**WayFinder**

INTRODUCTION

WayFinder is a prolific, wealth generating, philanthropic enterprise that offers a profoundly superior, massively generative, system for human valuing and exchange across 7 domains:

Sustainable Energy & Infrastructure

Human Nutrition, Health & Development

High Value Knowledge Exchanges

Financial & Economic Exchanges

Enterprise & Consumer Resource Exchanges

Self Sufficiency Toolkits

Land Activation

Entrepreneurs across the world need a web portal, what we call a CENTRO, that functions like the dynamic visual world created by a massive multiplayer video game, and that delivers an instantaneous layered immersion into one’s objectives, matching any objective with a collaborative curated surface map that visibly satisfies the objective through validated organizations, people, resources and knowledge.

The CENTRO is a completely transparent exchange owned as a value-sharing cooperative by its investors, philanthropic donors, buyers and sellers. It is a closed loop socio-economic world, operating in parallel with the existing systems of the world, with currency and capital, and hundreds of millions of members, providing maximum incentives for everyone to help the CENTRO exponentially and autopoietically achieve its potential - offering a parallel, alternative, socio-economic scaffolding for its participants, and ultimately for everyone on earth.

Human potential is best achieved by engineering a collaborative

dynamic web network featuring

autopoietic, elegantly simple, frictionless, transparent, semiotic exchanges of value –

resources, knowledge, validation, organization.

We know that high value solutions for sustainable energy, for sustainable food, for sustainable housing, for sustainable health, and for sustainable economic and environmental systems are inextricably intertwined.

The WayFinder system sits on top of everything, operates without friction or waste, and allocates knowledge, energy and resources toward systemic solutions that achieve Nurture, Equality and Truth.

WayFinder introduces a prolific incentive system that encourages hundreds of millions of people, and millions of organizations, to collaborate on mass action without up front costs, for substantial direct benefit and for a continuous stream of reward and opportunity feedback loops that make everything coherent, transparent and trustworthy.

We can induce 40 million consumers to select a specific solar energy solution set. We can propel 100 million consumers to adopt a select group of food products sourced vertically from seed to table. We can mobilize one million businesses to source specific products and services. We can activate ten million people with knowledge to contribute that knowledge through a simple and effective channel. We can employ ten million under employed people to build and apply kits and local solutions to scores of high value problems. We can partner with carefully selected mega companies to target large scale solar energy change projects. We can reinvent insurance and land use, advertising and infrastructure, web exchanges and the comprehension of complex systems, stock markets and societal power.

Our solutions feature a melding of breakthrough multimedia software technologies, applied group dynamics and cognitive research, the introduction of massively parallel self generative social networking systems and the construction of an organizational scaffolding that unlocks complexity and collaborative enterprise.

Our solutions also feature a diverse group of amazing leaders who realize that systemic knowledge and robust enterprise must converge in a fresh new dynamic if we are all to reach our potential. The ill-formed momentums of the world require a new force, an enabling WayFinder, to introduce alternative pathways toward a better future for all.

WayFinder merges thought and action with invention and massive scale across the fabric of human enterprise.

*The deeply ingrained problems we intend to solve*

*limit the potential of the human race:*

- Our conscious existence lacks simple yet universally rooted objectives and principles.

- Our language for addressing complexity and systems is grossly inadequate.

- Our financial systems do not provide adequate mechanisms and incentives for intelligently directed collaborative efforts or comprehensive sustainable models of accounting and reward.

- Our processes for collecting, processing and distributing high value knowledge are fractionated and misleading.

- Our understanding of ourselves, our institutions and the dynamics of our world are inconsistent with what we need, and incompatible with what a diverse group of minds, movers and makers have learned through rigorous pursuit.

- Our largest web, production and services business have not found a way to generate and distribute wealth that includes systemic global beneficent objectives in their genetics and throughout their enterprise scaffolding. No major brand has emerged that excites the imagination and universally appeals to those seeking to engage with an organization dedicated to beneficent cooperative enterprise.

- Trillions of Dollars of investments in advertising, self fulfilling paper financial instruments and short-term unproductive fixes carry massive opportunity costs when far better alternatives exist.

- Our life-critical systems, virtually every complex global problem we face, have deteriorated and need urgent overhaul.

- Our delicate fabric of civilization is tearing more deeply, leading us further from collaboration and peaceful coexistence, enlarging the rifts between rich and poor, depleting the earth of its fragile vitalization and separating belief systems into widening extremes.

**WayFinder believes that four Objectives, together, compose the best opportunity to create sustainable large-scale beneficence through a revolutionary new socio-economic network.**

**OBJECTIVES**

**1.**

# To Introduce a Moral Compass guided by Nurture, Equality, Truth and Systems (NETS)

* We Establish a Dynamic Set Of Unifying Principles, Objectives and Accountings that Resonate with Billions of People
* Everything WayFinder believes, everything we do, and everything we value, begins with a NETS lens.

**2.**

### To Establish a Wayfinding Collective Intelligence that Synthesizes High Value Meaning into Action and Enterprise

* We Collaborate Via Robust Theaters of Learning, Consultancy, Decision Making and Map Making that Include Pattern Observatories and Project Driven Institutes
* We Deploy Transactional Narrative Process for Deep Conscious Processing of Everything Complex
* We Engage a Diverse Cadre of Wise and Caring Curators and Master Navigators who work directly with the Collaborative Commons
* We Create a Dynamic Knowledge Extraction and Dissemination Network Using Mobile Technology
* We Become the Destination for High Value Knowledge
* We Establish a Proof Process and Transactional Narrative Institute Offering Systemic Research, Analysis, Mediation and Arbitration
* We Develop a Power-Packed Global Network of Public and Private Leaders and Decision-Makers Who Rely on WayFinder Resources

Our Definitions of High Value:

Employment with Sustainable and Comfortable Standards of Living

Health and Well Being, Security & Safety

Systemic Education & Systemic Knowledge Resources

Meaningful Relationships

Enterprise Network Development (client, customer, supplier, employer) & Support

Investment Success

Shared Resources & Knowledge

Beneficial Products and Services

Nurture of the Earth and Living Systems

Freedom of Choice & Equal-Opportunity

Trustworthy, Capable & Dependable Sourcing

Rich Positive Life Experiences

Hope

**3.**

**To Operate a CENTRO – A Massive Transparent Systemic Exchange Network for Beneficent Wealth Generation**

* We introduce a new model for prolific large scale distributed philanthropy
* We launch a self replicating cooperative system of incentives, rewards and recognition that begin with 1,000 NETS oriented change agents, who attract over 100 million members, who also benefit from a cooperative system of shared rewards
* We construct a wealth generating branded cooperative marketplace offering a proprietary curated scaffolding of resources, products, toolkits and services to be disseminated for the benefit of all
* We produce a Value Banking System called 360 that is a breakthrough approach to human enterprise - using intelligent visual software to manage collaborative effectiveness and distribute currency, resources, recognition and reward fairly across the participating commons
* We generate traditional profits and various forms of wealth by licensing our intellectual property, converting advertising dollars into loyalty dollars, providing a wide range of high quality high value B2B services, fees from operating a large network of distributed enterprises, and from returns on investments.
* We become the destination website for high value knowledge and high value enterprise, deploying the power of mobile connectivity and new multimedia technology to entertain, educate, deploy and employ millions of people throughout the world

