GB 2 Earth

privacy sensitive innovation

ivepics.com | The Gutenberg of intuitive thinking

ivepics.com

Prove everything you know

The "ive pics" submission

Using Criminal Justice's "dark figure", unresolved for 200 years, we propose an AR/AI/Cloud platform that makes it possible to empoweringly

- capture,
- evidence, and
- validate symbolic and intuitive thinking, so that

crime victims, patients, professionals, and terrorism experts, amongst others, can share better their pasts, and predict better their futures.

The "ive pics" submission

1. The fun bit

"ive.pics" - prove everything you know

The university student-driven crowdfunded and crowdsourced human/AI collaboration and training project, including social network participation, and final App Store/Google Play "O Mi Wan/Better Biz Me – university" branding

The "ive pics" submission

2. The serious bit

Future commercial applications in five potential areas

1. Counter- and neo-terrorism intuitively predictive software environments
2. Policing, criminal justice, and situational awareness apps
3. Fintech, in particular intuitively predictive applications
4. Mental health
5. Business consulting

The starting point: "dark figure", a problem from Criminal Justice's way back when

"**The dark (or hidden) figure of crime** is a term employed by criminologists and sociologists to describe the **amount of unreported or undiscovered crime.**"

https://en.wikipedia.org/wiki/Dark_figure_of_crime

Dark figure's history

"The problem was first described in the 1830s by Adolphe Quetelet, a Belgian mathematician and sociologist and the founder of modern scientific statistics. **The real crime rate, which he called the 'dark figure of crime,' could not be revealed by official statistics,** he argued. [...]

The problem has plagued criminology for nearly two centuries."

https://www.city-journal.org/html/dark-figure-british-crime-13162.html

Dark figure's why

"To understand why the dark figure of crime escapes exact measurement, realize that for a crime to be officially recorded, three things must happen:

1. someone must be **aware** that a crime has been committed;
2. someone must **report** that crime;
3. and the police must **accept** that a law has been violated.

But each link in the chain is easily broken."

https://www.city-journal.org/html/dark-figure-british-crime-13162.html

"**Other crimes may go unrecognized because the victims are unaware that they have been victimized**—either:

- because of the **nature** of the crime, such as fraud, or
- because the victims are **drunk, mentally ill, or otherwise incapable** of understanding what has happened."

https://www.city-journal.org/html/dark-figure-british-crime-13162.html

What we believe happens, leading directly to dark figure

We at "ive pics" believe that non-recognition of crimes - and, indeed, of many other significant events - happens when:

- **illegal *and* legal interest groups - both with mafia-like behaviours - coerce people**, using
- **non-auditable, non-prosecutable ways of communicating.**

In short, when **symbolic language**, structured and delivered particularly effectively with modern tech, is **stealthily used to influence our behaviours**.

What we believe victims of dark figure do

Citizens who become victims pick up, often subliminally, what they should do and how they should behave, by **using their:**

- **intuition,**
- **arationality,**
- **high-level domain expertise,** and
- **abductive thought processes.**

Those who use such ways of thinking to subvert victims' interests achieve their goals **because the victims are unable to prove what they know.**

What we want to do about the criminal use of symbolism and intuition

None of the mentioned ways of thinking and communicating are **easy for global criminal justice** - nor any other - **systems to process.**

As with video evidence when it became admissible, we want to make it possible for everyone to:

- **capture,**
- **evidence**, and
- **validate their symbolic and intuitive thinking,**

to the satisfaction of existing societal processes, *as they stand.*

Intuition, arationality, high-level domain expertise, and **abductive thought** may not only be used to coerce: they can also be used to **talk about the past and predict the future more accurately**.

If it becomes possible to **capture** these ways of thinking so such **perceptions of the past *and* predictions of the future** can be **validated by a human/AI collaboration**, then **anticipating** - for example - **a future terrorist atrocity using creative thought processes** is within our reach.

AI boxes vs Hollywood: which would you prefer?

