

Invest in the Power of Communities



# Scoping Document

Version 1.0 - July 2019



## A PROBLEM WORTH SOLVING...

Instead of promoting social behaviour,  
social media promotes **disengagement,**  
**self-absorption, loneliness** and **sadness.**



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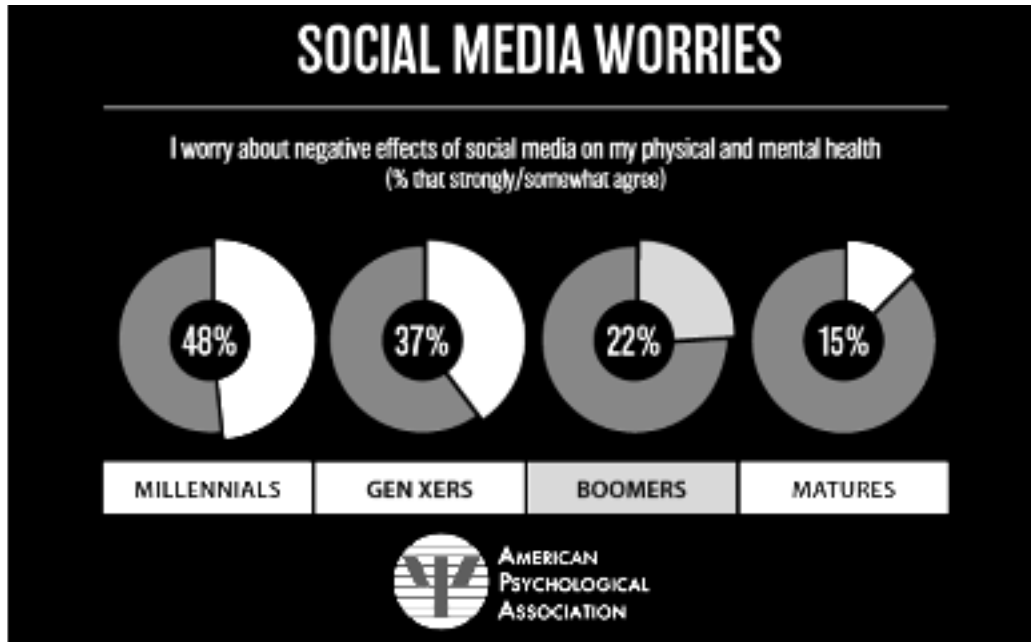
## Community Breakdown: More Social Media; Less Social Responsibility

The Internet and Social Media have given us a greater SENSE of FREEDOM and CONNECTION, yet a cursory look at the state of the world leaves us in little doubt that people in the so-called ‘developed world’ are generally more ANXIOUS, DIVIDED and DISCONNECTED. WHY IS THIS? And what can we – those with experience, power & influence – do about it?

“Everything has been figured out, except how to live.”

Jean-Paul Sartre

## THE COST OF THE PROBLEM; THE VALUE IN A SOLUTION...



### Breakdown = Breakthrough + Opportunity

Arguably, one of humanity's greatest inventions, the Internet heralded a new, FREE FLOW of information, like the printing press before it. Potentially a tool for the GREATER GOOD, it has taken a predictable turn, increasingly a tool for greater profit at the expense of humanity, amplifying POLITICAL POLARISATION and stimulating UNREST.

HOWEVER, *there are currently over 2.3 billion social media users and by 2020 there will be more than 3 billion, and according to Statista, the number of people buying goods or services online will increase from 1.46 billion in 2015 to more than 2 billion in 2020.*[1]

**“Someday, after mastering the winds, the waves, the tides and gravity, we shall harness for Go[o]d the energies of love, and then, for a second time in the history of the world, man will have discovered fire.”**

**Pierre Teilhard De Chardin**

## WHERE ARE WE (MACRO) ?



[2]

## The BIG Picture

The world's RICHEST 1% own 45% of the world's wealth, with the top 10 billionaires owning \$745 billion in combined wealth, a sum greater than the total goods and services most nations produce on an annual basis. [3]

