	92,429,764	55.5%
2012	159,858,854	86,659,650	54.2%
2013	155,280,499	87,298,707	56.2%
2014	152,135,884	86,450,581	57.0%
2015	150,197,938	85,996,674	57.0%

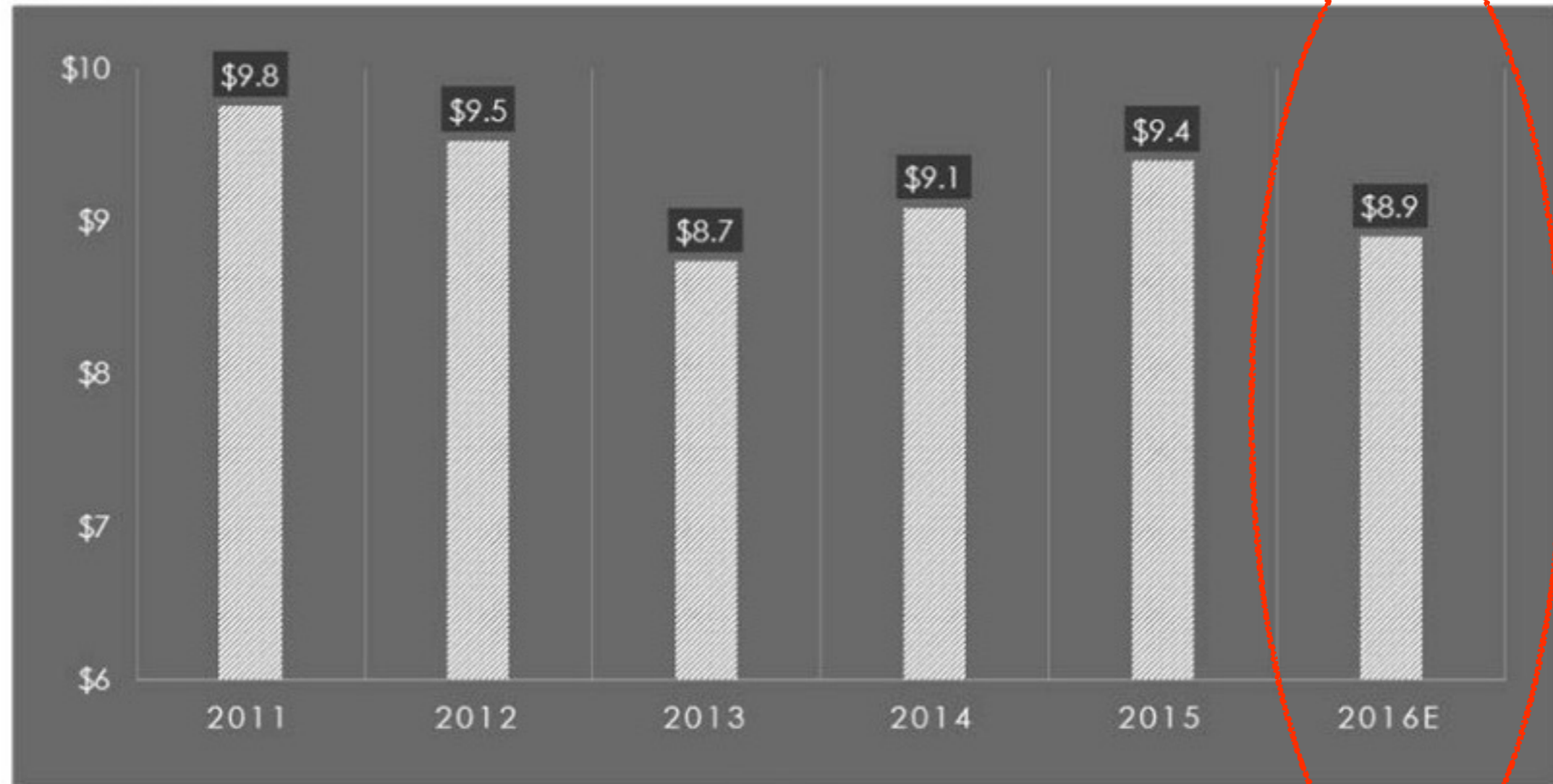
*The total number of direct mail volume is determined from the following percentage approximations agreed upon by the USPS and DMA. Due to changes in USPS classifications and marketer practices, DMA's methodology for calculating direct mail has changed. In the old calculation, before 2006, numbers are for 95% of standard mail (A), 7.5% of First Class, 85% of Standard Mail (B) Bounded Print Matter, and 2% International. In the new calculation after 2007, numbers are 15% of First Class, 95% of Standard Mail, 85% of BPM.

Source: The DMA/USPS Revenue, Pieces and Weight by Classes of Mail and Special Services for fiscal years 2005 – 2015.

A "MASTER NODE" NETWORK SERVING 125M HOUSEHOLDS

HOW MUCH, DATA?

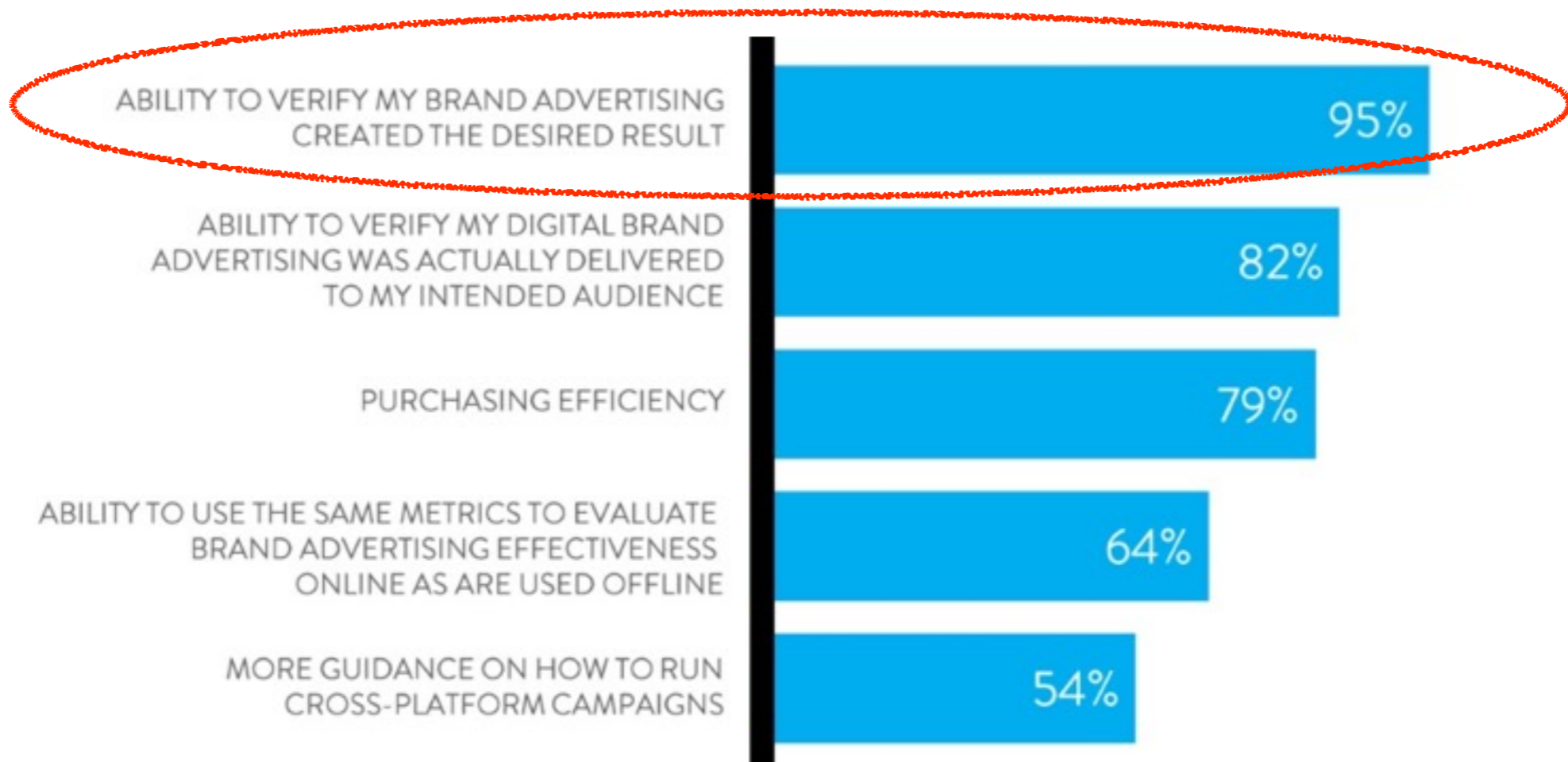
TOTAL DATA SPEND FOR DIRECT MAIL in billions



