

Welcome

who else?

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

Dating who else?

Rideshare who else?

Babysitter who else?

Doctor who else?

Flat-share who else?

Food Delivery who else?

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

WHO ELSE?
QUIÈN MÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

TAILOR
BABYSITTER
CLEANER
LAUNDRY
SALE
CAR
HOBBY
LGBT
GOLF
REFUGEE
GYM
CLOTHING SWOP

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

Q.: How will users know which Internet services to ask for, once their only interface is the way they speak?



Voice Internet is the end of visual search selection:

Normal people recall on average less than 3,7 brands only.¹⁾

Are you sure they know you name?

1) The Smartphone Generation Gap: Over 55? There is no app for that Deloitte



END OF TEXT INTERNET

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

[Business Insider](#)

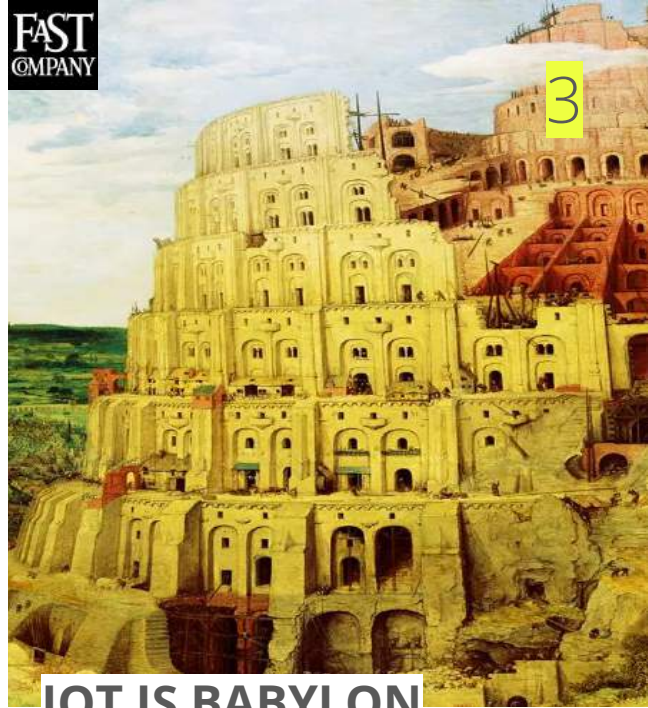


Designing Voice User Interfaces
PRINCIPLES OF CONVERSATIONAL EXPERIENCES

"ZERO" UI

With voice, navigation becomes invisible - users need to know what to ask for.

[O'Reilly Media](#)



IOT IS BABYLON

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

[Fast Company](#)

Voice Internet is the end of 9 in 10 technology brands

They will first be unseen, and then unheard of

There is no unified language for Voice Internet

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



"Hey Siri!"



"Alexa!"

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

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?

AIs are proprietary data silos: Amazon & Apple currently dictate with their APIs the Voice Interfaces market. IoT OEMs pay license fees whilst losing access to their consumer's data.

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

AI means unfair IoT competition: Brands not owning the consumer touchpoint, will die. Language is the most exclusive namespace available. The way consumers speak already, decides who wins the Internet of Voice.

Voice Internet will disrupt how consumers think and talk about (i) e-commerce, social networks and discovery, (ii) access on-demand services and IoT, and (iii) use online search at large.

