

Dating who else?
IN THIS STREET who else?
IN THIS HOUSE who else?

Ride-share who else?
IN THIS CITY who else?

Babysitter who else?
EVENT who else?
JOB XYZ who else?

Doctor who else?
UNIVERSITY who else?
STARTUP who else?

Flat-share who else?
CYCLE CURRIER who else?
DELIVERY who else?

Food Delivery who else?
MOVERS who else?
ACCELERATORS who else?

PHOTOGRAPHER who else?

RIDE-SHARE who else?
APARTMENT who else?
IT HELP who else?
FLAT-SHARE who else?
CRAFTSMAN who else?
BOOK CLUB who else?
SPORTS who else?
RELIGION who else?
DATE who else?
SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TAXI who else?

WHO ELSE?
QUIEN MÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EŃE?

TAILOR who else?
BABYSITTER who else?
CLEANER who else?
LAUNDRY who else?
SALE who else?
CAR who else?
HOBBY who else?
SKILL XYZ who else?
LOAN who else?
REFUGEE who else?
GYM who else?
CLOTHING SWOP who else?

BETTER
CYCLE who else?
FLEA-MARKET who else?
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THEATRE who else?
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CONCERT who else?
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BAND who else?
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SCHOOL who else?
HAIRCUT who else?
GOLF COURSE who else?
TRAVELLING who else?
DOCTOR who else?
INTERNET

who else?™ URLs for the Internet of Voice

A Namespace for Artificial Intelligence based on Noam Chomsky's Universal Grammar

Tobias Martens

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Berlin, Germany / San Francisco, USA

OVERVIEW We reduce the complexity of spoken human language by a simplified namespace in Universal Language

who else? is a language namespace for AIs in simple words

The challenge of language: Different syntaxes, but similar semantic meanings



WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

“Tim kicks soccer every saturday”

“Tobias plays sports with friends on weekends”

“Tilo enjoys ball games with new people on his days off”

Soccer on Saturdays who else?



WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

“Peter travels to Munich”

“John needs a ride to South Germany”

“Isa has space in her car between Augsburg and Munich”

Ride-sharing Munich who else?



WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

“Sandra likes looking after children and elderly people”

“The locale kindergarten hires caregivers”

“Kevin wants to work helping people”

Care-taking jobs who else?



IN THIS STREET who else?
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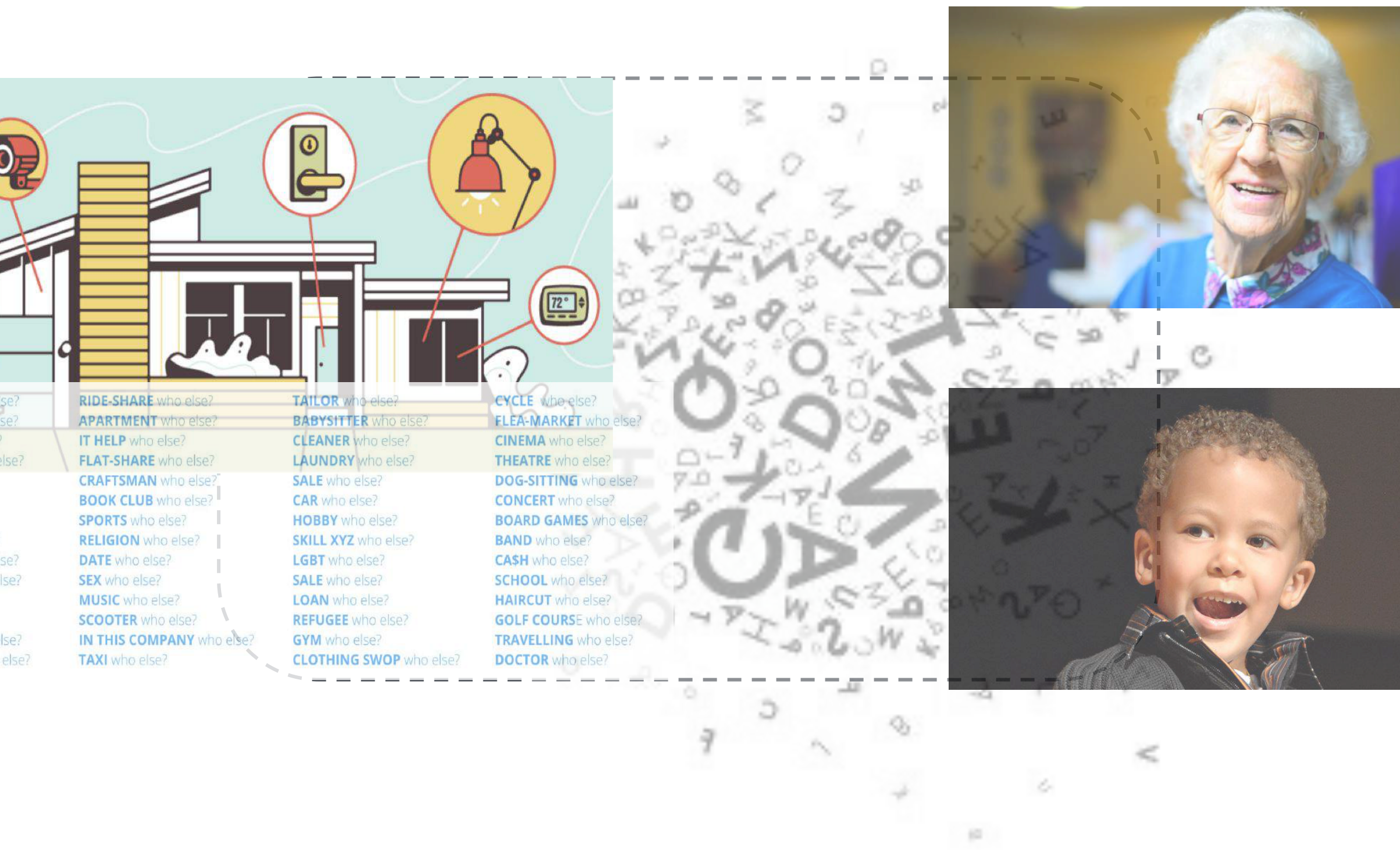
who else? are URLs for the Internet of Voice

who else? functions like the “MP3 of AI” - it reduces the content of verbal expression into an easier to compute syntax for both for machines & humans. A namespace for AI based on “hard-wired” (Universal Grammar) constants in the human thinking and reasoning.

VIRAL LOOP Once learned, people will start speaking with all their devices using who else? questions

b/c *who else?* is one of the most common concepts in human cognition already

Open source distribution model: A brand designed for verbal virality



- 1. VENDORS can freely experiment with the who else? reference design..**
e.g. training their AIs to understand who else? questions, designing processes with who else? markup commands, etc.
- 2. ..once learned, USERS will always try to ask more devices “who else?”**
because the question “who else?” is cognitively up to 50x more common in the human language and thinking than every other brand

3. VENDORS must license the blockchain to connect with other IoT devices not to miss out on additional business
e.g. if a user asks the Bosch fridge, to order Pizza via the self-driving BMWi, all vendors must have licenced the official namespace blockchain

REFERENCES IoT industry experts and AI researcher support who else?™

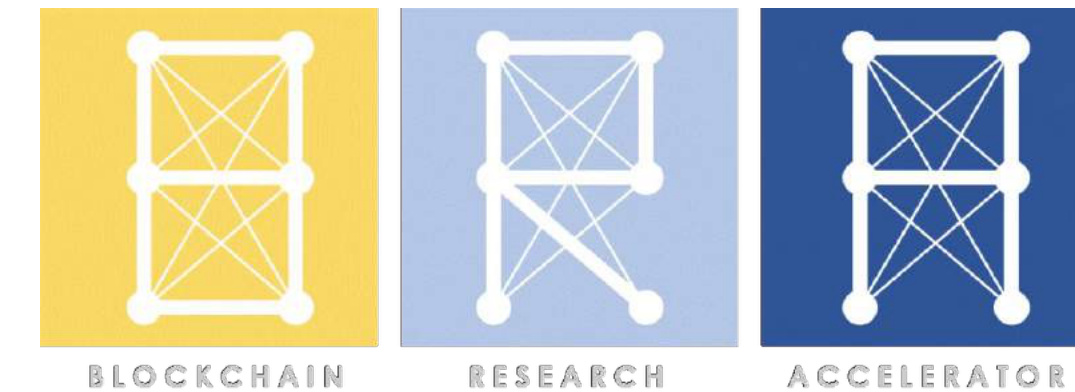
who else? is a breakthrough solution for the problem of AI accountability



“who else? as an Universal Grammar for AIs would be the missing link between artificial and human intelligence”

(Click to watch the interview)

Interview with AI journalist Nikola Dayalnov of www.sigularityweblog.com



“A blockchain for language could revolutionize principles of accountability between AIs and it’s users”

Blockchain expert Daniel Pietsch of www.blockchain-research-accelerator.com

WHO ELSE?
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还有谁?
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*who else?*TM URLs for the Internet of Voice

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Part 1/3: The challenge of inventing languages between humans and AIs



WHY?

Internet of Things & Artificial Intelligence need a common language to communicate with its human users

PROBLEM The interoperability of IoT & AI systems

IoT is like the tower of babel - and nobody but a startup can have an interest in ending the millions of protocols + data silos



Why the Internet of Things might never speak a single language

A single language for smart homes and other connected devices sounds great, but some of the biggest tech firms don't seem interested losing their data advantage.

[Fast Company](#)

SECRET SAUCE who else?™ is a voice interface brand based on Universal Grammar

The challenge of branding human language: Are Siri and Alexa really the best names for IoT we ever can come up with?



Hey Alexa!



Hey Siri!

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还有谁?
QUI D'AUTRE?
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PHOTOGRAPHER who else?

Caveats:

- Users don't know what to ask for - they still need to know the brand of the second service
- Do all Voice Internet brands need to be female?

PRODUCT who else?™ is an IoT namespace in simple language

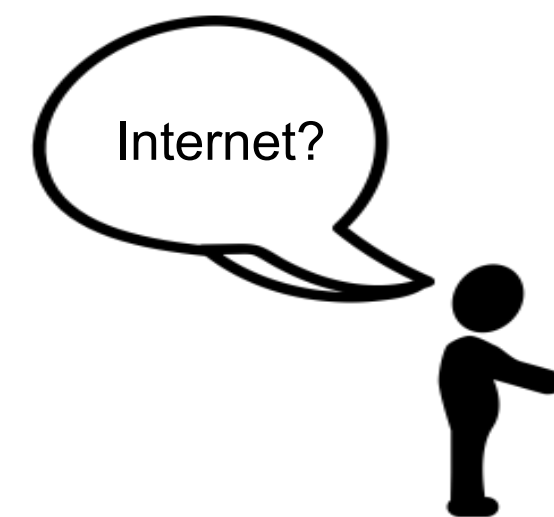
1 command to use the Internet of Things, even a 3 year old child understands

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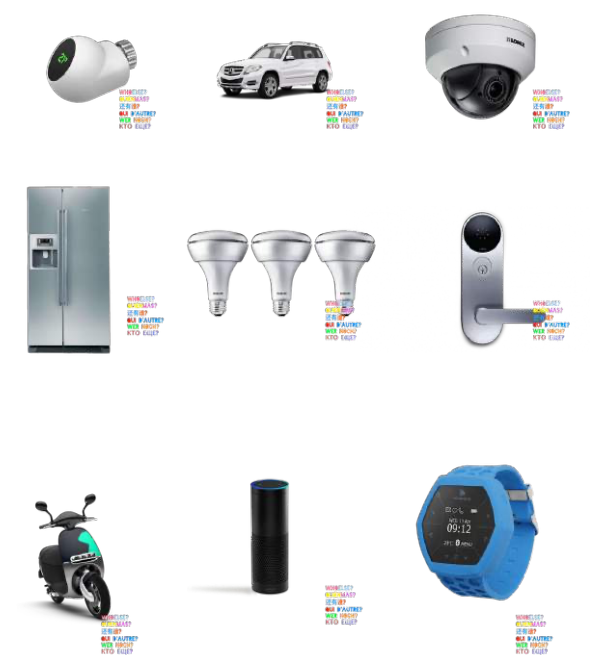


WHO ELSE?
QUIÉN MÁS?
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QUI D'AUTRE?
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KTO EЩЕ?