Source: Winterberry Group, 2016.

WHY DO THEY DO IT? IT WORKS...

LACK OF DIGITAL METRICS IS HINDERING DIGITAL GROWTH



AND WHERE ARE THE JOBS? THE NEW GIG ECONOMY OF "ME & WE"

If an
ecommerce
site is out of
a product ...

OUT OF
STOCK



14%
would still
shop there.

5%
weren't
likely to shop
elsewhere.

81%
will go to
a competitor's
site instead.



73%
are more likely to visit a retailer's
local store if the commerce site
provides in-store product
availability information.



91%
of online shoppers
say they will spend
more to qualify for
free shipping.



25%
of customers
will live chat
for assistance.



54%
prefer to use
the phone for
help during the
holiday season.

Why
people call
customer
service

1%
Placing
orders

13%
Returns

27%
Product
info

48%
Shipping
and delivery
questions

AND WHERE ARE THE JOBS? THE NEW GIG ECONOMY OF "ME & WE"

The payment process on ecommerce sites has to be smooth



18% said they've had an order wrongly identified as fraud.

22% of those shoppers will never do business with retailer again.

57% will think twice about placing an order with that retailer.

Social Media



Only **2%** of respondents said they will use social media if they have questions about a holiday order. But they expect quick responses: 70% expect same-day response and 27% within a few hours.



78% of shoppers will choose in-store pickup to avoid shipping costs.

53% It saves shipping costs.

18% I want to get my order immediately.

40% of shoppers will purchase more items when they pick up their orders in store.



For those who have items delivered ...



17% expect it within two days.



But when cheap shipping is available, people change their attitudes.

But no matter what shipping costs are, 90% of the respondents will choose a delivery option that ensures their order arrives within seven days.

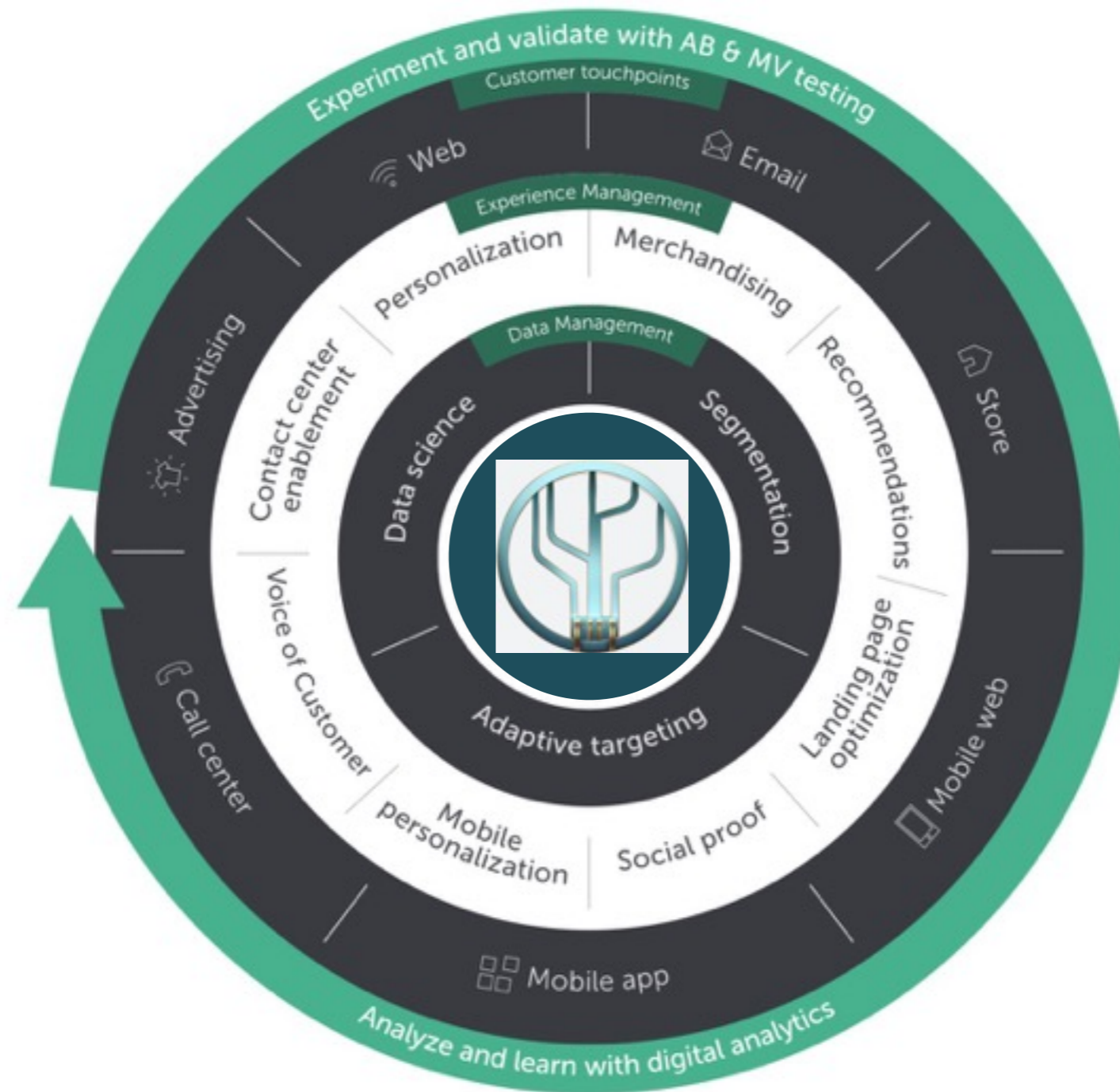
23% always choose expedited shipping.

YOU ARE THE CONSUMER **AND** THE PRODUCT



THE GDPR IS GOING TO USHER IN A NEW ERA IN, PRIVACY, SECURITY AND DATA VALUE

FINANCIAL INCLUSION REQUIRES DIGITAL INCLUSION



WE NEED TO OWN OUR DATA!

