

Welcome

who else?

A simplified namespace for Voice Internet based on Noam Chomsky's "hard-wired" Universal Grammar

- IN THIS STREET who else?
Dating who else?
- IN THIS HOUSE who else?
- IN THIS CITY who else?
- FOOD DELIVERY who else?
Rideshare who else?
- EVENT who else?
- JOB XXX who else?
Babysitter who else?
- STARTUP who else?
- UNIVERSITY who else?
- PHYSICIAN who else?
Doctor who else?
- CYCLE CURRIER who else?
- DELIVERY who else?
Flat-share who else?
- MOVERS who else?
- ACCELERATORS who else?
- PHYSICIAN who else?
Food Delivery 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?
QUIÈN MÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

- TAILOR** who else?
- BABYSITTER** who else?
- CLEANER** who else?
- LAUNDRY** who else?
- SALE** who else?
- CAR** who else?
- HOBBY** who else?
- SLIPKNOTZ** who else?
- LGBT** who else?
- STYLE** who else?
- COFFIN** who else?
- REFUGEE** who else?
- GYM** who else?
- CLOTHING SWOP** who else?

- CYCLE** who else?
- FLEA-MARKET** who else?
- CINEMA** who else?
- THEATRE** who else?
- DOG-SITTING** who else?
- CONCERT** who else?
- BOARD GAMES** who else?
- BAND** who else?
- CASH** who else?
- SCHOOL** who else?
- HAIRCUT** who else?
- GOLF COURSE** who else?
- TRAVELLING** who else?
- DOCTOR** who else?

The oldest challenge of technology marketing: Be verb!

who else? is the design of a better name for Als

**YOU SHOULD TWEET THAT!
LET ME GOOGLE IT!
I'M GOING TO BING HIM!
THAT MOMENT IS INSTAGRAMMABLE!
I'M GOING TO TUMBLE THAT!
DO YOU WANT TO SKYPE?
YOU SHOULD FACEBOOK THAT!
I'M GOING TO PHOTOSHOP YOUR PHOTO!**

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

One brand to remember
every online service

Problem

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Voice Internet has no unified language

Hey Alexa!, Hey Google!, Hey Siri! - can't we come up with better names for IoT?



"Hey Siri!"



"Hey Alexa!"

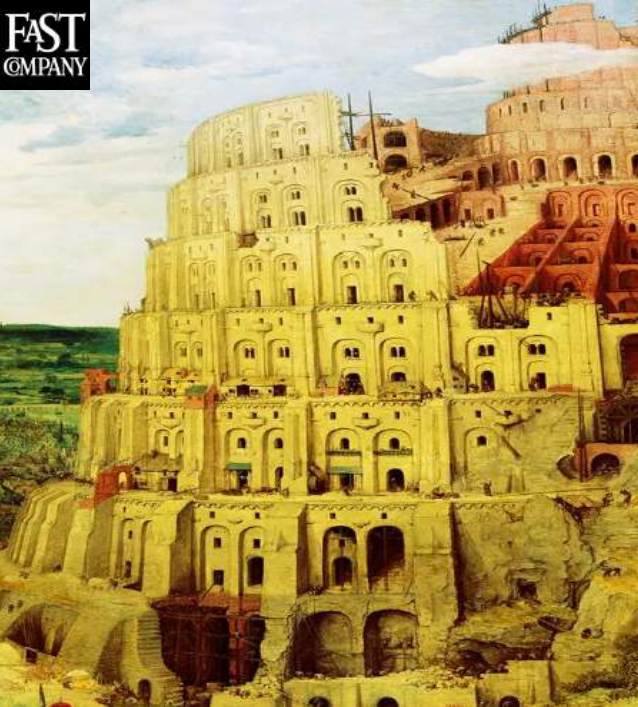
WHOELSE?
QUIÉN MÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

FOOD-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE CURRIER who else?
DELIVERY who else?
MOVERS who else?
ACCELERATORS who else?
PHOTOGRAPHER who else?

Proprietary data silos: Amazon & Apple currently dictate with their APIs the Voice Interfaces market. IoT manufacturer must pay hefty license fees.

No data standardization: What hypertext was for Text Internet, is needed for Voice Internet - a markup language for the relationships in speech-based AI interfaces.