Every kind of online service remembered by **only 1 brand**

Available as open source blockchain API in

- Voice Assistants
- Mobility Services
- Smart Home
- Smart City Services
- Security Applications
- Energy Management
- Smart Offices
- Education Services
- Mobile Browser Apps

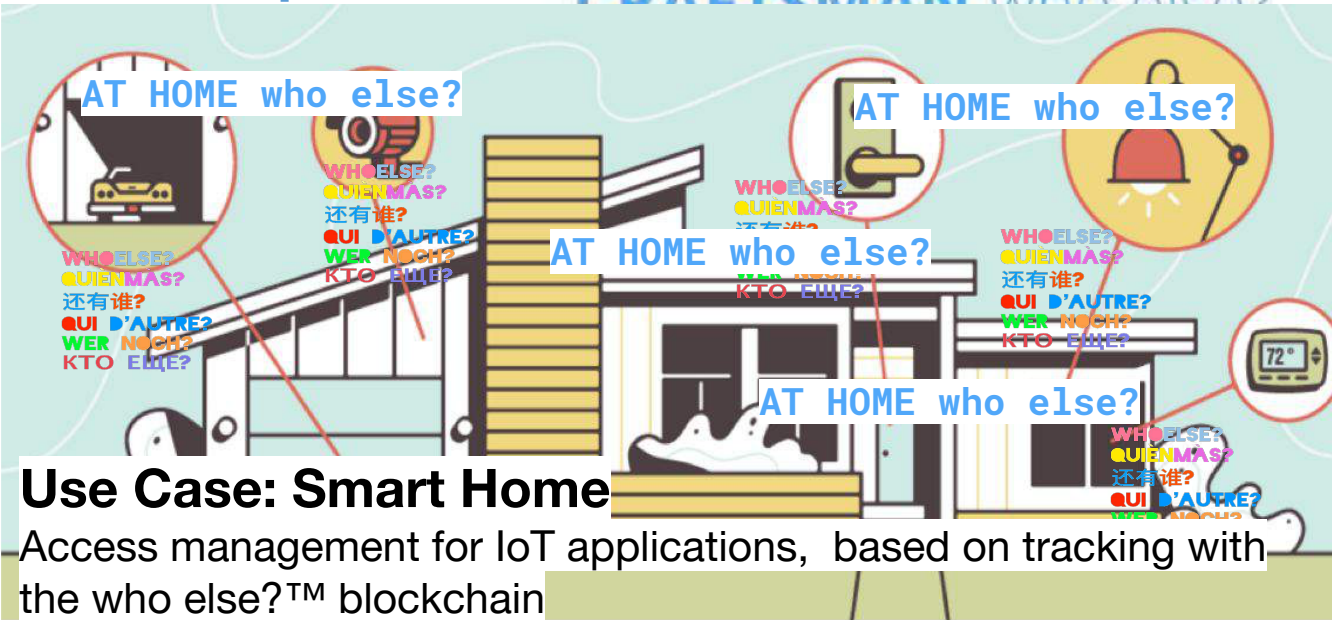


USE CASES who else?™ is an open source protocol at the intersection of the physical and cognitive world


Accounting of socio-economic relations in a simplified data schema



Use Case: Peer-to-Peer Commerce?
Direct accounting of mobility services, based on matchmaking on the who else?™ blockchain




Use Case: Smart Home
Access management for IoT applications, based on tracking with the who else?™ blockchain



Use Case: Dating
Information sharing with acquaintances (differentiated privacy), based on the who else?™ blockchain

TAILOR who else?
BABYSITTER who else?
CLEANER who else?
CYCLE who else?
PEER MARKET who else?
CINEMA who else?

who else?™ Blockchain Clients



Open Source Browser



Open Source Voice AI & IoT API

BETTER INTERNET

Token issuer: Better Internet Foundation

Tokenization mechanic: Access rights for the blockchain provide revenue share

TECHNOLOGICAL MOMENTUM Voice Internet disrupts the Text Internet

IoT's a problem for 9 in 10 publishing, e-commerce, ad-tech businesses: They will be simply unseen and unheard of



Is Internet of Things the
End of Search Engines?

[WTVOX](#)

BUSINESS
INSIDER

Voice Search Puts a Serious
Vulnerability into Google's Business Model

[Business Insider](#)

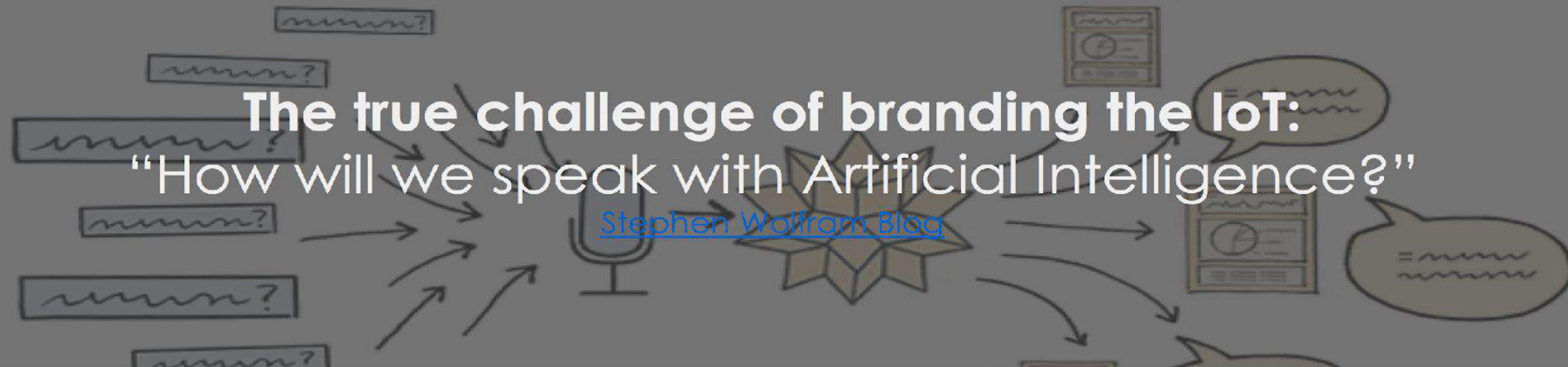
O'REILLY®

Zero UI: The End of Screen-based
Interfaces

[O'Reilly](#)

DESIGN CHALLENGE Branding for memorability

Average people remember 3,73 brand max.



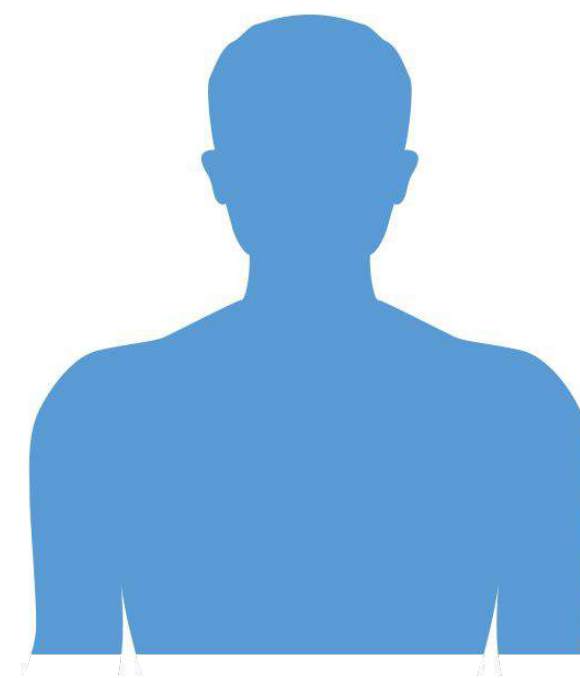
Brain memory | **Average people recall only 3,73 apps**



Attention span | **Users spend 80% of their time with only 1 brand**



Cognitive sciences shows:
Most Internet brands will be
always forgotten again.

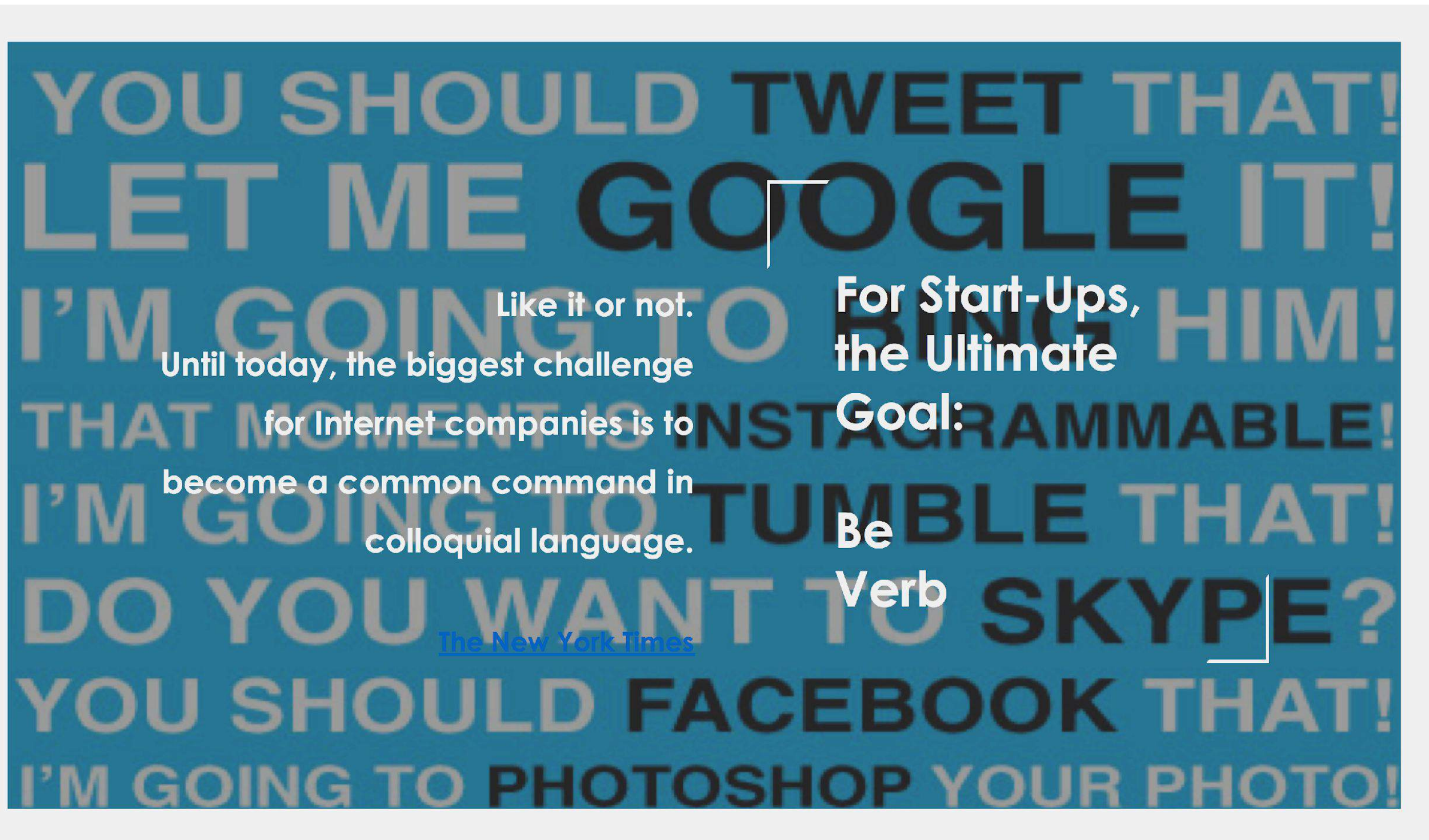


**The Smartphone Generation Gap:
Over 55? There is no app for that!**

[Deloitte Research](#)