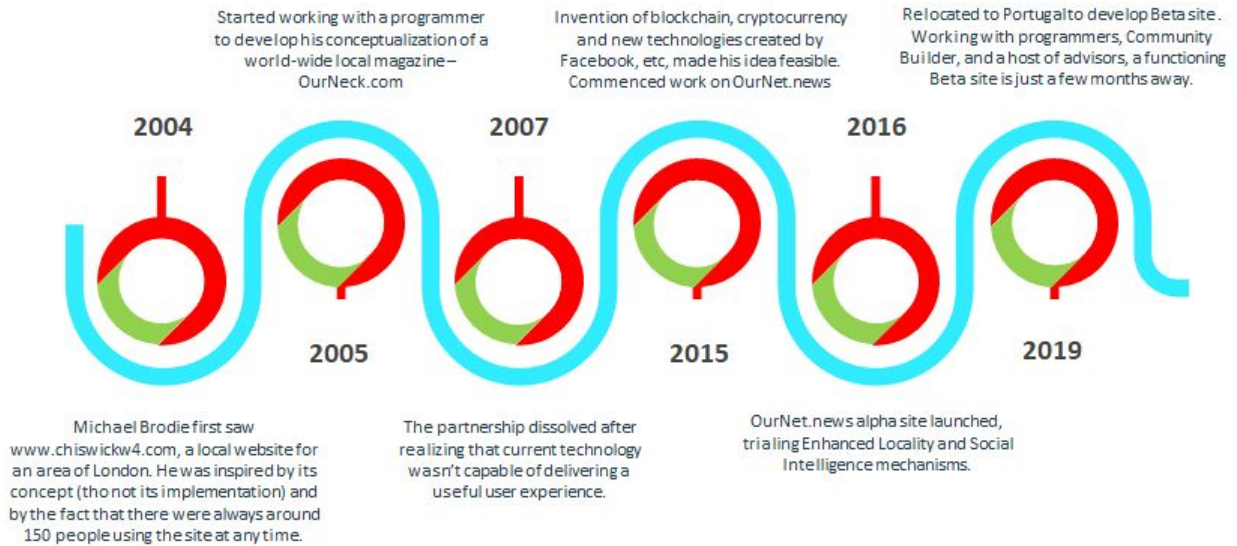
This tells us something about the way wealth moves in our current financial and social systems, and the trend in the growth of the big tech' companies is following a similar pattern.

The decentralising, disintermediating promise of the Internet has got lost in the post!

**“The “big five” -- Apple, Alphabet, Microsoft, Facebook and Amazon -- now have a combined valuation of over \$3.3 trillion, and make up more than 40 percent of the value of the Nasdaq 100 index.” [4]**

**Bloomberg**

## WHERE ARE WE (MICRO) ?



## Grass Roots: OurNet 2004-2019

OurNet CEO Michael Brodie: Many people would say, after recent online debacles, after the storms of controversy, that our new technology is broken and is destroying us. I don't believe that for a second. Human beings seem to be able to learn only from the mistakes we make.

We are moving to a fully interconnected world where we shall make mistakes, which I believe will allow us to manifest the best in human beings, rather than the worst.

The WWW that I want (and the world that I want) is one where openness, responsibility and trust are the currency.

**“What we know gives us satisfaction is connection with, and support of, other people. I would rather see a ‘cult of care and support’ than the Internet’s pervasive cult of egocentricity, individualism and polarised opinion.”**

