

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?  
DELIVERY who else?  
MOVERS who else?  
ACCELERATORS who else?  
PHO

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?  
I 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?  
JOB XYZ who else?  
ALSO 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?

WHO ELSE?

QUIEN MÀS?

还有谁?

QUI D'AUTRE?

WER NOCH?

KTO EЩЕ?

who else?

## A Universal Language for Artificial Intelligence

“The MP3 for AI” - we make Siri and Alexa talk with each other

**Tobias Martens**

[tm@whoelse.ai](mailto:tm@whoelse.ai) +49 159 0107 9491

who else UG c/o WeWork Atrium Tower  
Eichhornstraße 3, 10985 Berlin



Video:  
<http://demo.whoelse.ai>

# who else? is a language for AI you can trust blindly

who else? will be a more trustworthy and fair Voice Internet than any established company could ever build

### Macro Driver

**\$ 45+ bn voice shopping**  
in the US and UK Market by 2022<sup>1)</sup>

**21+ bn IoT Devices**  
world wide by 2020<sup>2)</sup>

**21+ m smart speakers**  
in the US by 2022<sup>3)</sup>

**50% voice searches**  
off all queries by 2020<sup>5)</sup>

**< 3,7 Digital Brands**  
users remember on average <sup>4)</sup>

**1 Consumer Touchpoint**  
voice will be the most important POS

### Value Proposition of who else?

**who else?** is a trademark for AI usability and access to Voice Internet services. IoT devices with who else? integration are connected to a namespace using an open standard linking to products, services and IoT devices as a Voice Internet.

**Free market for everyone:** Market entry for Voice Internet products and services, in the who else? Namespace, will be the same for everyone. An open network of services optimized for language-based accessibility.

**Unlimited customer touchpoints:** Our approach is to give companies their customer touchpoint back! By implementing our protocol and namespace companies are enabled to create new businesses with their IoT devices and gain more customer data.

**Transparency by explainable AI:** The technology for the protocol and the namespace will be open source. On the one hand developers can use our code for new use cases, on the other hand users will gain trust, because they know and decide which personal data are shared by their AIs.

## MARKET MOMENTUM

# Text Internet will be replaced by Voice Internet

But, which language will Voice Internet end up speaking?



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

[Business Insider](#)

O'REILLY



**VOICE IS A "ZERO" UI INTERFACE**

PRINCIPLES OF CONVERSATIONAL EXPERIENCES

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

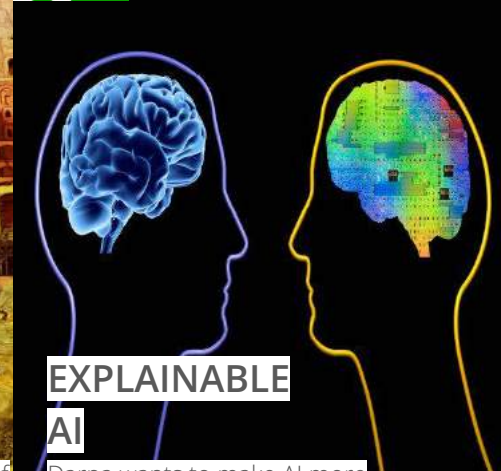
[O'Reilly Media](#)

**FAST COMPANY**



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

[Fast Company](#)



"Darpa wants to make AI more self-consciousness and aware of itself"

[Techcrunch](#)

## PROBLEM

Als do not talk with each other

Siri, Alexa, Google (..) - they all use 30 year old protocols, they are "black boxes" = proprietary silos

## Analysis

**Als 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 Als:** 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.

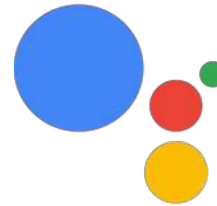
**Voice Internet is the end...** of 9 in 10 technology brands. They will first be unseen, and the unheard off.



Siri  
(Apple)



Alexa  
(Amazon)



Hey, Google!  
(Google)

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

**Our solution:**  
**Open Source**  
**Voice Internet**

**AI black boxes**  
Privacy nightmares

**Privacy by design**  
Explainable AI encoding

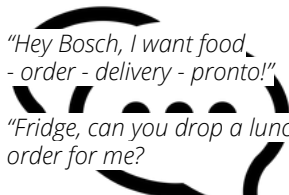
# OUR SOLUTION

who else? is a simplified programming language between humans and AIs

Our protocol reduces the complexity of users spoken commands in AIs by a simplified namespace and grammar - a Universal Language for AI

**How humans talk:**  
**Very inaccurate.**

There are 500+ different ways to tell an AI "to order Pizza"



"Hey Bosch, I want food - order - delivery - pronto!"

"Fridge, can you drop a lunch order for me?"

"Huuuuuuungry, I am so hungry - call me a pizza."

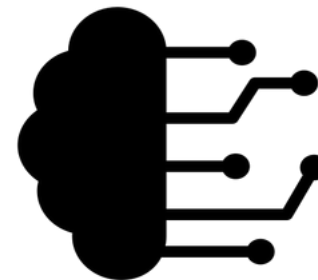
"Pizza who else?"

**who else?**  
*is easier to speak for humans*



**How AIs compute:**  
**Very explicit.**

There can only be 1 semantic correct representation for the intent "Pizza delivery"



**who else?**  
*is faster to compute for AIs*

**WHOELSE?** Date who else?

**QUIENMÁS?** Apartment who else?

**还有谁?** Apartment who else?

**QUI D'AUTRE?** who else?

**WER NOCH?** who else?

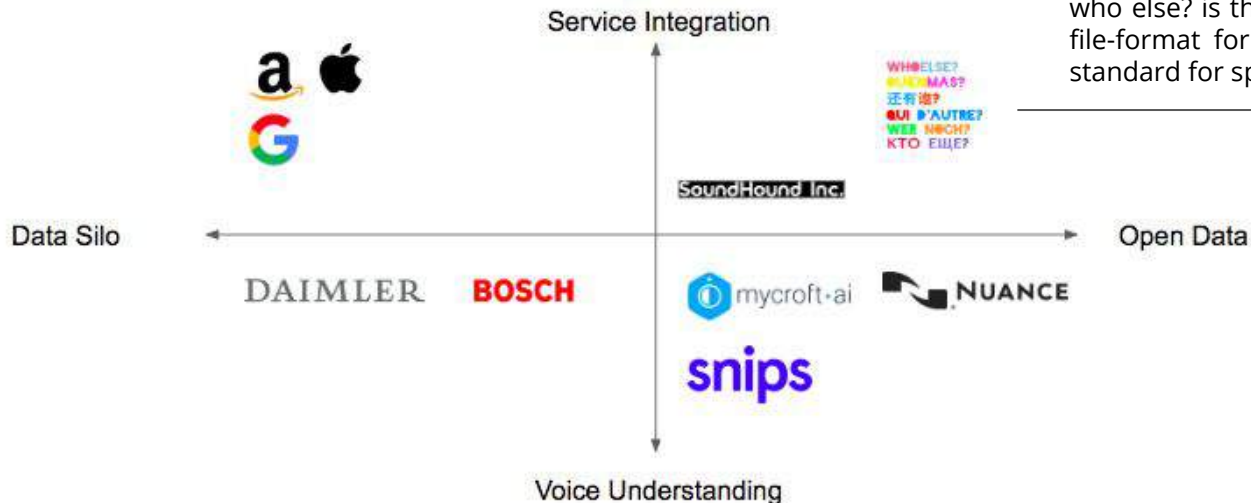
**KTO ELLE?** Pizza who else?

- 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?
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- SPORTS who else?
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- 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?
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- 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?

## USP

# GAFA are black boxes vs. who else? open source Voice Internet

Opening their algorithmic black boxes is a business model today's monopolies have no interest in



## The MP3 of AI

who else? is the first privacy by design open source file-format for language-based AI - a compression standard for speech-based computing technologies.