USP We trademarked a cognitive process

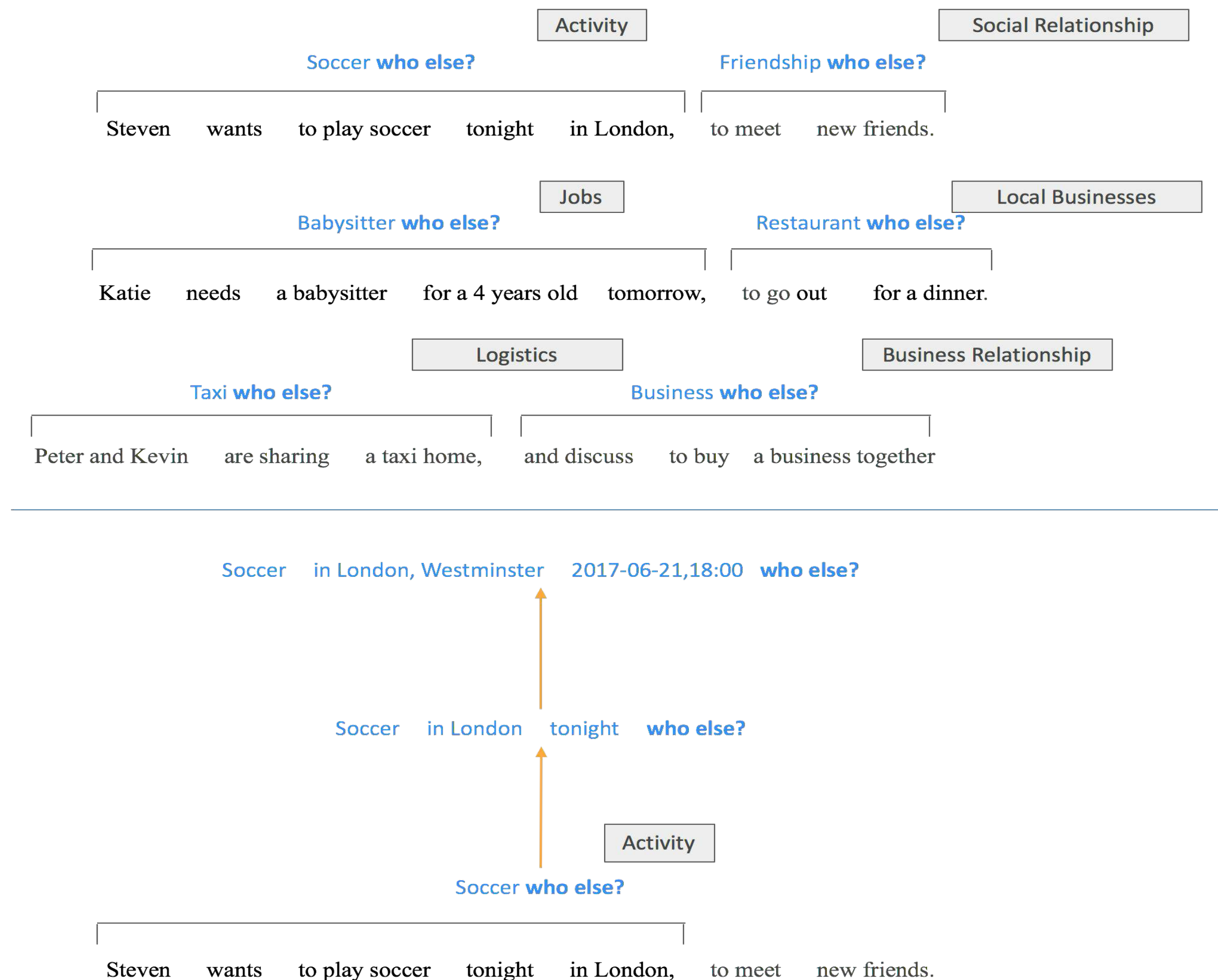
The oldest challenge of tech marketing: to become verb



who else? is a brand that ubiquitous in language, we will become verb too

TECHNOLOGY CONCEPT An IoT protocol derived from human language

who else? is a markup language for the spoken Internet



who else?TM provides a simplified markup model for language inputs inside of AIs

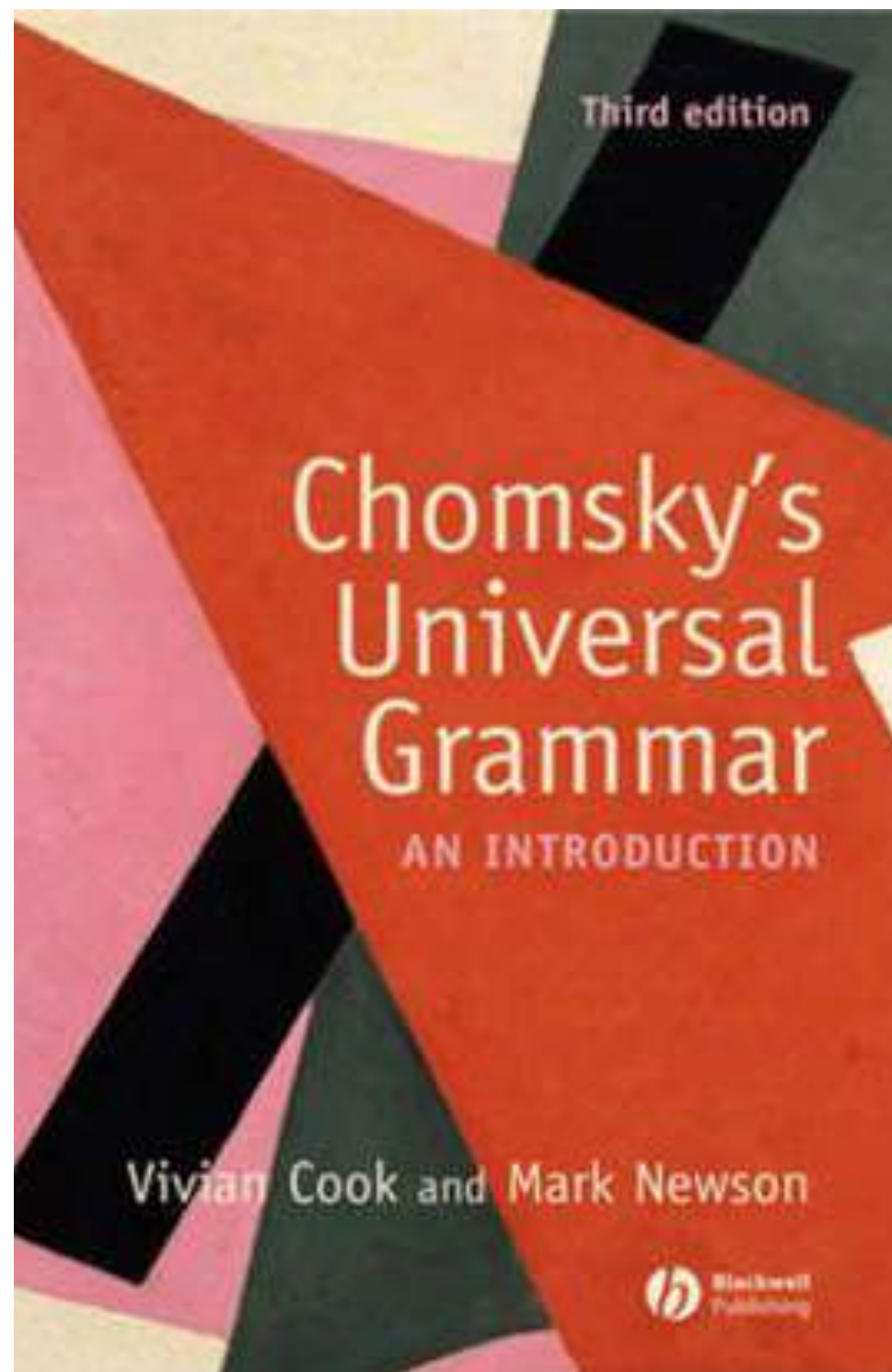
who else?TM is easy language for the Internet - even a child learns to use it in seconds

who else?TM makes AI-mediated transactions accountable by a human readable intend date documentation schema



SCIENTIFIC CONCEPT A new proof of Chomsky's Universal Grammar

Language everybody already knows, and immediately recalls



“The AI pioneer Noam Chomsky describes Universal Grammar as an cognitive imperative; a normative natural rule of human interpretation”

Universal grammar (UG) in [linguistics](#), is the theory of the [genetic](#) component of the [language faculty](#), credited to [Noam Chomsky](#). UG postulates that a certain set of [structural rules](#) are [innate](#) to humans, independent of [sensory experience](#). =

With more linguistic stimuli received in the course of [psychological development](#), children then adopt specific [syntactic rules](#) that conform to UG. (Wikipedia)

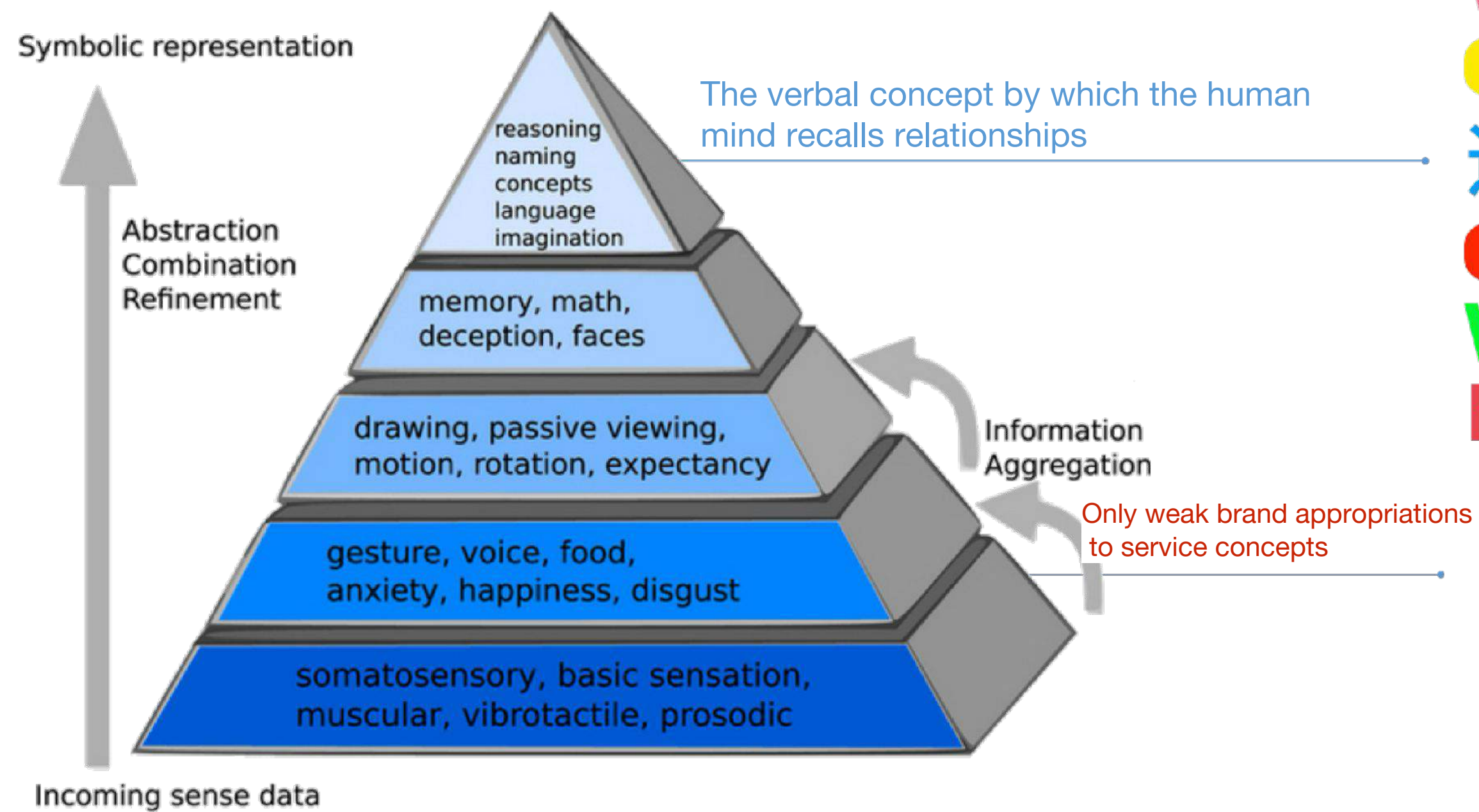
WHOELSE?
QUIÈNMÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

By it's lingual commonality, and semantic flexibility, who else? appear likely to be a new proof for UG..