Solution

6

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!**

**WHO ELSE?
QUIÉN MÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?**

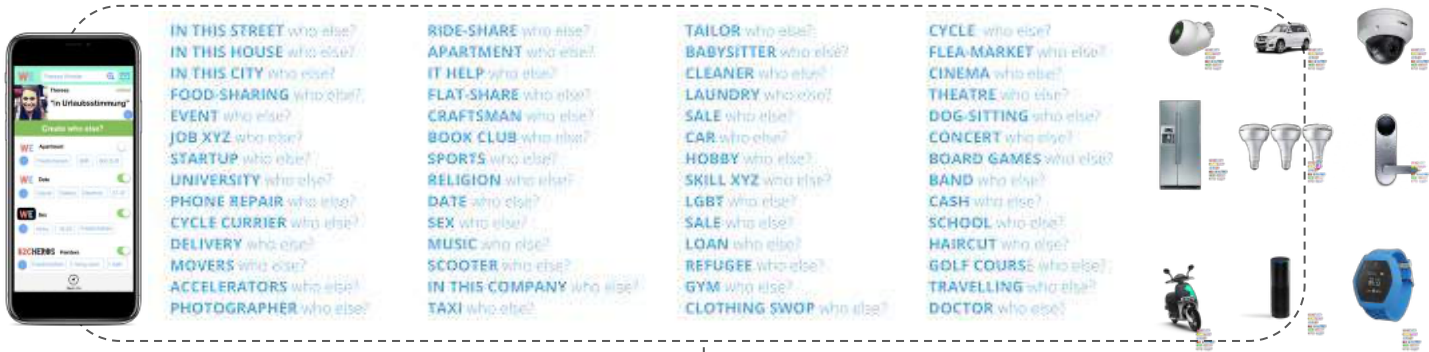
One brand to remember every online service based on Noam Chomsky's theory of hard-wired Universal Grammar:
Who else? Wer noch? Quién más? (..)

who else? Voice Internet Blockchain

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.

Who else?
Browser
Open Source
Blockchain
Browser and API



Who else?
IoT Integrations
Open Source
Design Schema for
Voice Internet



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!"



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?

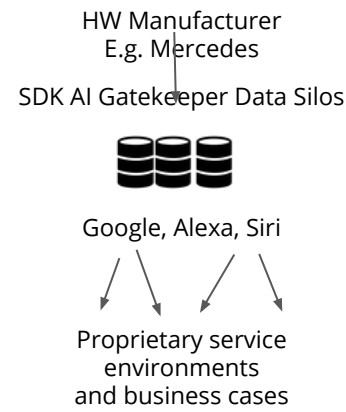
who else? Voice Internet API

IoT vendors connect voice interfaces to an unified address service network

who else? is an open source IoT API enabling to connect services with a namespace for Voice Internet

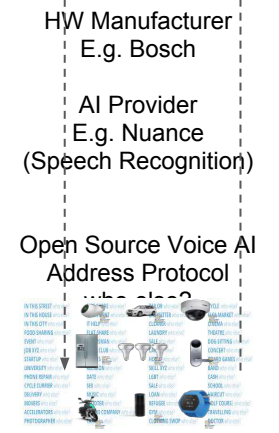


OLD: Proprietary Voice Internet



= HW manufacturer sole outlets for GAFA

New: Open Source who else? Voice Internet



= HW build Voice Internet as business case partners

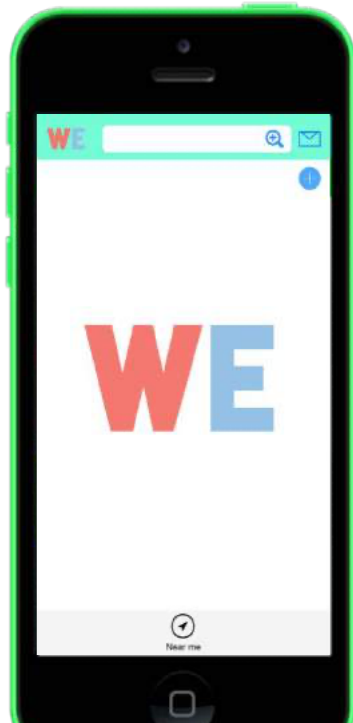
If data (Voice) is the new oil, why do we allow only Alexa, Google & Apple to dig it?

This unified grammar between machines and humans (..) as a common language between AI and their users (..) could be *the* missing link between artificial and natural cognitive intelligence.

Full interview and research access available on request

50+ blockchain-based services in 1 interface: The simplest Internet browser ever

To speed up B2B adoption, we launch the who else? Marketplace during an ICO:



50+

WHOELSE?
QUIENMÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO ЕЩЕ?