WE NEED TO OWN OUR IDENTITY & DATA

As we wrote before, the CLOUD Act is a far-reaching, privacy-upending piece of legislation that will:

- Enable foreign police to collect and wiretap people's communications from U.S. companies, without obtaining a U.S. warrant.
- Allow foreign nations to demand personal data stored in the United States, without prior review by a judge.
- Allow the U.S. president to enter "executive agreements" that empower police in foreign nations that have weaker privacy laws than the United States to seize data in the United States while ignoring U.S. privacy laws.
- Allow foreign police to collect someone's data without notifying them about it.
- Empower U.S. police to grab any data, regardless if it's a U.S. person's or not, no matter where it is stored.

The image shows a screenshot of a Financial Times article. At the top, it says 'FINANCIAL TIMES' and 'Tuesday 20 March 2018'. Below that, there's a 'Letters' section header. The main headline of the article is 'Greatest threat to our personal data since Orwell wrote 1984'. The article text discusses data exchange between countries, mentioning the UK, China, Saudi Arabia, and Latin American countries. It also mentions the Common Reporting Standard and the Data Retention Directive. The author is Filippo Nosedo, a partner at Mishcon de Reya Solicitors in London.

★ FINANCIAL TIMES Tuesday 20 March 2018

Email: letters.editor@ft.com
Include daytime telephone number and full address
Corrections: corrections@ft.com
If you are not satisfied with the FT's response to your complaint, you can appeal to the FT Editorial Complaints Commissioner: complaints.commissioner@ft.com

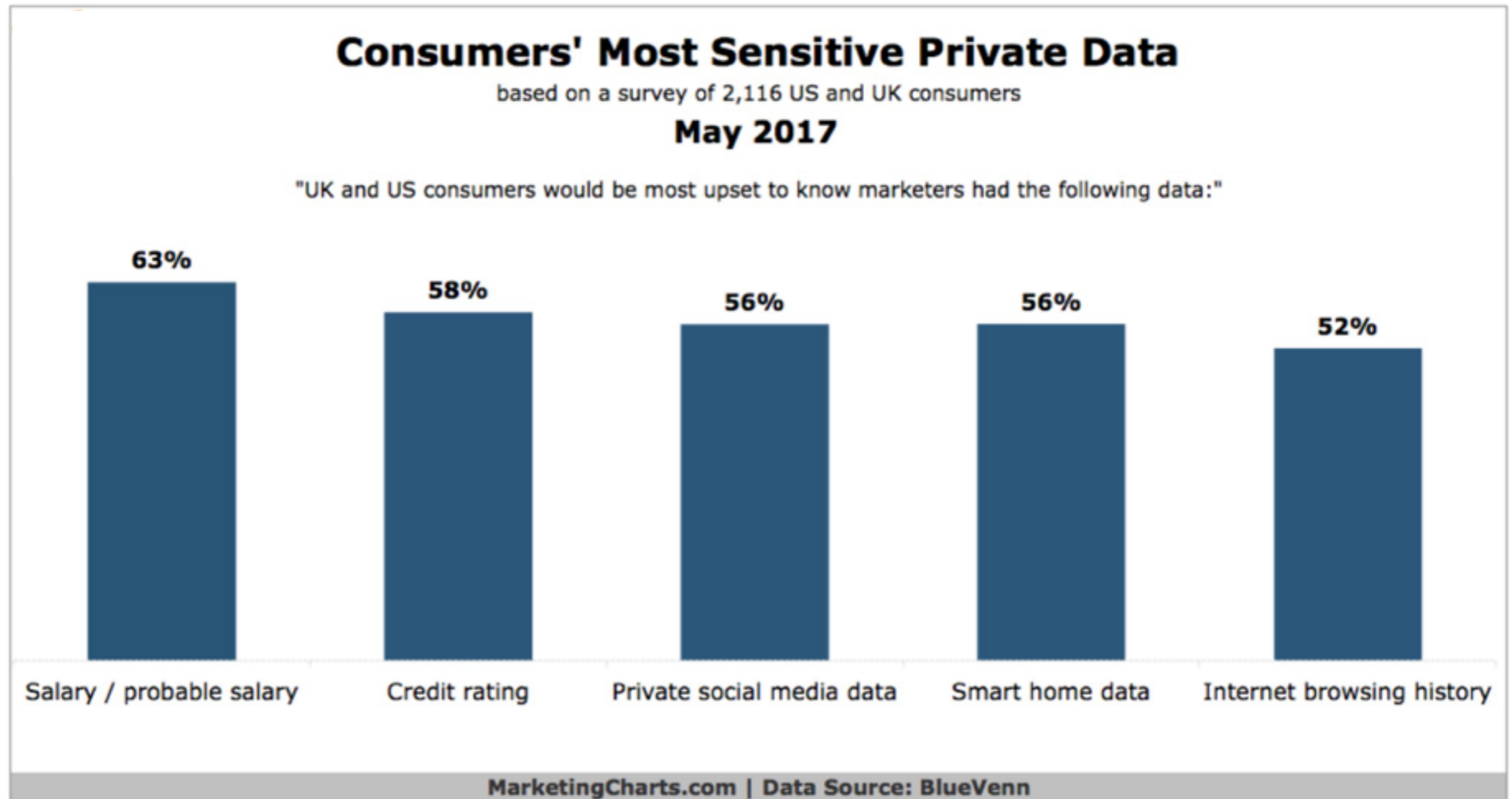
Letters

Greatest threat to our personal data since Orwell wrote 1984

Sir, In the UK, the attempted murder of Sergei Skripal, a former double agent, and the poisoning of his daughter grabbed the headlines, offering a distraction from Brexit as well as revanchist memories of Britain's leading role in the cold war. And yet, while it struggles to deal with Russia (with accusations running from poisoning enemies to meddling in foreign elections), the west is about to start exchanging sensitive personal and financial information concerning every Russian resident with foreign bank accounts with Vladimir Putin's government under the OECD's programme of global automatic information exchange, known as the Common Reporting Standard. Beyond Russia, from 2018 the west will exchange information with China and a number of Middle Eastern countries, including Saudi Arabia. It is already exchanging information with a number of Latin American countries with a recent history of corruption and violence, such as Argentina and Mexico (Brazil will be added to the list this year). In Argentina seven members of the Argentine tax authorities were arrested on February 2 for allegedly selling taxpayers' information, showing the risks faced by citizens living in high-risk jurisdictions who for one reason or another have bank accounts abroad (Argentine police also seized \$5m in cash, which gives a measure of the scale of data trafficking). Dissidents with foreign accounts will be particularly vulnerable to reprisals from their governments. Electronic information exchange across borders is also likely to affect many of the 19.3m EU citizens who live in a different EU member state and who have bank accounts in both countries, prompting the EU data protection authorities to raise "strong concerns regarding the repercussions on fundamental rights of mechanisms entailing major data processing and exchange operations such as those envisaged by the Common Reporting Standard". An expert group appointed by the European Commission went a step further, claiming that "on many aspects, [automatic information exchange] may be compared with the Data Retention Directive which has recently been declared illegal by the European Court of Justice". With just two months to go before the EU's general data protection directive (GDPR) comes into force on May 25 (with the much-trumpeted aim of "giving citizens back control of their personal data" following Edward Snowden's revelations about state-sponsored collection of metadata), when will public opinion wake up to one of the greatest data protection threats since Orwell wrote his seminal book 1984? No doubt, well equipped hackers and their political masters will be ready for the May deadline.

