CASTPOINTS: A web-based framework that, like nature, effectively allocates any resource by integrating all markets.

VISION Unleash humanity's potential. Give society a supportive default infrastructure that works transparently.

Castpoints is a web app "operating system" that proactively and effectively manages **any** resource, **any** scope. (~Chinese version of WeChat, except much more integrated.) Integration of real, and virtual realities.

MOAT ROI rises ~25% for people, ~100% groups. 2,000% for the 3 billion people living on $2.50/day who become un-exploitable arbitrage opportunities.

- Relationships, roles, and tasks iterate toward proven best practices that are available to ~all.
- Emergency response drops from ~4 minutes to under 10 seconds. Parents say: "I want that!"
- Monetize anything, IOT, etc. without exploitation.
- Challenging fraud pays and fraud doesn't pay.
- Automatic: pricing, marketing, and copyright.
- Overhead and fees fall 90%.
- ROI metrics for everything.
- Fine grained reputation.

ASK $5,000,000 for 15%. 10x ROI is conservative.

RISK V.1 is low: the Incident Command System. V. 2 replaces gov and business, so higher.
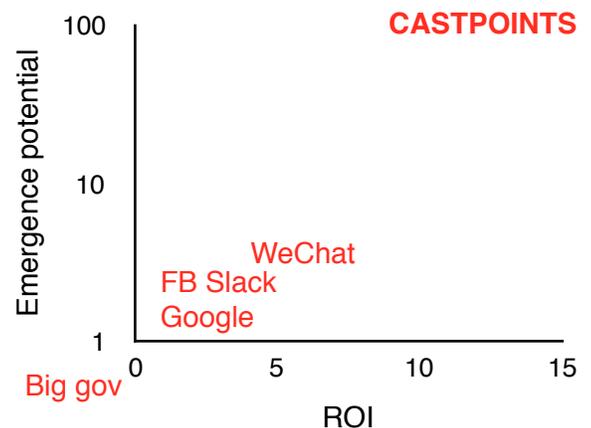**EXIT** No. CP is the new funding infrastructure. VC's and others who want safe ROI will flock to CP.

Problem Gov & business' fragmented operating systems organize things poorly. Worse, there was no alternative.

Solution Fractal market: Nature excels at allocating resources and getting things done. Its operating system is "evolution". After 17 years of work, Castpoints is "evolution coded for practical use". It redefines AI. No data mining, nor privacy concerns.

Integrated market Nothing can fall through cracks, nor manipulate from the shadows. Cooperation supersedes competition because people don't have to defend their uniqueness.

NOT a titanic invasive data base. It manages context, not content. Everything scales and self configures, like nature: overhead is tiny: 99.999% less servers and employees.

Scatter plot: x-axis "ROI" (0 to 15), y-axis "Emergence potential" (1 to 100, log scale). **CASTPOINTS** at top right. WeChat, FB Slack, Google, and Big gov at lower left.

Revenue Small, flat transaction and verification fees.

MARKET Initially: Maker movement, schools, PTA's, and developing countries. Ultimately, CP replaces all markets because it connects everything directly: bureaucracies die.

COMPETITION Government, banks, stock markets, Omnilert (alerts), Amazon (reputation), Slack (messaging teams), etc. None are an integrated solution. Genetic algorithms solve simple problems, but... **Evolution (Castpoints) proactively solves any problem, without a specified goal, via emergence.**

CP makes it profitable to quickly raise 3 billion people's daily income from $2.50 to > $50. CP connects trillions of nodes correctly: it's the first practical general purpose AI.

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