## THE TRUE CHALLENGE OF VOICE: USABILITY

How will people know, what they can ask an AI for?

Image: You are approaching a machine for the first time ever - what will you ask?

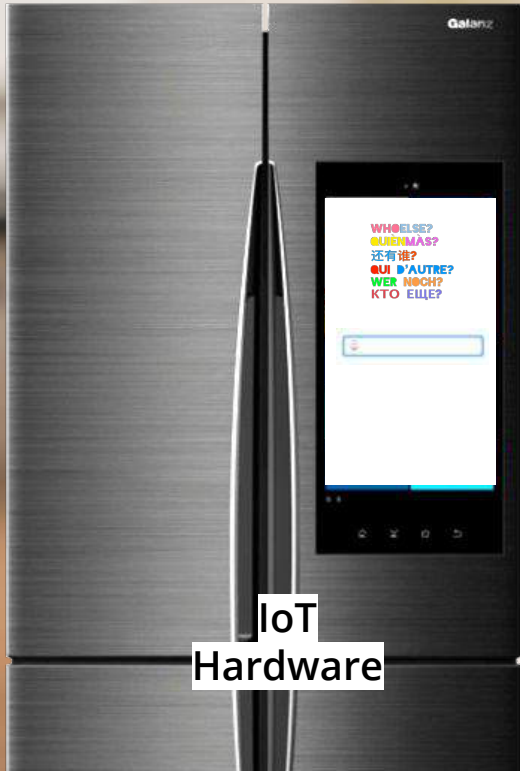


Hey AI, do you...?

## PRODUCT 1/2

# A search engine for Voice Internet

Users only have to remember “who else?” and are directly connect with e-commerce services



IoT  
Hardware



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

Voice  
Interfaces



Mobile &  
Desktop

# The only question a user ever needs to know

Instead of brands people remember who else? questions



Hey Fridge, I want to order Pizza

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

Pizza

who else?



Hey Fridge, I want to date somebody!

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

Date

who else?



# HOW DOES IT WORK?

## A search catalogue for language-based e-commerce

who else? is the first ever address system for Voice Internet

### User input

"Hey Bosch, I want food  
- order - delivery - pronto!"



"Fridge, can you drop a  
lunch order for me?"

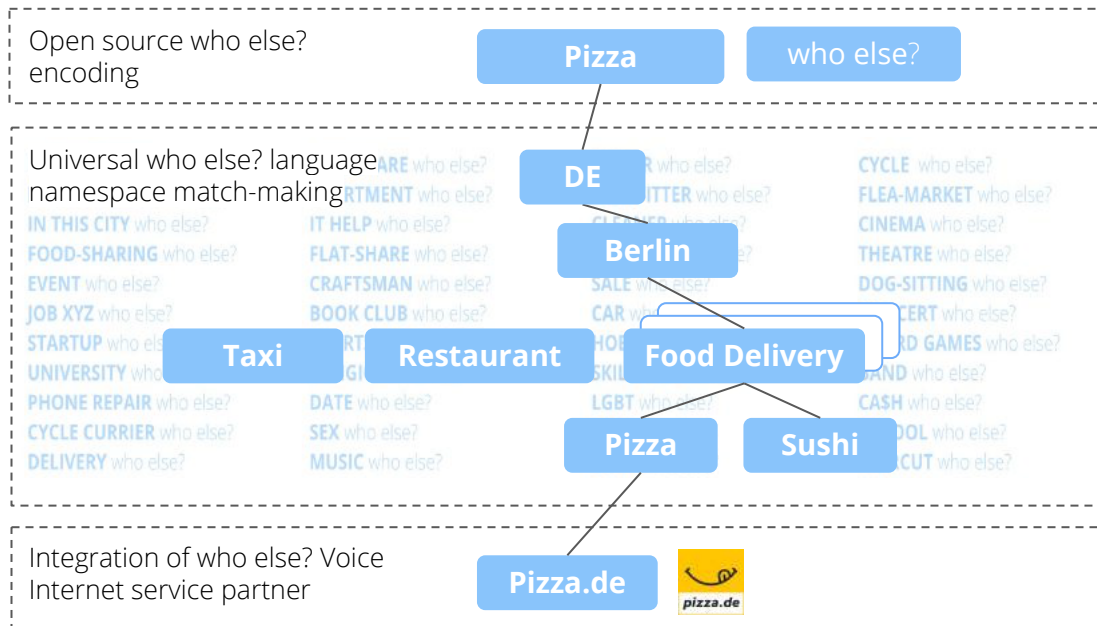
"Huuuuuuungry, I am so  
hungry - call me a pizza."



Intent  
Encoding



### Namespace encoding



Service  
Execution



# DISTRIBUTION PARTNERSHIPS

## We provide IoT manufacturer a trustmark for AI interfaces

who else? is available in our partner's IoT interfaces as a trusted catalogue of services

Only 1 Question  
50+ Voice Internet Services



The only question a user needs to know how to ask for...



Verbal input from any IoT device with a recognizable question

"Hey Bosch Fridge,  
I want to go by taxi from here to SFO, who else?"

1

2

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

Namespace encoding with a unified language for voice interfaces

[Taxi] [from San Mateo] [to San Francisco] [who else?]

3

Provider selecting of a common online service catalogue

IN THE STREET who else?  
IN THE HOUSE who else?  
IN THE CITY who else?  
FOOD DELIVERY who else?  
TRAVEL who else?  
BOOK FLIGHT who else?  
STARTUP who else?  
GAMING who else?  
PHONE REPAIR who else?  
CHECK CREDIT who else?  
DELIVERY who else?  
MOVIES who else?  
ACCOMMODATION who else?  
PROFESSIONAL who else?

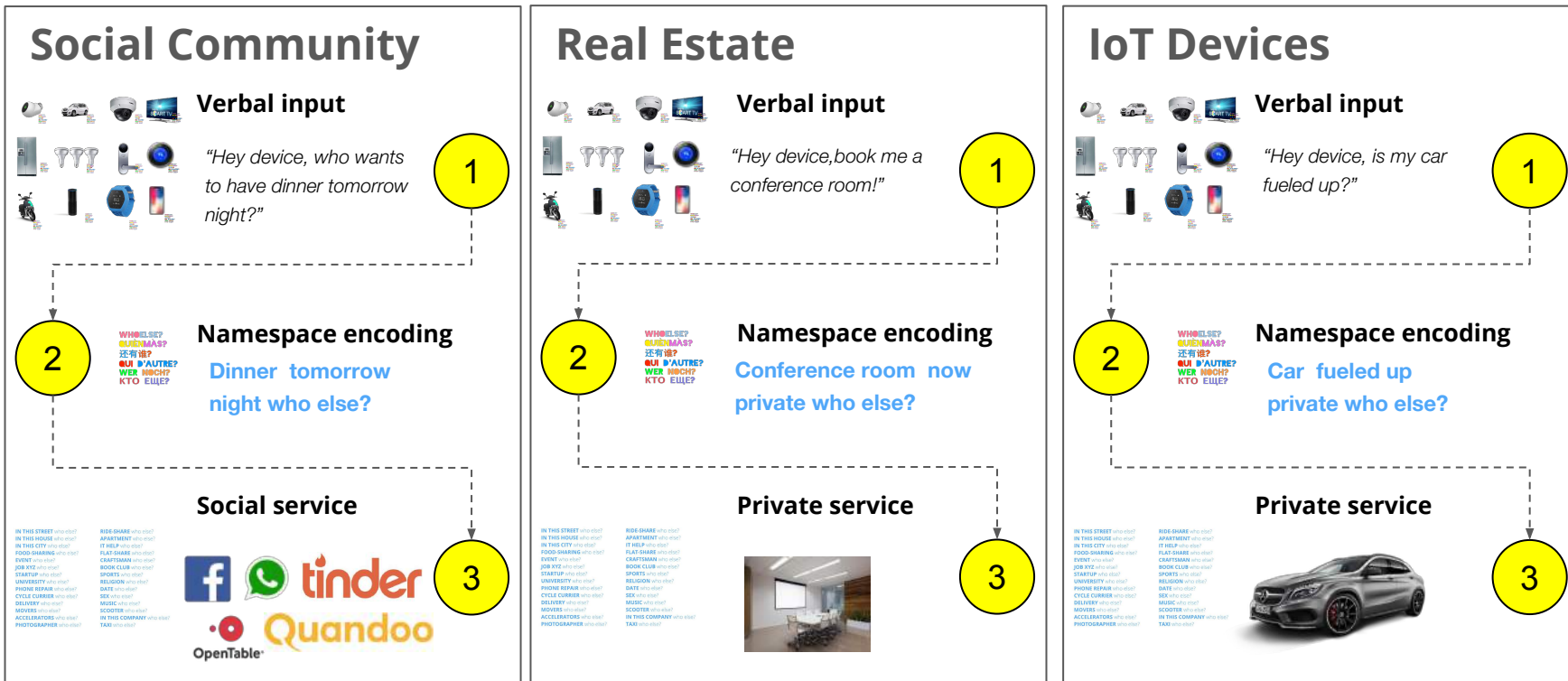
RIDE SHARE who else?  
APARTMENT who else?  
IF RENT who else?  
FLY HOME who else?  
SMARTPHONE who else?  
BOOK CLUB who else?  
SPORTS who else?  
RELIGION who else?  
DATE who else?  
SEE who else?  
WORK who else?  
ROCKET who else?  
IN THE COMPANY who else?  
TAXI who else?