Marketplaces

Disruptive flat-fee pricing:

Freemium for consumers from \$ 0,00 to 39,00

∞



IoT Devices

Distribution incentive:

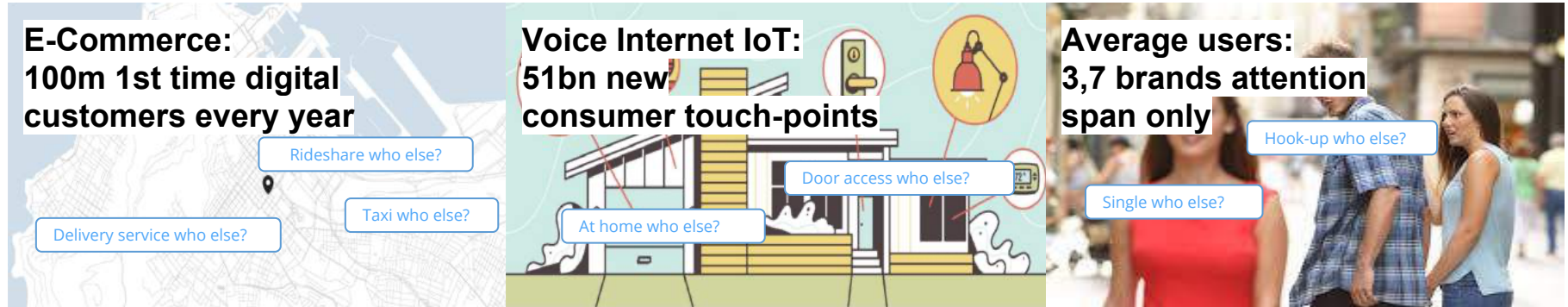
0,5-5% revenue share for OEMs

Market Opportunity

11

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

A reference design for language-based 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 (1/2)

12

A self-explaining Voice Internet brand available as open source protocol

Who else? will be No. 1 Voice Internet query: Because users can guess by their own imagination and the commonality of language, what else they can ask for using "who else?" grammar.

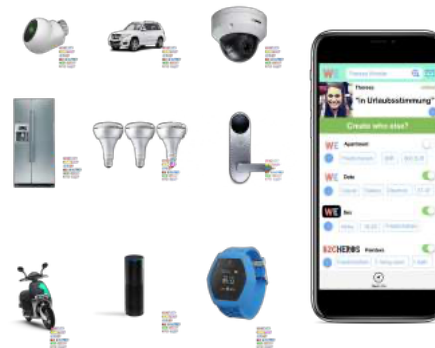
Old: People had to learn brands

New: People can anticipate by brand commonality



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

- Apartment who else?
- Date who else?"
- Parking space who else?
- Food delivery who else?
- Nursing who else?

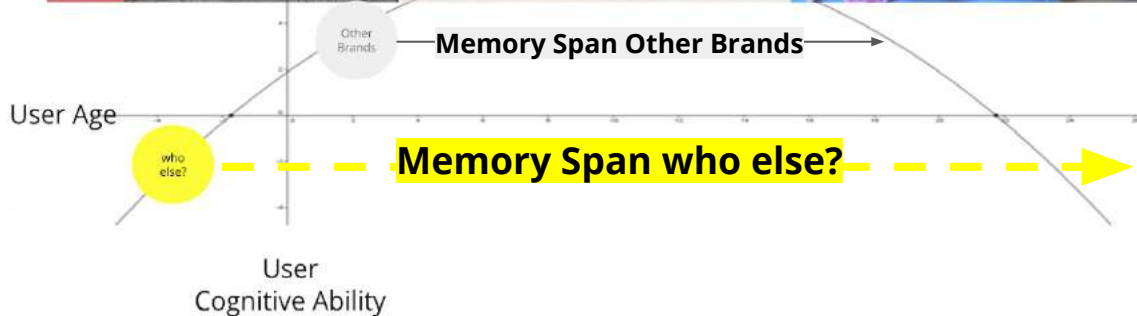


Available as Open Source AI at our IoT partners and as Open Source Browser.

...a Voice Internet brand in a childlike language: who else?



WHO ELSE?
QUIÈN MÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?



What people notice:

- Users of all ages remember it 🇺🇸
- Easy to learn, in every language 🗣️ 🇨🇳
- People love to play with it it ❤️

The real science:

who else? is based on a semantic “hard-wired” in human language: Chomsky's Universal Grammar.

