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Dear

TEASE In 4 minutes, you will know exactly why Google (Yahoo, Bing, etc) search will soon die. And why many of the companies you nurture will shrink to their essence.

"Problems we've all assumed were unsolvable..." (Hayley)... People talk about integrating Metcalfe and Power laws ... Meet a Black Dragon who eats unicorns...

PROJECT Upgrade society's current fragmented operating systems of government and business to nature's 15 billion year old OS, **evolution** (fractal market).

INSIGHT 17 years to decode AND apply evolution. Insanity, or massive scientific leap?

PRODUCT Instead of writing a boring book on design via a "Complex Adaptive System iterating evolution's 3 initial conditions [integrity, add value first, context], to maximize future options within a context (Wissner-Gross)", we are making a usable web app, Castpoints, so humanity can unleash it's potential. (15% coded)

SEARCH EXAMPLE In CP, all content has a context. Christopher Lockhead partly uses evolution's structure: Category (context) > branding > item. In CP Lyft, Chariot, and Child Safe are not just brands, they are integrated **certifications** and **insurance**: "certins": brands with lots of skin in the game.

Search results for "**get me a ride from walnut creek to sf**".

CP filter settings: ROI rank > 80%, insurance 2x. 2 clicks get a ride. Easy to fine tune context / item. **No app required.**

GOOGL ranked by ???, poor context, safety? 2 clicks gets??? Who said anything about an airport?

[498 Bat Area Transport](#) > [9 Rideshare](#) > [4 Clean SUV](#)

FROM Walnut Creek TO Downtown SF

[Lyft](#)

\$30 leave in 2 mins

\$18 leave in 9 mins

[Parker Morgan](#)

\$25 leave in 5 mins

[Chariot](#)

\$21 leave in 3 mins

[Child Safe](#)

\$35 leave in 8 mins

About 26,800,000 results (0.84 seconds)

[Drive or Find a Fare and Ride with Uber San Francisco](#)

<https://www.uber.com/cities/san-francisco/>

Uber is the best way to **get** around **San Francisco** Ba **get a ride** in minutes. Or sign up to drive and earn mo

[The Best 10 Airport Shuttles for 2017 in Walnut Creek](#)

https://www.yelp.com/c/walnut-creek-ca-us/airport_shuttles

OnTime **Transportation Walnut Creek** Airport Shuttle to take **me** to the airport either Oakland or SFO for a r

[Walnut Creek | bart.gov](#)

<https://www.bart.gov/stations/wcrk>

4 days ago - 200 Ygnacio Valley Road / **Walnut Creek**

The Lyft app shows us only a fragment of the rideshare market. CP shows us the whole category. Ad words are no longer relevant. The item, it's ROI rank, offer, and certin **IS** the ad. Plus, things that could not easily get enough market exposure to be viable, now can. Like child safe rides.

GOOGL WILL N E V E R COMPETE BECAUSE CP USES 99.999% FEWER RESOURCES TO DO > 2x BETTER JOB. Proper design, not tech.

- **CP has microscopic overhead**, and so charges a tiny flat transaction fee.
 - CP's ROI ranks are based on actual transactions which can't be gamed. GOOGL's algorithms are constantly gamed, which costs a lot to, temporarily, un-game.
 - Conflict resolution is handled within contexts, not by CP.
 - CP self-organizes and manages context. Content is stored in Mega, DropBox, etc.
 - ~All settings self configure. This is infrastructure. Once built, it just runs.
 - The context system self configures. What is better? Location > News > Headlines, or News > Location > Headlines? We could A/B test it, but likely get different results for different cultures, etc. And a dramatic event would result in just "Headlines". Instead of using a costly, and controversial, team to manage context with lag, CP easily self-organizes context via supply and demand (not AI), in real time, with zero team. Glory!!
- **No entry barriers**
 - Users don't have to connect to others to benefit from others. Anyone can start, say, a hot dog stand and all the proven high ROI: roles, tasks, etc., will just populate.
 - Anyone, like Parker Morgan, can safely offer rides because...
- **Distributed insurance** Commoditizing and distributing risk is the anti-friction in big systems. In CP, Insurance can be provided by anyone to anyone, safely. Another reason why CP has infinite scale in every way.
- **Total integration** The classification system means everything is uniquely addressable, not just rides. So we can do ~anything with an item. Compare ROI's, trade, set triggers, send, receive, change settings, message it, group it, etc.
- **Directness** CP matches supply and demand directly by dynamic bid/ask of: price, location, and time. Win-win. Social media triangulates: service, user, and advertiser. Steal-lose-lie.
- **ROI & Metcalfe**
 - Because ROI increases ~25% for people and ~100% for groups, in order to "compete", people must use CP.
 - But competition only happens with commodities. Just using CP helps people know their unique self, and be inspired. People are compelled to use CP because...
- **It's finally safe to CONNECT.** People will **KNOW** the world has their back. They can relax, and focus on creating.

SNOW CRASH Since both picture **context** and **content** is uniquely addressable (sometimes for a fee), it's trivial for apps to stitch together some, or all the photos of the whole world with near zero cost in realtime. This aggregation is not from cameras on cars driving all over, but as a byproduct of people's typical activities. And **NOT** just images, this applies to **ALL** sensors, actuators, feedback, text, audio, video, (olfactory, haptic, and 6th sense too)! (Aggregation strips out personal info.)

In other words, all bits of physical and virtual realities naturally integrate. Example: You don't load a game / text file and use it on your device. You use your device (Caster) to "go" to where the item is located in the universe. (Everything has a place; everything in its place.) Plus no one gets overwhelmed since everything self organizes and self personalizes (without data mining). This is an omni present auto adapting V/AR+reality that is easily accessible. "Holy duck!" - Mr Lockhead

By correctly integrating 7 billion people, their stuff, their activities, and the whole IoT, we create the first general purpose, provable friendly AI.

RISK

- **Low** CP's core is 80% of the proven Incident Command System that emergency personnel use. Except CP reduces emergency response time by 95%. For free. All parents say, "I want that!" But...
- **Red flags** I'm an outlier^3: No fancy contacts, no real cofounders, poor self promotion. Plus...
- **High** Bureaucracies rarely cede control. And there have been no alternatives. So...

AWESOME TRANSITION & MARKET-ING PLAN

People have no clue what an abundance based society is. So we use CP to manage a world wide treasure hunt (geocash) that surprisingly becomes a great Hollywood style blockbuster movie. This integrates **doing** (Maker Movement, robots, sea steading, space faring), **knowing** (science, code, doing the right thing) and **feeling** (purpose, creativity) to create a critical mass of people who have direct experience with CP's effectiveness managing complex endeavors.

When people experience CP solving open ended challenges in real time, proactively, without even having a specific goal in mind, gov and business become ... boring & ugly.

ASK

Money would be great. Better yet is you all pondering this, preparing your network, and participating in this grand adventure.

- Anything ad based (FB, GOOGL, TWTR) will vanish.
- Markets that match ___ with ___ (Lyft, AirB&B, EBAY, stock markets, anything "Uber for ___") must change to mostly offering Certins, or vanish.
- Bureaucracies, lawyers, and especially politicians, will vanish.

That's many people temporarily out of work. All that "vanish" will move from duplication and fraud, to uniquely creating value / promoting value. **Please help society phase change, without freaking out, while you make money.**

All the best, Castpoints > Skipper > Jeff Fitzmyers