## We connect people with language-based IoT technologies

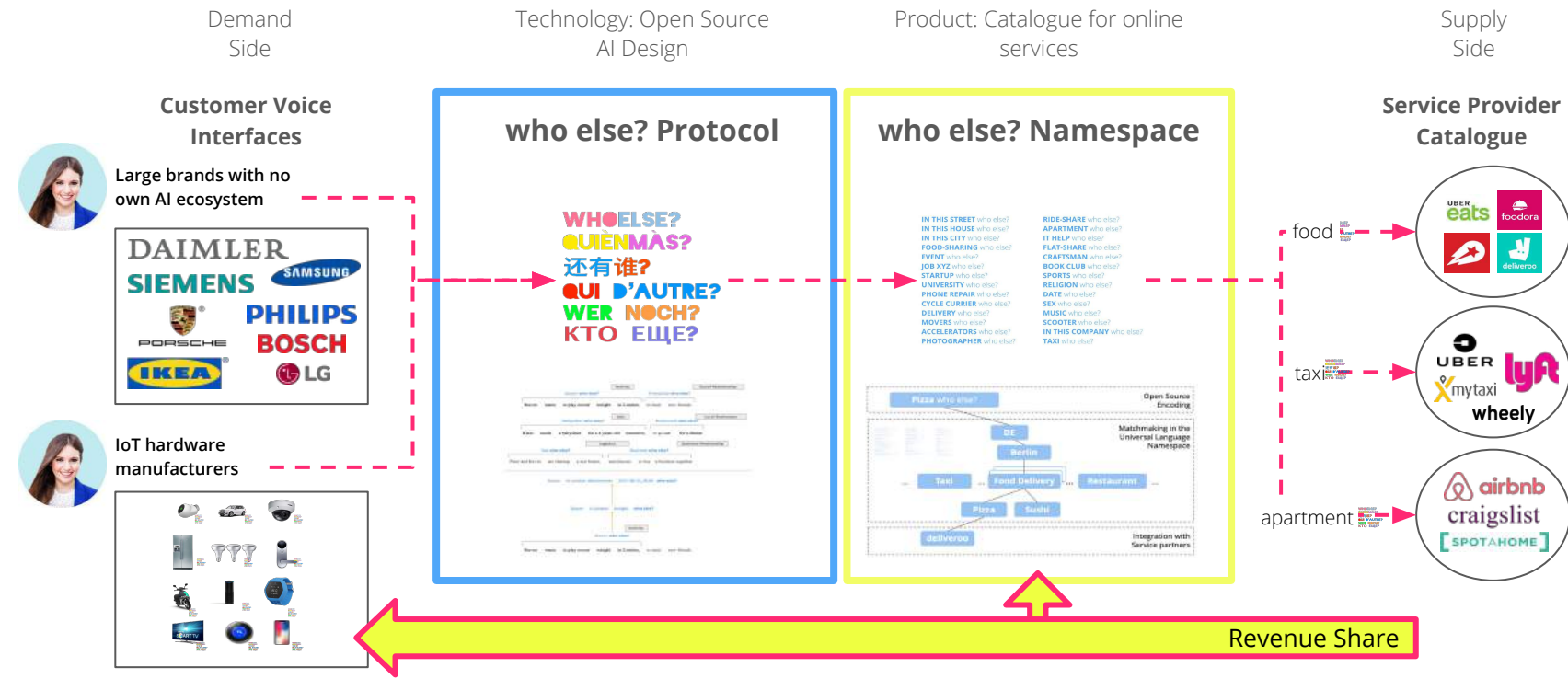
Internet of Things becomes available “in simple words”



# OUR NETWORK

## An open source platform for Voice Internet e-commerce

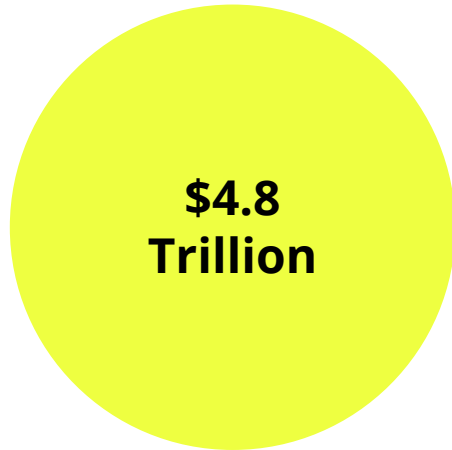
The first affiliate programme for language-based commerce: IoT vendors earn with every user they dispatch to e-commerce vendors



## MARKET SIZE

Our technologies enable the voice-based economy

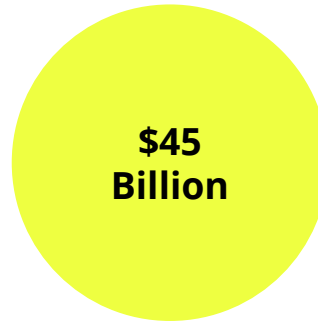
If we capture only 1% of the voice search market, we are building a multi-billion dollar business