**4.**

**To Invent and Disseminate Visual Y: A Patented Semiotic Language for Complexity Mapping & Proof Processes**

* We Distribute a Visual Language for Systemics and Collaborative Advancement
* We Create a Visual Worldscape Using a First of its Kind Semiotic Compiler
* We Deploy Participative System for Complex Knowledge Organization and Visualization
* We Disrupt the World of Browsing with a Navigable Search Mechanism that Instantly Identifies and Delivers User Objectives
* We Invite People into a Delightful Gaming-Like Web Portal to Continuously Experience the World

**-----------------------------------------------------------------------------------**

We intend to build a prolific, wealth generating philanthropic enterprise by integrating the essential engines driving human collaboration into a Centro – a dominant high traffic web destination.

We are going to need to attract millions of dedicated cooperative members, and hundreds of millions of dedicated users, who begin and end their day accessing the world through WayFinder. Here is the story of who these users are, and why they will turn away from Twitter and Facebook, Google and Wikipedia, Linked In and Powerball, and turn to WayFinder:

**WayFinder** Engineers Mass Engagement

Through 6 Unique Mechanisms

**Branding**

The New York Times and a handful of international foundations are the only globally recognized brands that hold fast to a market identity characterized by honesty, high quality, fairness and beneficence. The reputations of The Virgin Group, Wikimedia Foundation, Apple Computer and a few other organizations contain some of these brand attributes. The companies that control access to the internet (Google, Microsoft, Facebook, Twitter, AT&T, Comcast, Time Warner, Deutch Telecom etc.) are recognized by young people to be more interested in their profits and in dominating their markets than being great partners for a sustainable and improving world.

There is a brand vacuum for goodness that is a major opportunity for philanthropic enterprise. We believe a new organization built from the ground up that has Trust, Quality and Integrity as its genetics and Nurture, Equality, Truth and Systems as its objectives will be attractive to a majority of the people in the world – those who hunger for a compassionate, honest, highly effective organization devoted to making everyone’s lives better.

The WayFinder Brand

- Trust + Integrity + Transparency

- Nurture, Equality, Truth and Systems

- Superior Quality Collaborative Thinking and Doing

- Compassionate Sharing

- Integrated Minds, Movers and Makers

**Generative Value Banking**

No enterprise has addressed the opportunity to reinvent how human beings organize themselves, manage the planning and implementation of projects, find each other for collaborative relationships and perhaps most importantly - trust and reward each other. Millions of people throughout the world would jump at the chance to engage with a supportive internet delivered lattice that empowered and enabled them to find each other, value each other, determine wants, needs and skills, structure collaborative projects, establish new market opportunities, use failsafe mechanisms to minimize friction and maximize potential. The world seems cold and distant to many who would like to come in from the cold and do something they believe is worthwhile and which offers them the daily opportunity to live their lives to their potential.

When it comes to reward, there is no simple micro-cost banking system that can manage the complete integrated registry of possible forms of reward, transferable in an instant to anyone in the world. Reward can take the form of:

Currency, Alternative Currency, Financial Instruments, Shares of Equity, Trade, Hours, Value Against Objectives, Profit Sharing, Asset Sharing, Futures Sharing, Recognition & Legacy Identification, Intellectual Property, Donations, Investments, Bidding, Supportive Commitments, Documented Stories and Attributions, In Kind Responses, Commons Inputs, Physical and Mental Sharing, Prizes, Added Authority & Responsibility etc.

WayFinder has a blueprint for a comprehensive organic system of inclusive valuing that is called 360. The core constructs of the 360 Generative Value Bank are its dynamic visual models that seamlessly process inputs and details from all involved persons and perspectives into an easy to understand personalized value map. Part of the magic of 360 is that it does not feel like a burden, does not require painful administrative time and energy, is not a dehumanized machine like calculation, and looks and feels like a fresh painting - describing a human being, tracking progress against an objective, depicting hundreds of people at a snapshot of status, producing instant transfers of value into accounts, with running transparency and documentation at every step.

We anticipate using a Dwolla like system to exchange not only currency but all forms of value. We expect everyone participating in the valuing system to establish a private account, and we expect to go to great lengths to protect the integrity and privacy of the system. One of the immediate benefits of 360 is that we can populate anyone’s account with value within days of startup, and any smart mobile device can engage with 360.

Once WayFinder starts its engines, people with accounts in 360 can distribute and receive value within WayFinder, with moderately restricted options for using value contained in their accounts outside of WayFinder. The Directors and Members of the Cooperative will be the decision-makers about how much the parallel economy that is WayFinder intersects with the inherited economies. We believe the Cooperative generates much greater systemic opportunity by retaining elements of a closed system, but never so closed that it restricts the freedom and potential of its members to achieve a happy and sustainable life.

If, for example, one million WayFinder members each has $1,000 of currency in their WayFinder accounts, the Cooperative would have one billion dollars of currency value to circulate within its enterprises and across its philanthropic sharing. Each individual member controls how their currency is applied. This is a tiny example of the power of mass action using the WayFinder model.

360 Valuing also means that everyone receives a just and equitable, systemic and validated assessment when it comes to employment, capability, investment worthiness, reward and recognition. The real world offers a visibly corrupt version of evaluating human beings. Millions of people would recognize and follow a valuing system notable for its clarity, fairness, effectiveness and transparency.

An Elegant Cooperative Human Investment & Alternative Banking System that Ignites Human Ventures

360 Value Banking

Our 360 degree valuing exchange will become the preeminent system for human interaction. It holistically presents the profiles of people – including trustworthy validations of skills and desires, personality, drive and resilience. WayFinder grows as people involve others in their 360 valuations.

Building high value trusting relationships is the key to successful enterprises, governments and marketplaces. Through the CENTRO, we connect people and resources together via a video game like world, where people can navigate instantly toward their objectives: finding an employee or skill-set, an investor, a partner, a supplier, a customer, a friend, a mentor or a resource. We have designed a completely revolutionary and completely disruptive software interface that generates interactive maps that connect people and organizations with their objectives.

Our just and equitable value banking system is a scalable registry and visual database based upon a proprietary banking application and an extended family of value currencies that circumvent credit cards, bank fees, paypal, checks and cash and empower people and organizations to transfer and receive real forms of value instantaneously and generously using our 360 validation and valuing system.

The banking application “Dwolla” is our preferred partner.