Unfair IoT competition: Brands not owning the consumer touchpoint, will die. Language is the most exclusive namespace available.



Designing Voice User Interfaces

PRINCIPLES OF CONVERSATIONAL EXPERIENCES

IoT is the new tower of babylon:

Nobody but a startup: Why the Internet of Things might never speak a common language.

[Fast Company](#)

The end of a text-based Internet:

Voice Search puts a serious threat into the heart of Google's search business.

[Business Insider](#)

Zero UI: With voice, navigation becomes invisible - users need to know what to ask for

[O'Reilly Media](#)

Solution

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A namespace for Voice Internet applications in simple language: who else?

The who else?™ namespace connects IoT devices, AIs agents & users in an open source protocol, accessible through the who else? browser and via 3rd party IoT & AI integrations in the blockchain.

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
FOOD-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE CURRIER who else?
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CRAFTSMAN who else?
BOOK CLUB who else?
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RELIGION who else?
DATE who else?
SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TAXI who else?

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?
LGBT who else?
SALE who else?
LOAN who else?
REFUGEE who else?
GYM who else?
CLOTHING SWOP who else?

CYCLE who else?
FLEA-MARKET who else?
CINEMA who else?
THEATRE who else?
DOG-SITTING who else?
CONCERT who else?
BOARD GAMES who else?
BAND who else?
CASH who else?
SCHOOL who else?
HAIRCUT who else?
GOLF COURSE who else?
TRAVELLING who else?
DOCTOR who else?



Verbal Input

- “Hey Siri, who is into Tennis and available tomorrow afternoon!”
- “Hey Bosch Fridge, I want to go by car from here to SFO!”
- “Hey Alarm System, I want to know if the children already at home!”
- “Hey Mercedes, I want to drive with you!”

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

Namespace Schema Encoding Convention

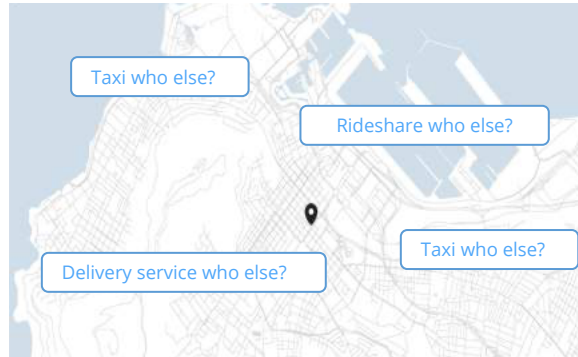
- Tennis Central San Mateo Tuesday 14-18h who else?**
- Rideshare from San Mateo to San Francisco who else?**
- Who else is registered in the building at 123 5th Street?**
- Who else can rent Mercedes 350?**

Market Opportunity

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who else? addresses a unique problem: Horizontal integration of Voice Internet

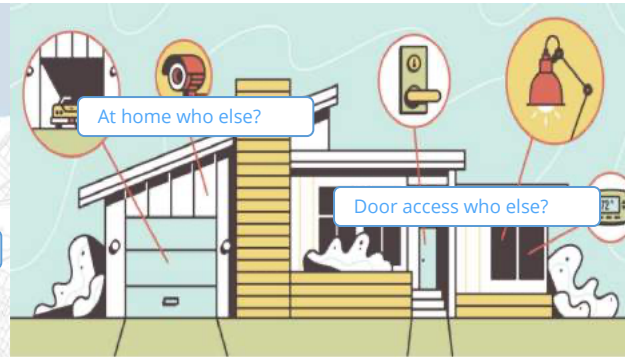
We offer a reference design for smart mobility, intelligent living and connected cities



On-Demand & E-Commerce

New incumbent developed previously unregulated markets (e.g. UBER, AirBnB).

Consumers are getting increasingly used to on-demand commerce and are willing to explore new verticals.



IoT Manufacturer

Apple (MFi), Amazon (Alexa) and Google (Android) are dominating / controlling the consumer touchpoints.

IoT manufacturer must fear an oligopol and be locked out.



Lifestyle, Dating & Communities

Facebook and Twitter reached maximum utilization / growth potential.