Filippo Nosedo
Partner,
Mishcon de Reya Solicitors,
London WC2, UK

YOU SAY YOU CARE...BUT THE FREEMIUM MODEL IS ADDICTIVE



#DELETEFACEBOOK IS NOT TRENDING

**WE SAY WE CARE ABOUT PRIVACY
AND SECURITY... BUT**

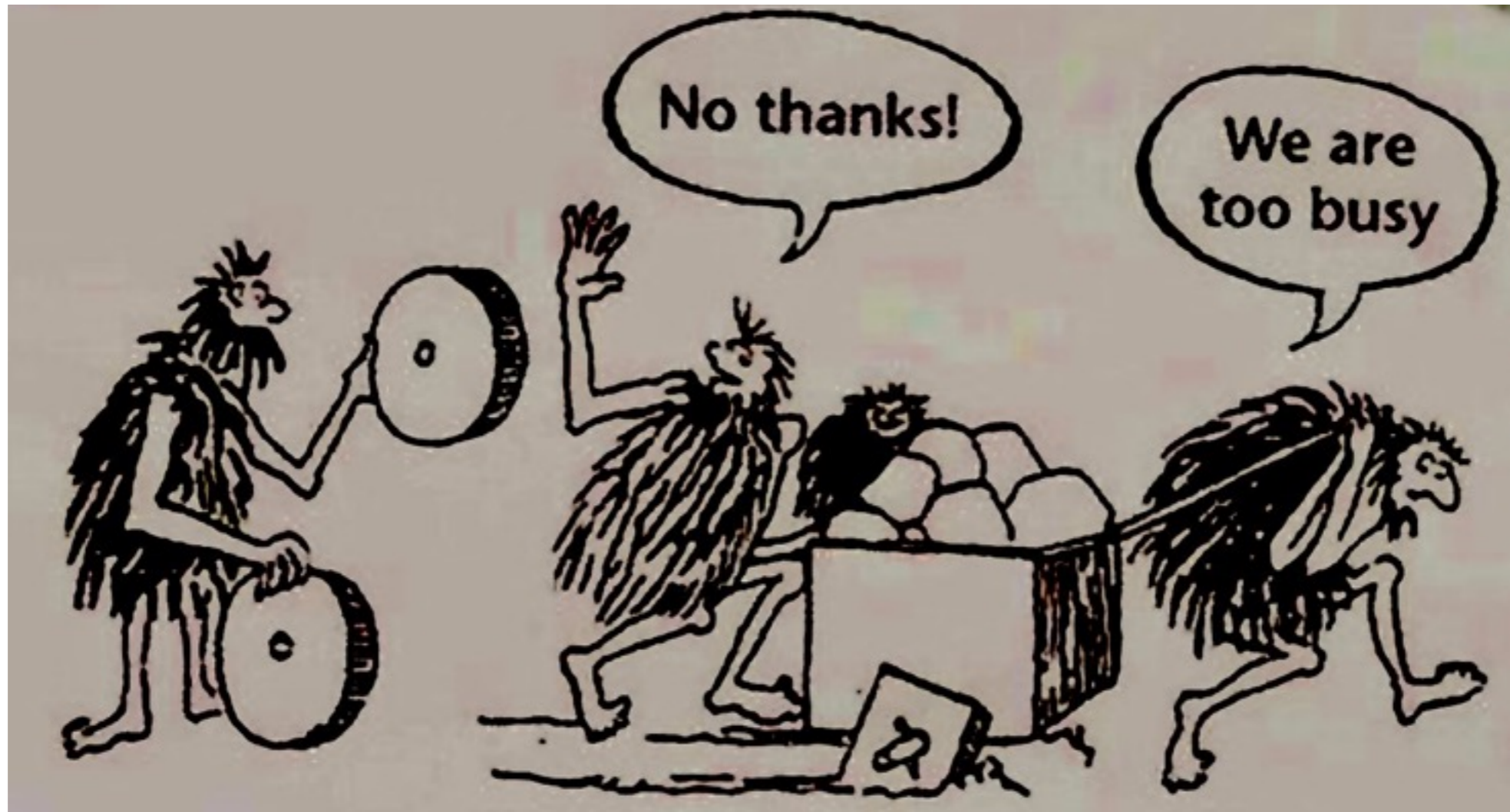


**WE TRADE OUR IDENTITY (OUR DATA) FOR
SEARCH, EMAIL, CLOUD, MAPS, SOCIAL MEDIA.... WHY?**

FREE & EASY IS IRRESISTIBLE - WHAT HAVE I GOT TO LOSE?

SO WHY IS **#DELETEFACEBOOK** NOT TRENDING?

PEOPLE DON'T REALLY CARE
& CHANGE REQUIRES TIME AND MONEY



YOU HAVE TO BE 10X THE EXISTING EXPERIENCE
TO MAKE PEOPLE SWITCH

POST GDPR CONSUMERS ARE GOING TO RECOGNIZE THEIR DATA IS VALUABLE

The EU GDPR will increase privacy for individuals and give regulatory authorities greater powers to take action against businesses that breach the new laws. Here's what it means for your business:

Tough penalties:
fines of up to

4% of annual global revenue
or
€20 million,
whichever is **greater**.



The regulation also applies to **non-EU companies** that process personal data of individuals in the EU.



The **definition of personal data** is now broader and includes identifiers such as



genetic



mental



cultural



economic



social identity.

The **international transfer of data** will continue to be governed under EU GDPR rules.

Obtaining consent for processing personal data must be clear, and must seek an affirmative response.



Data subjects have the **right to be forgotten** and erased from records.



Parental consent is required for the processing of **personal data of children** under age 16.

Users may request a copy of personal **data** in a **portable format**.

CONSUMERS ARE GOING TO RECOGNIZE THEIR DATA IS VALUABLE



Controllers must **report a data breach** no later than

72 hours

after becoming aware of the breach, unless the breach has a low risk to the individual's rights.

Data controllers must ensure adequate contracts are in place to **govern data processors**.



Data processors can be held **directly liable** for the security of personal data.



Controllers must have a **legal basis for processing** and collecting personal data.

ISO 27001 and other certifications will help demonstrate "**adequate technical and organisational measures**" to protect persons' data and systems.



One-stop shop: international companies will only have to deal with one supervisory data protection authority.

The appointment of a **data protection officer** (DPO) will be mandatory for companies processing high volumes of personal data and good practice for others.



Privacy risk impact assessments will be required for projects where privacy risks are high.

Products, systems and processes must consider **privacy-by-design** concepts during development.