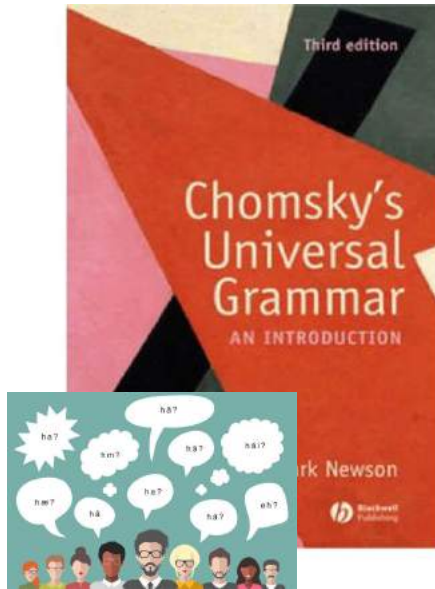
who else? is a brand with guaranteed lifelong user memorability by simplicity

The science of hard-wired language

14

who else? is a new proof of Chomsky's Universal Grammar

UG is a theory of language in the human brain, that is naturally hard-wired, so everybody recalls, interprets and augments it:



“Universal grammar (UG) in linguistics, is the theory of the genetic component of the language faculty, usually credited to Noam Chomsky. The basic postulate of UG is 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.”

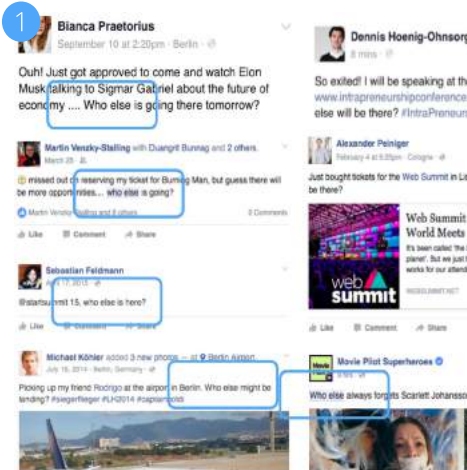
* Universal Grammar describes semantic components that structure how humans communicate and thus are being recalled, recognized and remembered by everybody.

* [The last proof of Universal Grammar was awarded with an alternative “IG” Nobel Prize to Max-Planck Researcher in 2015.](#)

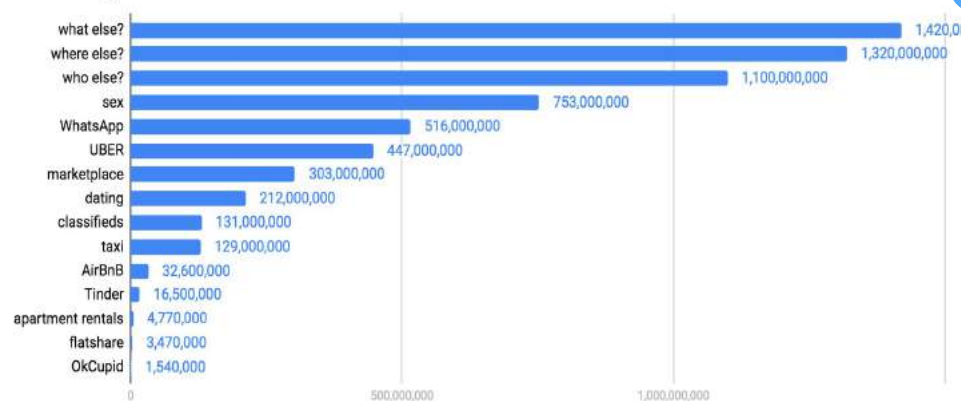
* Using the same research methods, we proved that “who else?” exhibits strong UG characteristics and can be considered “hard-wired”: A brand everybody responds to.. who else?

Market Validation (1/3)

who else? is how people speak in/about/with Internet services



No. Google Search Results



2

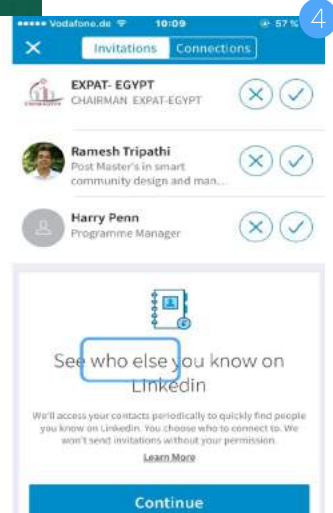
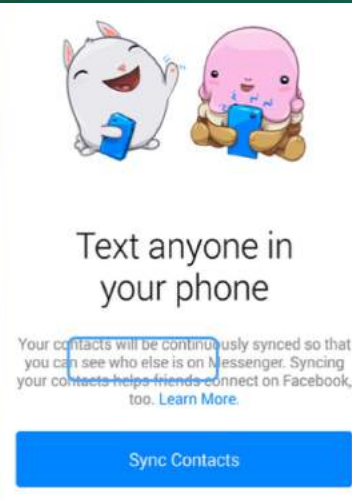
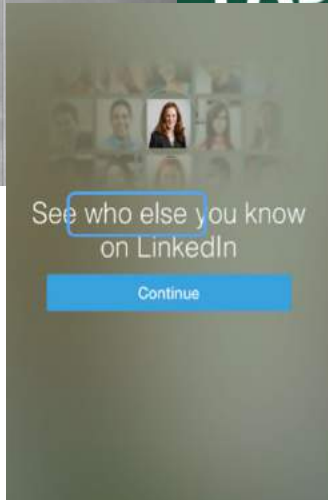
(1) Users query their friends asking "who else?" in social networks.

