



who else?

Explainable AI for the Internet of People, Places & Things

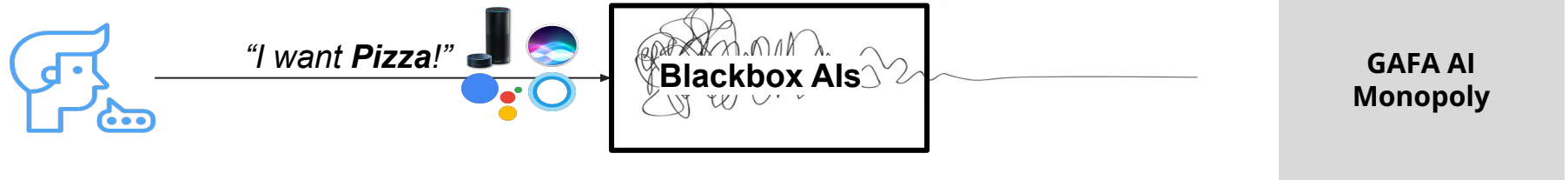
Industry Case Studies

TECHNOLOGICAL NOVELTY

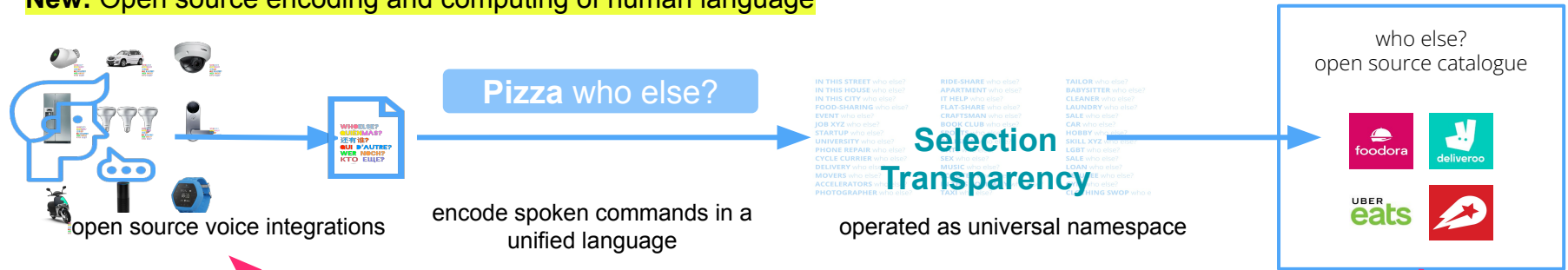
A transparent selection process for voice search

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

A self-explanatory Voice Internet brand.

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

Old: People had to learn brands

 **airbnb** Apartment = AirBnB

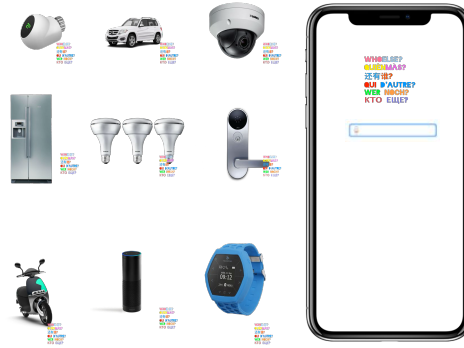
 **tinder.** Date = Tinder

 **MonkeyParking** Parking space = Parking Monkey

 **DELIVEROO** Food delivery = Deliveroo

 **Care.com** Nursing = Care dot Com

What's the name of the service?



What can I ask my IoT device for?

New: People can anticipate by brand commonality

WHO ELSE?
QUIÈN MÀS?
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?

Users only have to remember one question to ask for!

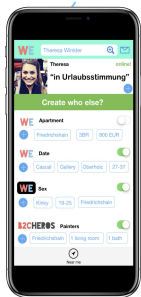
BUILDING A VOICE INTERNET MARKETPLACE 1/3

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

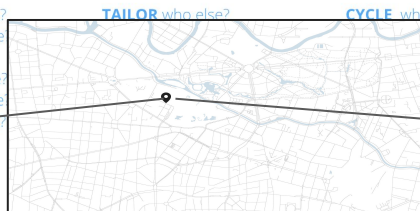


who else?
Browser



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?
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?