Once people connect, there is work to be done. The form of work can be traditional, or it can consist of alternative forms of work that can include answering questions and problem solving, depending totally upon the 360 agreement among the parties. An entire 360 Visual system is used that enables all participants to optimize their time, knowledge and resources toward shared objectives.

360 also introduces the idea of integrated and personalized communications and feedback. 360 prompts its users to provide meaningful recognition, communications, feedback, support and education to others as need and opportunity arise. The power of a personal note of support, of acknowledgement of effort, of recognition for an achievement is beyond numerical value.

**Wealth Sharing:**

WayFinder will operate as a for-profit Cooperative in service to the public good. We will generate extensive wealth by focusing on business to business wealth extraction - sharing as much as we sustainably can, as effectively as we can, with the commons. We have spectrums of group valuing that include our partners and investors, our benefactors, our employees and members, and everyone else in the world who can benefit from our projects. Our approach to sharing wealth will light up the imagination, appreciation and activation of most of the world. Those who freely invest time and energy building wealth for facebook and google would hugely prefer investing time and equity and energy into an enterprise that gives them the rights of ownership shares, of value based employment with rewards and recognitions, and of access to entire scaffolding designed to serve their high value needs and objectives. Everyone who uses WayFinder receives some tangible form of valuing. Everyone who contributes content to WayFinder receives some form of compensatory valuing. Everyone who advances the cause of WayFinder receives some form of valuing. Every writer, inventor, researcher, curator, creator, maker, mover, and thinker benfits from value sharing but also from a considerable effort to eternally recognize their contributions – Legacy.

WayFinder expects to conduct at least two rounds of major funding. The first round, occurring right now, will provide early investors and benefactors with a generous holistic valuing that includes permanent legacy recognition for philanthropic value and above market currency returns. The expected second round of funding, at a scale in the Billions of dollars, will enable the supporters of the initial round of funding and the early adopters of WayFinder to extract generous but not exorbitant rewards, always with the expectation that the objectives of WayFinder continue to move onward and upward.

Individuals and organization have mega scale incentives to become active in our Cooperative. First, unlike web-based companies such as Facebook and Google, the active cooperative members will receive a significant portion of the profits of the company. The profits occur when the web site scales and when the cells of the enterprise generate positive value. Every Cooperative member is incentivized to introduce WayFinder to others. People can become a part of their electronic community of origin. If people purchase within WayFinder, all related parties receive a share of the profit from the transaction. Once the web site scales, 1 million, 10 million, 100 million users, advertising revenue will profoundly grow. Only companies with products and services that are NETS certified can advertise in WayFinder. But another unique part of 360 is that companies and non-profits will be proactively selected and promoted by WayFinder regardless of their advertising. Once selected, WayFinder may ask the company to voluntarily pay a portion of what it would have had to pay in advertising and sales in order to reach the loyal customers that were given to them through WayFinder. The advertiser saves on marketing and sales and inventory costs. Further, through 360 mass action, WayFinder can select a particular product such as a Toyota Prius and negotiate an exclusive agreement with its members who will agree that their next purchase will be a Prius in return for compensation or a price reduction. WayFinder can finance the car at below market rates, offer additional transportation services, and continue to build its trust model.

The offer for all participants is that if people share their time and energy and resources through the scaffolding of WayFinder and contribute to the construction of viable cells of activity within the scaffolding, they all become part of 360 degree, a visual process of comprehensive valuing that offers currency, notes, alternative currencies, sharing, trading, convertible debentures, revenue and profit sharing and futures options based upon their investment, effort, contribution, and exchange activity.

Differentiator 1: Every generative contributor, every investor, every user and every organizational partner is rewarded with a mix of shared wealth, value and meaning.

Differentiator 2: Every participant is rewarded by the success of WayFinder. Unlike Facebook, Google, Apple and Microsoft models, users benefit from the success of this meta-enterprise. They benefit from 360 use, as contributors, editors, consumers, creators, investors, connectors, advocates etc. Their time and value are rewarded. Money can be instantly transferred, purchases of goods and services can occur instantaneously, sharing and rewards and awards can occur instantly and securely by smartphone or computer. Everyone, in inherited world terms, becomes an owner, a shareholder, a beneficiary, an independent contractor, a service provider, a creator, and consumer, a producer, a retailer, a wholesaler, an inventor, an investor.

Differentiator 3: A portion of the wealth generated by all of the stakeholders of WayFinder is kept within the closed loop cycle of WayFinder, allowing the currencies and credits to be used for internal purchases and investments but not allowing all of the value to be spent outside. This feature allows WayFinder to operate in parallel with the inherited world, to intersect with it, but strengthens the capital base and wealth accumulation of WayFinder and reinforces the objectives of all stakeholders to continue to aggressively pursue a generative, prosperous and sustainable portfolio of cooperative exchanges.

These differentiators create a multiplier effect on cooperative enterprise, accurately defining the brand as a compassionate, sharing, wealth generating brand.

Instead of spending billions of dollars hoping against all odds to win the Powerball lottery, people could be convinced to divert those dollars to WayFinder – which offers the opportunity to be a part of WayFinder’s wealth generation and supportive scaffolding.

Part of WayFinder’s sharing of wealth occurs through employment. We intend to have a traditional base of employees, but also intend to distribute alternative forms of flexible employment to tens of thousands of people throughout the world. People who contribute voluntarily or by specific request to the value of WayFinder will receive various forms of employment compensation. All forms of compensation will occur through instant transfers across private accounts within the WayFinder 360 Banking System.

We plan to grow and prosper according to our principles, and when we earn currency, build equity, generate profits and create and invent resources that have tangible value, we will share them with our participants. We will also build a continuous history of our efforts, an ongoing recognition LegacY, that cites and honors everyone and every deed.

**Stimulating Game Like Experiences & Relationships:**

Our difficulty introducing WayFinder to benefactors and philanthropists, investors and partners is that we are proposing to build a complex system in part to help solve everyone’s difficulty, including ours, when addressing numerous simultaneous intertwined variables that function as a system. No matter where we start, without the aid of a dynamic visual map, we are forced to try to paint the entire systemic picture linearly, one small piece at a time, without the benefit of a continuous overview. Part of the mission of WayFinder is to introduce new tools and techniques that overcome the major disability of a non-systemic language. This achievement alone will be revolutionary, breaking learning barriers across languages and literacy and linearity. The complex is best processed by human beings through a combination of language, visualization and sound. We expect to develop inspiring dynamic interfaces and portals that encourage and reward viscerally and artistically, and excel at the art and science of delivering on people objectives.

Users interact with an intuitively organized visual habitat that instantly carries to the surface and dynamically presents the meaningful knowledge that satisfies the objectives of the user. This CENTRO becomes a navigable world of living cells and forms that match users with their objectives. Our patented Visual Y Browser navigates throughout the world of WayFinder, offering instant and satisfyingly right-on connectivity to relationships, ventures, investments, partners, producers, creators, consumers, service providers and above all, high value knowledge resources.