BRANDING ONLINE INTERACTIONS who else?™ is a brand synonym with how people remember Internet services

“AI means to understand how the brain abstracts meaning” (Kurzweil)

Kurzweil: How brain architecture relates to consciousness and abstract thought



WHOELSE?
QUIÈNMÀS?
还有谁?
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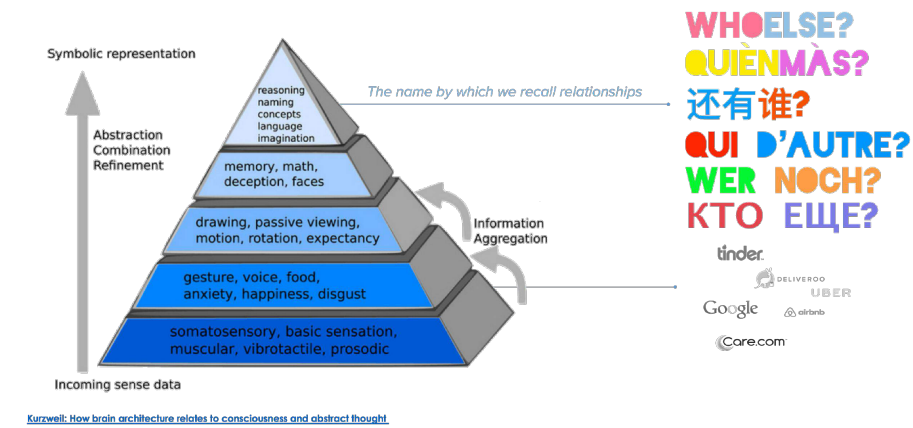
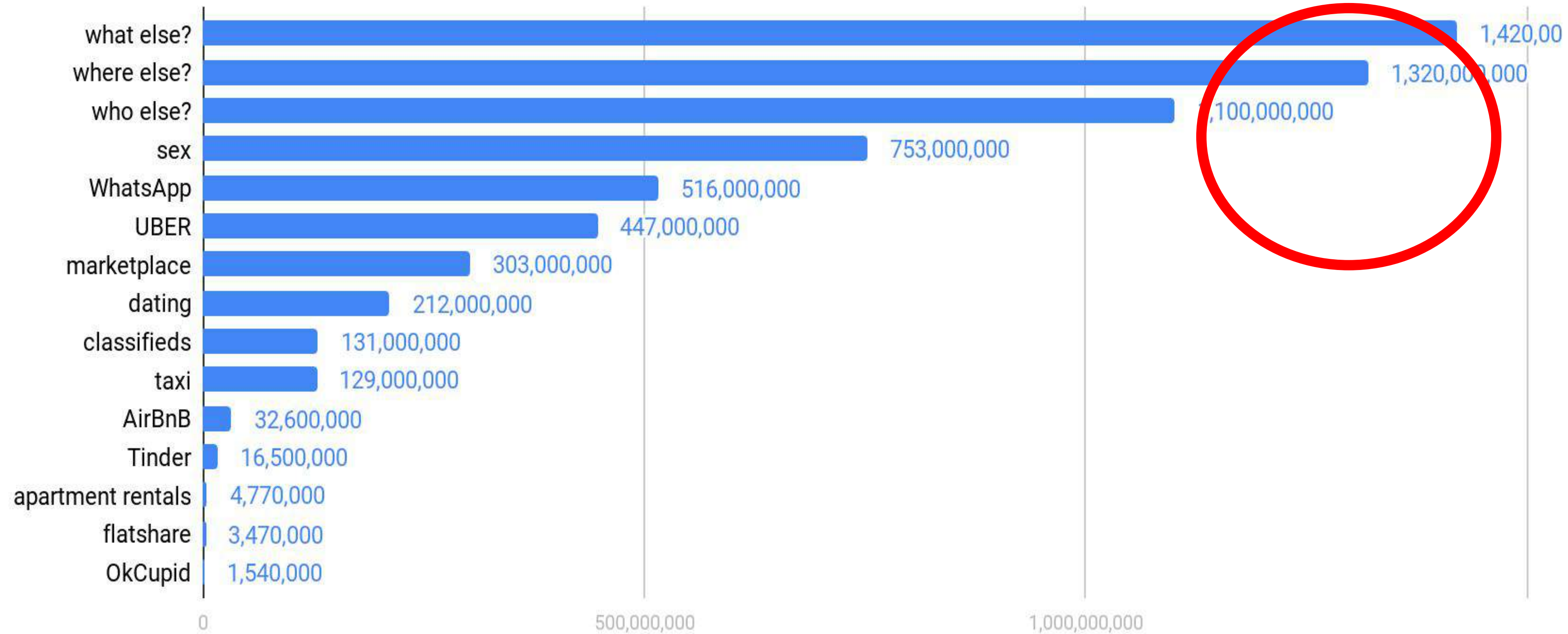
Language is the file-system of the human mind:

The semantic “who else?” appears likely to be synonym with how people remember social interactions over online services >verbally< in their thoughts.

C.F. Google search results

People ask the Internet by “who else is in to...?”

No. Google Search Results



In Google Search results who else? vs. other brands is up to 800% more common.

C.F. Twitter search results

who else? is a constant in human communication across languages

Twitter search results for "quien mas".

Top Tweets | All Tweets

- Edell Ferrer** @EdellFerrer_ 22s
Contigo, con **quien mas** ?
- Maria Alejandra B** @Marialejandabs 35s
Quien mas se gana un insulto por parte de su nana cuando se despiertan despues de 11 am pidiendo desayuno????! 🤔🤔🤔
- Franco** @Bolivarian1783 47s
¿y a **quien mas** van a apoyar pues? Fascistas tienen que apoyar a fascistas
- Kevin Villas** @pachilobo4F
monjas llegando a validar sus firmas Contra @Nicolas...
- Clara Iglesias** @ClaraIglesias_S 57s
Amo la moda!!!! **Quien más** ?

Twitter search results for "who else".

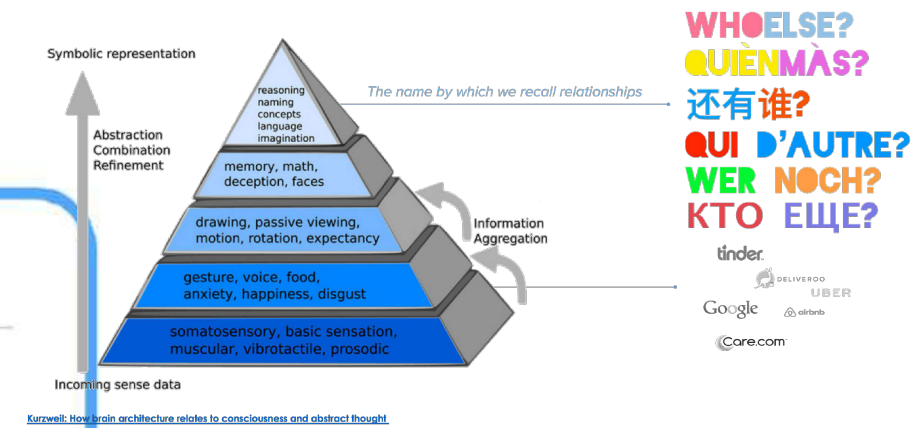
Top Tweets | All Tweets

- El Señor - Essai** @MMBM_LOAD 22s
Who else is seeing Buhari for the bastard that he is??? Good thing una eyes no colour blind again...
- apple sauce** @kranbarry 26s
In reply to nabs
WHO ELSE WOULD IT BE???
- meegs** @yabitchfitz 28s
who else wants to go skydiving without their parachute 🤔🤔
- LordsOulfood** @sOul_food_ 31s
Couldn't go to any battles concert but Pouya comin to town **who else** fuckin with it?!?!
06/25/2016
gnH0007X208492

Twitter search results for "wer noch".

Top Tweets | All Tweets

- Der Ziegenhainer** @jailhunter1 23m
hna.de/lokales/schwal...
Wer noch ein Zimmer sucht???
- Annalena Dziemba** @Anna_101003 37m
Ich gucke gerade BTN 😊 **Wer noch** ?
- Fade** @fading2015 42m
In reply to Love, Beats & HB
@LoveBeatsHB hat **wer noch** die alte Admin Liste?
- FeelsPrüfungenMan** @H3ndri Hey 51m
Stream startet um 20:00! 😊 **Wer noch** schnell n paar Hennys fürs die Giveaways sammeln will --> HennyBot



who else? is a hard-wired query amongst friends

Bianca Praetorius
September 10 at 2:20pm · Berlin · 🌐

Ouh! Just got approved to come and watch Elon Musk talking to Sigmar Gabriel about the future of economy Who else is going there tomorrow?

Martin Venzky-Stalling with Duangrit Bunnag and 2 others.
March 25 · 🌐

😞 missed out on reserving my ticket for Burning Man, but guess there will be more opportunities.... who else is going?

Like Comment Share

Sebastian Feldmann
April 17, 2015 · 🌐

@startsummit 15, who else is here?

Like Comment Share

Michael Köhler added 3 new photos — at Berlin Airport.
July 15, 2014 · Berlin, Germany · 🌐

Picking up my friend Rodrigo at the airport in Berlin. Who else might be landing? #siegerflieger #LH2014 #captainboldi




Dennis Hoenig-Ohnsorg
8 mins · 🌐

So excited! I will be speaking at the first www.intrapreneurshipconference.com in Germany! Who else will be there? #IntraPreneurship #Munich #Zalando

Alexander Peiniger
February 4 at 5:25pm · Cologne · 🌐

Just bought tickets for the Web Summit in Lisbon in November. Who else will be there?

Web Summit | Where The Tech World Meets
It's been called 'the best technology conference on the planet'. But we just think it's different. And that difference works for our attendees, ranging from Fortune 500...



WEBSUMMIT.NET

Like Comment Share

Movie Pilot Superheroes
9 hrs · 🌐

Who else always forgets Scarlett Johansson was in Eight Legged Freaks?



Silicon Allee
May 4 at 3:43pm · 🌐

Equidam profiles 10 outstanding and "undiscovered" German startups. Who else should make the list?