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

TAILOR who else?
CYCLE who else?
NET who else?
NG who else?
MES who else?
HAIRCUT who else?
GOLF COURSE who else?
TRAVELLING who else?
DOCTOR who else?



who else?
IoT Devices



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?
QUEINMANN?
还有谁?
QUI D'AUTRE?
WER NACH?
KTO EIJCE?

Namespace Encoding

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?

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

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?
- STREET who else?
- UNIVERSITY who else?
- REPAIR who else?
- CURIER who else?
- THE USER 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?
- MUSIC who else?
- SCOOTER who else?
- IN THIS COMPANY who else?
- TAXI who else?
- TAILOR who else?
- BABYSITTER who else?
- HAIRER who else?
- MECHANIC who else?
- SALE who else?
- CAR who else?
- HOBBY who else?
- LIBRARY 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?

WHOELSE?
QUIENMAS?
还有谁?
QUI D'AUTRE?
who else?

Pizza **WER** 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**

who else? provides a trustmark for IoT

The only question a user ever needs to know to speak with AI

WHO ELSE?
KIMMÉ?
KÉN MÀS?
有谁?
D'AUTRE?
ER NOCH?
TO EŠE?

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
CO-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
COMMUNITY who else?
PHONE REPAIR who else?
CYCLE CURRIER who else?
FREE WORKY 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?
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RELIGION who else?
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TAXI who else?

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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?



who else? is an Index for Voice Internet

We connect users with on-demand, e-commerce and IoT services.



Our who else? namespace is available in open source browsers

A registry from Voice Internet

Open Source Protocol



IoT Hardware

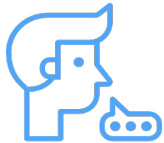


Voice Interfaces



Mobile & Desktop

Hey, AI, do you?

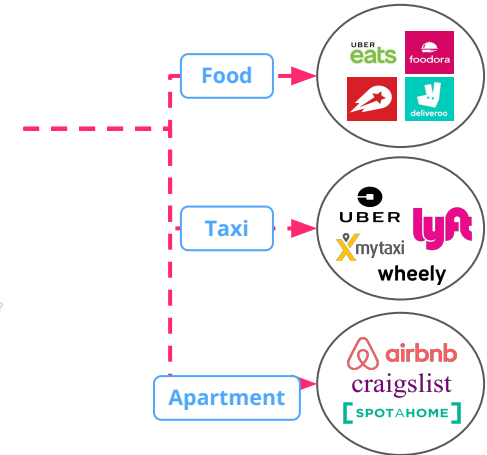


Search Engine

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?
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The Voice Internet service catalogue

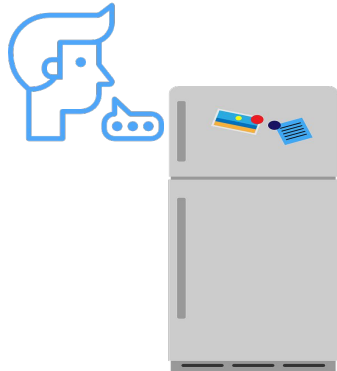
We are connecting people, services, and devices in a simplified protocol optimized for NLP.

Service Request

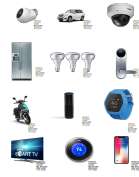
"I need to go to Mitte, as fast as possible by car!"

"Find me a ride, fast!"

"Ey, where is ist my ride"



Service Execution



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 EŠE?

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



mytaxi

UBER

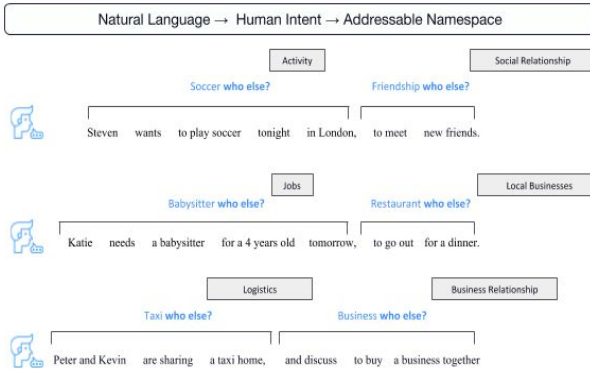
lyft

wheely

The first-ever design of a Voice Internet protocol.

The complexity and entropy of human language is reduced to a simplified grammar model.