**E-commerce  
market**

Worldwide by 2021<sup>3)</sup>

Total Available Market



**Voice  
shopping**

In the U.S. and UK Market by 2022<sup>4)</sup>

Serviceable Market



**Transactions within  
namespace**

by 2022

Market Share

## BUSINESS MODEL

# Lead generation for voice-based e-commerce

Our business model will develop in 3 steps

1. Phase

### LeadGen

Transaction fee & revenue share for IoT manufacturer

2. Phase

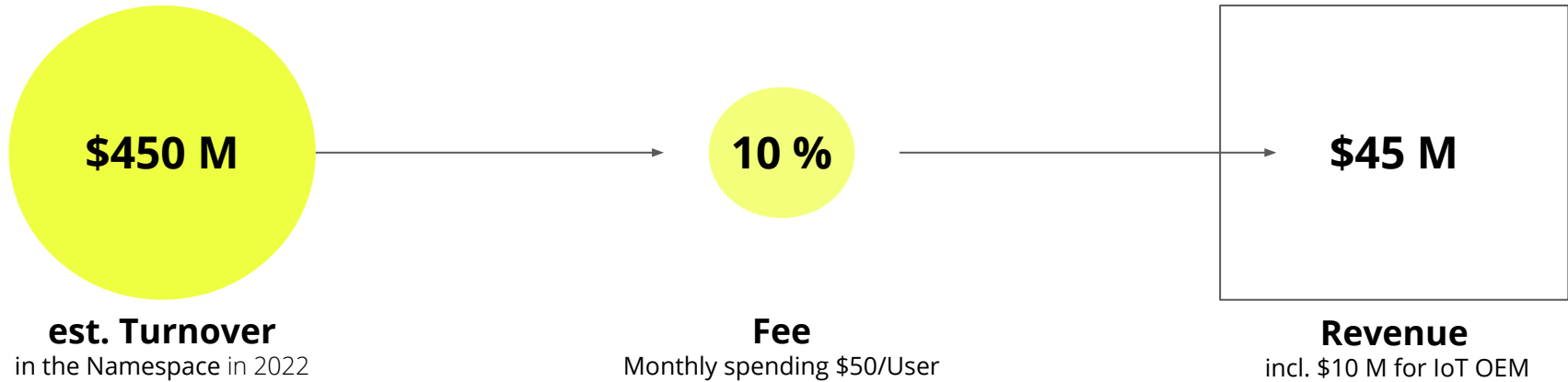
### License Model

who else? as a trustmark for IoT devices

3. Phase

### Advertising

who else? will be the google of "Voice Internet"



## BRANDING ADVANTAGE 1/2

# A self-explanatory Voice Internet brand

Users only have to remember one name to ask for any kind of service they “can think of”

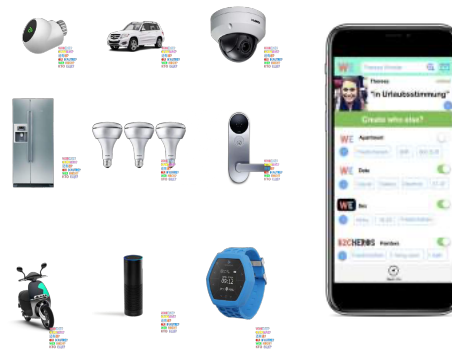
Old: People had to learn brands



New: People can anticipate by brand commonality



**Users only have to remember  
1 brand to ask for**

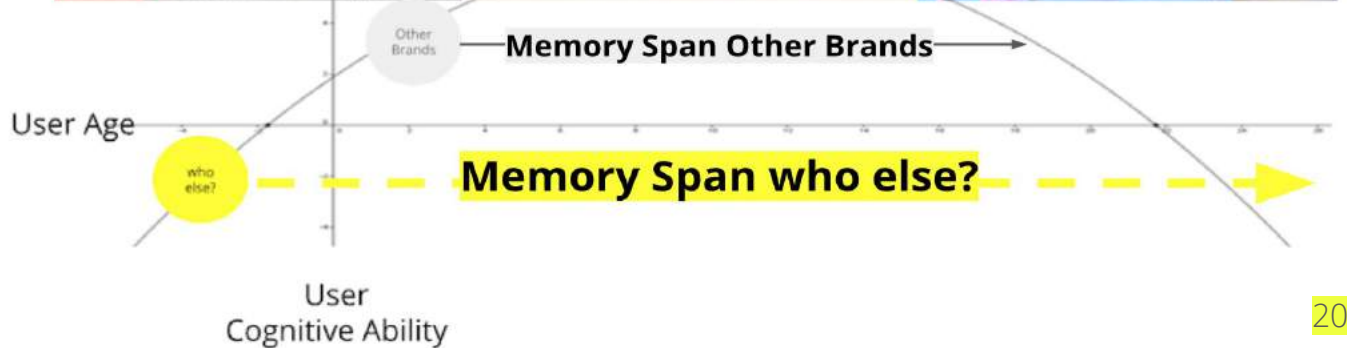


Available as Open Source Voice Internet  
API by who else? IoT Device partner

## BRANDING ADVANTAGE 2/2

who else? is a brand everybody knows already

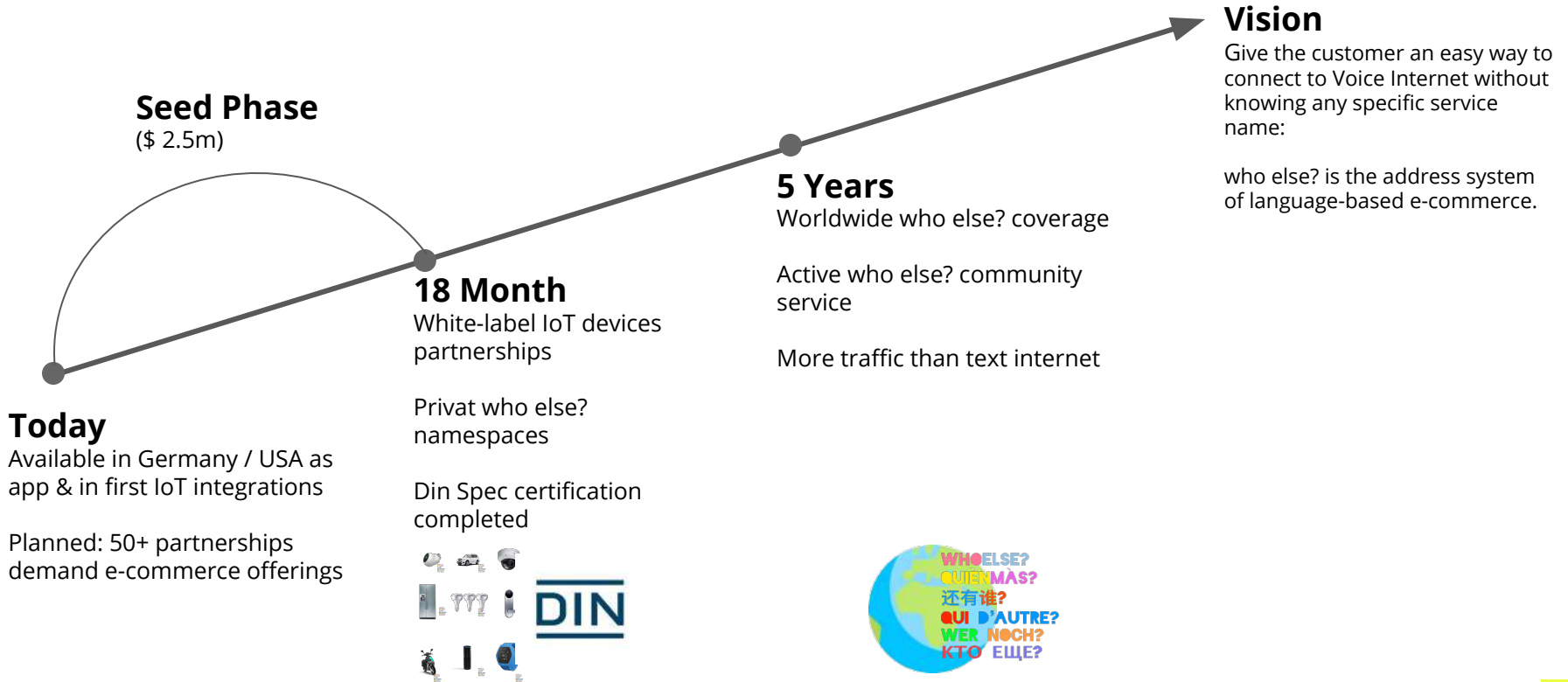
who else? is a brand even children understand to use - language "hard-wired in the human mind"