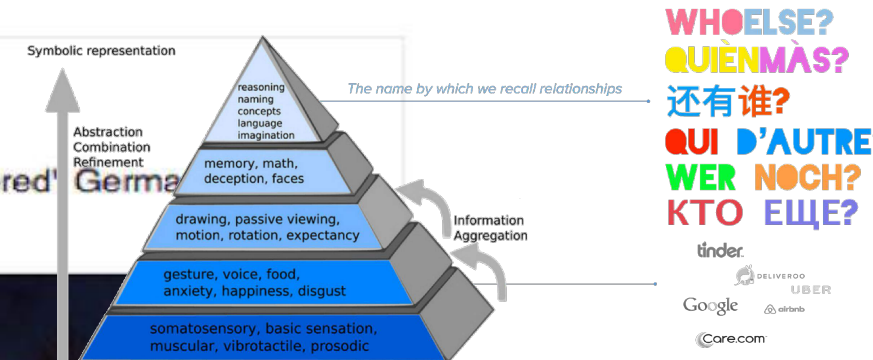


10 Undiscovered German Startups You Should Know — Silicon Allee
Government support, lower cost of living and attractive cities such as Berlin are just few of the reasons why Germany ea...

MEDIUM.COM | BY EQUIDAMWEEKLY

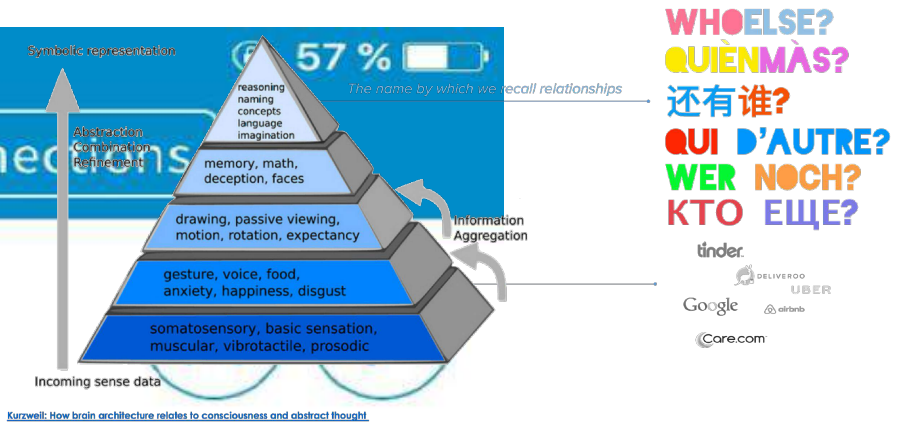
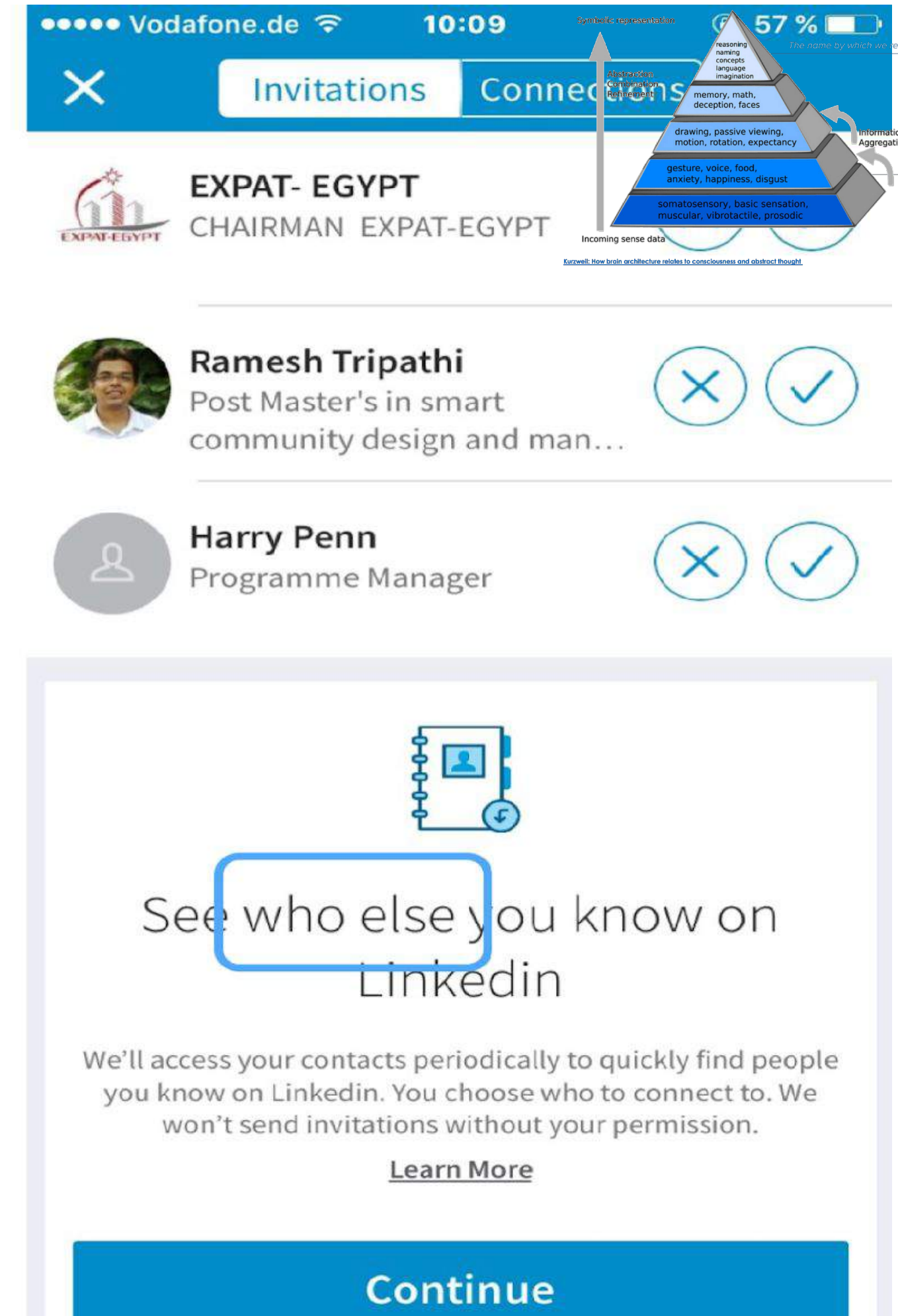
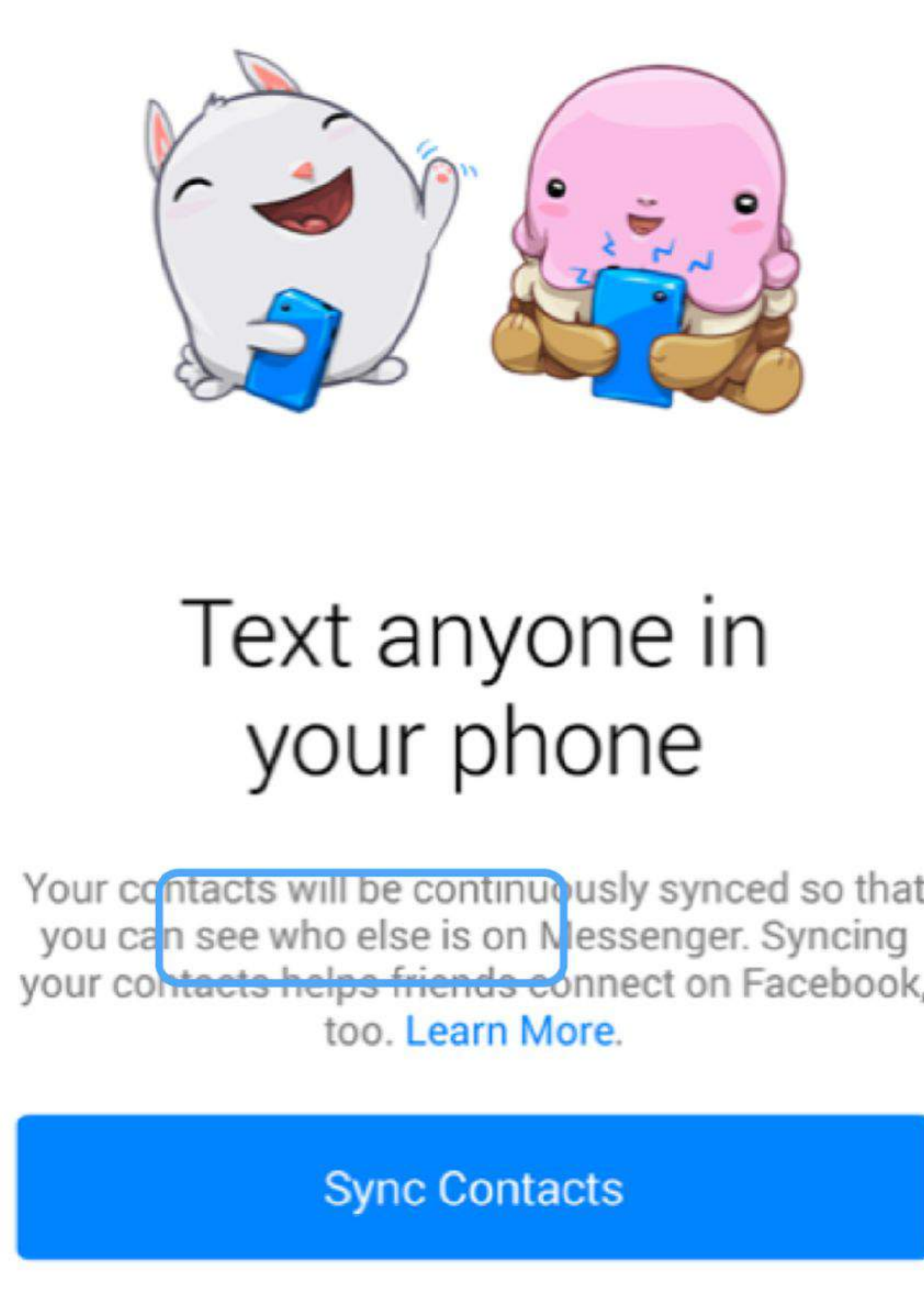
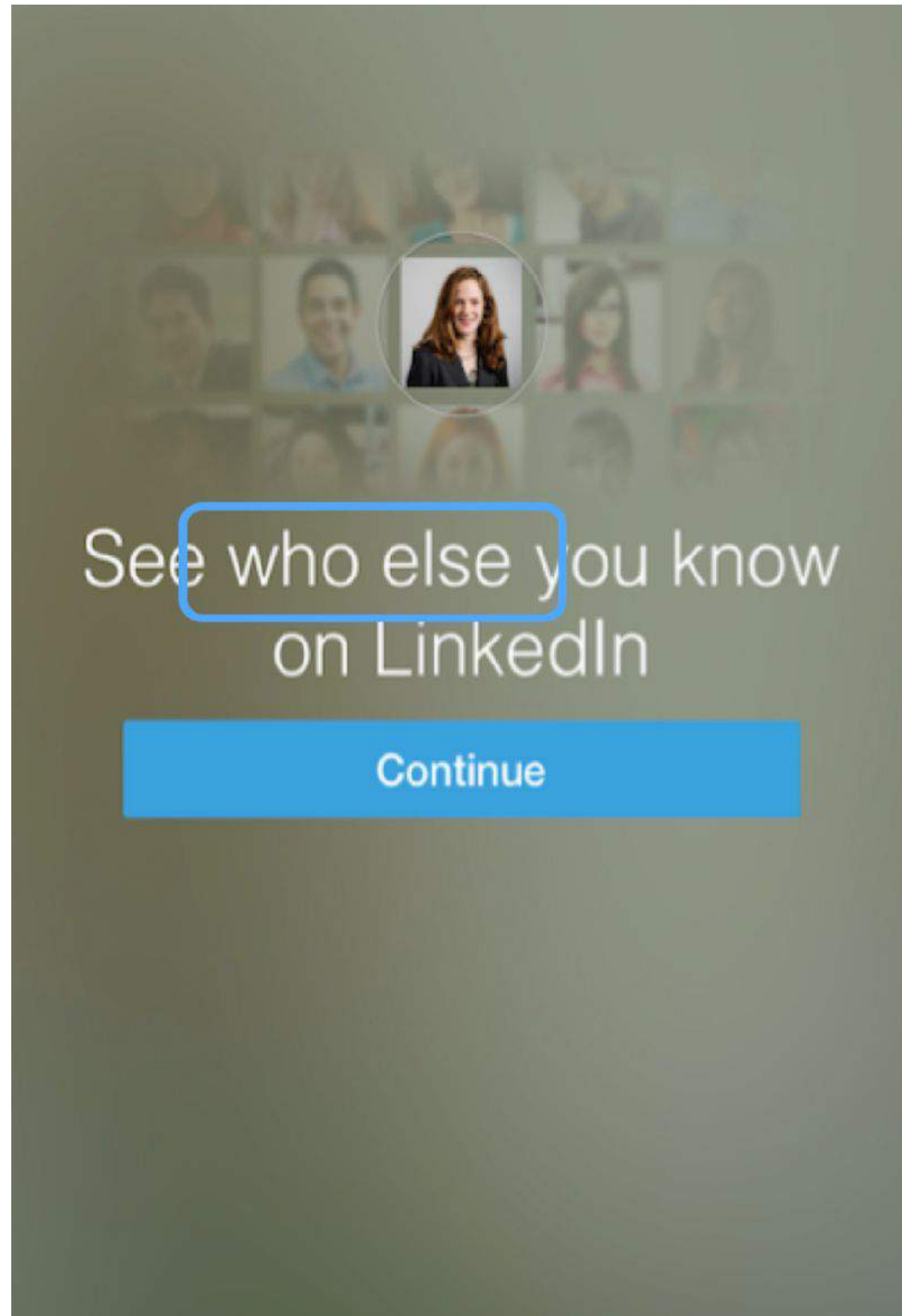
Michael Bingel
May 20 at 7:02pm · 🌐