**The Browser.**

Traditional text based browsing becomes a rich media navigation experience, with users entering a CENTRO “gaming world” semiotic browser driven by user objectives. Our users enter a visual world that brings to the surface the knowledge, meaning and systemic relationships that best satisfy user objectives. The gaming company “Valve” is our preferred developer. Our cooperative creates, synthesizes, validates and models the high value content of our browser.

Our CENTRO functions as a town square, the place where people can find each other, connect, educate, create, share and exchange. The CENTRO feels like the home screen of an immersive interactive organic video game. The CENTRO is a multimedia portal designed to function as a mass action social network for enterprise generation – supporting the spectrum of local to transnational activity.

**Language.**

We introduce Visual Y, a universal intuitive dynamic visual language that will evolve along side traditional languages to handle variables and relationships and systems and complexity. Language barriers and income barriers and literacy barriers to learning fade away. Every computer, publication and communication on earth will begin to use this language. The language consists of ontological models and sub models. Every model consists of a fixed arrangement of cells and sub-cells that represent the variables of the model at a particular perspective or level. Each cell comes alive with a language of color, pattern, motion and sound that conveys the meaning within the cell or among the cells. If a variable is in play and highly active, that meaning can be conveyed instantly and intuitively via pattern. Beneath the pattern levels users can access traditional links to sources, documentation, and the proof processes used to reach conclusions.

Visual Y is our patented system of software that processes and converts raw data and systemic knowledge into a visual browser based interactive world, similar in form to a video game world. Visual Y organizes the data and knowledge into dynamic visual models and maps that offer a universality of applications. The first view of knowledge via Visual Y is at the highest levels of meaning – organized in proprietary models that become the universal language for systemic communications – helping anyone better understand the relationships and variables that make up anything complex. Visual Y breaks the barriers of language, by introducing visual representations of knowledge that can be intuitively understood. Visual Y not only supports a global knowledge portal, it also becomes the framework for conferences, educators, publishers, business leaders and consumers to use for context and meaning at the highest levels, and for web based search, documentation and drill down detail at the lower levels.

A universal visual language removes the constraints of global

languages and illiteracy and the access barriers

to education and computer resources.

We will make Visual Y free to the commons. Commercial users

will license the browser based suite of models and toolsets.

This will enable them to deploy a universal systemic language for

their internal use and for use by their clients.

We will introduce a suite of models that include representations of

human beings, of Nurture, Equality, Truth & Systems, of proof

processes and science. Any topic, any complexity, any information,

can be created in a visual model form as reference. The models can be accessed, edited, modified and updated in real time by anyone. If there is a discussion about global warming, the large scale systemic models of global warming can be instantly retrieved and referenced, with all accompanying documentation tied to the models and also accessible. Today, there is not place on earth where comprehensive dynamic systemic models of high value subjects can be found in one place. Having a portfolio of highly validated, well-documented dynamic models for reference is transformational. The models serve as checklists of variables, identify the exchanges and relationships among variables, link to specific data and sources, and provide alternative data-paths, and proof processes and conclusions. We will no longer have to begin strategic planning and content discussions without access the best available knowledge, presented in the best available format.

When given a choice between traditional forms of browsing and a graphic web interface, people overwhelmingly prefer a rich active gaming like portal that they can self navigate rather than linear text based search. Our patented system of semiotic computer interaction will replace the current forms of interface within 5 years of introduction.

WayFinder’s approach also stimulates and excites simply by painting an exquisite world that people can explore. Just like multiplayer gaming, people using the WayFinder CENTRO can team and communicate together, working on projects and challenges using a dynamic form of entertainment that has been converted by WayFinder into a hard working highly effective new way to engage with people and computers and knowledge.

**Unique High Value Beneficence:**

Our Definitions of High Value:

Employment with Sustainable and Comfortable Standards of Living

Health and Well Being, Security & Safety

Systemic Education & Systemic Knowledge Resources

Meaningful Relationships

Enterprise Network Development (client, customer, supplier, employer) & Support

Investment Success

Shared Resources & Knowledge

Beneficial Products and Services

Nurture of the Earth and Living Systems

Freedom of Choice & Equal-Opportunity

Trustworthy, Capable & Dependable Sourcing

Rich Positive Life Experiences

Hope

If there were a place on the internet that housed the most accurate, useful, clearly presented synthesis of what you need to know, people would come. Lots of people. And if the value of that knowledge was high relative to the confluence of day to day detail and trivia, people would instantly choose to start their search at that special place. And if there were places on earth where wise and innovative and compassionate people gathered to address the challenges set before them, this place of minds, movers and makers would attract the seekers.

The way the world of knowledge is constructed today, no one seems responsible for the collection and dissemination of what we know. Yes, universities and research groups and book authors and consultancies and professional organizations work on the creation and processing of knowledge. But there is no organization that diligently performs the role of a collective intelligence, summarizing for all the most systemically accurate high level understanding of everything important.

WayFinder intends to become the extractors, curators, synthesizers and displayers of high value knowledge. We intend to become the primary resource CENTRO, the major content originators and value added distributors, of complex knowledge made actionable.

Governments, Corporations, Parents, Consumers, Children and Those in Need will turn to WayFinder to understand Nurture, Equality and Truth under a Systemic Umbrella.

WayFinder introduces a robust, scalable, collaborative system for knowledge creation that organically extracts various forms of data, evidence and proof from the internet and from conferees, educational institutions, corporations, non-profits, researchers and authors and the commons through an omnipresent web application that requests, feeds and validates content into systemic ontological maps housed dynamically in a gaming portal called WayFinder.

The knowledge system developed by WayFinder benefits a wide spectrum of stakeholders, knowledge originators and knowledge users and ultimately feeds the people of the world with better knowledge that can be put to good works.

By creating a meta-network for knowledge, a robust marketplace develops that can track and reward originating sources of high value or high use knowledge, reward WayFinder for its value added role as the institutional collector, processor, packager, licensor and distributor of the content, reward the WayFinder portal for its mass audience, reward the licensors of content with a continuous fresh high value multimedia supply, and reward all end users with superior, accurate, meaningful and entertaining systemic content that can be tailored to best meet their needs.

WayFinder revolutionizes the domain of knowledge by creating a new marketplace that adds value to fresh information and knowledge by making it visually come alive in context, and then by capitalizing high value knowledge through the introduction of a trusted brand that distributes the content through commercial and philanthropic channels with a financial win-win structure that rewards all parties in proportion to the value they generate.

The WayFinder Collective Intelligence will be broadcast in various forms through television (Health Channel) and documentaries (Precious Blue Geographic Expeditions) and print/electronic media (WayFinder Media). The WayFinder Collective Intelligence will organize resources on demand for users.

The WayFinder Decision Theatres, Institutes and Proof Process Consultancies will become distributed highly visible resources that attract attention and engagement throughout the world.

