

I'm Michael!

“OurNet is an idea originally conceived by CEO Michael Brodie in 2003. Since then the grand promise of the World Wide Web - arguably humanity’s greatest recent technological and social achievement – has become increasingly ‘darker and muddier’ with the advent of such widely-publicized phenomena as cyber-bullying, trolling, ‘bad actors’, fake news, political interference and the rise of autocratic, unaccountable, data-hungry tech giants.”

Hi!



The PROBLEM 1

Twitter, Facebook and YouTube facing up to evidence that their platforms had been used by Governments in order to manipulate democratic frameworks in countries

01

Facebook having to apologize for letting 87 million users' details be harvested, many of which were obtained by the political consultancy Cambridge Analytica

02

The EU fining Google €4.3bn due to Google's unethical search dominance on Android

03

“...responsibility to help one another grow seems to have been lost... so often social media can be a platform to prove how wrong others are, rather than a platform of listening and learning.” —*Reverend Joe Haward,*

04

The PROBLEM 2

1. Fabrication

2. Manipulation

3. Imposters

4. Misleading

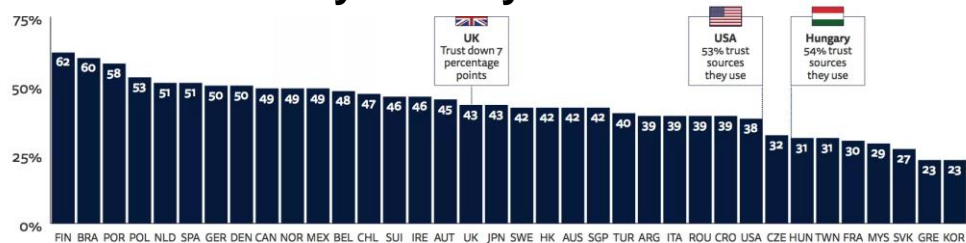
5. False context

6. Micro-targeted



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 data misuse, manipulation, supervision, no respect of the citizen, no respect of individual rights."

Trust in Media by country



Our Solution



A World that Works for All

an online Virtual Village Magazine, curated by Social Intelligence, using the Power of Augmented Locality to connect people in Real Life, encouraging *self organising behaviour* in our complicated and joined up World



**Social
Collective
Intelligence**

No abuse or opinion splurging with integrated feedback mechanisms.



**Augmented
Locality**

Not Global but Local first approach. Interactions based on locality as well as interests.



**Virtual
Village**

Information not customised for one, but for all with virtual village notice board.



**Economic
Ecosystem**

Not by popularity but earned through contribution, commentary and curation.



Challenges of the Internet and OurNet's alternatives:

Issue	Fear-based, old paradigm	Open, possibility based
Trolling	Censorship & bans	Social Intelligence & Peer Refinement
Cyber-bullying	Police with artificial intelligence	Reform with Social Intelligence
Data exploitation	Big Data	Smart Data - flows, not people
Bad Actors	Ban with algorithms	Refine with algorithms
Fake news	Search for 'truth'	Creation of truth with 'context'
Wealth goes to 1%	Break up monopolies	Reward contribution
Security breaches	Fines, more security	Minimal decentralised personal data to start with
Political Interference	Censor & Ban	Digital democratized info



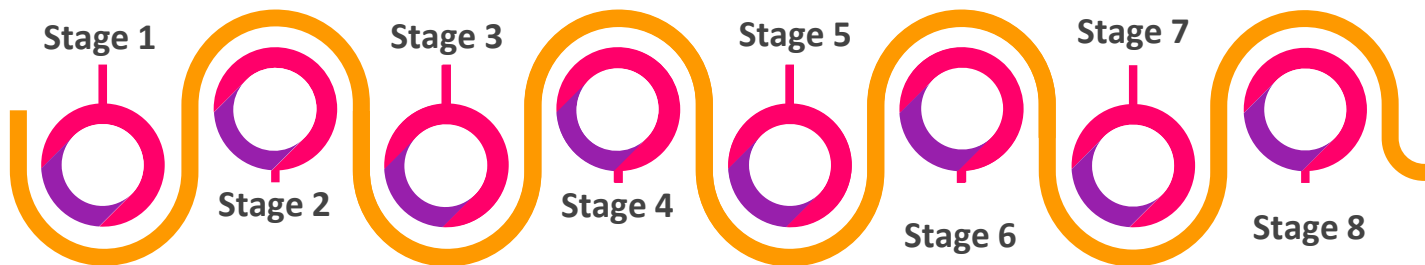
Roadmap

Founder Michael sees the power of community website chiswickw4.com

€150K to create company identity, legal and financials, develop Beta and onboard beta tester users ready for crowdfunding campaign...

IEO expansion to next level exchanges to raise market capituation and next fund raise of €10M

Release the platform on user nodes for full decentralization. Move from AWS to network nodes.