(2) "who else?" is one of the most common semantic concepts used across Internet services measured by Google Search Results.

Market Validation (2/3)

who else? is how people speak in/about/with Internet services

3



4

(3) George Clooney is "what else?". In 2016 an Irish Gambling Provider tried trademarking "who else?" too.

(4) "who else?" is used across the sign-up screens in the highest valued apps in the world:

Summary:
Statistically "who else?" is up to 800% more common in language.

A hard-wired name in social communication, everybody responds to it.

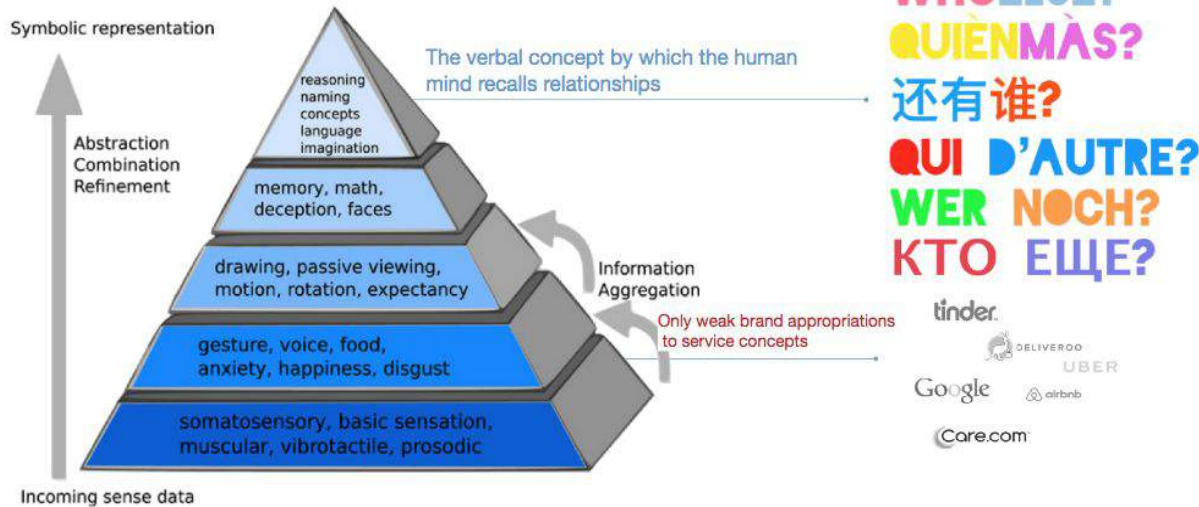
Market Validation (3/3)

17

who else? = the verbal “cognitive” representation how people recall online services

Ray Kurzweil’s Pyramid of Cognitive Reception

How does the human mind represent information?



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.

By its commonality who else? is faster learned and more natural recalled than every other brand representing digital service concepts.

This makes who else? a brand designed for natural “hard-wired” voice usability and cognitive virality.

Protocol Schema (1/2)

who else? is a more logic Internet of Voice brand

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

1

"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	Qiche gongxiang	Beilin	Hmbao	07-05-2017	shui hai	?

"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	?

2

Usability

A ↑ "Door, who else?"
"Who else can open this door?"
"Apartment, who else?"

B ↘ "Siri, open that door!"
"Siri, rent this apartment!"
"Siri, Airbnb this apartment!"

C ↓ "Door, open!"
"Apartment, renting now!"
"Sesame, open!"

3

Hey Siri, I need a Taxi here.
t = 2.4 seconds

vs.