The uniquely elegant and entertaining visual and multimedia forms that WayFinder will use to share knowledge with the world will become the preferred delivery system for high value knowledge.

Beyond supplying high valuable knowledge, a major attractor for WayFinder is its ability to introduce powerful mechanisms for beneficence throughout the world. Some of these mechanisms are:

1) Emphasis on disseminating Toolkits that enable and empower people to take action by making items, establishing markets, providing self help services and helping children develop and prosper.

2) Employment using the 360 Valuing System to spread resources to all ends of the earth for acts that benefit the emergence of NETS networks, NETS projects and random or organized acts of brilliance, creation, content creation and caring.

3) The organic supportive scaffolding of enterprises, philanthropic initiatives, resources, web frameworks, networks and individuals who can transcend piece part initiatives (or include those initiatives) into a stronger and more sustainable framework of enriching knowledge and action.

4) A deep systemic focus on the highest value opportunities and issues facing our people and our planet. We intend to prioritize a renaissance in health and wellbeing, how human beings support and value each other, how we can collaboratively apply housing and capital and resources and tools and skills and manufacturing space , how we can address addictions to energy and growth and the unsustainable depletion of the earth’s resources.

**Mass Action Capitalization:**

Our model for meta-enterprise involves genuine immersive valuing and reward for all participants. There is a direct benefit to everyone who chooses to use WayFinder. We will provide a rich texture of interaction that feels and navigates more like life and less like a cold computer. Users become part of the cooperative, its 360 valuing system, and will perceive this brand as a transparent, honest, caring and sharing organization. Forms of reward include currency, notes, debentures, products, services, employment, legacy recognition, portfolio validation and the fulfillment of user objectives – finding funding, a source for a product, a partner, a person who can help etc.

WayFinder intends to use scale as a profound new impetus for participation. Our genetic core is to offer the prospect of shifting the balance of power in the world from profit to philanthropic entropy. Mass Action Capitalization is when the WayFinder Cooperative enlists the voluntary participation of its members and users, and their accumulated resources, to be applied toward a concentrated NETS driven objective.

Imagine one million people assigning $1 to a specific project or investment or giving – directly from their 360 accounts – in an instant. Imagine every stakeholder receiving an ongoing communication stream with feedback loops that values the effort and the participation.

Imagine 10 million participants deciding as a unified mass to choose certain corporations as their preferred vendors based upon a transparent NETS based 360 valuing. The 360 structure enables the 10 million consumers to directly acquire those goods and services based upon negotiated terms that include discounts, redeployment of advertising dollars into investments in NETS, custom features and added value. These transactions become part of a valuing database with feedback loops to ensure all stakeholders receive the quality and performance they expected.

Imagine 50 million participants deciding to create new NETS based forms of insurance, investment, employment, shared services, self help kits, health networks and agricultural networks.

Imagine 30 million participants deciding to apply NETS principles in unison to political choices, to stocks, to specific media, to international travel, to lifestyle choices, to new forms of sustainable housing and transportation.

The commons has never had the opportunity to leverage their size and scale with a unifying set of universal principles, NETS, by county or across the globe, to compete with other forms of power and sway that have no philanthropic or systemic genes.

Imagine 80 million people involved in immediate survey and experience sharing that can extract high value knowledge about disease, ecological change, economic trends and immediate opportunities. This becomes a knowledge channel, not about just statistics but more about synthesizing complexity on a mass scale into actionable meaningful cogent forms.

The power and influence of mass action is an absolute attractor of more participants, because the system and its feedback loops provide tangible value and reward in return for compassionate and thoughtful united action. Millions of dedicated members produce bargaining power and buying power and the empowerment of the disenfranchised.

There has never been a massive web based organization that built itself not on the backs of its constituents but on its embrace of them.

WayFinder’s Wealth Generating Roots

WayFinder = Nurture, Equality, Truth & Systems (NETS) + Collaborative Intelligence + Value Banking (360) + Enterprise Development (The Exchange) + Complexity Mapping (Visual Y) + Mass-Media Web Portal (CENTRO)

Yes, we believe we can attract a very large active following, we believe we can turn the complex into beautiful and cogent working knowledge and we believe everything we do should be for Nurture and Equality and Truth. We also believe that operating a wildly successful philanthropic enterprise requires superior knowledge, structure, human process, non-human resources and strategic positioning among the founders and partners and directors and employees.

What we are doing is profoundly intrepid and is by design robust, adaptive and generative to such a degree that it is difficult to imagine the threads and streams of initiative that will evolve from the core enterprise.

Here is our plan of action, for a thriving and generative philanthropic for-profit cooperative web based enterprise, in outline form:

The concept of WayFinder begins with the integrity and vision of its founders, Richard David Hames, the originating founder and Chairman, and Alan Yelsey, the CEO of WayFinder.

WayFinder has been designed as a for profit cooperative beneficent enterprise. Its objective is to establish a self sustaining, inclusive, independent, NETS driven global scaffolding that enables the enterprise commons to construct robust mechanisms to better their lives and achieve the fullest potential for life on earth.

WayFinder is like no other organization on earth. It is inventing an entirely new mechanism for people to value and collaborate and reward each other. it is inventing a robust new banking and investment system. It is inventing a new form of social network that combines the best features of multiplayer video games, mobile knowledge gathering, and meaningful personalized communications. It is inventing a new visual language to conquer the knowledge barrier posed by complexity. It is inventing a global collective intelligence network to offer rich transparent and diligent alternatives the many fragmented sources of high value knowledge. It is inventing a CENTRO, a humanized web meeting place for people to come when they need something, when they want to share something, when they want to build something of quality for the betterment of humankind. It is inventing a way to redistribute the immense wealth of the earth so that those resources work toward life’s potentials. It is inventing a new form of organization that has the scale and capacity and sway to influence the way the world works. It is inventing vertical and horizontal integration to the extent that its network scaffolding provides a fail safe and trustworthy connective tissue for people who believe in Nurture, Equality, Truth and Systems, or can benefit from it.

We believe we can unlock massive economic value by solving the ineffectiveness of uni-dimensional models of enterprise creation, knowledge extraction and organizational frameworks.

We plan to create a massive web exchange built upon a visual interface linked to a sophisticated, secure and trusted registry that manages all forms of non-traditional and traditional business, investment and value transfer. We propose to revolutionize the extraction of value from land, from insurance, from investment, from exceptional ideas/inventions/toolkits, from banking and from mass action. We will introduce new forms of currency and value. Our distributed support systems and internal markets will enable makers and inventors and creators to succeed. We will satisfy the high value objectives of the marketplace better than any organization on earth.

Our WayFinder Exchange will create an integrated peer-to-peer economic registry that enables, matches, engages, deploys and rewards the multitude of emerging forms of enterprise, commerce, organization, social networking, communication and education.

Our robust turnkey system organizes & matches people and organizations into manifold forms of enterprise and investment by establishing an integrated hybrid system for exchanging value, trust, terms, performance and compensation.