# ROADMAP

## A B2B2C artificial intelligence company

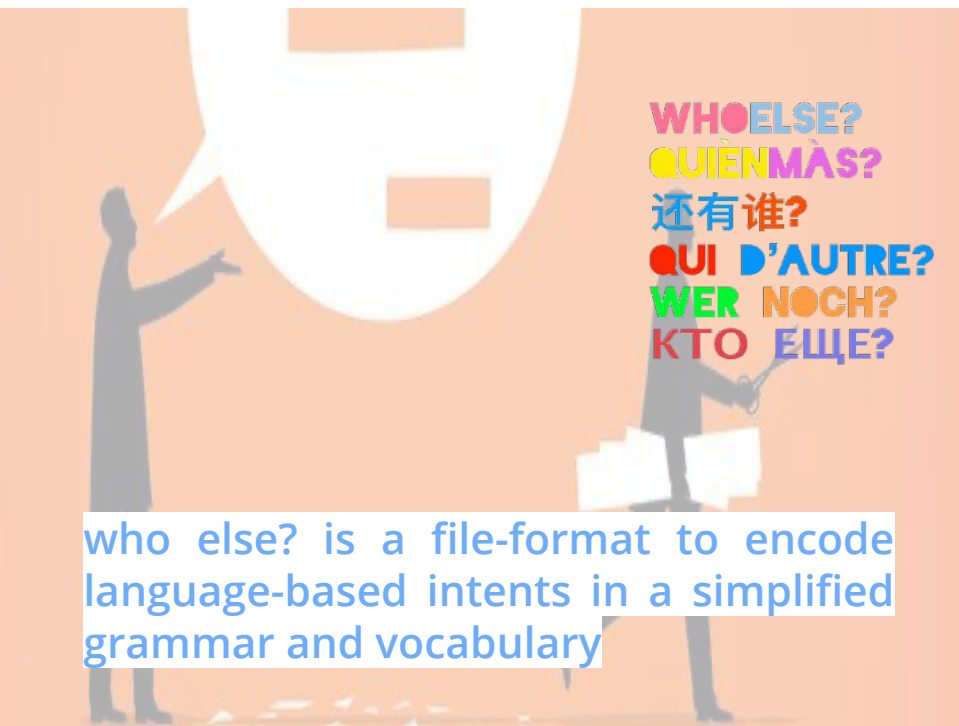
Together with B2B partners who else? creates the first ever Voice Internet marketplace



## TECHNOLOGY POSITIONING

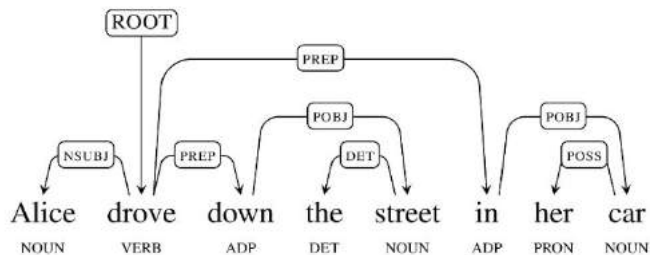
We are developing a “meta” language for AI

who else? makes the contents of spoken language computable and linkable - the Hypertext of Voice Internet

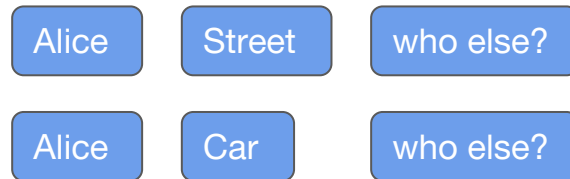


who else? is a file-format to encode language-based intents in a simplified grammar and vocabulary

## Output by Google SyntaxNet:



## Abstraction in who else? language:



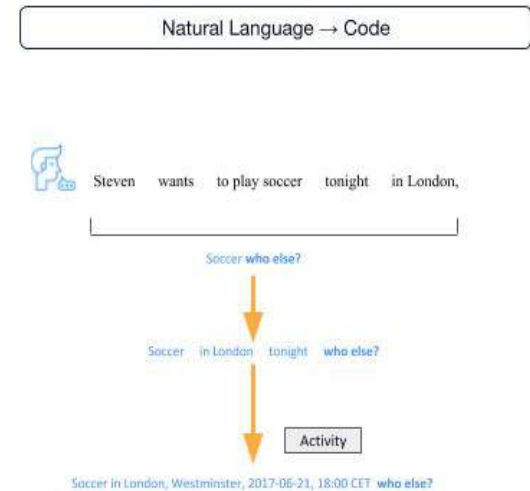
We provide a standard to encode the contents of language (e.g. by NLU systems like Google Syntax Net, Nuance, etc.) in a simplified markup language.

# COMPRESSION METHOD

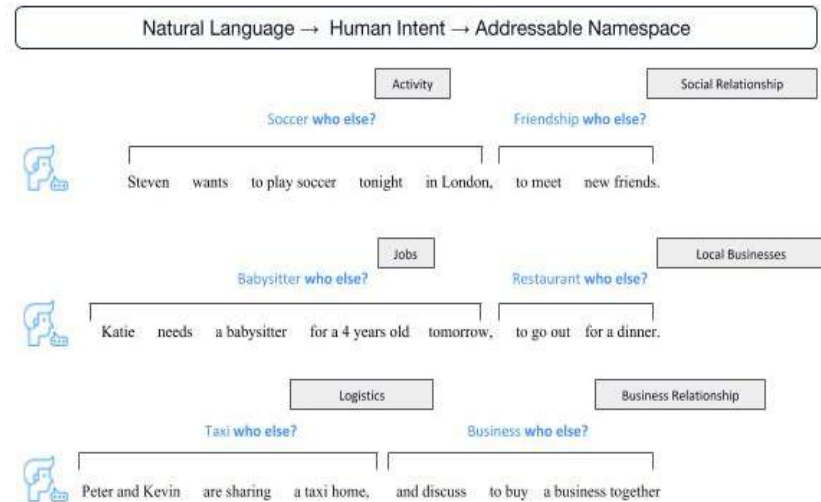
## Human language is simplified in who else? questions

Speech-based contents are reduced to the simplest abstraction available in human language: who else? relationships

### whoelse.ai Annotation Detail Depth



### whoelse.ai Namespace Variety



### Historical Predecessors



1989

Tim Berners Lee's Hypertext Protocol marks the beginning of Text Internet

1994

Fraunhofer MP3 starts the era of sound-enabled Internet services

## ENABLING AI EXPLAINABILITY

We make speech-based contents cross-language computable

The Esperanto of AI - a universal language for AI

“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

Qíchē 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

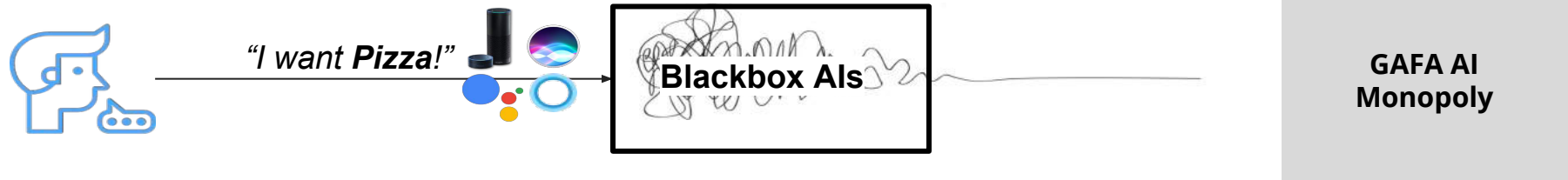
?