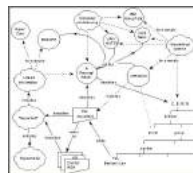
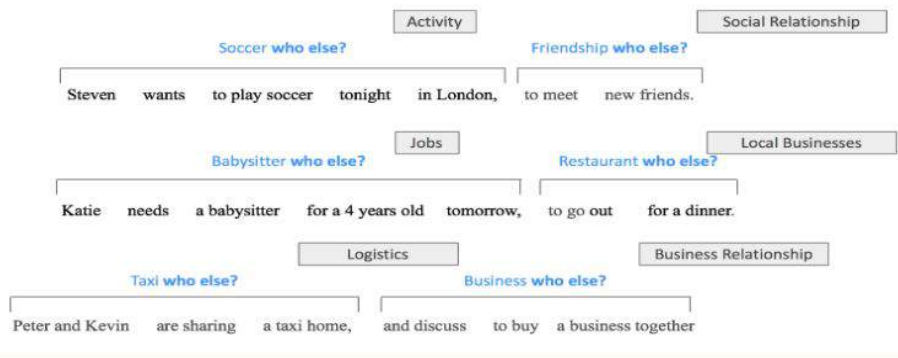
Taxi who else?
t = 0.8 seconds

(1) who else? grammar 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 AIs

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



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

1989
Tim Berners Lee
Hypertext Protocol
marks the beginning of
Text Internet

1994
Fraunhofer MP3
starts the era of
sound-enabled Internet
Services

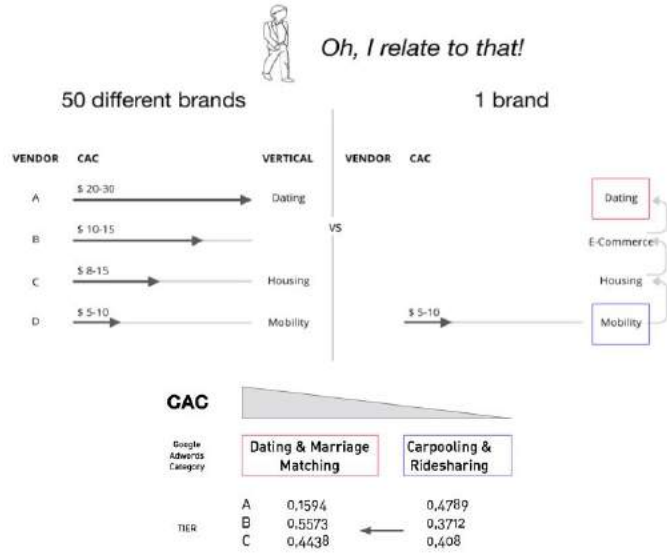
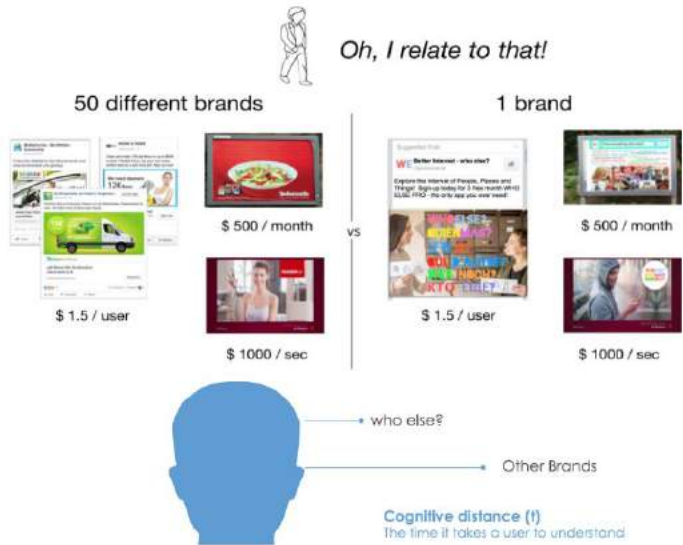
2018
who else? Is the first
compression standard
for Language Internet
AIs



Adoption Strategy

who else? is a brand designed for cognitive upselling

Consumers resonate faster with “who else?” and are reached by “who else?” brand claims on multiple interest verticals at once



User's cognitive ability as bottleneck:

ø 3,7

brands

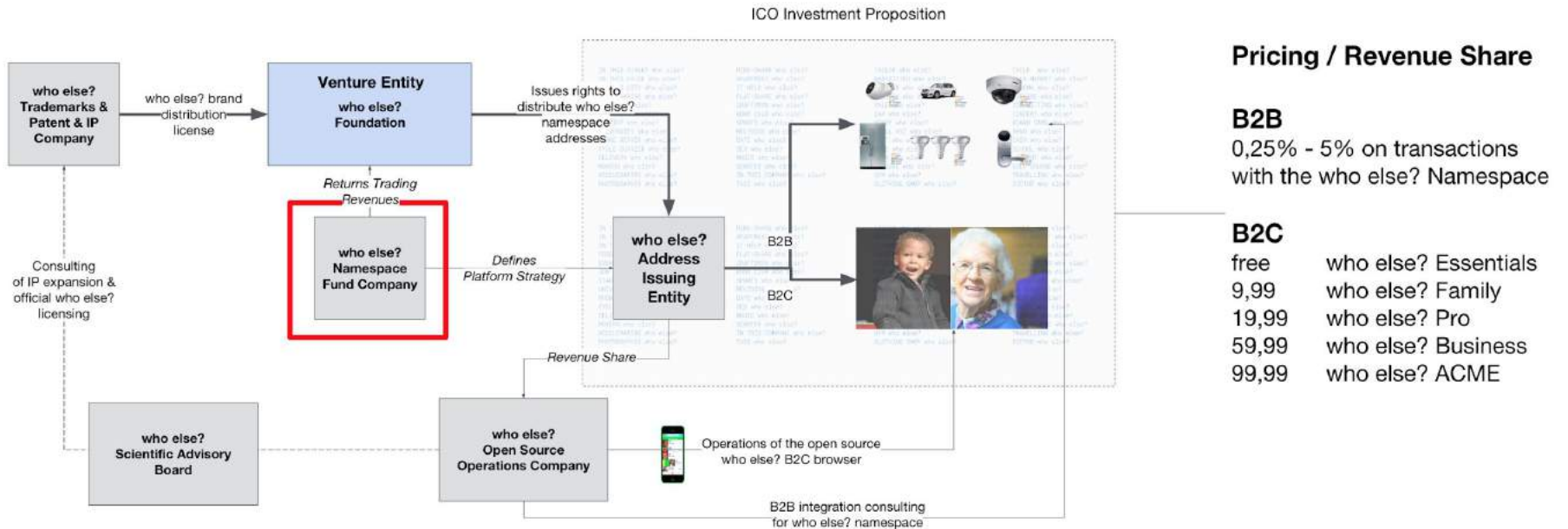
Users remember 80% of their time less than 4 apps frequently.

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

Business Model

A cryptocurrency-based on language

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



Competition

22

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



Open
Marketplace

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

Consumer
Brands

Middleware



Closed
Marketplace



Blockchain & ICO Benchmarks

Protocol.ai (IFPS, FileCoin) - \$ 120m Market Cap
OmenLabs - \$ 30m VC
What3Words (not ICO) - \$ 13m VC

Please request our complete market analysis.

Roadmap

23

ICO
Target:
\$ 25m

Seed Round Proposal

Milestone

Blockchain Namespace Setup

Q3
2018 Budget
500k

POCs w/ Industry Partners

Q1-Q2
2019 Budget
500k

Consumer Product Launch

Q3-4
2019 Budget:
3m USD

Time

Building
Blocks

Protocol Presale Setup

who else? Namespace Blockchain
Legal Structure, Setup as Foundation, Tokenization Mechanic, Revenue Share/Ownership Model, Brand Licensing Model, Global Legal Clearance

Wallet Development

who else? Namespace Browser
Mobile namespace access application and web API bridge / gateway development, Implementation of "Text Internet" version of who else? experience



ICO Consortium Setup | Begin pre-sale of who else? Namespace Tokens to Industry Partner Business development with Industry 4.0 integration partners as presale investors in the who else? consortium

Industry POCs

who else? Namespace IoT Integrations
Implementation of consumer-facing open source POC who else? namespace integrations.