**Michael Brodie, OurNet Founder**

## THE SOLUTION...



## The Virtual Village: ‘community-empowering social framework’

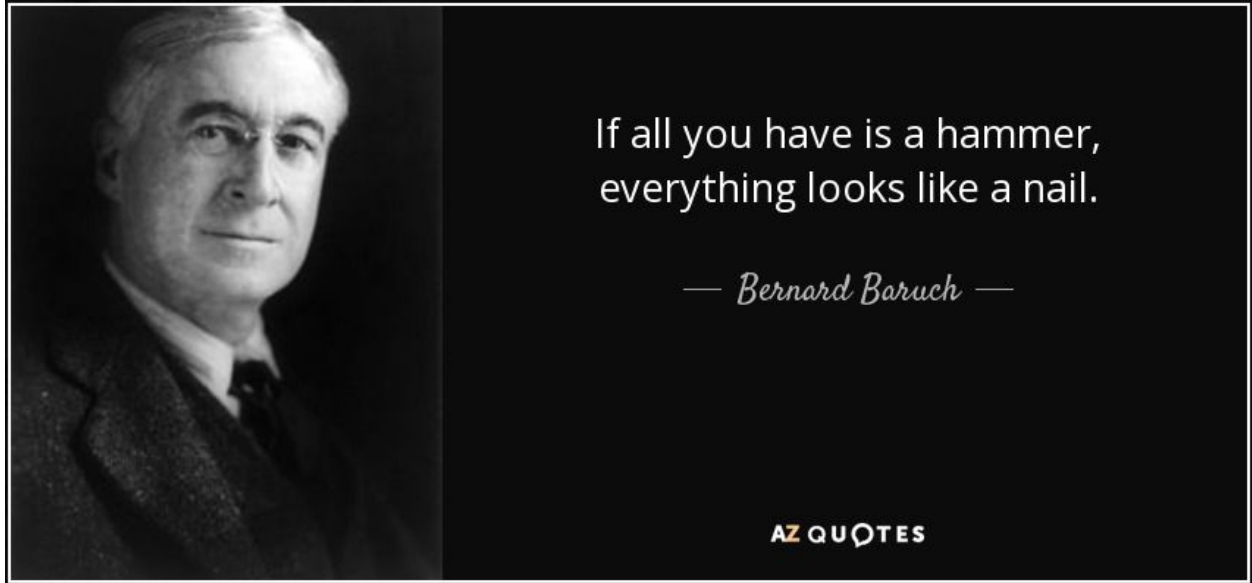
Familiar tools in a new context is OurNet’s offer. If we are expecting transformation, we must create a NEW CONTEXT for that change to take place within. If we do what we’ve always done, we will get what we’ve always got.

It’s said that *it takes a village to raise a child*. We believe this to be true for ALL of US, in virtual villages. Our solution is proposed by the village elders. Imagine the combined power of the youngest, brightest minds in tech with the insight and wisdom of the most experienced and mature in society...

“Develop technologies that will support the best in humanity and challenge the worst”

Tim Berners-Lee

## THE PROBLEM WITH SOLVING THE PROBLEM...



### #thetroublewithtech

Unquestionably, the ills of the Internet and Social Media are expected to be cured with ... more technology (and a side order of legislation).

The Internet is young. Social Media, younger still. What's missing is the wisdom and insight of the elders. We need to call upon our pre-digital understanding of human instinct and motivation; our richness and complexity as simultaneously competitive *and* social beings, beyond the binary vision of Silicon Valley.

**"We might think Amazon was about making books available to us that we couldn't find locally—and it was, and what a brilliant idea—but maybe it was also just as much about eliminating human contact."** [5]

**David Byrne, Article: 'Eliminating the Human'**

**"This will not be solved by technologists, lawyers and politicians. Only humanity's ancient wisdom - its recollection and application - can save us from the worst effects of the latest innovations and promises."**

**Carl Munson, OurNet Community Builder**

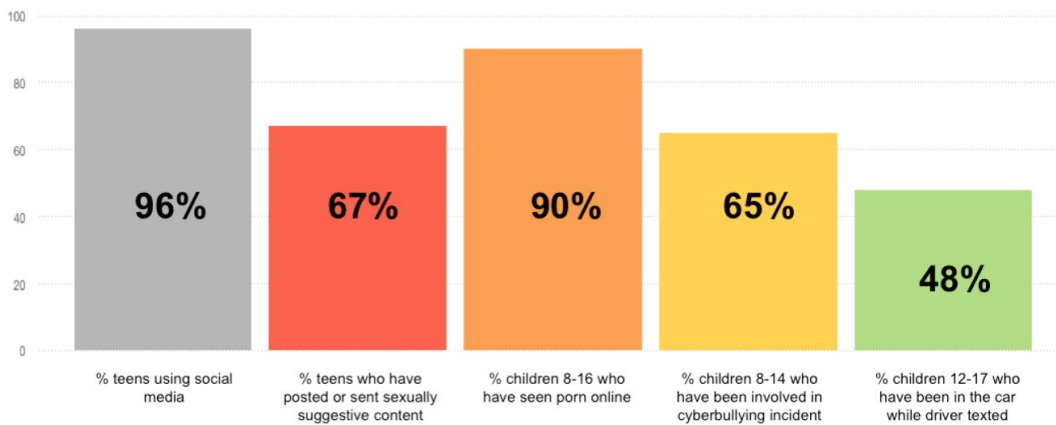
## A PROBLEM WORTH INVESTING IN...