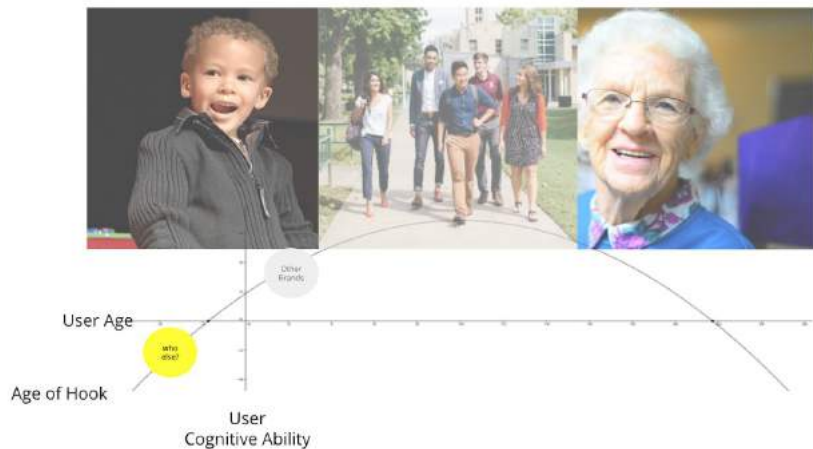
The concept of horizontal discovery (c.f. Reddit) is increasingly requested by consumers.

Product

A voice internet brand in a childlike language: who else?

who else? is a brand for age-friendly Internet services:

A self-explanatory name for Voice Internet services licensed to IoT OEMs as Siri & Alexa alternative



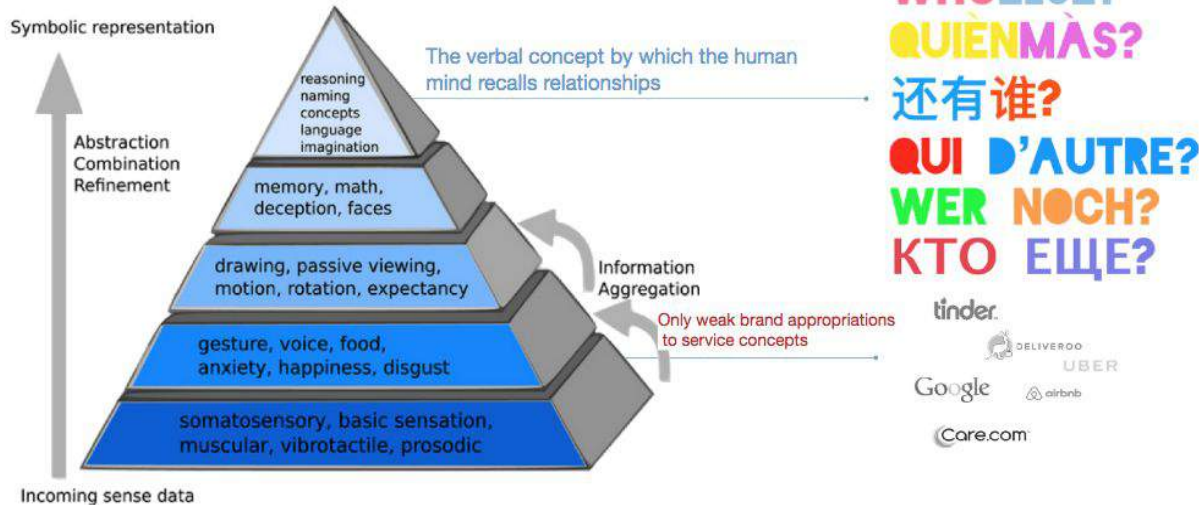
- Old: People had to learn brands
- airbnb Apartment = AirBnB
 - tinder Date = Tinder
 - Monkey Parking Parking space = Parking Monkey
 - DELIVEROO Food delivery = Deliveroo
 - Care.com Nursing = Care dot Com

- New: People can anticipate by brand commonality
- WHOELSE? Apartment who else?
 - QUIENMÁS? Date who else?"
 - 还有谁? Parking space who else?
 - QUI D'AUTRE? Food delivery who else?
 - WER NOCH? Nursing who else?
 - KTO EЩЕ?