Protocol Design



Advantages

**Explainable
Language AI**

**Privacy
by Design**

**Energy
Efficiency**

Explainable AI industry use cases

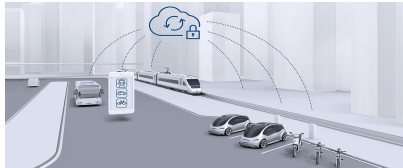
We connect industries in simple language.

Protocol Use Cases

Smart Home



Connected Mobility



Industry 4.0



Encoding

(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)

(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)

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

e.g. Crowd management (explainable AI)

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

e.g. Intelligent infrastructures

Benefits

USE CASES

who else? enables connected IoT & AI ecosystems

Our protocols link people, cities and industries

Smart Home



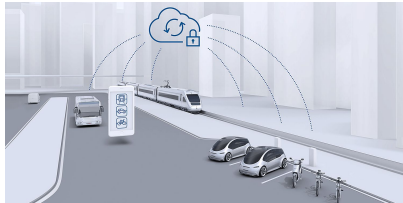
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Connected Mobility



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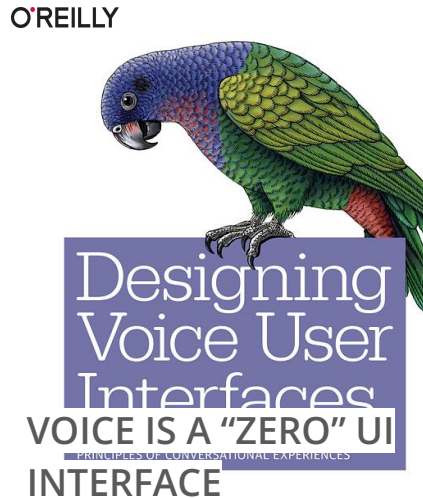
MARKET MOMENTUM

Text Internet will be replaced by Voice Internet

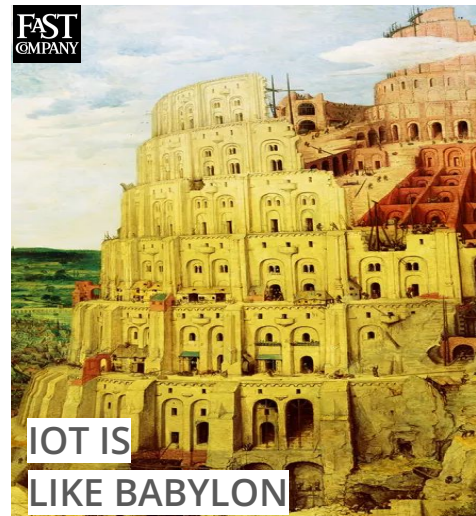
But, which language will Voice Internet end up speaking?



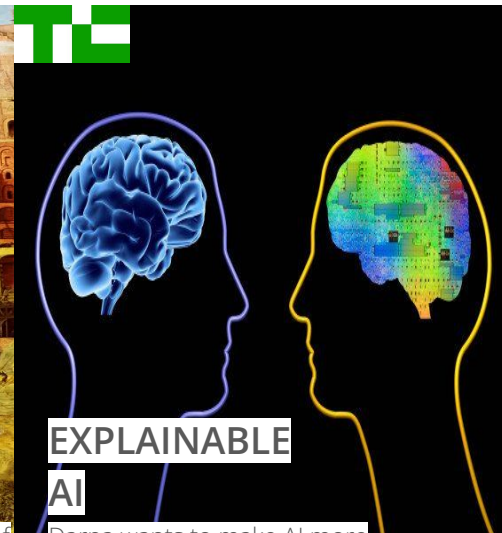
"Voice Search puts a serious threat into the heart of Google's search business."
[Business Insider](#)



"With voice, navigation becomes invisible - users need to know what to ask for."
[O'Reilly Media](#)



"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.

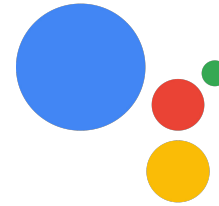
Voice Internet is the end... of 9 in 10 technology brands. They will first be unseen, and the unheard off.



Siri
(Apple)



Alexa
(Amazon)



Hey, Google!
(Google)

WHO ELSE?
QUIEN 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

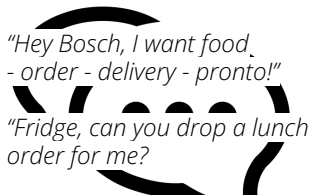
OUR SOLUTION

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.

