



*squaring intuition's circles for everyone*



**ivepics.com | The Gutenberg of intuitive thinking**

# ivepics.com



**Prove everything you know**



o mi wan

*squaring intuition's circles for everyone*

Better Biz Me  
find freedom forever



# 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](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>



## Dark figure's how

“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.*



## And how we can go so very much further ...

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!”



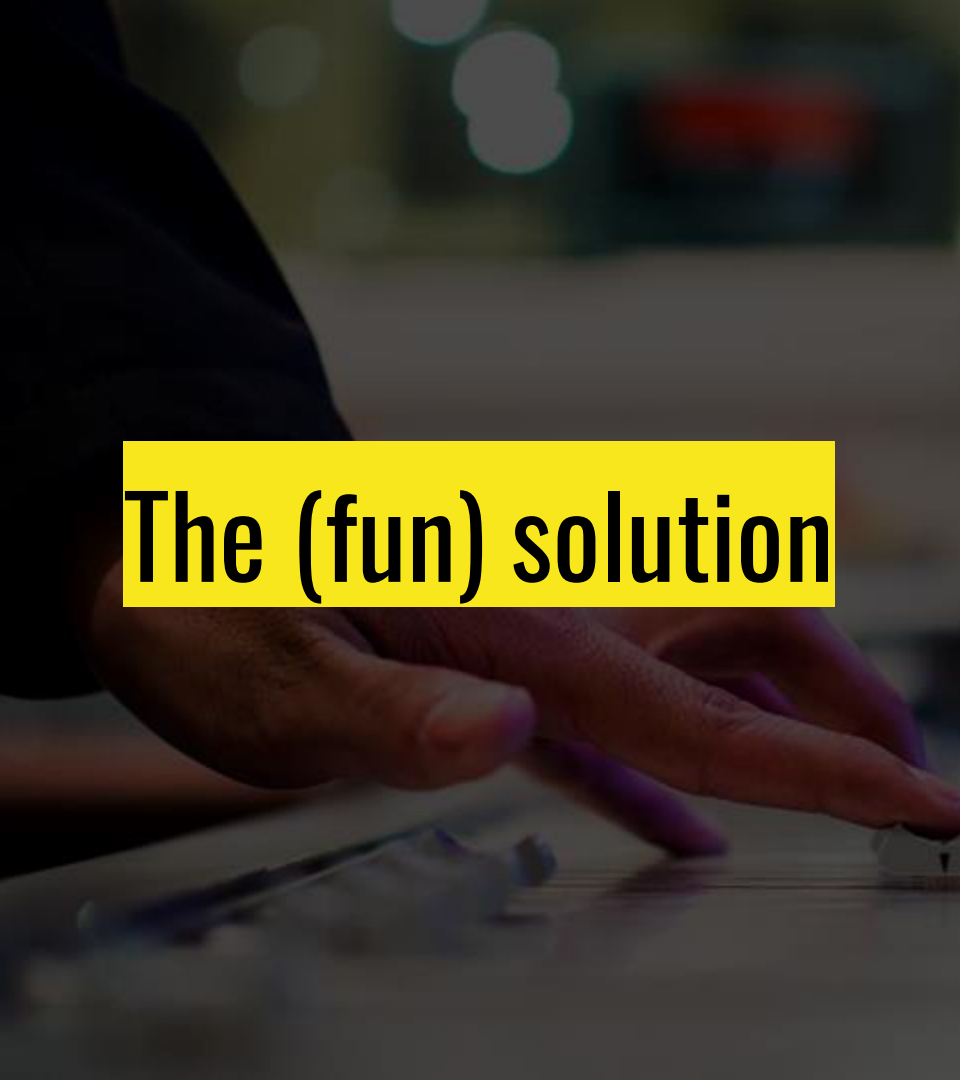


# The (fun/serious) solution

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.
-



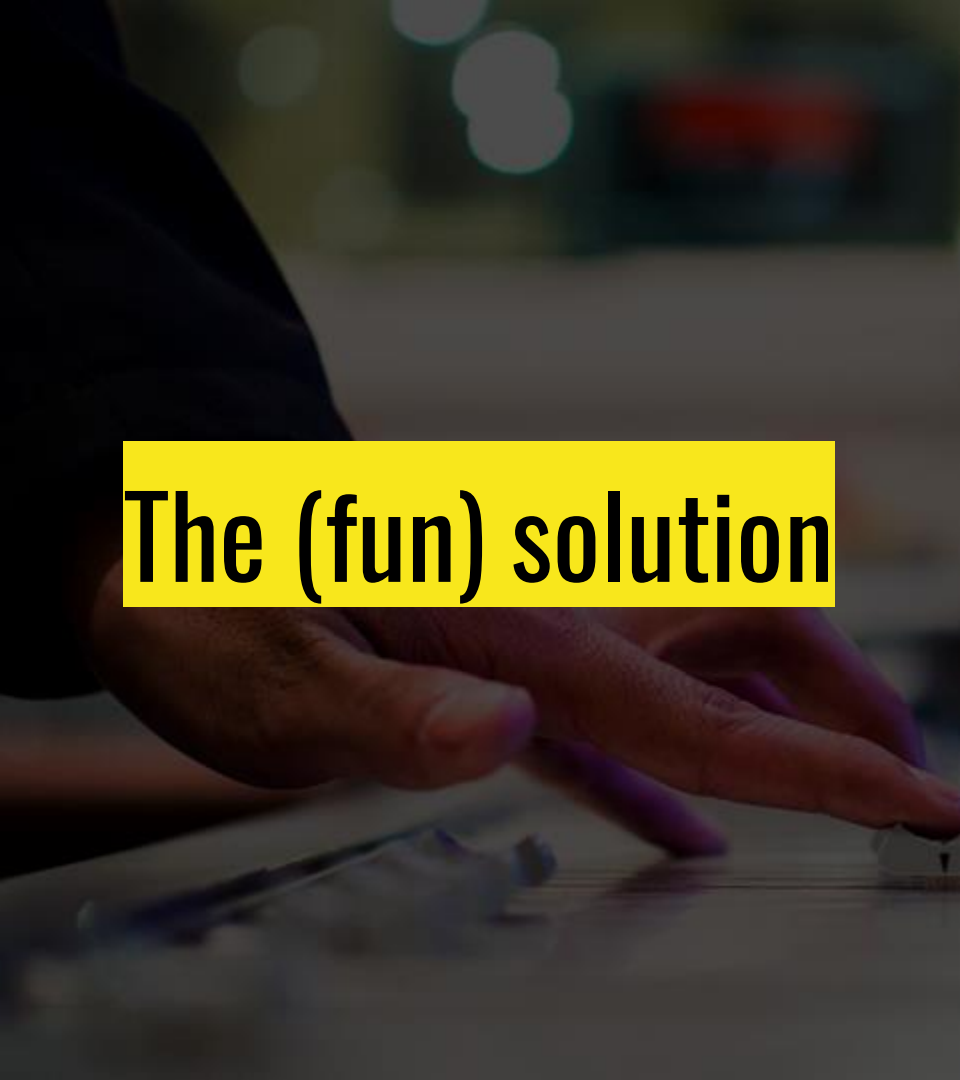
A background image showing a person's hands working on a circuit board with a soldering iron. The image is dark and out of focus, with the hands and the soldering iron being the primary subjects. The soldering iron is held in the right hand, and the left hand is holding the circuit board. The background is a blurred city street at night with bokeh lights.

# 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.**

---

A background image showing a person's hands writing on a document with a pen. The image is dark and out of focus, with a yellow text box overlaid.

# 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.

---

A person's hand is visible in the lower half of the frame, holding a white marker and drawing on a whiteboard. The background is dark and out of focus, showing some blurred lights.

# 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!

:-)

---

A background image showing a person's hands working on a circuit board. One hand holds a soldering iron, and the other hand is positioned near the board. The image is dark and out of focus, with a yellow text box overlaid.

**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.**

---



# 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

## Further development by BBM and its suppliers takes place

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

## 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

## Interest was generated in an AR/AI/Cloud proposal

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

## Five initial strands of focus are developed

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

# 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?*

**Better Biz Me**  
find freedom forever



An aerial night view of a city skyline, likely New York City, with the Empire State Building prominently visible in the center. A large yellow rectangular box is overlaid on the left side of the image, containing white text. Below the box, three columns of white text are visible against the dark city background.

# 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

## Step 1

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

A  
R

## Step 2

The user ***evidences*** this information using the AI (a deep neural network), so that ***other people and systems can begin to share the insights.***