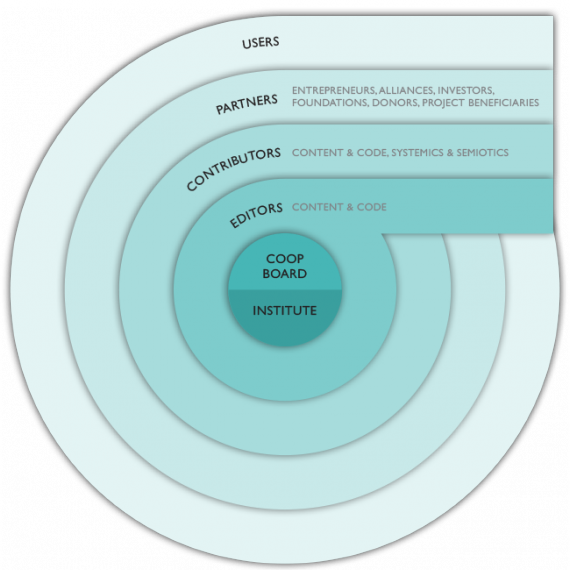
WayFinder is a full scale self sufficient vertical socio-economic system, modeled after the scaffolding and programming of living systems, that offers million of people the connective tissue to work together, consume together and collaborate together by organizing essential resources and services together within a groundbreaking visibly accessible financial, commercial, educational and philanthropic CENTRO.

We are inventing a meta-enterprise, a global exchange of people, information, projects, and resources genetically designed to be generative, to grow and prosper and scale using a dynamic living systems model that is adaptive, cooperative and robust. Enterprise consists of sourcing resources, then organization, then products and services, and finally relationships, connectivity and markets. We are building a scaffolding for essentials and non-essentials that emphasizes global vertically integrated systems that function transparently, making our ventures and initiatives failsafe to find, and then joined, adapted, consumed and expanded. The genetic code for this meta-enterprise is that we can recognize and reward contributors and users across their lifetime with forms of shared ownership and with a variety of forms of shared tangible value.

Our Meta-Enterprise is designed for NETS based wealth creation and distribution. Our employees and cooperative participants pool their knowledge and intellectual property into visual packages that will be licensed and sold commercially, channeled into consultancies aimed at funded organizations, and shared at no cost with the commons. Our CENTRO will validate organizations that may then buy, sell, trade, advertise and partner through payments to the WayFinder 360 Banking System involving currency and various alternative forms of valuing. Organizations, after validation, will choose to become an integral partner in WayFinder, using the umbrella of WayFinder for all of its resources and connectivity and transactions. The entire WayFinder domain will be focused on generating a better life for people throughout the world, and a better scaffolding to support ventures and initiatives and bring people together for common purposes. Our priorities will be the essentials for nurture and equality.

Our overarching premise is that complexity can best be processed by reducing it to its most meaningful representations. In practice, this demands that we reduce the complexities of science, human minds and human enterprise into small ontological groupings of cognitively digestible visual synthesis. It means that we plan for what we are about to undertake by considering the most generatively vitalizing root elements and nourishing them within a supportive framework – just the way all life evolves and progresses. Simply, our WayFinders extract systemic meaning from the world and create beautiful dynamic visual maps that characterize the user’s objectives – to understand how a system works at certain levels of detail beginning with the highest levels, to solve a problem, to plan the best route for the future, to contribute to the understanding.

Our business concept for WayFinder invokes a hybrid between wealth generation and philanthropic value distribution. We believe our unique multifaceted concept of organization will attract a massive network of participants and partners who will distribute the various forms of value generated by the enterprise to its participants and to the citizens of the world.



WAYFINDER STRUCTURE

A board of directors of 25 people

Founder & Chairman of the Board: Richard David Hames

President: Alan Yelsey

Executive Team:

Richard David Hames, Founder & Chairman of the Board

Alan Yelsey, President

Jigar Shah, Sustainable Infrastructure Enterprise

Dr. Douglas Rushkoff, 360 Valuing

Dr. Bonnie Bennett Holub, CIO

Tom Leckrone, HR/Legal Director

Jeff Aldrich, Food & Agriculture Enterprise

Luke Stanley, Alex Petherick-Brian, Code Developers

Enterprise Partners:

Valve

Dwolla

Mozilla

Lumi Mobile

Computershare AU

Thomson Reuters

Offices in Melbourne, London and New York City

5 Divisions

WayFinder Value Registry – CFO (Finance)

WayFinder Collective Intelligence – CKO (Knowledge)

WayFinder Centro – CTO (Technology)

WayFinder Enterprise – CEO (Enterprise)

WayFinder Philanthropy – Team Philanthropy

May 1, 2014 - 2nd Round of Funding

5/14-12/16

Funds Raised: 25 Million USD

Staff: 110 FT

100,000 PT Employees

Investment Pool: 15 Million USD

Overhead & Operating: .5 million USD

Profits Generated: 11 Million USD

WayFinder is the culmination of years of thought and development from a small group of executives from across the world. Its first round of self-funding was in 2010 for $500,000. WayFinder is a vehicle that is both philanthropic and wealth generating. Our core team is composed of 110 people:

8 Executive Team

16 Collective Intelligence Team

44 Technical & Semiotic Coders & Web Developers

15 Knowledge Curators

15 Networkers Developers

12 Adminstrators

1,000 Distributed PT Employees

100,000 Mass Distributed PT Employees

Jan 1, 2017 - 3rd Round of Funding

Funds Raised: 400 Million USD

Funding Sources:

Benefactors & Donors

Philanthropic Organizations

Venture Financiers

Corporate Partners

Non-Profit Partners

Government Partners

Bequests

Endowments

Matching Funds

Grants & Challenges

Private Convertible Debentures

Private Shares

Private Equity

Revenue from Operations:

Earnings from Banking

Licensing of Knowledge

Licensing of Centro

Licensing of Visual Y

Licensing of Models

Licensing of Patents

Advertising Revenue

Reverse Advertising Revenue

Mass Purchase Revenue Sharing

Sales Revenue Sharing

Mass Action Revenue

Enterprise Revenue

Insurance

Loans

Investments

Vertical Chains

Food

Manufacturing

Homes

Kits

Software

Lumination

Knowledge

Entrepreneurial Networks Revenue

Alternative Forms of Revenue & Value

Consultancy Revenue

Promotional Products Revenue

Our four core principles are to organize our communication and commerce to best Nurture everyone and every thing, to perceive everyone Equally across mind and action, to rigorously pursue a process of honesty and Truth, and to understand that everything is a System, all knowledge is part of a System, and that pursuing Nurture, Equality and Truth requires dedicated, well organized Systems. Everything we do will be open, inclusive, shared, and as beneficial and evidence based as possible.