# TECHNOLOGICAL NOVELTY

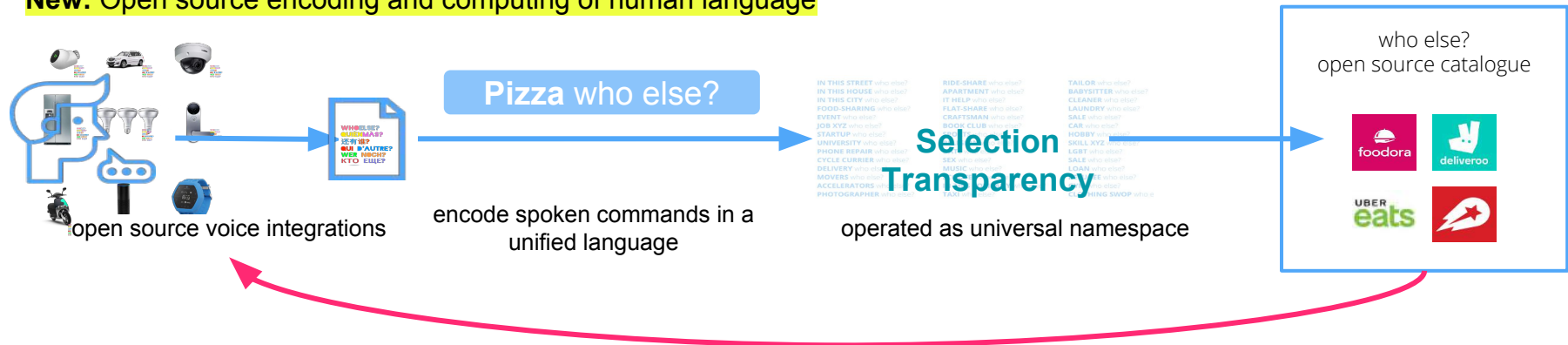
## A transparent selection process for voice search

Language-based user queries are connected with “hard to remember” e-commerce brands

**Old:** Proprietary selection by blackboxed AIs



**New:** Open source encoding and computing of human language

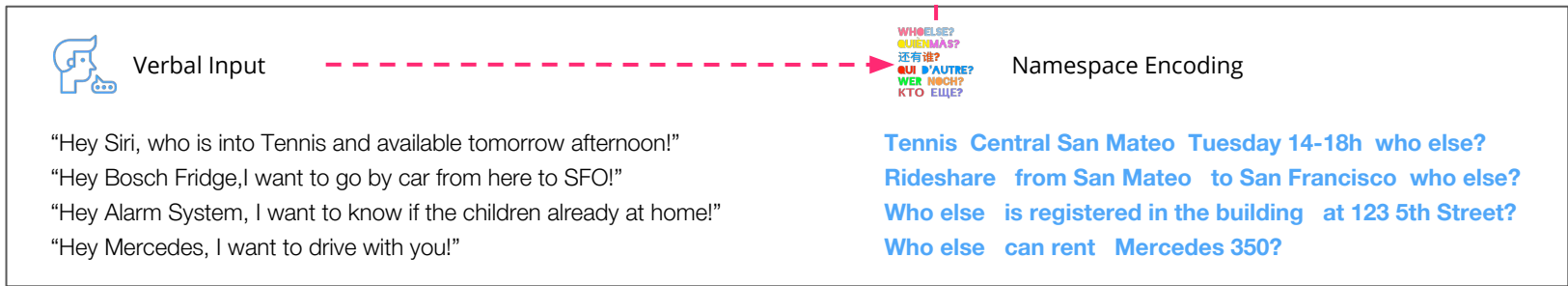
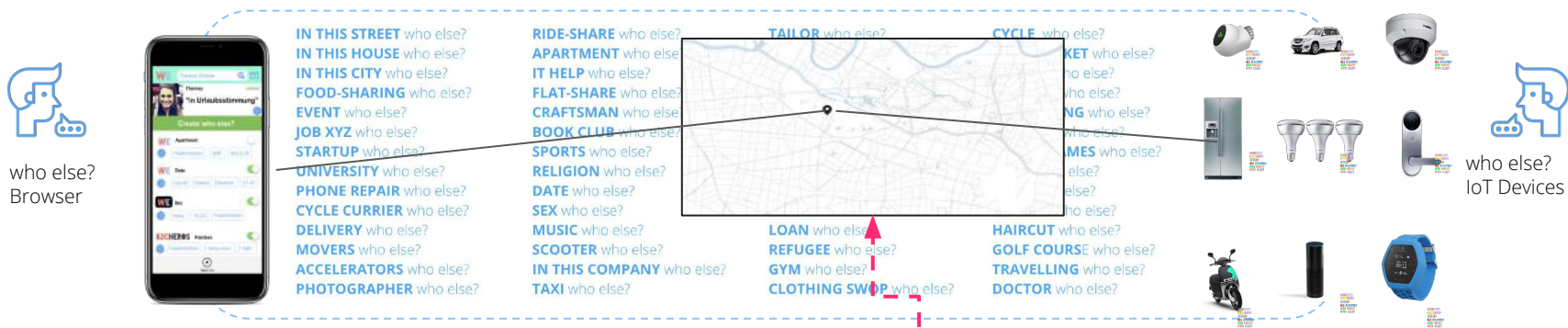


Revenue share for IoT interfaces

# BUILDING A VOICE INTERNET MARKETPLACE 1/3

## who else? is an address system for voice-based service requests

User's verbal intent is linked to a database of local e-commerce providers



# BUILDING A VOICE INTERNET MARKETPLACE 2/3

## IoT voice interfaces are linked to an e-commerce catalogue

On-demand vendors & IoT manufacturer connect in an open marketplace

who else? enabled devices  
pick-up the voice-based user requests

3rd party voice AIs (e.g. Nuance) abstract the intent  
into the simplified open source who else? language

Matchmaking in the who else?  
namespace is done by whoelse.ai

"Hey, Bosch Fridge, I want to order Pizza!"



**NUANCE**  
3rd Party AIs

- 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?
- STREET who else?
- UNIVERSITY who else?
- REPAIR who else?
- CUSTOMER 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?
- SPURTS who else?
- RELIGION who else?
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- HOBBY who else?
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- SCHOOL who else?
- HAIRCUT who else?
- GOLF COURSE who else?
- TRAVELLING who else?
- DOCTOR who else?

Pizza who else?

WHOELSE?  
QUIENMAS?  
还有谁?

Pizza who else?

Bidding on namespace addresses  
by service providers



Services are full-filled by who else  
namespace partners

**IoT OEMs earn a revenue share for  
operating a who else? interface**

## BUILDING A VOICE INTERNET MARKETPLACE 3/3

Our vision is to enable the explainable supply chain

We connect industries in simple language

9:20pm

"Hey you, Bosch Fridge, I want to order a Pizza with Pepperoni, and milk for my coffee tomorrow - can you deliver in 30 minutes?"



## USE CASES

# who else? enables connected IoT & AI ecosystems

Our protocols link people, cities and industries

### Smart Home



**(At home)** (Weserstraße 20, Berlin) (who else?)

e.g. Energy Management (heating, electricity)

**(Building access)** (Weserstraße 20, Berlin) (who else?)

e.g. Security, E-Commerce (temporary access management)

### Connected Mobility



**(Ride-share)** (Weserstraße 20 - Fridrichstraße 1a) (who else?)

e.g. Shared mobility

**(In this bus)** (Line 240) (who else?)

e.g. Public transparent (explainable AI)

### Industry 4.0



**(Building occupancy)** (WeWork, Potsdamerplatz) (who else?)

e.g. Crowd management (explainable AI)

**(In this location)** (Potsdamer Platz) (who else?)

e.g. Intelligent infrastructures

Nikola Dayalnov of Singularity Weblog:

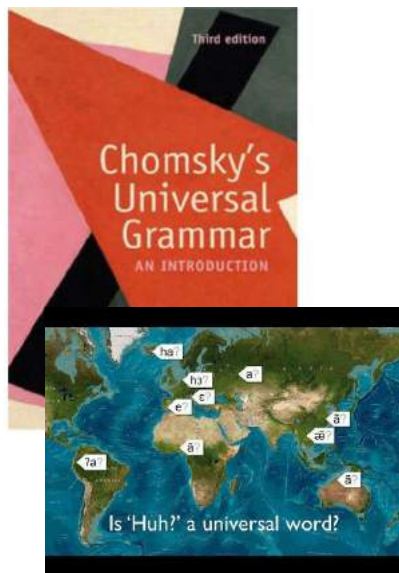
This unified grammar between machines and humans (..) as a common language between AI and their users (..) could be *the* missing link between artificial and natural cognitive intelligence.