- Mobility (Car-/Ride-Sharing)
- Energy (Energy Management)
- Smart Home (Security)
- Smart City (City-wide Interfaces)



Namespace 1.0 Release I

who else? Interface Specifications & Compiler API
Announcement of the audited protocol design and design specifications, implementation of an open source Voice Internet compiler

Payment API

who else? Financial Service Integrations
Implementation of payment functionality as first 3rd party enabled AI processor integrations as required for the launch as consumer product

ICO Sale

who else? Public Token Offering & Marketplace Launch

- Announcement who else? ICO with industry partners
- Release of consumer-facing who else? marketplace applications
- Beginn crowd-sale of who else? Namespace Tokens
- Publication who else? coding and markup language schema
- Public launch of consumer verticals on the marketplace

Budget Allocation %

Voice Internet is a \$ 55bn market opportunity

who else? is a winner takes it all brand, designed for verbal virality

- **who else? is an open source brand for Voice Internet applications:** Distributed with blockchain technologies who else? creates the first address namespace protocol for language-based AI application.
- who else? will be available in Q4/2018 as open source **who else? Blockchain:** Market adoption will be facilitated by (i) the open source **who else? Namespace Reference Design** for Voice Internet IoT interfaces, (ii) the first open source **who else? Voice Internet Compiler**, and (iii) the open source **who else? Namespace Browser**.
- **In POCs with Industry 4.0 and IOT OEMs the capabilities of the who else? protocol will be extended until the initial public offering Q1/2019.**
2 POCs are in final negotiation (total budget: € 100k).

We are raising \$ 4m for (i) legal implementation of the who else? ICO, (ii) release of the who else? browser and (iii) extension of the business development with potential high-volume industrys 4.0 OEMs as who else? Partners, and crowd-sale pre-investors.

WHOELSE?
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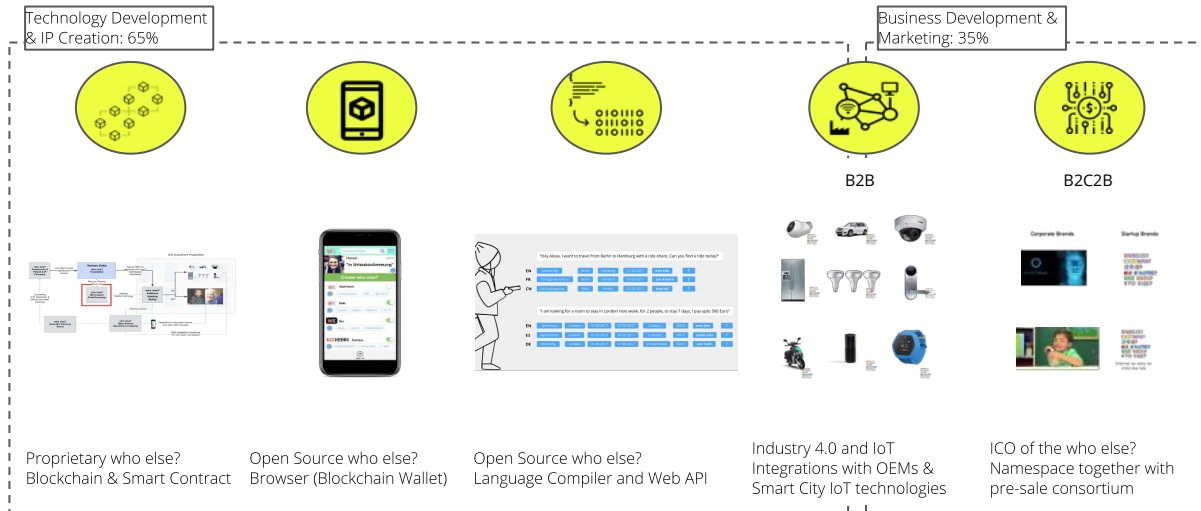
A brand with guaranteed cognitive memorability:

The only brand a user will ever remember

Funding requested

We raise \$ 4m Seed Funding to release version 1.0 of the who else? namespace

Use of proceedings: (i) Product Development, (ii) B2B Business Development & IoT Integrations, & (iii) ICO legal structure and marketing towards potential marketplace early adapters



- Inbound interest:**
- Business Angel 1
 - Business Angel 2
 - Business Angel 3
 - Business Angel 4
- Consortium:**
- Fin VC 1
 - Fin VC 2
 - Fin VC 3
 - CVC 1
 - CVC 2
 - CVC 3

Thanks!



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