Making Online Student Safety a Priority

# Our Digitally-Connected Youth

**10 hours and 45 minutes**  
(Average media exposure per day for kids 8 –18)



Source: <http://www.guardchild.com/statistics/>

@Gaggle\_K12

#GaggleWebcast

## People Want (and Will Invest in) a Solution

Growing concerns about trust, privacy and data protection have cast a long shadow over the Internet & Social Media. Young people are taking part in a social experiment and the results, so far, are worrying.

**“Over these 12 months our relationship with tech has both been darker and more muddy because it becomes increasingly clear that all the bright and shiny positive potentials of tech are at the risk of being darkened by forced misuse of data, manipulation, supervision, no respect of the citizen, no respect of individual rights.”**

Margrethe Vestager, EU Competition Commissioner

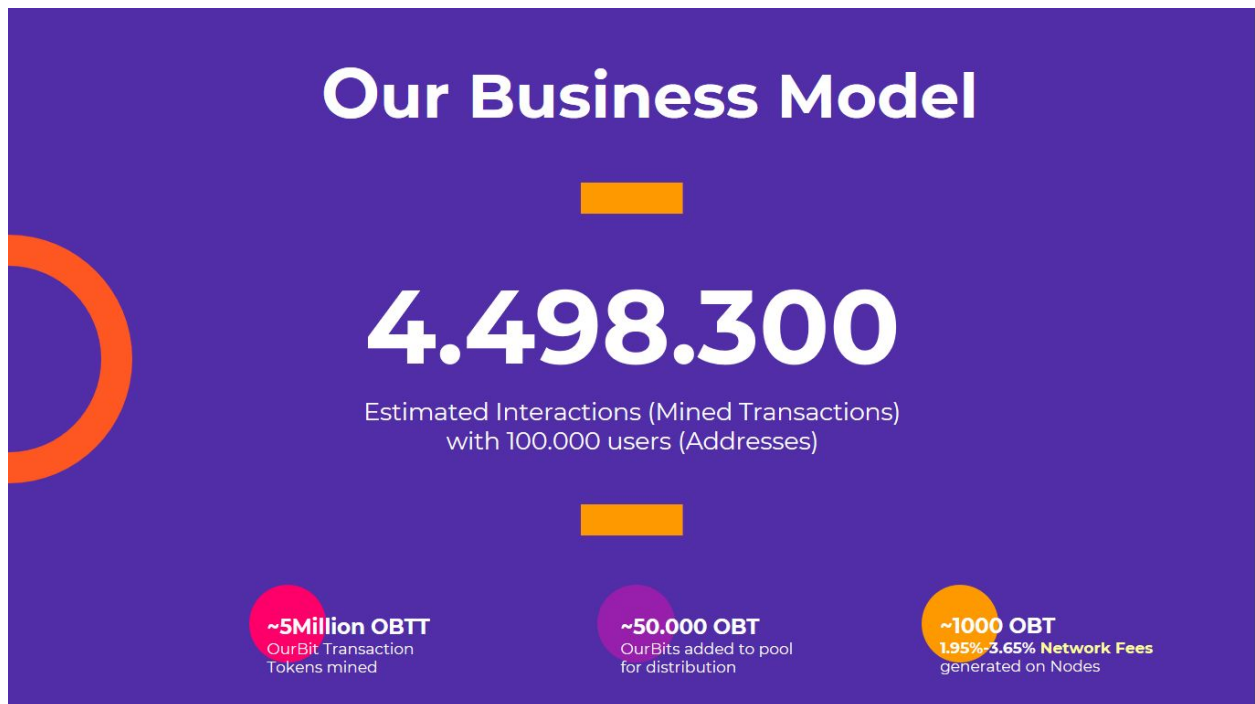


## THE TECHNOLOGY & THE NUMBERS

OurNet has been developed as a conventional network using Spring Boot, React, Elasticsearch and MySQL. The site is currently in alpha version, and development of the live beta version is well underway, with an expected launch date of mid-September 2019.