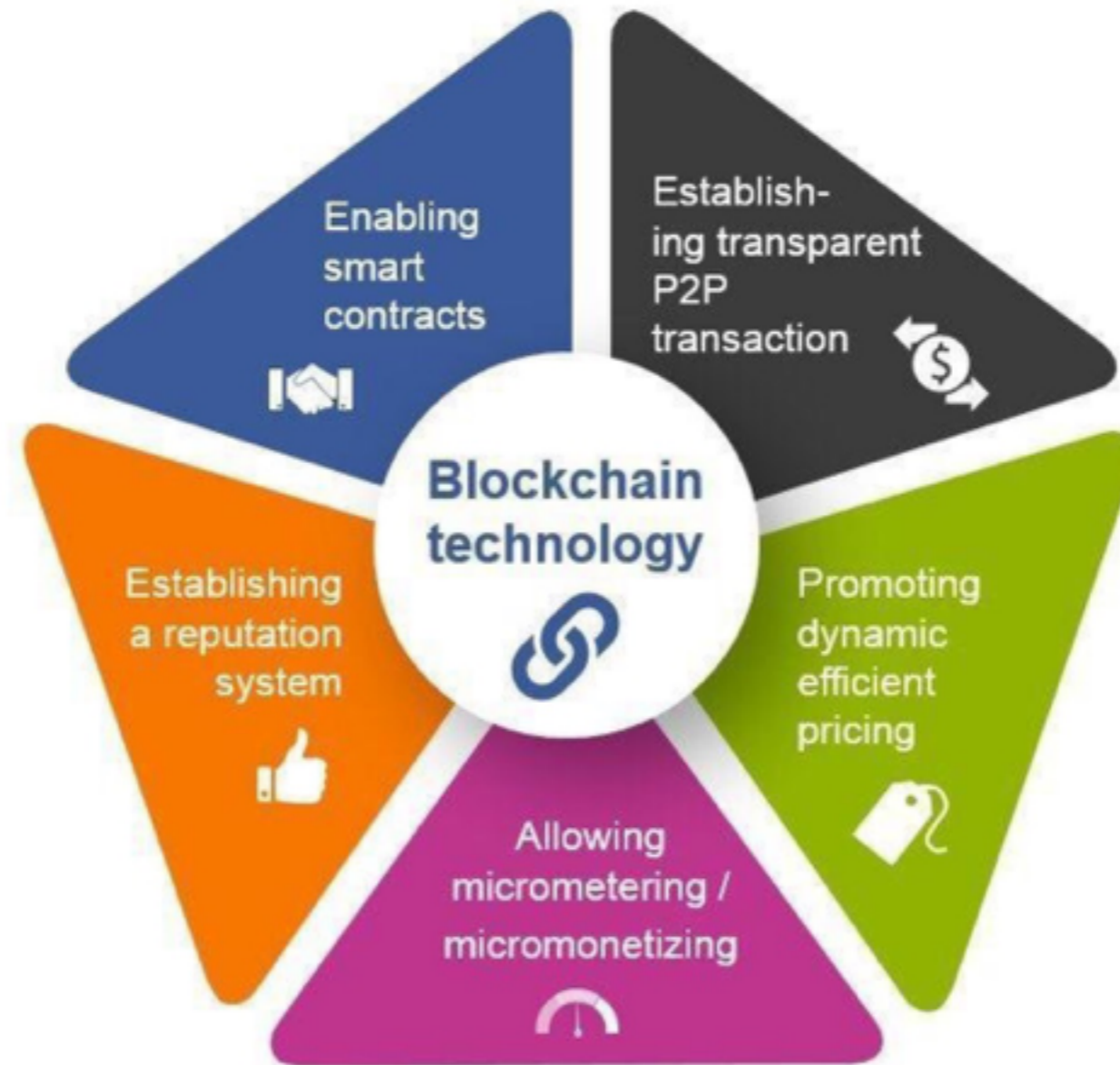
You have to comply with EU GDPR by **MAY 2018**

WORLD ECONOMIC FORUM DIGITAL GOALS



PEOPLE DON'T HAVE THE TIME TO CARE

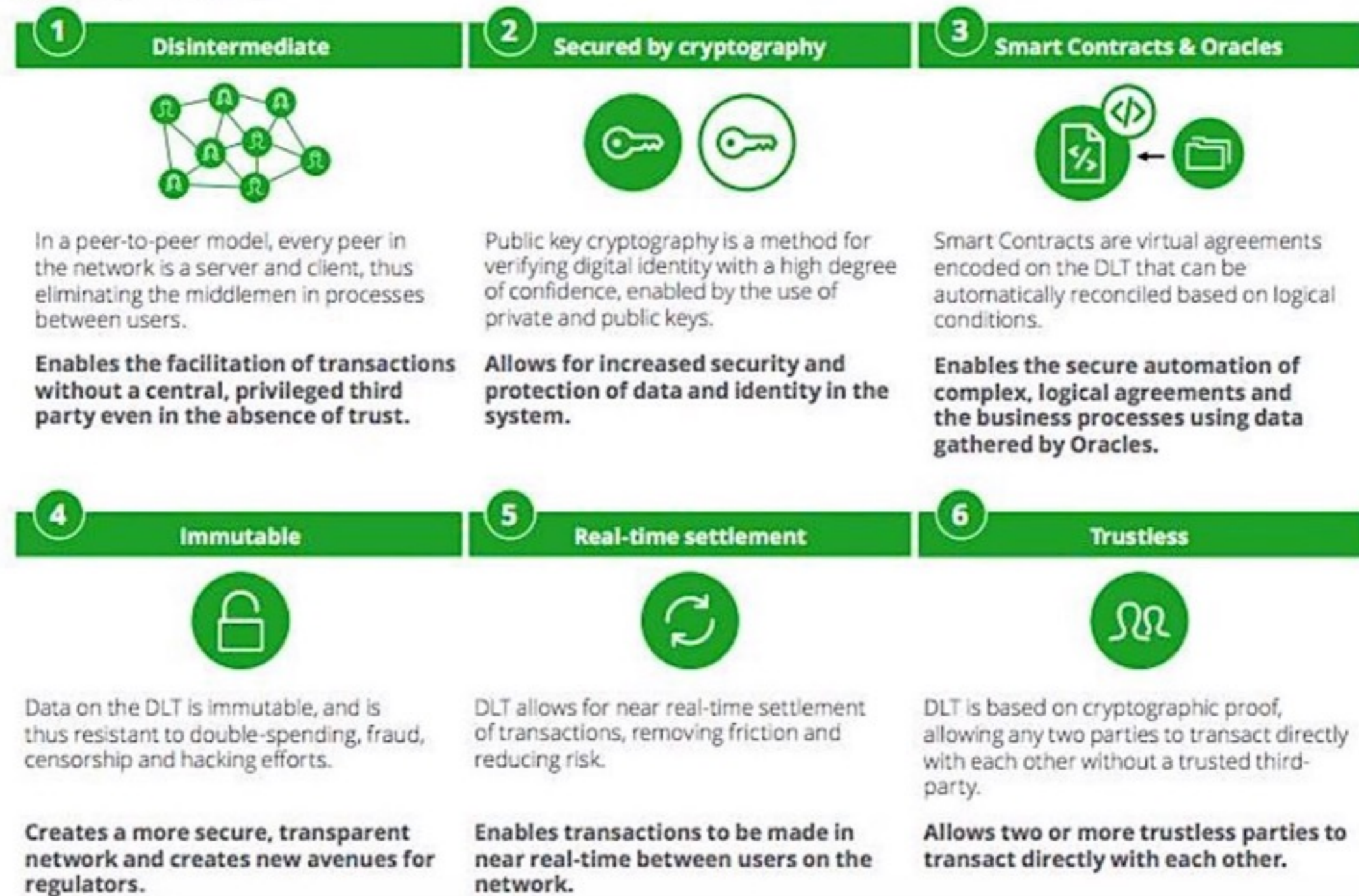
I COULD OWN MY DATA **AND** MAKE MONEY?