<https://www.youtube.com/playlist?list=PLVvj6noSyWkrivBLePi2gG3iuSZ9aSurd>

# The science of hard-wired language

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

UG is a theory of language in the human brain that is naturally so “hard-wired”, 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.**”

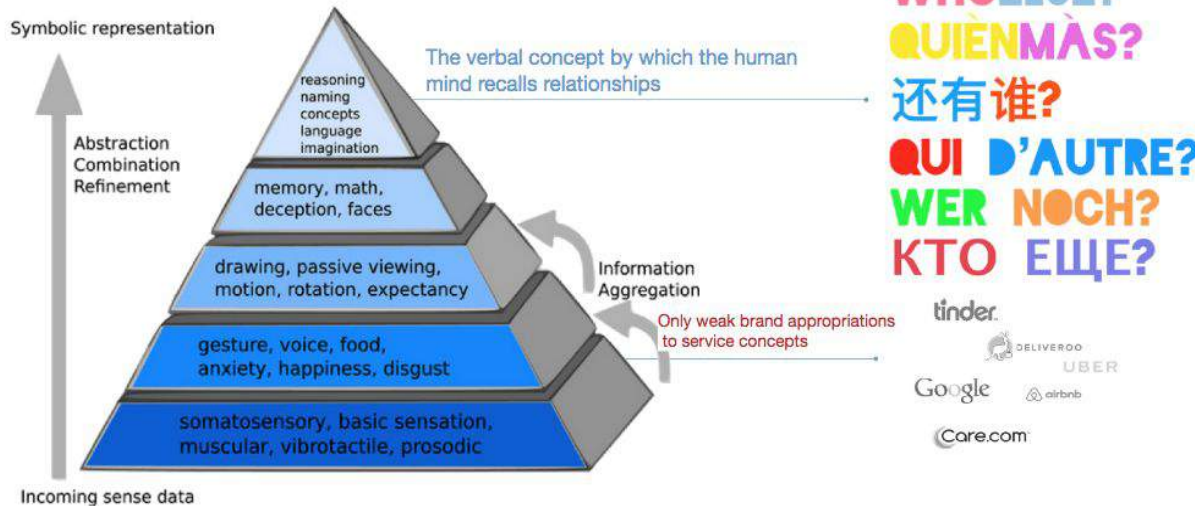
- \* Universal Grammar describes semantic components that structure how humans communicate and thus are being recalled, recognized and remembered by everybody.
- \* [The last proof of Universal Grammar was awarded with an alternative “IG” Nobel Prize to Max-Planck Researcher in 2015.](#)
- \* Using the 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?

# Branding is the file-system of the human mind

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.

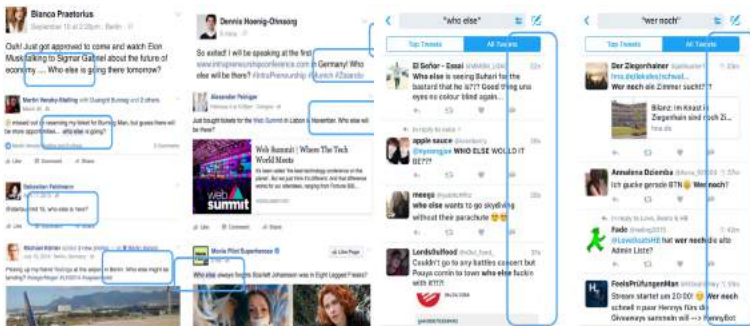
This makes who else? a brand designed for natural “hard-wired” voice usability and cognitive virality.

## MARKET VALIDATION 2/4

### An extremely frequent brand

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

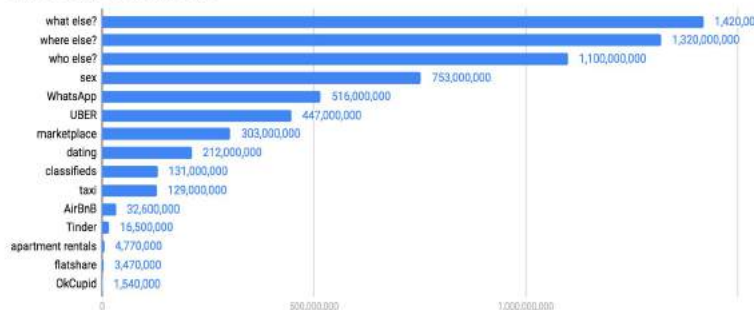
1



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

2

# No. Google Search Results



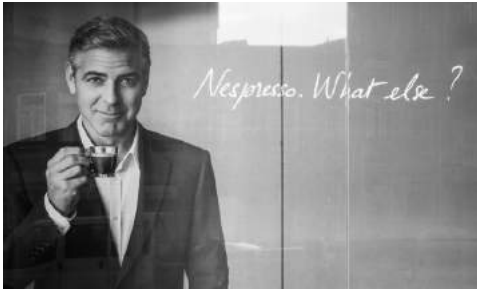
(2) “who else?” is one of the most common semantic concepts used across Internet services measured by Google Search Results.

## MARKET VALIDATION 3/4

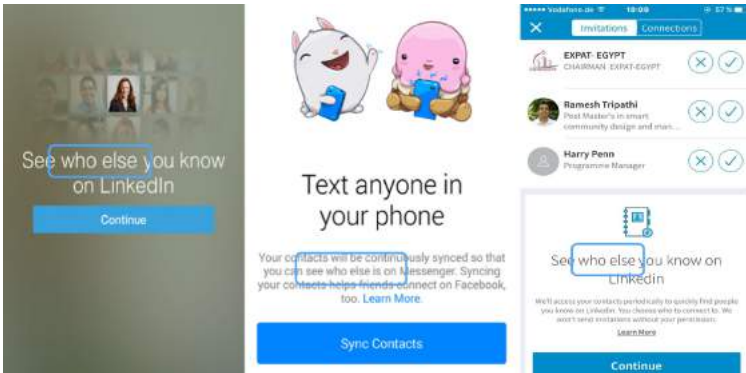
A brand used by everybody already

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 world:

Summary:

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

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

who else? is common language already

New York Times (2016): "The oldest challenge of technology marketing: Become verb!"