Let's go! Visiting San Francisco and the Silicon Valley from today to next week Saturday. Who else is around?



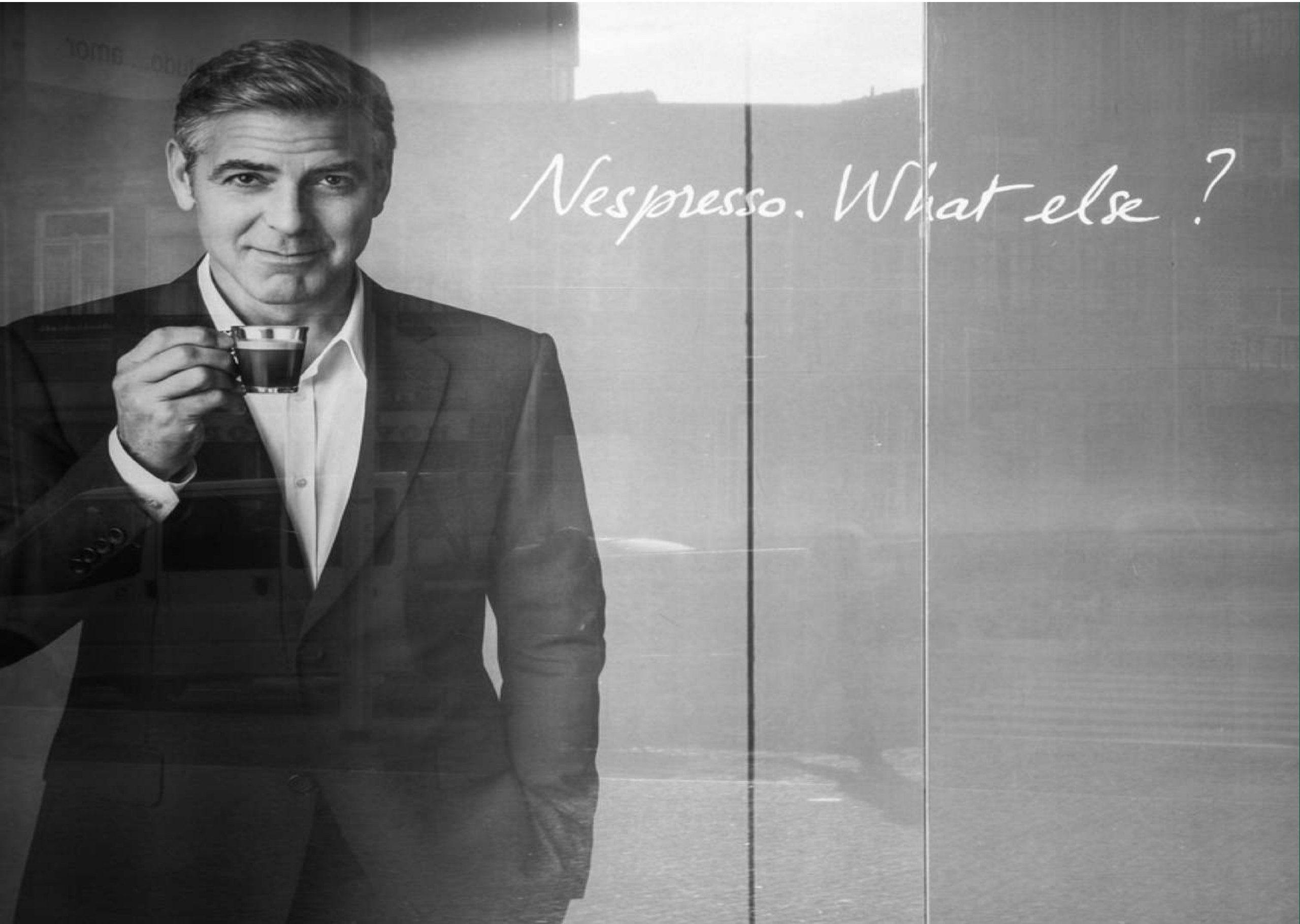
C.F. Sign-up screens

who else? is a “default” call to action in sign-up experiences



LOOK-A-LIKE BRANDS who else?™ is a technology brand in good company

George Clooney is what else? and 2016 an Irish gambling provider tried to trademark “who else?” too



BRANDING EFFICIENCY A self-explanatory brand

A brand augmented by the imagination of commonality

Old: People had to learn brands



Apartment = AirBnB



Date = Tinder



MonkeyParking

Parking space = Parking Monkey



DELIVEROO

Food delivery = Deliveroo



Nursing = Care dot Com

New: People can anticipate by brand commonality

WHO ELSE?
QUIÈN MÀS?
还有谁?
QUI D'AUTRE?
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Apartment who else?

Date who else?"

Parking space who else?

Food delivery who else?

Nursing who else?



1 Brand for Everything

User can guess a who else? service name, instead of remembering a niche brand - they can access a self-explanatory catalogue of marketplaces.

MARKETING ADVANTAGE We acquire users always in an infinite number of verticals

who else?™ is the perfection of cognitive load reduction



Oh, I relate to that!

50 different brands

\$ 500 / month

\$ 1.5 / user

\$ 1000 / sec

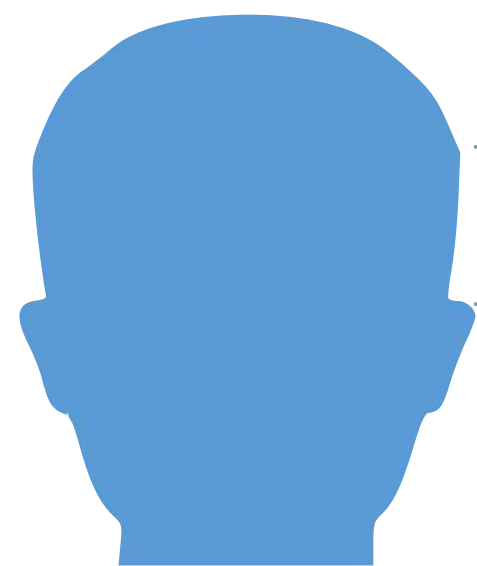
1 brand

\$ 500 / month

\$ 1.5 / user

\$ 1000 / sec

vs



who else?

Other Brands

Cognitive distance (t)
The time it takes a user to understand

Cognitive memorability enhancing

Users are acquired in multiple verticals at once, by creating a multi-resonating cognitive image through the who else? brand



Oh, I relate to that!

50 different brands

VENDOR	CAC	VERTICAL
A	\$ 20-30	Dating
B	\$ 10-15	
C	\$ 8-15	Housing
D	\$ 5-10	Mobility

vs

1 brand

VENDOR	CAC	VERTICAL
	\$ 5-10	Mobility

Dating

E-Commerce

Housing

Mobility

CAC

Google Adwords Category

Dating & Marriage Matching

Carpooling & Ridesharing

TIER	Dating & Marriage Matching	Carpooling & Ridesharing
A	0,1594	0,4789
B	0,5573	0,3712
C	0,4438	0,408

Multi-vertical cross-selling

who else? advertisements function, independent of the user's original intend, in multiple verticals at once - a brand designed for cognitive upselling

THE POWER OF BRAND USABILITY who else? is a name for Als everybody loves

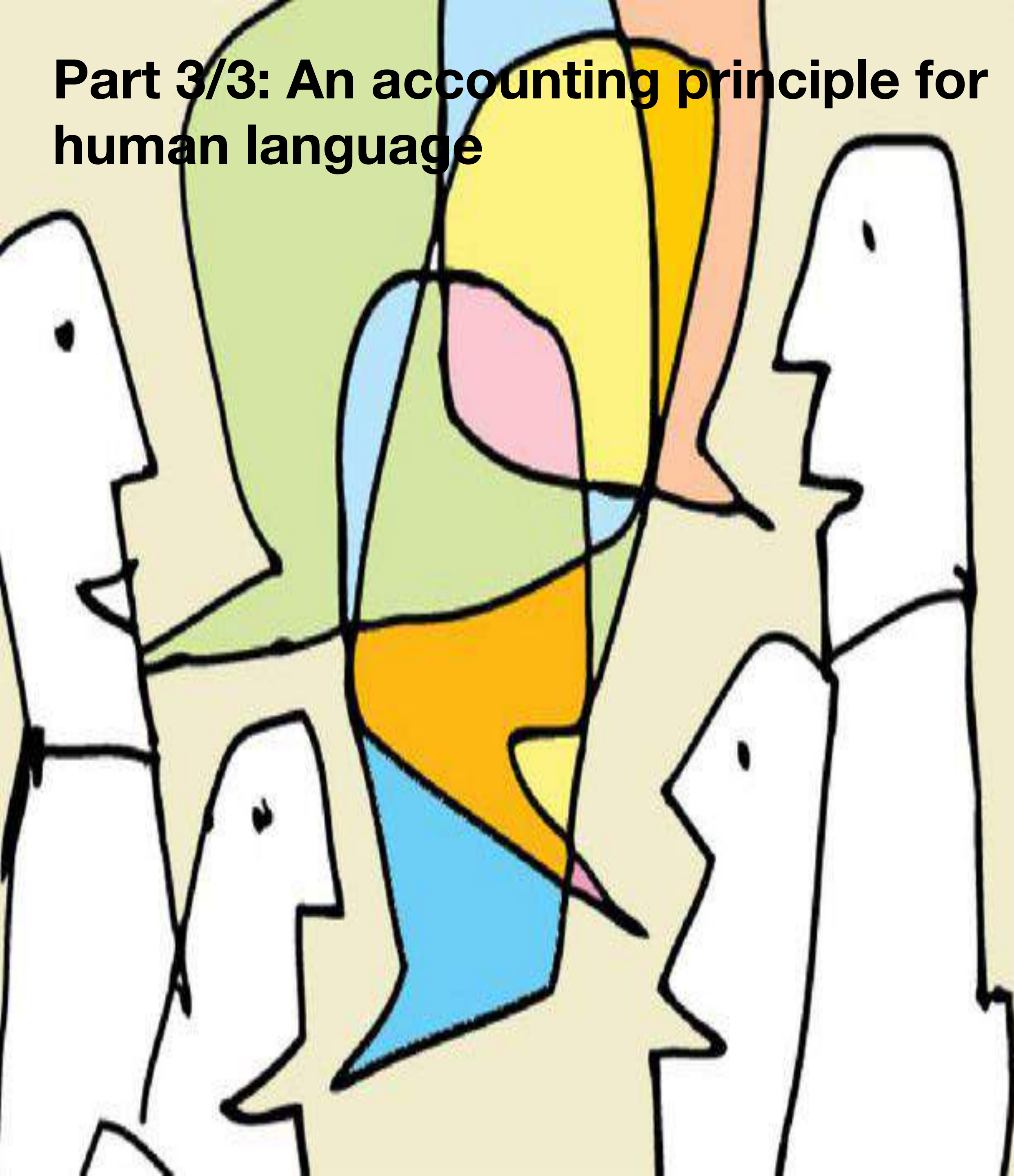
**who else? is the first brand designed to be cognitively age-friendly:
No matter how old you are, you will understand and like it.**