Between a roomful of **the very best and latest generation** #**tradAI boxes** which predict futures on the basis of what has already happened, and a team of **top-flight Hollywood screenwriters** unleashing their imaginations with the help of a **brand-new kind of** #**repurposedAI**, who will get to the **next 9/11 first**?

The biggest piece of praise software can receive?

If you still doubt the **value of intuitive thinking**, even you already **know the answer to this question**.

For a world–changing piece of software will always get **this biggest piece of praise**:

- "It's *so* **intuitive!**"

The (fun/serious) solution

We propose a project in two parts:

1. **"ive pics" - prove everything you know (but could never evidence until now)**, including a crowdfunded, crowdsourced, **university student-driven human/AI collaboration** project.
2. **Commercialisation of different platforms** into five potential sectors, including neo-terrorism, policing, and mental health.

The (fun) solution

Part 1: "ive pics"

Crowdfunded using our expert team, the first part – a **crowdsourced human/AI training project for scientific advancement** – involves a **university's students collaborating with, training up, and being upskilled by AI**, so that both machines and humans learn to **enhance each other's intuitive and arational capabilities**.

———

The (fun) solution

Part 1: "ive pics"

Once sufficient human/AI training and upskilling has taken place, the **Better Biz Me/university-branded "ive.pics" application is launched globally** - also via crowdfunded resources - on the **App Store and Google Play, so that global citizens can - equally! - play the game of "prove everything you know** (but could never evidence until now)".

———

The (serious) solution

Part 2: commercialisation

Part 2 involves **applying the trained and upskilled human/AI capabilities, using the platform and software set** developed in Part 1 with the university's students, alongside global citizens, to **drive intuition capture, evidencing and validation into five potential sectors**.

———

The (serious) solution

Part 2: commercialisation

These five potential sectors are:

1. Counter- and neo-terrorism prediction.

2. Policing, criminal justice, and situational awareness.

3. Fintech, in particular future prediction using arational thought patterns.

4. Mental health.

5. Business consulting, especially in-housed processes and solutions.

The (how of the) solution

Using a jigsaw puzzle of three well-understood technologies, we propose enabling citizens to, where possible, *empoweringly* capture, evidence, and validate their own intuition.

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The (why and first steps of the) solution

Our final goal is to implement these platforms in order to stop all toxically symbolic and mafia-like behaviours, globally.

Our first step, however, aims to create a **worldwide platform** which makes it possible to **enjoy** such language in a **gamified way**, across **all daily life's experiences, across the globe**.