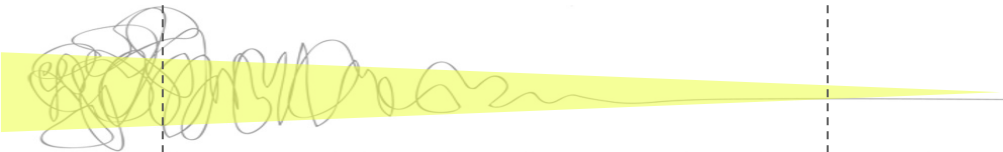
There are 500+ different ways to tell an AI "to order Pizza"



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

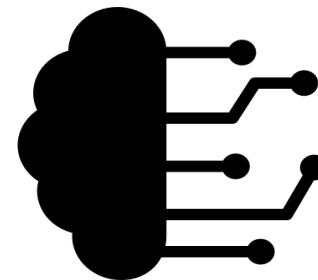
"Pizza who else?"

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?

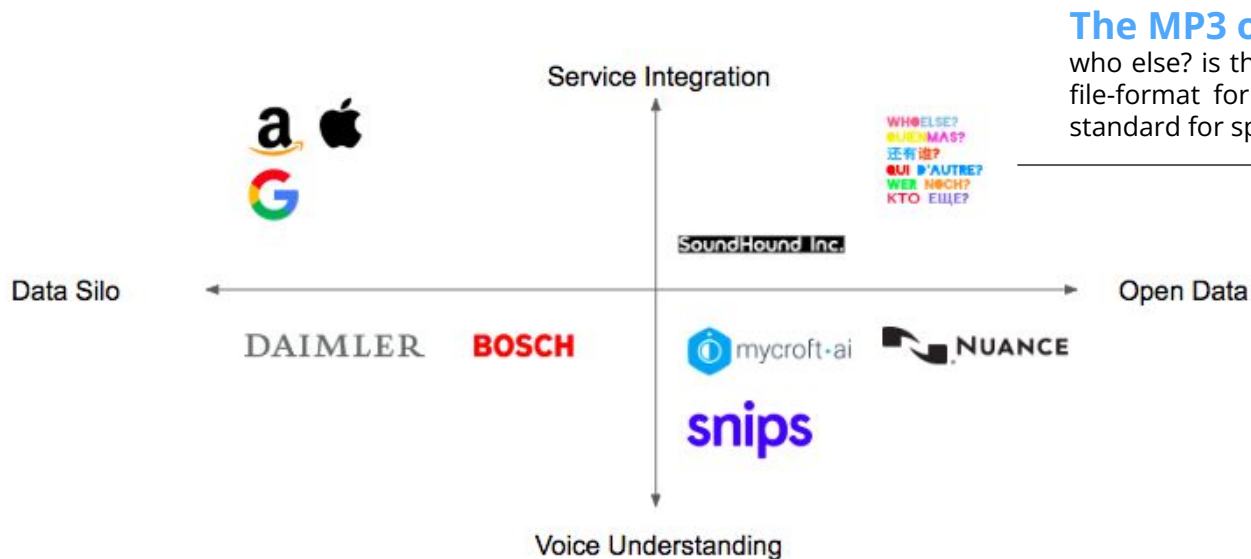
KTO ELLI? Pizza who else?

- 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?
- 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?
- 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?
- 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?
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- FLEA-MARKET who else?
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- DOG-SITTING who else?
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- HAIRCUT who else?
- GOLF COURSE who else?
- TRAVELLING who else?
- DOCTOR who else?

USP

GAFAs 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?

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



Hey AI, do you...?



IoT Hardware



Voice Interfaces

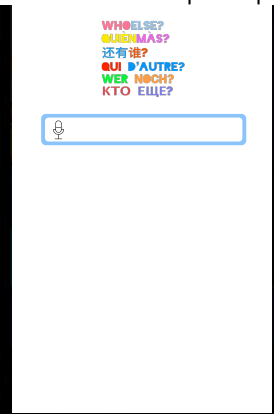


Mobile & Desktop

PRODUCT 2/2

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 ETC?

Pizza

who else?



Hey Fridge, I want to date somebody!

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

Date

who else?



<http://whoelse.xyz>

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?"