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?**

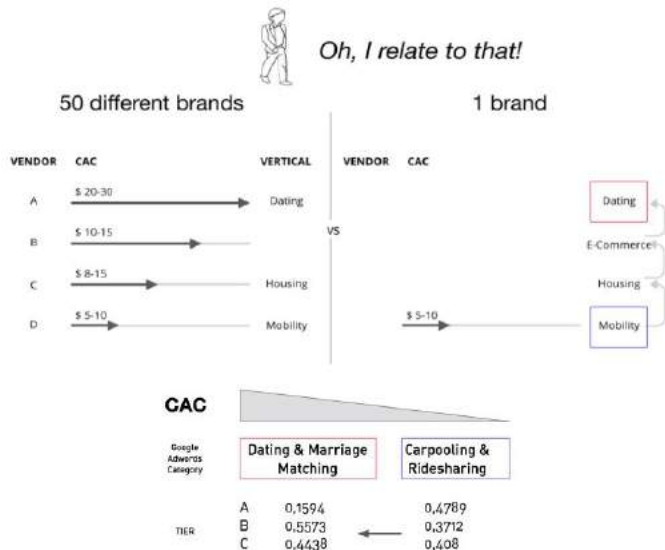
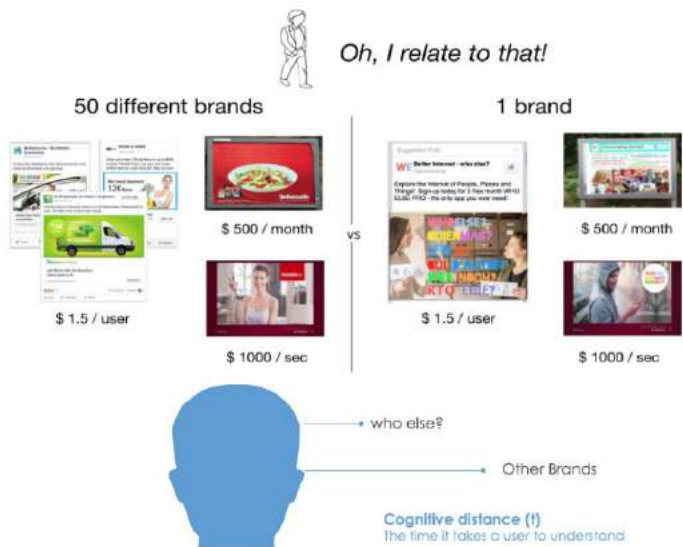
We are verb already - everybody uses us

# MEMORABILITY AS MARKETING ADVANTAGE

## Infinite upselling of attention

who else? is a brand designed for cognitive cross-selling

Consumers resonate faster with "who else?" and are reached by "who else?" brand claims on multiple interest verticals at once, always.



User's cognitive ability is a bottleneck:

Ø 3,7 brands

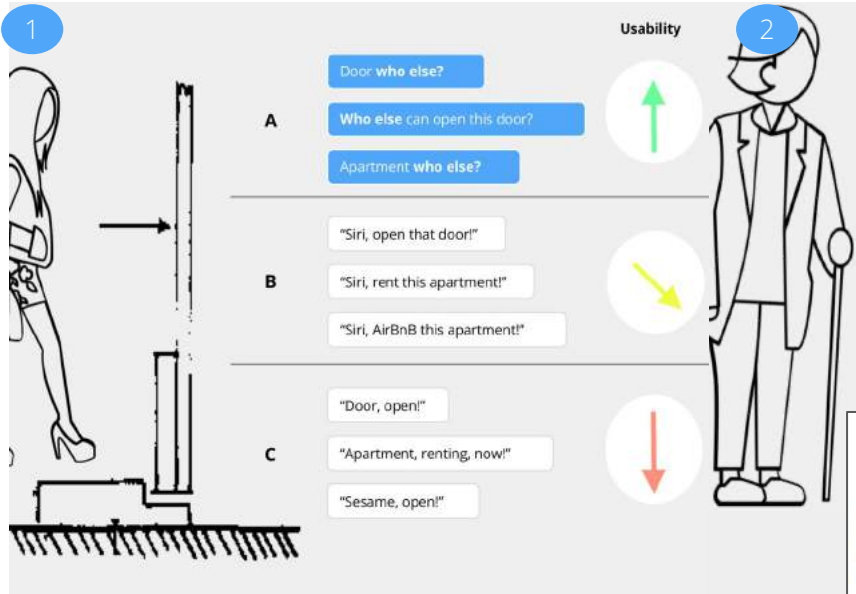
Users remember 80% of their time less than 4 apps frequently.

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

# USABILITY AS MARKETING ADVANTAGE

## How nice should a user be to an AI?

who else? is the most simple, yet organized and nice way to query a speech-based interface



Hey Siri, I need a Taxi here.

t = 2.4 seconds

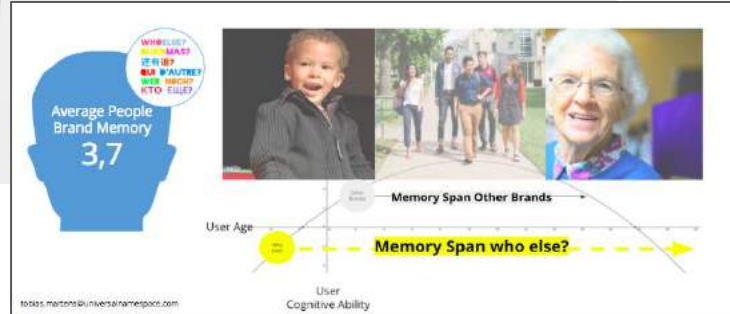
vs.

Taxi **who else?**

t = 0.8 seconds

(1) who else? is the most logical question for users to speak with devices they don't know yet.

(2) who else? is the most shortest, yet semantically correct question to speak with an AI explicitly correct.



**who else? is a brand with life-long better memorability & AI usability: A child- & age-friendly language for AIs**

## DAVID VS. GOLIATH PROBLEM

# Why don't Google, Apple, Facebook, Amazon do it?

who else? has a business model today's monopolists have no interest in: Opening their black boxes



Siri  
(Apple)



Alexa  
(Amazon)



Hey, Google!  
(Google)



WHO ELSE?  
QUEM MAIS?  
还有谁?  
QUI D'AUTRE?  
WER SONST?  
KTO ELLER?



Voice Assistants from GAFAS are currently dominating the market. But they are black boxes and have no interest in a common voice internet, because GAFAS wants to control the customer touchpoint and the business cases behind the voice interfaces.

Single IoT vendors will not be able to challenge this oligopol.

- GAFAS are building independent ecosystems for the voice internet with no interaction.
- GAFAS are controlling the customer touchpoint.
- Customer data are not shared with anyone.
- Customer Intents are handled in black boxes.
- Complex to get integrated in separate ecosystems (alexa skill, Made for Apple,...)
- Exclusive selection and control of the business cases behind the voice interface
- Why should we have different names for every voice interface?

- + Who else? builds a common ecosystem for every brand and service partner.
- + OEM holds the customer touchpoint.
- + Customer data will be transferred by oem.
- + Transparent dispatching of intents.
- + Easy integration and linking to the common ecosystem via an open source protocol
- + Voice interface provider will get a revenue share for the lead generation and has an incentive
- + One hard wired semantic to use every voice interface intuitive!

## MARKETPLACE ROLL-OUT

# The who else? Voice Internet marketplace is rolled out in 3 stages

E-Commerce vendors are on-boarded in 3 stages

Stage 1:  
On-Demand Services  
1-to-Business

**Taxi** who else?

**Pizza** who else?

**Hotel** who else?

**Flight** who else?

**Babysitter** who else?

Stage 2:  
IoT Services  
1-to-IoT

**At home** who else?

**Car-sharing** who else?

**Door access** who else?

**Fridge** who else?

**Meeting room** who else?

Stage 3:  
Community Services  
1-to-Many

**Date** who else?

**Party** who else?

**Sports** who else?

**Cinema** who else?

**Book club** who else?

# OUTLOOK

## We are building voice-based economies

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.

2019

- Launch of the who else? protocol and namespace
- Providing an ecosystem of integration and on-demand service partners in the namespace
- Become relevant in the german and us market

2020

- Integration of private IoT Devices
- Become relevant in more countries (europe, asia,...)
- Self growing Integration and service partner network
- Integration of community services to grow the customer engagement

2024

- who else? is worldwide known as the brand for accessing the voice internet
- Who else? Is disrupting the text internet, google search and voice assistens
- The who else? protocol is the standard for saving and exchanging voice datas

Old: People had to learn brands

apartment = Airbnb  
Date = Tinder  
Parking space = Parking Monkey  
Food delivery = Deliveroo  
Nursing = Care dot Com

New: People can articulate by brand commonality

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





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