———

The (fun of the) solution

Once the platform is up and running, it will be possible to prove everything you see, and have always known to be true.
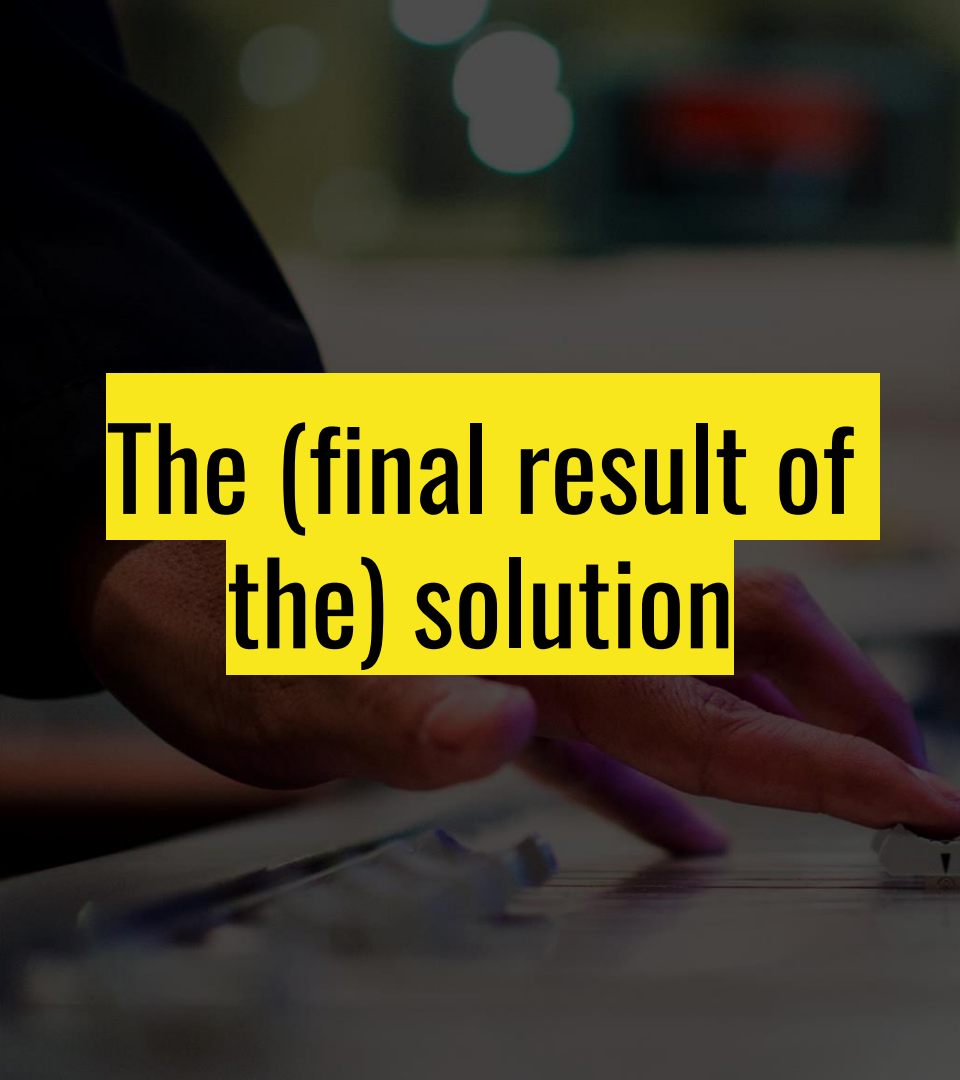
No #gossip ...

No #news ...

No #whitelies or #porkies will escape "ive pics" eyes!

:-)

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The (final result of the) solution

A **new collaboration between humans and machines** will continue to deliver **enhanced machine capability** for all humanity's future.

However, we will also add into the equation the **training, upskilling, and enhancement of every human being's intuitive capabilities, beyond anything** achieved to date.

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Milestones (I)

Where we are in the process - 2019

Work started with the UK defence accelerator Northern partner

A fully costed *submission* to DASA was made in May 2019

Interest was generated in an AR/AI/Cloud proposal

Experienced, innovative, cutting-edge AR/AI *solutions* were developed for rail infrastructures

Further development by BBM and its suppliers takes place

Client interest in an earlier proposed application, *business consulting*, is received

Five initial strands of focus are developed

Counter- and neo-terrorism prediction; *policing*, criminal justice, and situational awareness; *fintech*; *mental health*; *business consulting*

Berkeley Skydeck application

Two-pronged approach: the *"ive pics"* project, involving *UCB students* first, and then globally, in fun, collaborative training and AI upskilling process; part 2, meanwhile, leads directly to *commercial applications in five potential fields*

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |

Milestones (II)

What's left to tackle - 2020

Achieve seed funding and/or accelerator support

A number of *accelerators* are being applied to. The biggest and most constructive is *Berkeley's Skydeck*

Create further tangible investor interest, using a working MVP, including AR/AI/Cloud integration

Demonstrate that the *ideas* have realisable applications, to deliver a *RoI of twenty months*

Initiate the development of the first market-ready iteration

10-month development and delivery process, including testing, learning, feedback, etc.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec

Begin development of the first functioning MVP

Once seed funding is achieved, an *MVP is developed*. With no AI capability, the cost is *£80,000*; with AI, this becomes *£320,000*

Achieve a second round of investment to develop market-ready versions

Well-understood tech, delivering on a low-risk but *innovative* proposal

Appendix

1. The technology

2. How it works

3. Revenue model

4. Why now?

The technology:
AR + AI + Cloud

Visualisation tools, including text, emojis, gifs, and AR objects

Deep neural networks, which humans upskill and are upskilled by

Storage, retrieval, organisational brain: everything that human/AI upskilling and collaboration needs

How it works

The user **captures** what they intuitively know is true, about what they can see, **using visualisation tools such as AR**.

