

Equity Board Role on “\$bill.ion+” charitable, AI & social intelligence start-up (w/ major traction & global-local impact). FMR IBM CTO/CSC Partner MGMT – Opportunity HOT Sheet (the means to reach *self-actualization).

- **Highlights: Social Energy (of the cognitive collective) => To Fund Social Causes (and benefits of equal value):**
 - Funding Causes from technology **that makes every Tweet in life Count, to End Fraud, Protect Privacy & change the world for Good!**
 - **For profit**, Social Intelligence Research (92% to Social Causes & Benefits); **Monetizes Content/feedback, Response & Networking;**
 - **Profit Sharing Exclusive** for Co-Founding Partners contributing to service launch budget **10:1** year1 – **500:1**, year3.
 - **Funds Social Causes by the Number of Followers**, as a Personal & Social Watchdog; **No** purchase is required.
 - Addresses the **largest, untapped** markets - Optimizes the collective of **10+ million** anonymous Persona(s).
 - Sponsor, Host & Personal processes for each Persona: **Your companion, guardian & guide for life.**
 - Finder and contribution opportunity for equity and profit sharing, to end on June 30th (Extended from the 9th).
- **It is about:** Unconventional, comprehensive, scientific solutions to three of the **largest, untapped** sub-markets in the social (provider and follower) world*: **1)** the **46%** of the market that does not respond to ads, **2)** the data **authentication** market (what/ who is **real?**), and **3)** the social **identity** protection (data security) market -- twice the size of traditional identity markets - A hot social topic that has insignificant market competition. **SMRC Target: 5% USA (\$15Trillion) & Global (\$78 Trillion) GNP.**

PERSONA(S): This is accomplished by developing a biometrically secure, autonomous, anonymous, trusted **Persona*** for each person, that will serve as their trusted **companion, guardian and guide for Life:** This is made up of **(a)** behavioral biometrics, **(b)** deep personal-social-emotional mapping on every captured thought, social relations (humanity as a reflection of one individual and their friends’ world), and **(c)** personal causes – developed from daily social content and e-Assistant monitoring & dialogs.

PRIME DIRECTIVE: **WE ALL NEED** someone to always **listen**; someone to **TRUST**; totally custom & secure; **reflective self rationale**; always adapting; never forgetting. **To keep AI human: model around individual people**, reflecting their precise likes, dislikes & total social connectivity/ passion (*Our humanity*), with connectivity of the **human** senses. **We’ll make older people smarter again.**
- **What it does** – Provides a **FRAMEWORK** for **HOST** (*inviting followers, personalization*), **SPONSOR** (*cause marketing*) & **PERSONAL** (*fulfillment & education*) **PROCESSES** that together optimizes the collective value of **10+ million** Persona(s) for social good – Where **92%+** of all research revenues generated, **funds** the hosts’ and their followers’ favorite **causes** w/benefits of equal value.
 - **FOR PEOPLE:** **(1)** end fraud and protect their identity (through *biometrics* and persona analysis), **(2)** receive technology that increases their knowledge through **an e-Assistant** (think a **Siri-like Watson**, with a novel take on persona analysis & search), along with **(3)** a 100% custom ~~promotion~~ **fulfillment** and market ~~research~~ **education** model that philanthropically monetizes their anonymous content, research response and networking for their personal causes (any 501(c)3) -- **all for no cost.** This last feature **generates** for each person, **(a)** \$220/year minimum in value for their daily social content, **(b)** \$5-10/hr. in value for responding to sponsors (precisely fulfilling their interests or their best friends’ interests), **(c)** 5% of the purchase cost of any goods or services (for a testimonial or post-purchase review) and **(d)** 4% of the research value generated by friends & followers responding to their invitation to register at no cost. To Include a no-cost SmartPhone & WiFi, plus **2 years social credit** for past social activity/ content (establishing the start-up value of the service).
Persona(s) make each person feel needed, give each a sense of purpose, daily achievement & continual fulfillment.
 - **FOR HOSTS:** **(1)** directly monetize their social **following** (see ‘c’ above = \$0.03/follower/day as donations & benefits), **(2)** generate daily **Goodwill** and benefits for their followers - **For all of their activity on the hosts’ site**, **(3)** authenticate their site feedback/membership (as real), and **(4)** site **credibility** (w/ social impact reports on the causes they support), while **(5)** fully *personalizing* (customizing) their follower’s experience – using the in-depth but totally anonymous content of each follower.
 - **FOR SPONSORS -100% customized cause marketing:** **(1)** Highly qualified *lead* analysis (by socially validated interest or similar interest by one’s closest friends with in-depth segmentation/ patterns), **(2)** \$0.03/profile/day **messaging** cost to each targeted anonymous persona (precise sponsor **fulfillment** to each Persona guardian), **(3)** **Invaluable** low cost (\$1-\$2 average/session) **attention & recall** promotional ~~research~~ (education), **(4)** **post-purchase** reviews & testimonials, and **(5)** **Goodwill** and Loyal (to their personal cause, host & sponsor) consumers - Reinforced with **every noninvasive** interaction.
- **Sample - JV Board Role w/ \$100K Contribution:** **(a)** paid Board Role with 2% equity of Founders’ shares, **(b)** \$100K / yr. Employment (optional), **(c)** \$1 million/year1 profit-sharing, growing to \$50 million/year3, **(d)** \$300K / year to your causes & benefits for 10 years, **(e)** 35% annual dividend on 2% equity above, **(f)** full access to the anonymous data, **(g)** SMRC host and sponsor benefits, **(h)** Exclusion/ Exit plan and **(i)** Finder equity & 6% commissions on referred new partners (equity limited to 1% Founders’ shares per \$100K contribution, capped at 6% of Founders’ shares). Note similarity to a law firm partnership (buy in).

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Also see <http://bitly.com/smrpc-podcast2> - About SMRC - On MissionsRadio.org

For complete details on this opportunity – see <http://bitly.com/smrpc-part-phil2>

To Optimize the Individual and be their conscience.