HOW DO I DO THAT? IS IT **EASY**?
HOW **MUCH** MONEY?
WHO DO I TRUST?

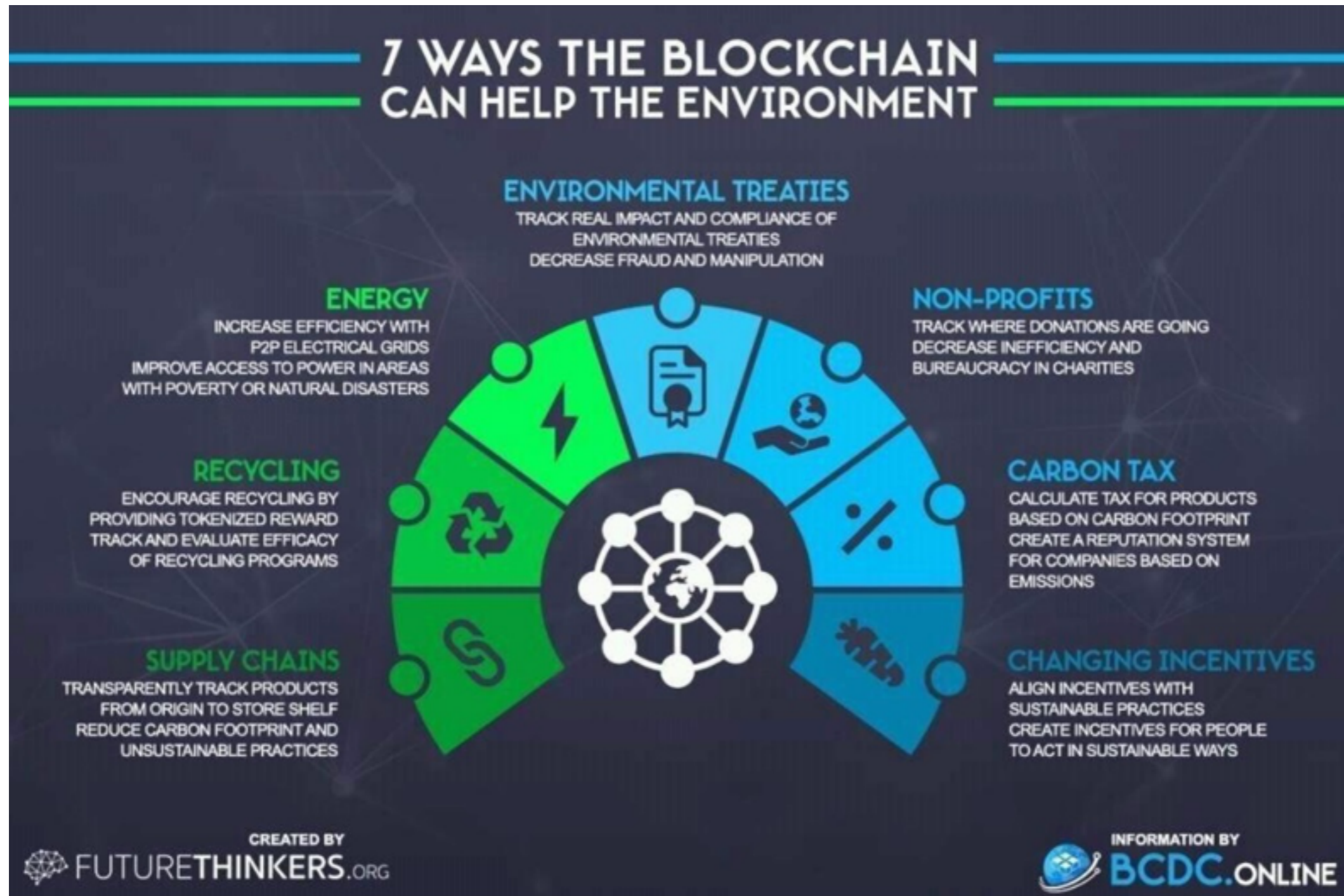
WHAT ARE THE BENEFITS?

Figure 3: Benefits of DLT



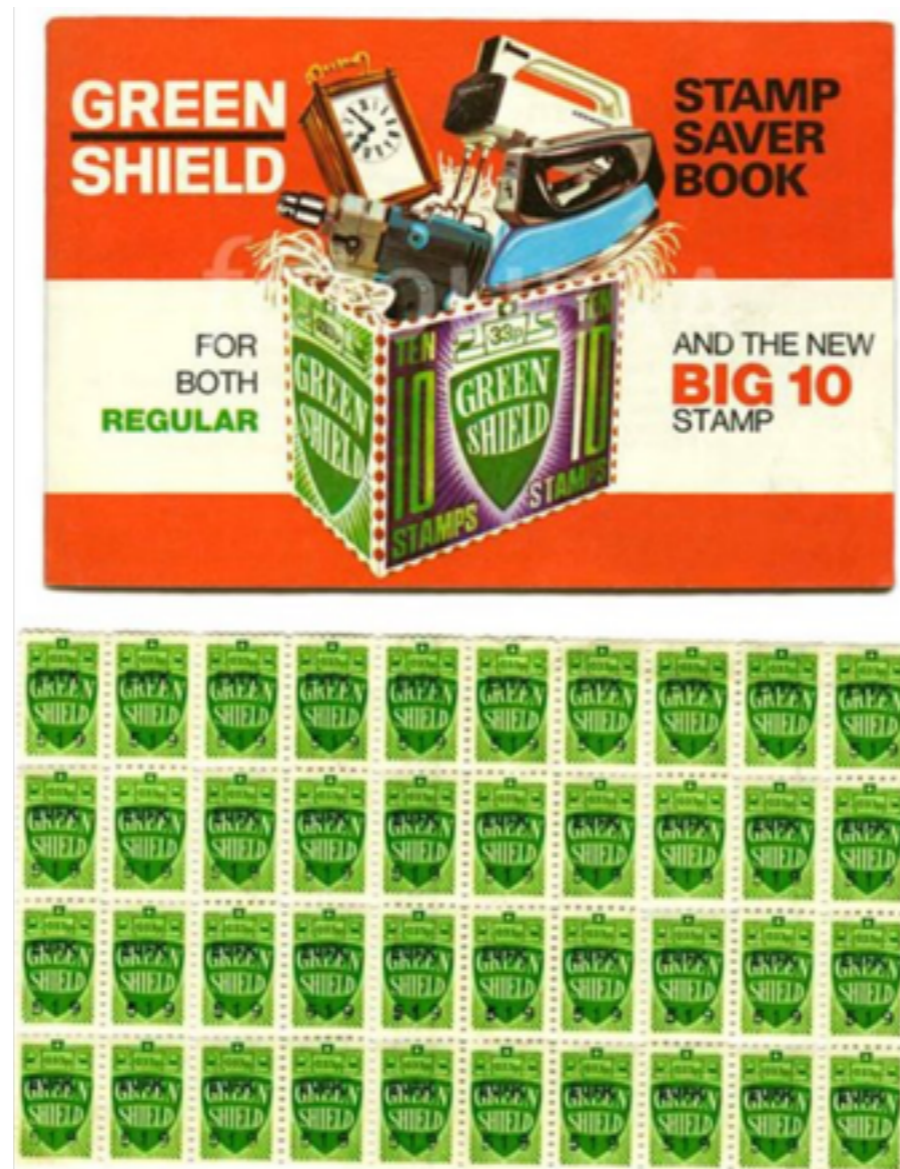
HOW DO I DO THAT? WHO DO I TRUST?