AR/AI

## Step 3

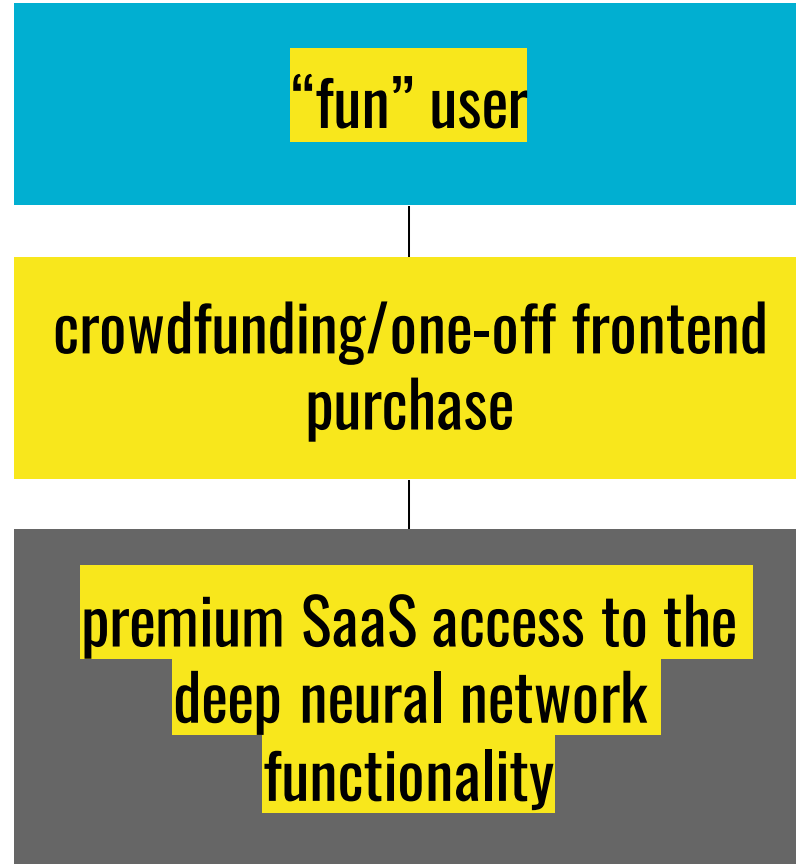
The AI (the deep neural network) ***accesses and validates the intuitive insights***, now held in a cloud, and produces ***ongoing advice for future actions, including evidence-based KPIs.***

AR/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



# 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

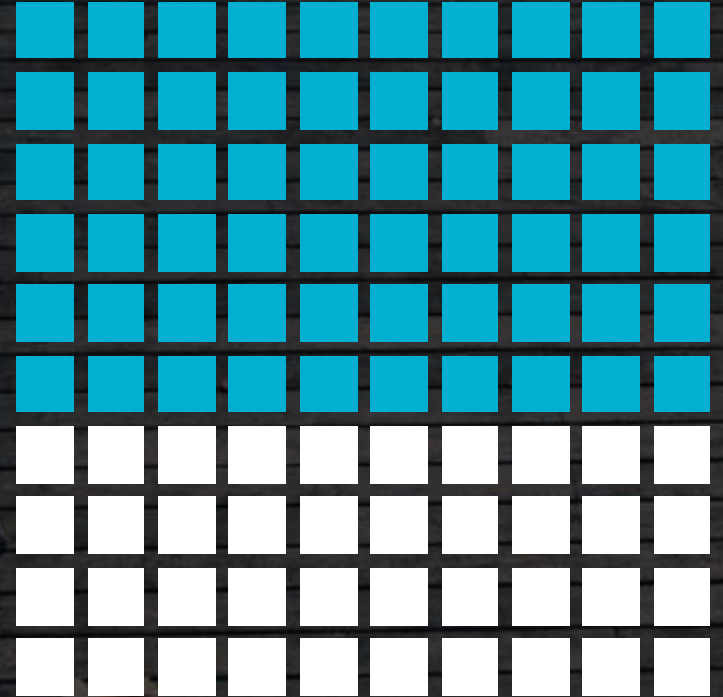
one-off frontend purchase,  
combined with upto 100% of  
future frontend revenues

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.



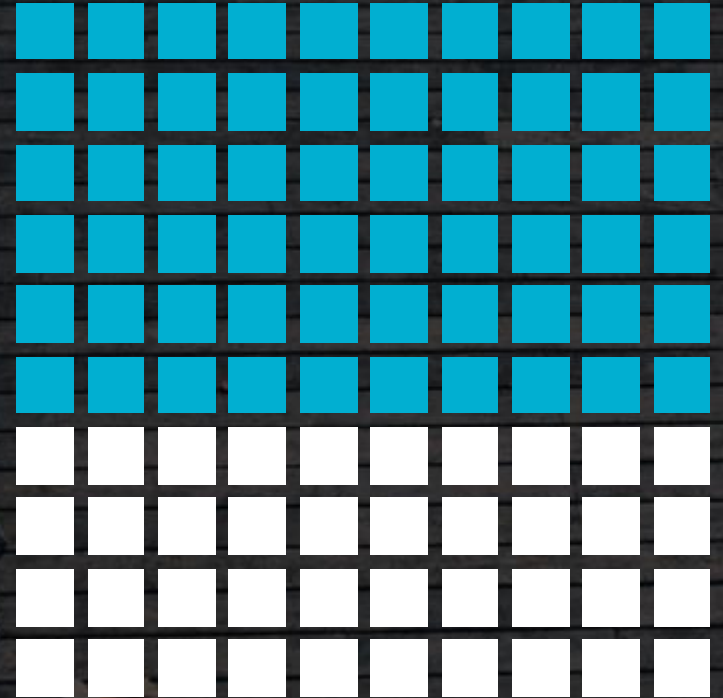


# Why “ive pics” now?

“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

## 1. “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

## 2. 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

## Contact

Mil Williams, Founder  
[mil@betterbiz.me](mailto:mil@betterbiz.me)



## The Gutenberg of intuitive thinking



*squaring intuition's circles for everyone*



**ivepics.com | The Gutenberg of intuitive thinking**