We plan to build a new model of enterprise, knowledge and societal fabric by deploying the architectural success of generative living systems, by embracing the human aptitude for complex systemic pattern recognition and by crafting an elegantly simple computer aided mechanism for sustainable human organization and valuing. In short, we are building a massively parallel web world by reinventing the way people organize themselves and their economically networked lives.

We propose that we can make the most beneficial impact on the world by empowering a new force, a meta scale cooperative enterprise that has enough resources and collaborative partners to become a self sufficient socio-economic system, governed by an open inclusive process and guided by a core set of principles and objectives.

The wealth generating success of WayFinder comes from our strategic positioning and our unique capacity (knowledge, structure, human process, non-human resources) to make the strategies come to life.

Strategic Positioning:

The Exchange

Gaming Platform Experience

Instant Mobile Rewards

Semiotic Mastery of High Value Knowledge Browsing

Cellular Enterprise Networks

Mass Action Reward

Juried NETS based B2B and Consumer Products & Services

Global Geographic Coverage

Vertical Integration

Disruptive Commercial Products & Services

Objective Driven Browsing

Exclusive Channels of Solution Oriented Content

Visual Y Immediate Navigation

Hi Value Content Delivery:

employment, enterprise development, collaborative relationships, safety, health, education, child development, food, water, housing, ecology, sustainable living standards

Philanthropic Human Scale Banking

Funds Transfer

Investment

Alternative Valuing

Loans

Asset Sharing

Guarantors

Soft Landings

360 Support

Generative & Replicative

COOPERATIVE ENTERPRISE PARTNERING

WayFinder believes the best approach to prosperous benefical enterprise proliferation is to use 360 valuing to identify people, entrepreneurial teams, venture concepts and existing organizations that meet the standards of NETS. WayFinder plans to exponentially grow by offering a safe resource rich platform for high quality philanthropic enterprise, and by using its scale, networks, 360 banking system and scope to provide its enterprise partners with access to talented people, markets and millions of loyal customers.

UNIVERSAL TOOLKITS

One of our initial strategic initiatives is to assemble or create a rich portfolio of toolkits that provide essential or high value benefits to the people and organizations of the world. The toolkits can revolve around growing food, capturing water, medical self help, bicycles, simple machines, manufacturing modules etc.

LAND ACTIVATION

It has been estimated that the total value of real estate held – but not legally owned – by the poor in the developing world is $9.3 trillion dollars. This sleeping capital amounts to twice as much money as the total circulating in the U.S. money supply, and over 40 times greater than the amount of all World Bank loans since its inception. The land value is equivalent to 50 to 60 times more assets than all foreign aid given by developed countries since the end of the Second World War. Governments possess millions of acres of unutilized or underutilized land. Corporations, including financial institutions, own millions of acres of sleeping land or undervalued land in distressed areas. We support a large scale effort to leverage the active or passive value of land in order to assign benefit to the poor and disenfranchised. Land Trusts, Endowment Zones, Tax Treatments, New Forms of Assignment of Land and New Forms of Land Asset Lending are all mechanisms to generate essential wealth from dormant land and real estate, without sacrificing the values of limited growth, sustainable land use, intelligent green care of the earth. WayFinder proposes to help derive and apply frameworks and toolkits for these options, and also plans to establish branded trusts and investor packages. WayFinder will provide its cooperative wealth sharing mechanisms such as 360 valuing and banking to these efforts. And if trusted 3rd party managers become necessary, WayFinder plans to offer involved parties use of its consultancy and enterprise services to mediate, arbitrate or manage the fair and equitable transfer of land potential into value for all.

PRECIOUS BLUE

WayFinder believes the process of learning about the world and its people benefits greatly from hands on guided experiences with the diversity of people, places and challenges. Precious Blue is the name for an enterprise devoted to learning expeditions that transit the globe bridging people with people, culture with culture, science & policy with reality, and resources with depravation.

HIGH VALUE KNOWLEDGE SERVICES – B2B

WayFinder introduces a robust, scalable, collaborative system for knowledge creation that organically extracts various forms of data, evidence and proof from the internet and from conferees, educational institutions, corporations, non-profits, researchers, authors and the commons through an omnipresent web application that requests, feeds and validates content into systemic ontological maps housed dynamically in a gaming like portal called CENTRO.

Our preferred providers for knowledge extraction are unique software applications from LumiMobile and CollabWiki that power instant real time survey and data capture, and instant visualization and synthesis.

The knowledge system developed by WayFinder benefits a wide spectrum of stakeholders, knowledge originators and knowledge users and ultimately feeds the people of the world with better knowledge that can be put to good works.

By creating a meta-network for knowledge, a robust marketplace develops that can track and reward originating sources of high value or high use knowledge, reward WayFinder for its value added role as the institutional collector, processor, packager, licensor and distributor of the content, reward the WayFinder portal for its mass audience, reward the licensors of content with a continuous fresh high value multimedia supply, and reward all end users with superior, accurate, meaningful and entertaining systemic content that can be tailored to best meet their needs.

WayFinder revolutionizes the domain of knowledge by creating a new marketplace that adds value to fresh information and knowledge by making it visually come alive in context, and then by capitalizing high value knowledge through the introduction of a trusted brand that distributes the content through commercial and philanthropic channels with a financial win-win structure that rewards all parties in proportion to the value they generate.

There are a number of strategic cornerstones to WayFinder:

A proprietary omnipresent native mobile application and browser based knowledge network - powered by a suite of knowledge extraction programs that can reach any potential source of information and knowledge, can request and extract content from the sources, can instantly package the knowledge visually and into a master database for further processing, and can broadcast the knowledge through numerous channels to end users.

A patented system of software called Visual Y that processes and converts raw data and systemic knowledge into a visual browser based interactive world, similar in form to a video game world. Visual Y organizes the data and knowledge into dynamic visual models and maps that offer a universality of applications. The first view of knowledge via Visual Y is at the highest levels of meaning – organized in proprietary models that become the universal language for systemic communications – helping anyone better understand the relationships and variables that make up anything complex. Visual Y breaks the barriers of language, by introducing visual representations of knowledge that can be intuitively understood. Visual Y not only supports a global knowledge portal, it also becomes the framework for conferences, educators, publishers, business leaders and consumers to use for context and meaning at the highest levels, and for web based search, documentation and drill down detail at the lower levels.

The internet has only in the past few years become capable of delivering real time browser based graphics, animation and sound to users. Even now, the software and hardware necessary to achieve the equivalent of a rich interactive video game experience with high performance and minimal bandwidth delay are still evolving.

We plan to establish vertically and horizontally integrated channels for our raw data and processed knowledge products. Buyers (and licensees) can order custom information and knowledge on an ongoing or situational basis. The knowledge can be simply passed through, or processed by WayFinder and Visual Y toolsets or by Institute and Consultancy staff.