WHAT ARE THE BENEFITS? SAVE THE PLANET?



HOW DO I DO THAT? WHO DO I TRUST?

THERE ARE FEW TRULY "NEW IDEAS"



EVOLUTION IS ABOUT ADAPTATION

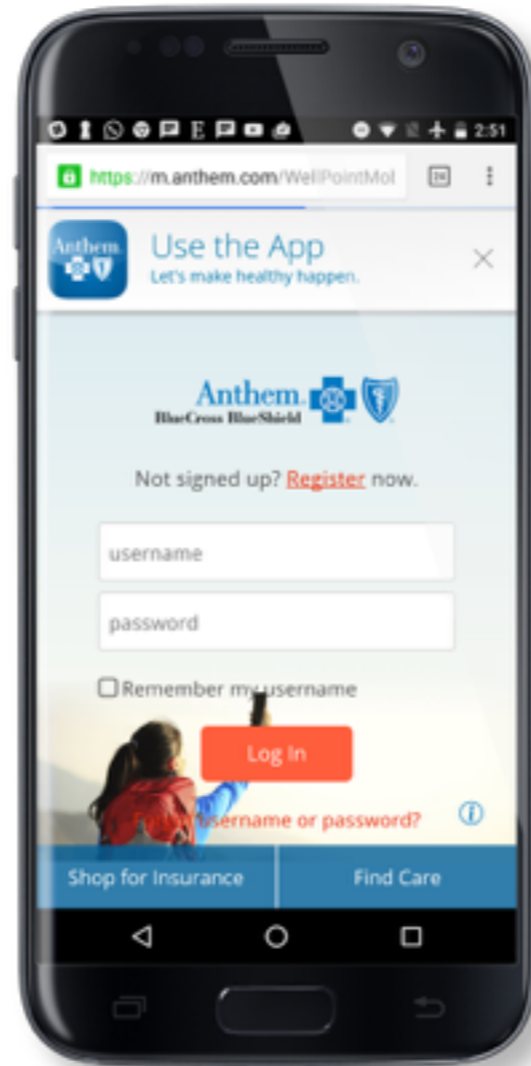
SUCCESSFUL PEOPLE FIND VALUE IN
UNEXPECTED PLACES

**It always seems
impossible until
it's done**

NELSON MANDELA

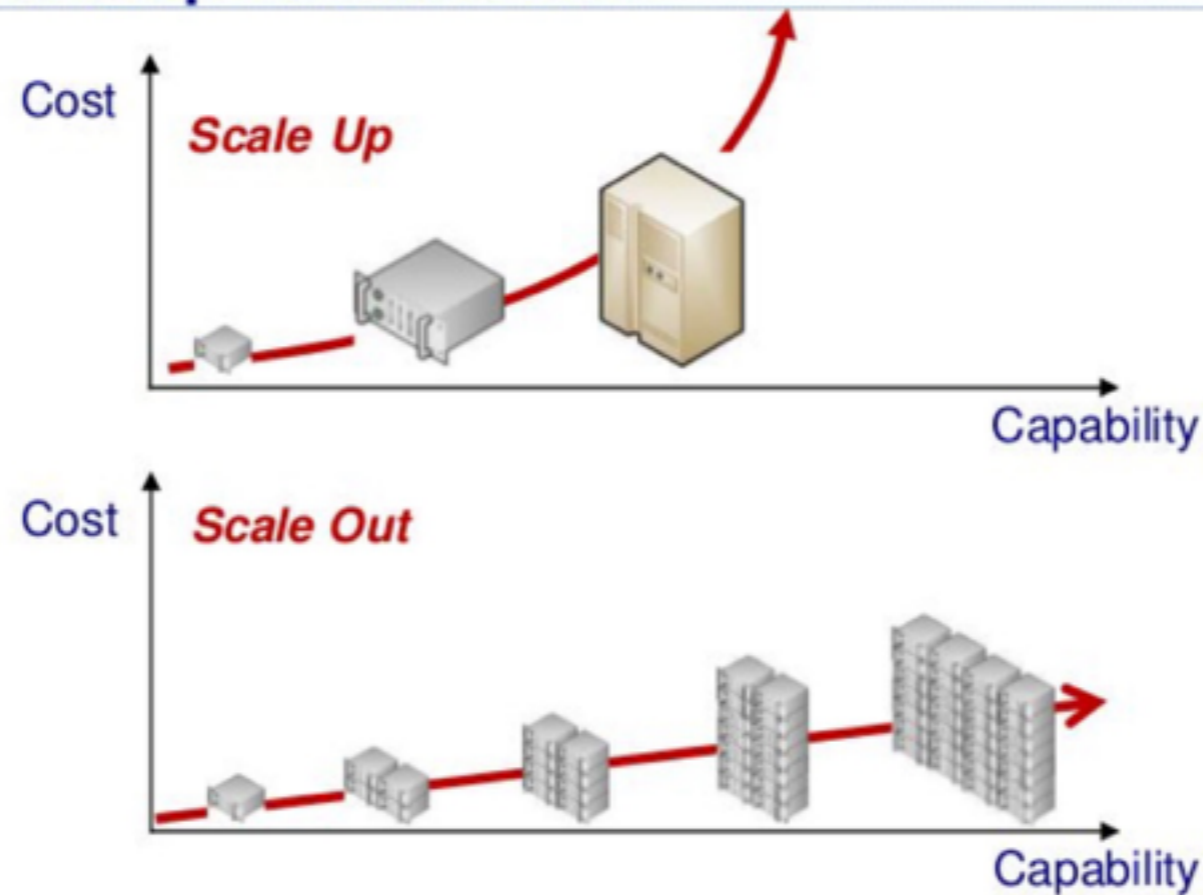
NOTHING STAYS THE SAME FOREVER

KEEP IT SIMPLE STUPID (KISS)