WHO ELSE?
QUIÈN MÀS?
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QUI D'AUTRE?
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Age-friendly by design:
who else? is designed to be equally
accessible to all demographics at once

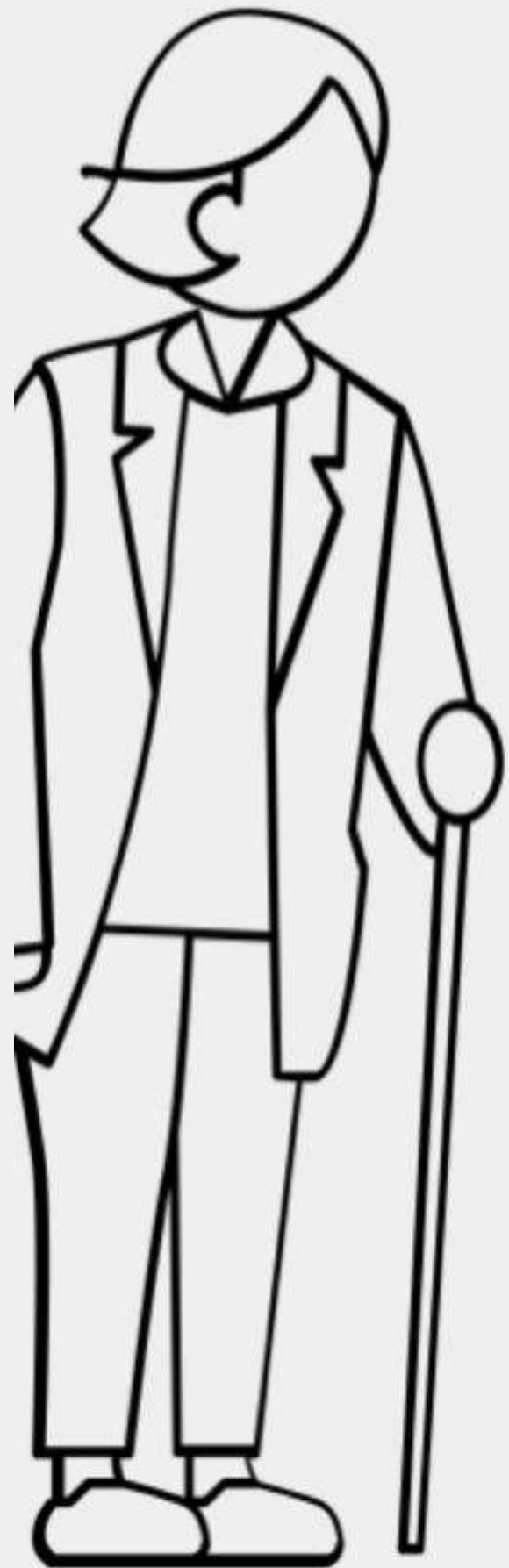
Part 3/3: An accounting principle for human language



WHAT?

A simplified language for AIs making human voice an interoperable protocol

THE UX OF EFFICIENT LANGUAGE who else? is the most logic, yet simple and short query possible, to express human IoT intend
who else? is the fastest way to ask any AI



Hey Siri, I need a Taxi here.

t = 2.4 seconds

vs.

Taxi who else?

t = 0.8 seconds

Human language has a bias for simplicity:

People will always choose the simpler option if available.

THE MP3 OF AI who else? enables to encode and account spoken commands for AIs across different languages who else? provides a simplified accounting of natural language

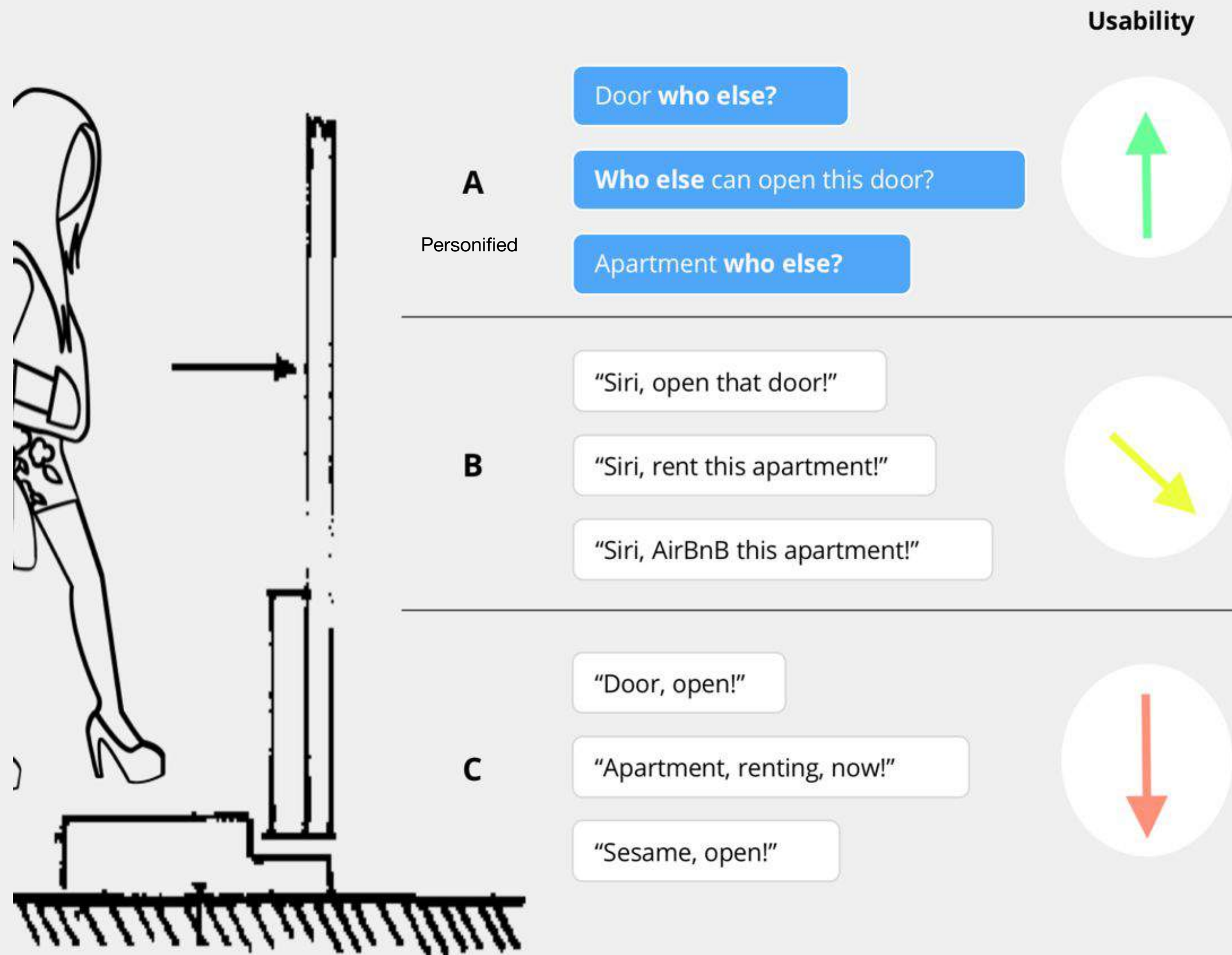


	"Hey Alexa, I want to travel from Berlin to Hamburg with a ride-share. Can you find a ride today?"						
EN	Carsharing	Berlin	Hamburg	07-05-2017	who else	?	
FR	Partage de voiture	Berlin	Hamburf	07-05-2017	qui d'autre	?	
CN	Qìchē gòngxiǎng	Bólin	Hnbào	07-05-2017	shuí hái	?	
	"I am looking for a room to stay in London next week, for 2 people, to stay 7 days, I pay upto 500 Euro"						
EN	Apartment	London	01-05-2017	07-05-2017	2 adults	500 €	who else ?
ES	Apartmento	Londres	01-05-2017	07-05-2017	2 adultos	500 €	quién más ?
DE	Wohnung	London	01-05-2017	07-05-2017	2 Erwachsene	500 €	wer noch ?

AIs become auditable across different languages:

The accounting of semantics.

NAMING THE INTERNET OF THINGS who else? is brand designed to link human habit and technological interfaces requirements
who else? is the most logical way to speak with AIs you don't know yet



Provable, the nicest way to query IoT Voice AIs:

Once heard of, users will always try “who else?” again with other IoT.

OPEN SOURCE DISTRIBUTION MODEL who else? - a brand with in-built world-of-mouth factor