OurNet MVP/Beta launch

IEO launch to raise €1.5M to fund full technology, design, user experience and admin for site2.0

Site 2.0 release to Iberian peninsula and algorithms refined. Further platform iterations in multiple locations.

OurBit token ICO launch to raise €50M for extended development of team and further propagation in global markets

Market Value Analysis

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676
BILLION

URBANISATION:
56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:
67%

INTERNET
USERS



4.388
BILLION

PENETRATION:
57%

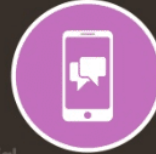
ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION

PENETRATION:
45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION

PENETRATION:
42%

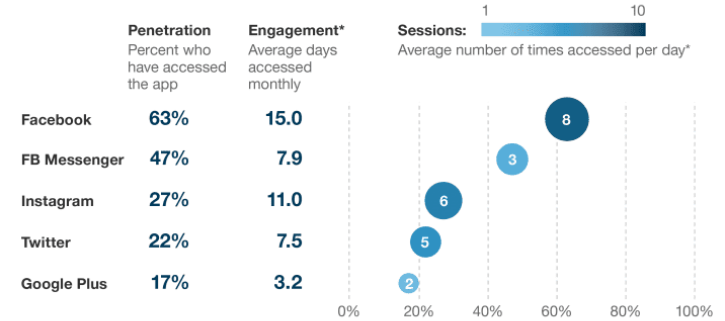
we
are
social

we
are
social

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS, ITU, WORLD BANK, CIA WORLD FACTBOOK, EURO STAT. LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES, MIDEASTMEDIA.ORG, REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS, PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS, ARAB SOCIAL MEDIA REPORT, TED RASQA, NING ADHMAJ, FORRESTER. (ALL LATEST AVAILABLE DATA IN JANUARY 2019)

Hootsuite™ we are social

Facebook Dominates The Social Landscape



The size of each circle represents the number of days each site was accessed monthly on average.

The color intensity and accompanying number represents the number of sessions.

Base: 1,952 US smartphone owners (18+)





*Base: 31-782 US smartphone owners (18+) who accessed the mentioned app at least once in the past month

Note: Forrester does not collect usage data on preinstalled (native) email or messaging apps.

Source: Forrester's Mobile Audience Data, October to December 2015 (US)

Facebook Sales/Revenue \$55.84B

Competitors / Players in similar space to OurNet's:

Project / Platform	Approximately similar to	Mission statement
Sapien / Ethereum	 Stackoverflow	<i>“to champion users and truth, not financial gain, as the core of its social network”</i>
Steemit / Steem	 Reditt	<i>“At its root, Steem is simply a points system”</i>
Indorse / Ethereum	 LinkedIn	<i>“validate skills in a simple and objective way, including decentralized consensus”</i>
somee.social / ETH & Waves	 Buffer	<i>“Supports community building and social interaction with cryptocurrency rewards”</i>



Michael Brodie
Chief Visionary Officer



Carl Munson
Community Builder
and Product Developer

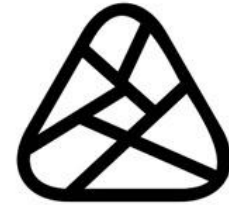


Shivam Dhawan
Chief Operating Officer



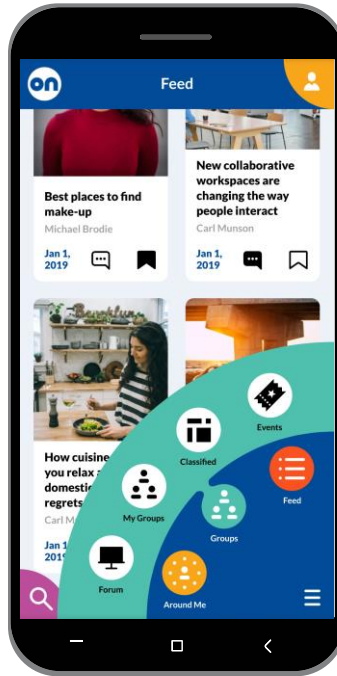
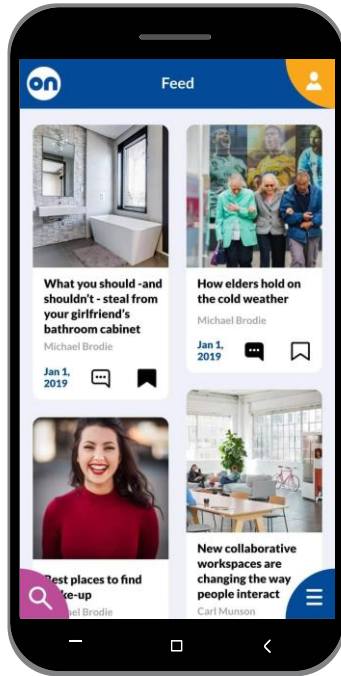
Lakshya Tyagi
Lead Developer

Our team



**creative
science park**
aveiro region

Our advisors



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www.OurNet.News

Thanks!