WayFinder develops end-to-end contractual relationships that integrate sources of knowledge with users of knowledge. The exclusive or proprietary channels developed by WayFinder can include sourcing agreements with Associations, Conferences, Research, Content Experts, Professional or Consumer Groups or cohorts associated with a particular topic.

WayFinder offers its service packages to each of these sources. The packages include WayFinder services, access to Visual Y software and systems, financial and public relations value sharing arrangements, and distribution through WayFinder channels to various levels of end users including:

Traditional mass media

Web media

Publishers

Broadcasters

News organizations

Content providers

Decision makers

Individual end users

WayFinder adds value to the raw information by packaging it for continuous use and update in visual systemic contexts. The era of just throwing information out for immediate consumption is coming to an end. WayFinder offers a web portal and a constantly refreshed patented visual framework that enables users to find the information and knowledge that they need, and guarantees that the content is current, validated, documented to fully satisfy user objectives.

WayFinder becomes a global brand that delivers high value knowledge and meaning through a portal experience that feels like a video game (CENTRO). In additional to knowledge, WayFinder produces live, recorded and edited/produced multimedia programming based upon knowledge event broadcasts, interviews, screen captures, mediated formats etc. WayFinder can create a television show or web broadcast from any form of symposium or electronic forum.

When 2,000 medical specialists typically gather to hear speakers present content, the 2,000 highly trained knowledge holders typically remain inert with the exception of a few questions if time permits.

WayFinder changes the entire value proposition whenever a group of people who possess valuable knowledge or opinions has not had a systemic opportunity to share that knowledge with the rest of the world, or even with their peers.

Imagine this scenario via WayFinder:

2,000 doctors are able to instantly ask critical questions of their peers, with the answers captured as graphic demographically filterable responses in the form of numbers, text or voice. Have any of you experienced complications from this procedure? What did you do about it? The interactive extraction of high value life saving knowledge can occur via instant polling, instant grouped text messaging, instant queued voice, collaborative wiki processes and instant follow-up by a skilled mediator.

This exchange produced new knowledge that will save lives and alter the decisions of doctors and patients all over the world. It becomes immediate news, it becomes immediate knowledge to be entered into Visual Y’s dynamic models, it becomes a multimedia segment for broadcast or playback anywhere in the world, it becomes expert knowledge to be placed into decision algorithms until new knowledge comes along on that same subject. The intellectual property from this exchange can be licensed for commercial use across a multitude of channels, and can be made available to the commons via the WayFinder CENTRO web site.

Nobody owns the social networking channel for high value knowledge. Thousands of professional conferences and thousands of groups of all kinds gather every day around the world. There is an enormous opportunity cost and an even larger opportunity when groups with information, knowledge, thoughts, experiences, case histories, observations and needs find no mechanism to capture and organize their knowledge, and no outlet or channel for others to receive that information in a way that is mutually beneficial.

A large gathering of people diagnosed with a disease is an extraordinary opportunity to empower them to query each other, to explore ideas and solutions, to share experiences and offer insight to others with a similar diagnosis.

WayFinder proposes to create a high value knowledge network.

At one end of the network continuum are the sources of high value information. These can be individuals, conferees, web communicators, organizational staffs, stadium fans, television viewers, theater audiences, website and blog followers.

WayFinder would semi-autonomously contact the convener of groups or the source of a sourcing community and negotiate an agreement for some form of query or some form of initiated output. The conveners and sources would receive the benefits of real time access to the value added information as would all participants. The process of interaction and extraction can exist across a spectrum of possibilities that includes remote moderators, live filming and broadcasting of the event and subsequent interviews, breaking news from specific sources of newsworthy content, and full access to WayFinder’s proprietary ontological maps and web sites.

Critical to the success of WayFinder is the capture of an entire continuum of networked source providers integrated with an entire continuum of high value channels for distribution. The inclusion of and collaboration with many partners and channels benefits everyone.

WayFinder focuses specifically on the extraction, processing, communication and application of high value knowledge. We believe there is a transcendent opportunity to create a global knowledge channel that is driven not to churn out data and descriptions and stories but instead to visually organize complex high value knowledge to solve problems and take advantage of opportunities. Sensing, synthesizing and acting upon external information is a critical function for viable living systems, yet there is no neural network or intelligent meta system channel for managing essential knowledge anywhere in the world. We propose to create a browser based video game like portal, a CENTRO, that interacts dynamically with its widely distributed contributors and users, to meet their objectives at any level of density or perspective. We intend to quickly become a trusted brand and widely used resource for essential high value knowledge that includes:

We will build a Global Consultancy and Institute focused on gathering and processing the high value systemic knowledge of the world toward the creation and satisfaction of organizational and societal objectives

Our approach will unlock the barriers to the realization of complex systemic knowledge – How to gather, organize, communicate and act on critical systemic knowledge

Our web platform and proprietary systems move knowledge into the realm of visual representation – allowing relationships and exchanges and meaning to be embedded and extracted with an elegantly simple interface – taming and harnessing complexity and redirecting what was overwhelming data flow – introducing a revolutionary, disruptive, productive, innovative high performance service business that enables any user to better achieve their objectives.

DISRUPTIVE ADVERTISING & BUSINESS DEVELOPMENT

The cooperative receives a portion of what would have been spent as advertising dollars in order to commit to large-scale long term purchases of products and services that meet NETS criteria. The process of assessing the criteria and developing new products becomes a new commercial pathway. Our brand features an organic integral loyalty program and fully validated products and services that can be acquired through an elegantly simple internal banking system.

Our CENTRO will accept only validated advertising and will negotiate strategic commercial agreements using the sway of volume, loyalty, commitment, transparency and the power of our highly valued member consumers and their capacity for mass action.

Roughly, over 500 Billion Dollars is spent by corporations on advertising this year. That is approximately $100 for every targeted adult in the world. We are going to create a disruptive new channel for selected companies to reach their customers that creates a large scale dedicated buying group who directly purchase products and services within WayFinder. This mass action distribution mechanism significantly reduces the costs of advertising, inventory and sales to companies and incentivizes the buyers by introducing lower prices, trustworthy NETS based competitor comparisons, and additional benefits such as shares of the company’s stock and warranties.

Prototypes:

<http://vimeo.com/yworlds/emoticom> (dynamic complexity viewer - emoticom example)

<http://vimeo.com/29328117> (dynamic 3d data viewer)

<http://vimeo.com/74958501> (5 cell simple engine example)

<http://vimeo.com/74411234> (concussion simple engine example)

<http://vimeo.com/47469601> (alan yelsey interview)

<http://www.exquisiteforest.com/forest> (a proof of concept for real time browser based collaborative organization and creation with animation and sound – requires chrome)

http://yworlds.com/ontologies/semiotic-roadmap/

<http://yworlds.com/2013/05/16/concussions/>

<http://yworlds.com/2013/06/18/semiotics-wind/>

<http://yworlds.com/2013/08/07/visual-y-biosemiotics/>

<http://yworlds.com/2012/07/20/proveit/>