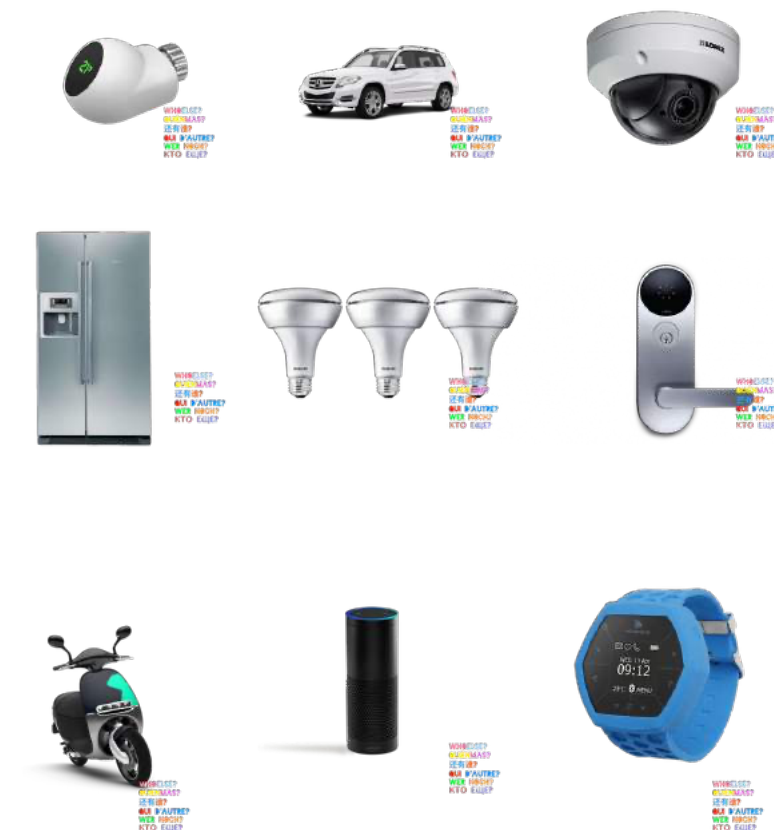
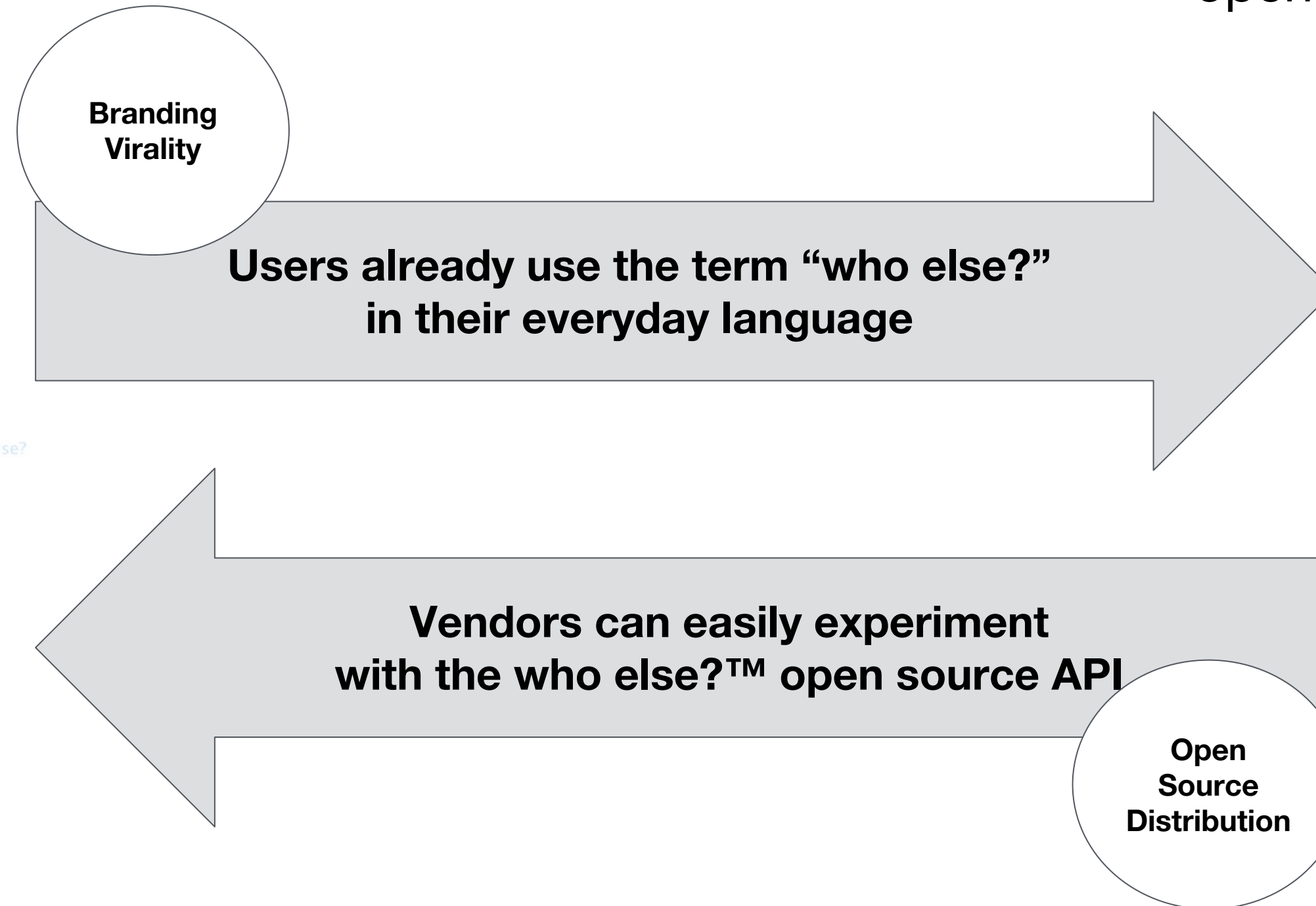
Language commonality as viral loop

Users

...will start asking more and more AIs using "who else?"

Vendors

...have no risk in experimenting with the open source who else? namespace

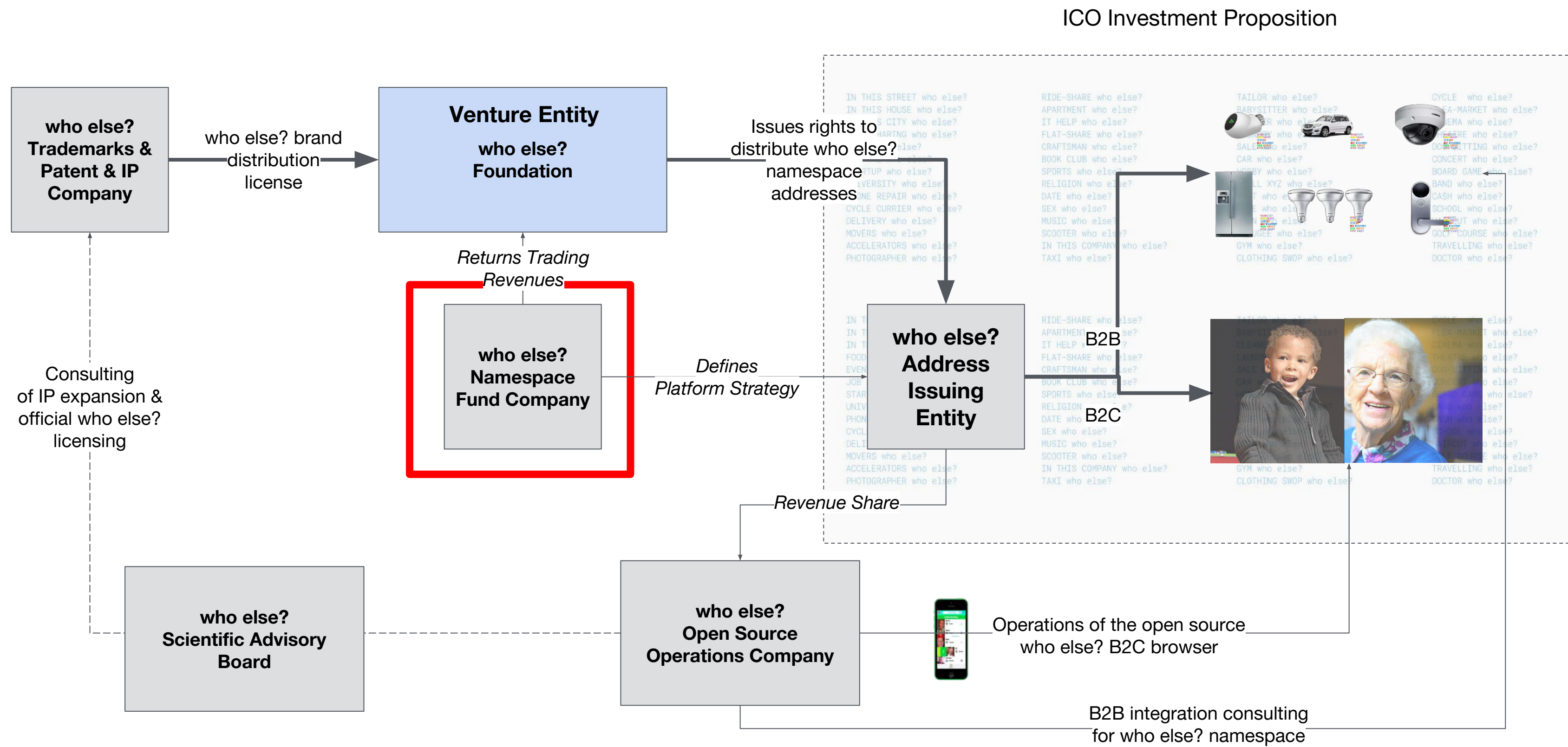


Once users understand they can address some AIs, like they would address their friends, they will start addressing all AIs by asking "who else?"

IoT hardware companies can easily conduct POCs using the namespace design, once they want to integrate with other IoTs, they must buy the license via the blockchain

BLOCKCHAIN OPERATIONS MODEL who else? is operated by a Swiss Foundation building the Open Source Community

The first cryptocurrency based on language



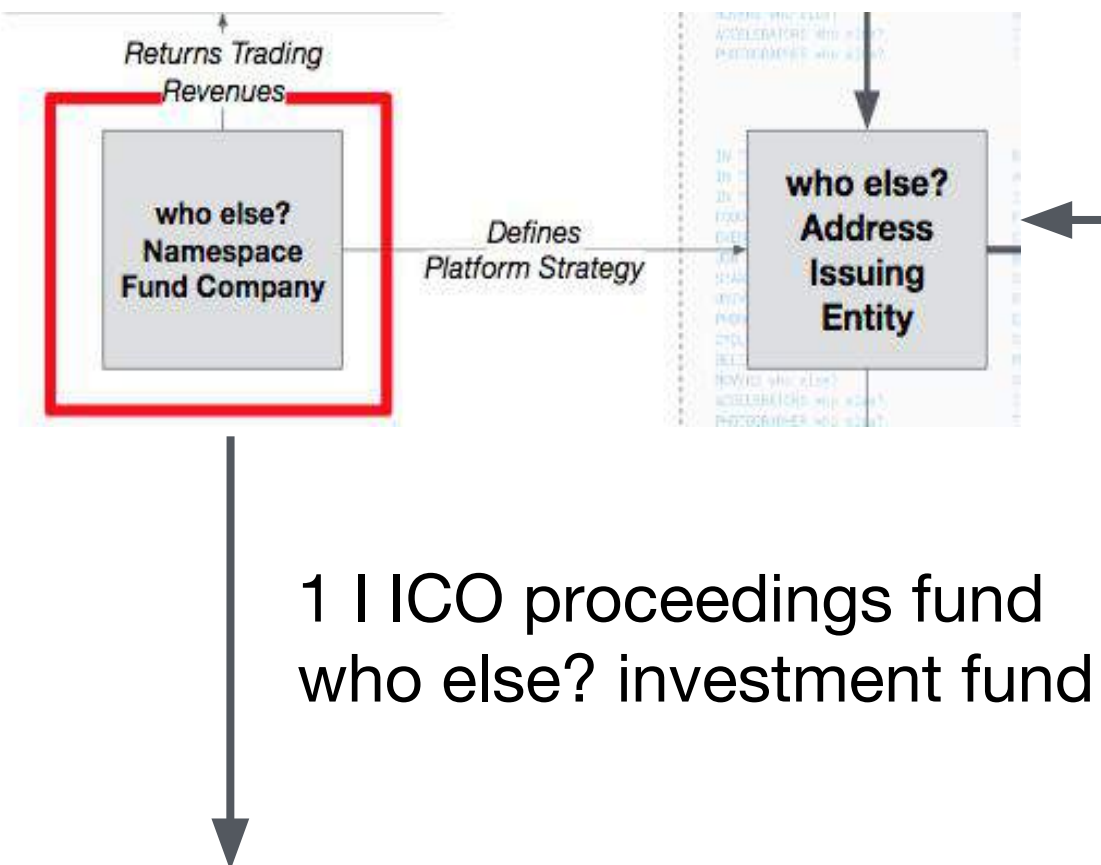
Pricing / Revenue Share

B2B
0,25% - 5% on transactions with the who else? Namespace

B2C

free	who else? Essentials
9,99	who else? Family
19,99	who else? Pro
59,99	who else? Business
99,99	who else? ACME

VENTURE HYPOTHESIS A fund short-selling brands not prepared for Voice Internet applications who else? is a hedge fund camouflaged at AI-based brand



4 | who else? (1) generates public attention, from earned media and news reporting, & (2) realizes trading wins by short-selling competitors stocks



3 | who else? earns free word-of-mouth marketing from press and financial markets

2 | who else? investment fund short-sells technology stocks facing "Voice Internet visibility problems"

WHOELSE?
QUIÈNMÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

Ad-tech, e-commerce, marketplace, classifieds (..)

TC TechCrunch
 The first startup betting on the memorability of its own name

TIME
 who else? thinks it has a better name for the Internet - what if they are right?