Users can guess by their own imagination and language commonality, what else they can ask for

Market Validation (1/2)

who else? = the verbal cognitive representation of online services



Language is the file-system of the human mind.

who else? likely is the the semantic concept by which people verbally remember the interaction they experience in online services.

Protocol Schema (1/2)

who else? is a more logical Internet of Voice brand

The most simple, yet organized and nice way to query speech-based interfaces

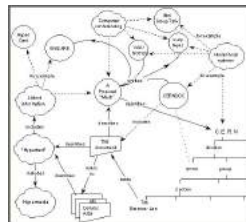
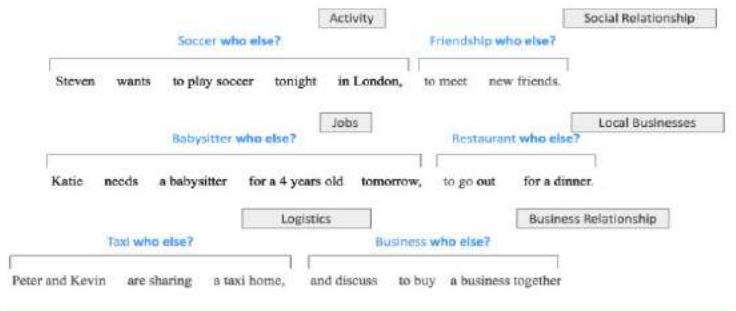
The diagram illustrates the 'who else?' protocol schema through three examples of user queries and their corresponding 'who else?' buttons. The first example shows a user asking for a ride-share from Berlin to Hamburg, with buttons for 'EN', 'FR', and 'CN' languages. The second example shows a user looking for a room in London, with buttons for 'EN', 'ES', and 'DE' languages. The third example shows a user asking for a door to be opened, with three scenarios (A, B, C) and their corresponding 'who else?' buttons. A 'Usability' section compares 'Hey Siri, I need a Taxi here.' (t = 2.4 seconds) with 'Taxi who else?' (t = 0.8 seconds).

(1) who else? encodes verbal communication across different languages. (2) who else? is the most logical way for users to speak with devices they don't know yet. (3) who else? is the most shortest, yet semantically correct way to speak with an AI explicitly correct.

Protocol Schema (2/2)

who else? enables to reduce language to a simplified intend model in Als

A markup schema for the indent of language - hypertext for Voice Internet



WHOELSE?
QUIÉN MÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EŁCZE?

1989:
Hypertext

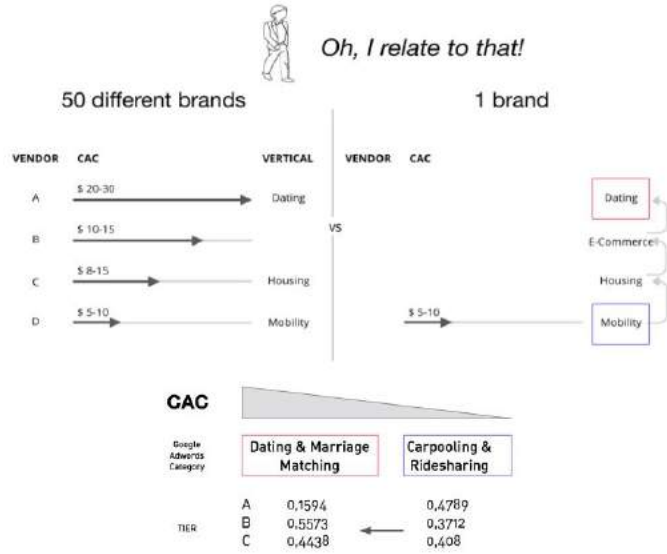
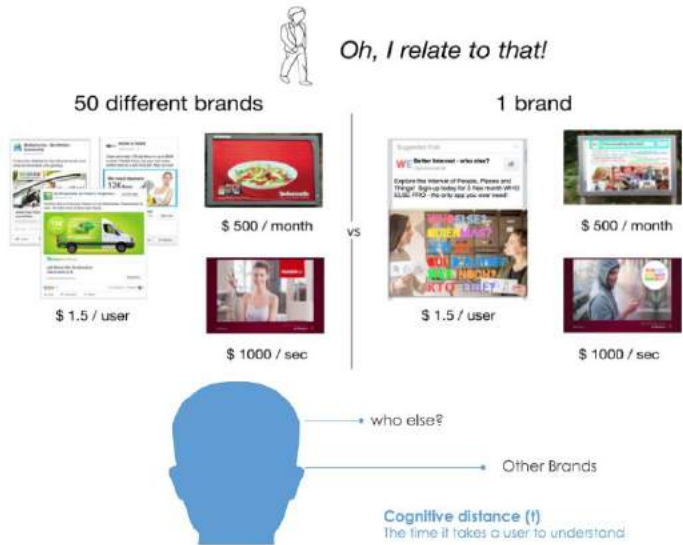
1994:
Fraunhofer MP3