The strategy is to use this technology to launch the beta version of the site, and use the feedback to enhance performance and functionality in line with real user's needs and preferences.

We shall then commence development of a version of the technology incorporating distributed hosted, blockchain data storage and our own cryptocurrency, the OurBit, for use on the OurNet platform.

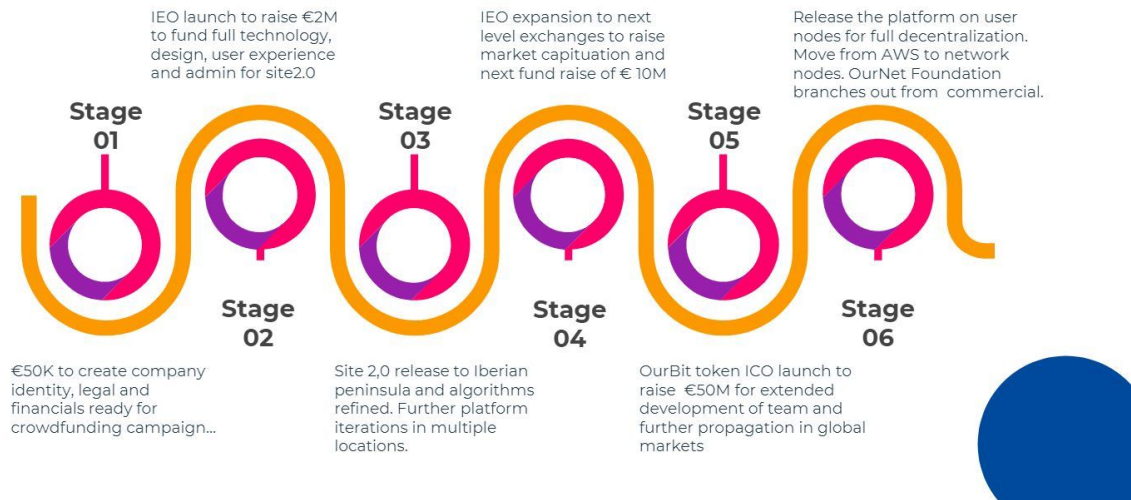


**“The blockchain symbolizes a shift in power from the centers to the edges of the networks.”**

**William Mougayar**

GET INVOLVED: contact michael@ournet.co

## Launch Strategy



## Investment Timescale

- IEO scheduled for September 2019 with IBC - International Blockchain Consultancy - see 'Stage 2'

## Investor Profile

- Aware of Blockchain technology potential
- Supporter of cryptocurrency and tokenisation
- Socially-minded and community-minded
- Concerned about the direction of the Internet & Social Media

“Someone's sitting in the shade today because someone planted a tree a long time ago.”

Warren Buffet

## TEAM



**Michael Brodie**  
Chief Visionary Officer



**Carl Munson**  
Community Builder  
and Product Developer



**Shivam Dhawan**  
Chief Operating Officer



**Lakshya Tyagi**  
Lead Developer

## ADVISORY BOARD



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Idea generator &  
networker  
extraordinaire



CHUKES MAXWELL  
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ADVISOR

"Be good to people for  
no reason"



MARK MCCOY  
TECHNICAL  
CONSULTANT

"Chief Enthusiast" in  
any setting

## REFERENCES & INFLUENCES

## With grateful thanks - for information and inspiration - to:

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3. <https://inequality.org/facts/global-inequality/>
4. <https://www.bloomberg.com/opinion/articles/2017-11-15/the-big-five-could-destroy-the-tech-ecosystem>
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6. The Great Hack documentary - <https://www.youtube.com/watch?v=cA-WhQXly9U>
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