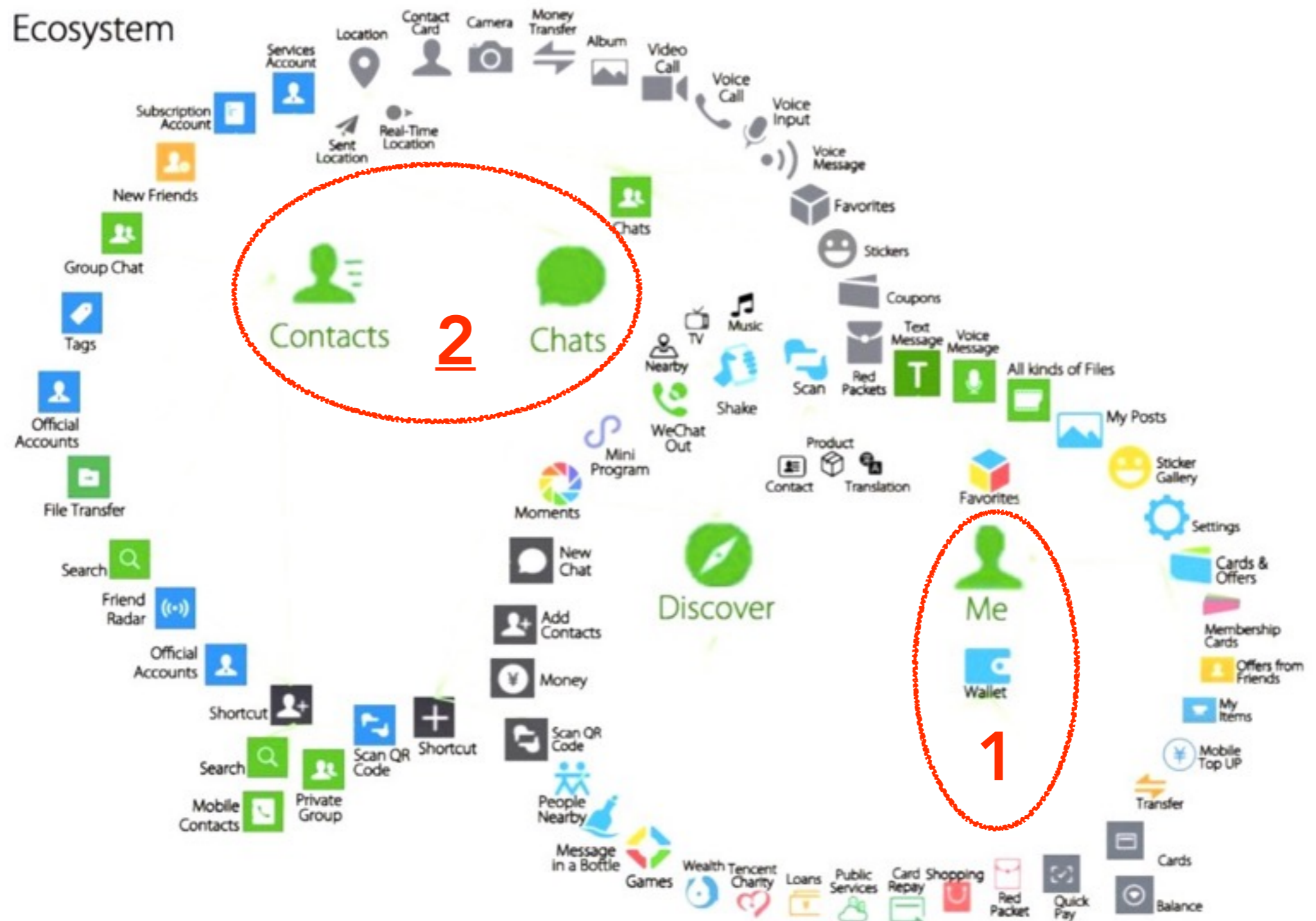
**ARKEYTYP CAN BE INTEGRATED PROFITABLY INTO
85 BILLION DIRECT-TO-CONSUMER MAILINGS EACH YEAR TO
GET AMERICA ON CHAIN**

Scale Up vs. Scale Out



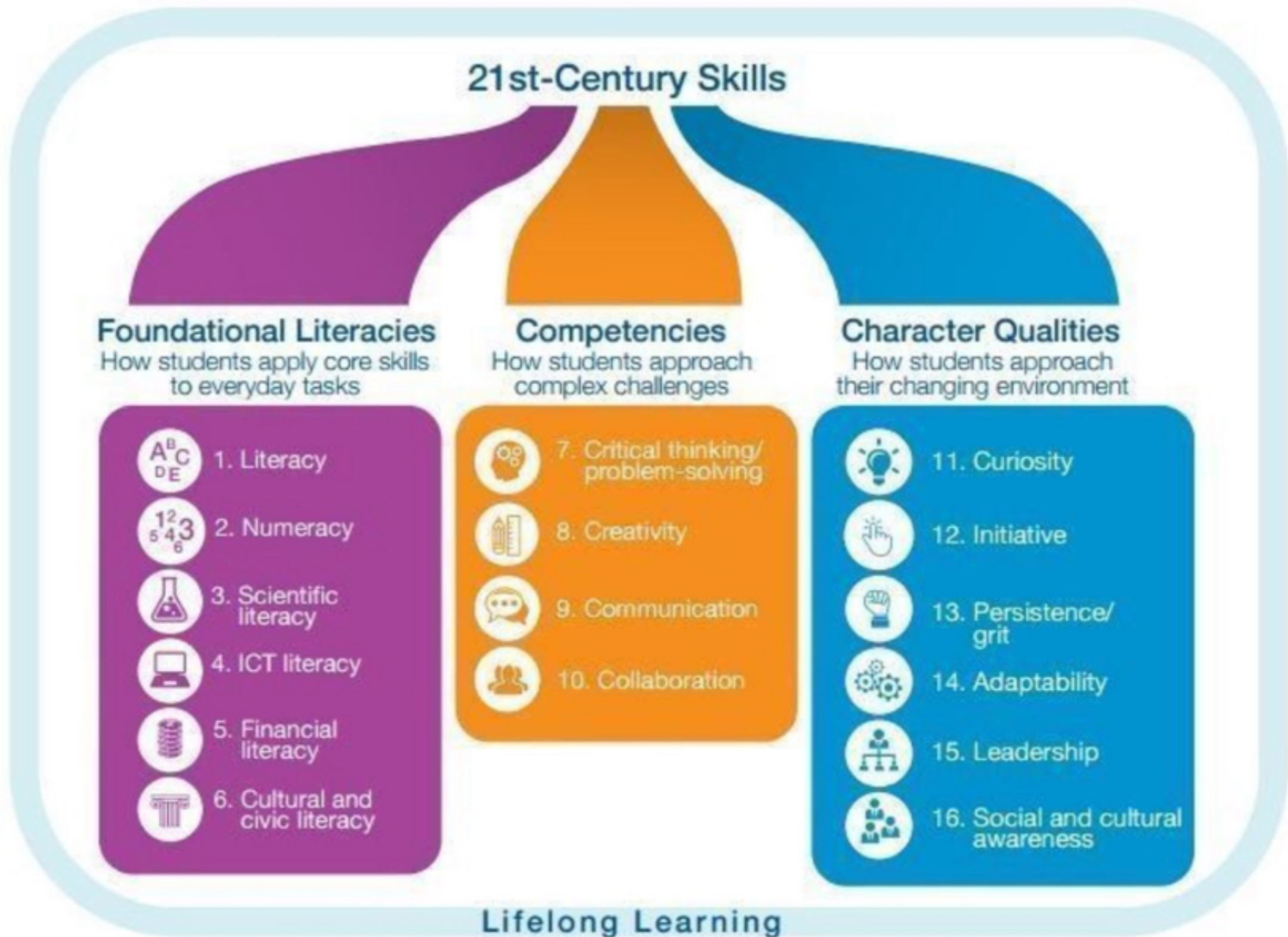
**A PUBLIC NETWORK OF 10M COMPUTERS (8% OF THE
USPS) WOULD BE LARGER THAN THE 180PF GOOGLE CLOUD**

DO WHAT WORKS, DECENTRALIZE AND DISTRIBUTE THE NETWORK



A PUBLICLY HOSTED "AMERICAN WECHAT"

SKILLS WE ALL NEED GOING FORWARD



Note: ICT stands for information and communications technology.

NETWORK GOVERNANCE REQUIREMENTS



TO GET AMERICA ON CHAIN



IF YOU WANT TO KNOW MORE...
JOIN US!

**There are two rules for
success...**

**1. Never reveal
everything you know**