Adoption Strategy

who else? is a brand designed for cognitive upselling

Consumers resonate faster with "who else?" and are reached by "who else?" on multiple verticals at once



Cognitive ability:

ø 3,7 brands

Users remember 80% of their time less than 4 apps on average.

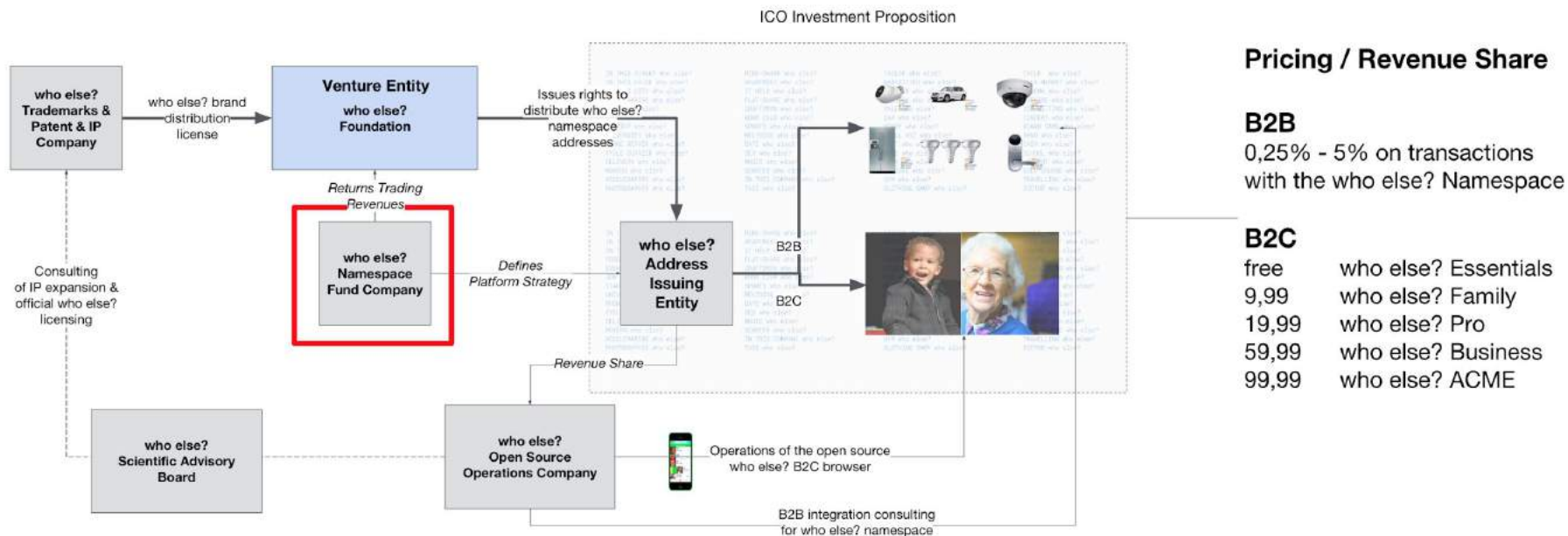
The Smartphone Generation Gap: Over 55? There is no app for that [Deloitte](#)

Business Model

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A cryptocurrency-based on language

The who else? grammar organizes the marketplaces between different AI ecosystems



Competition

who else? is the first open-source protocol for Voice-based Internet services



Open
Marketplace

WHOELSE?
QUIÉN MÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EŹCZE?

Middleware

Consumer Brands



Closed
Marketplace