The user **evidences** this information using the AI (a deep neural network), so that **other people and systems can begin to share the insights**.
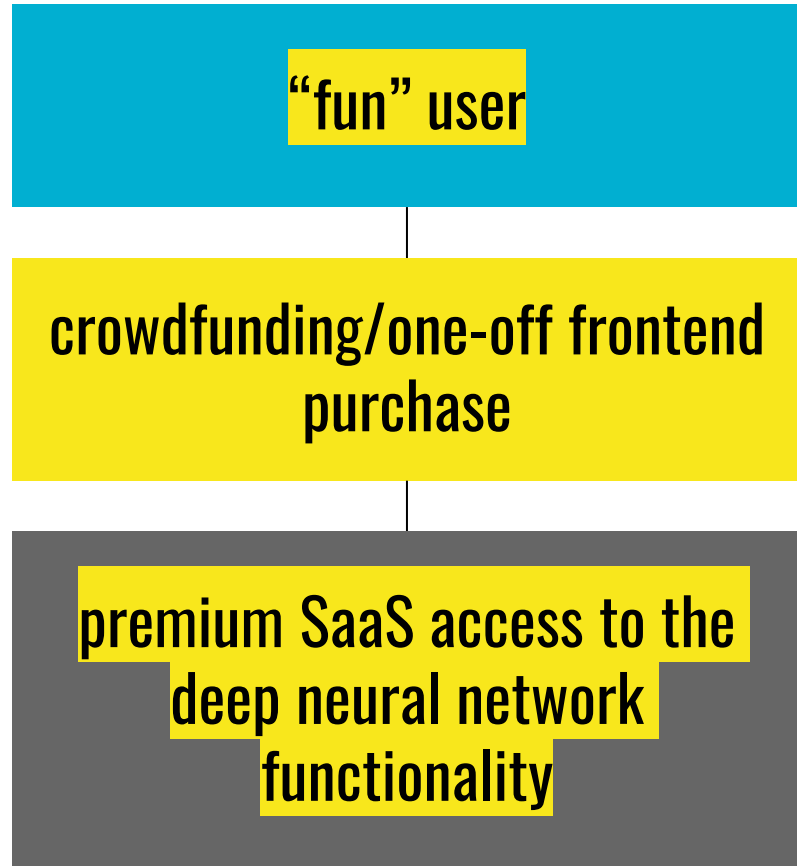
The AI (the deep neural network) **accesses and validates the intuitive insights**, now held in a cloud, and produces **ongoing advice for future actions, including evidence-based KPIs**.

AR

AR/AI

AR/AI/Cloud

"ive pics" - the revenue model for part 1

Part 1, the *consumer revenue model*, combines:

- *crowdfunding*
- *one-off purchases* - which, in sale periods and festive seasons, are free or heavily discounted - for iOS App Store and Android Google Play, with,
- in the future, an *ongoing premium SaaS access* to deep neural network capability, to make easy-to-validate sense of the intuitive data

"fun" user

crowdfunding/one-off frontend purchase

premium SaaS access to the deep neural network functionality

Commercialisation in five potential sectors - the revenue model for part 2

Part 2, the **B2Gov and B2B revenue model**, combines:

- **one-off purchases** from dedicated portals in the type of cloud/storage capability the client chooses, with
- **rights**, where agreed for the client, **to 100% of all frontend revenues** into a **sector/geography**
- **ongoing SaaS access** to the deep neural network capability
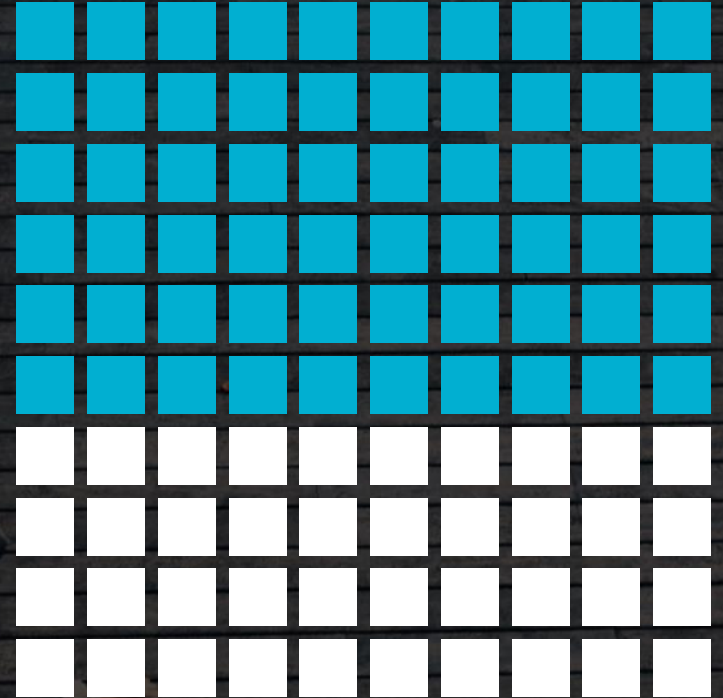
B2Gov and B2B users

one-off frontend purchase, combined with upto 100% of future frontend revenues

SaaS access to the deep neural network functionality

Why "ive pics" now?

Fake news, interference by foreign powers in democracy ... and simply, just what people gossip about.

And whilst people have always loved gossip and white lies at a personal level, they are also becoming more interested in societal fraud such as Cambridge Analytica, Russians and the US Presidential elections, Brexit and Facebook, etc.
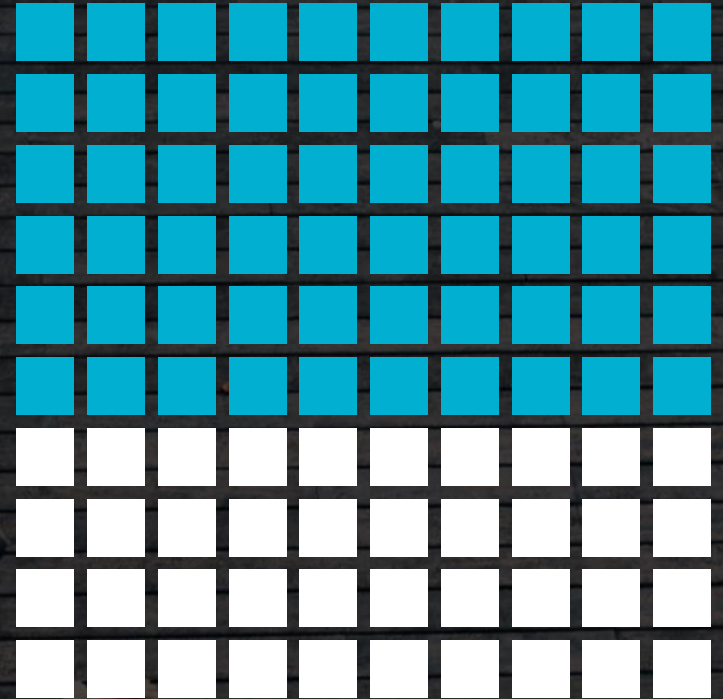
Why "ive pics" now?

"ive.pics" is a software platform which can be used to party trick your guests' white lies ... or disentangle political fiction from truth.

Whatever you know that you've known all along, but have never been able to evidence ... prove it all now with "ive.pics"!

Prove everything.

Reminder of the "ive pics"/ university-sector submission

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