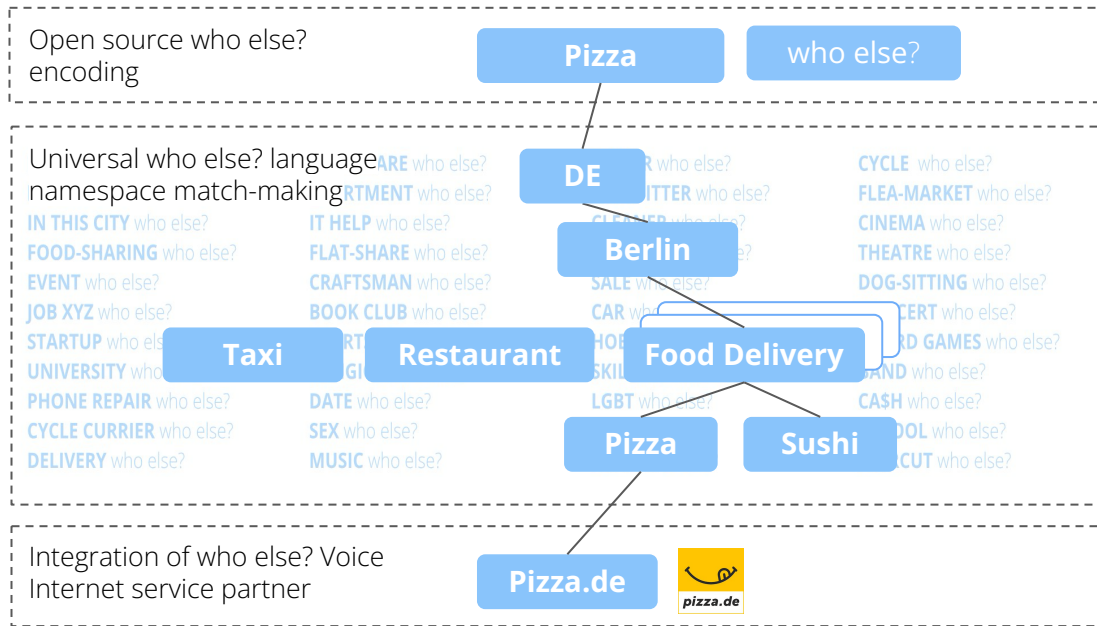
"Huuuuuuuuungry, I am so
hungry - call me a pizza."



Intent
Encoding



Namespace encoding



Service
Execution



DISTRIBUTION PARTNERSHIPS

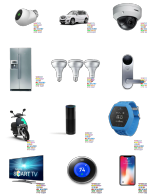
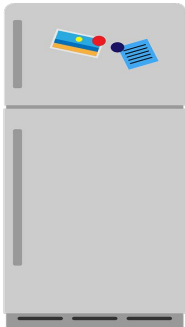
We provide IoT manufacturer a trustmark for AI interfaces

User input

"I need to go to Mitte, as fast as possible by car!"

"Find me a ride, fast!"

"Ey, where is ist my ride"



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

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

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
IN THE HOUSE
IN THE CITY
FOOD SHARING
STARTUP
GAMING
STARTUP
PHONE REPAIR
CHECKUP
DELIVERY
ACCELERATION
PHOTOGRAPHY

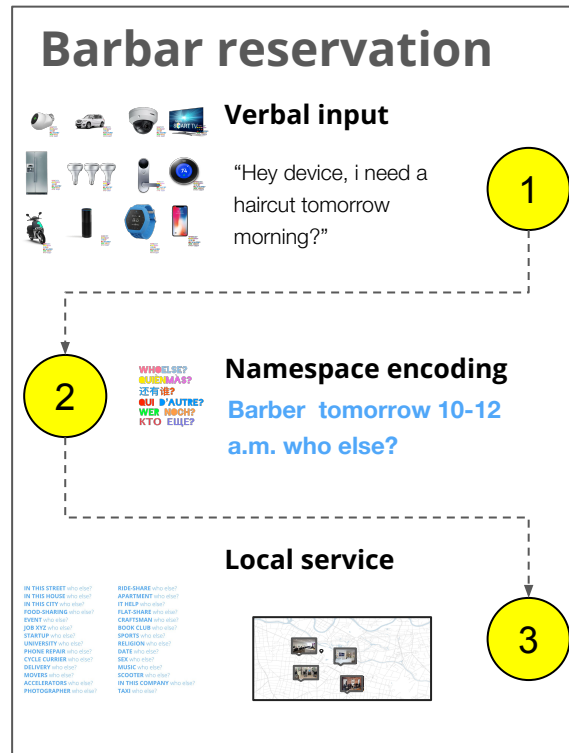
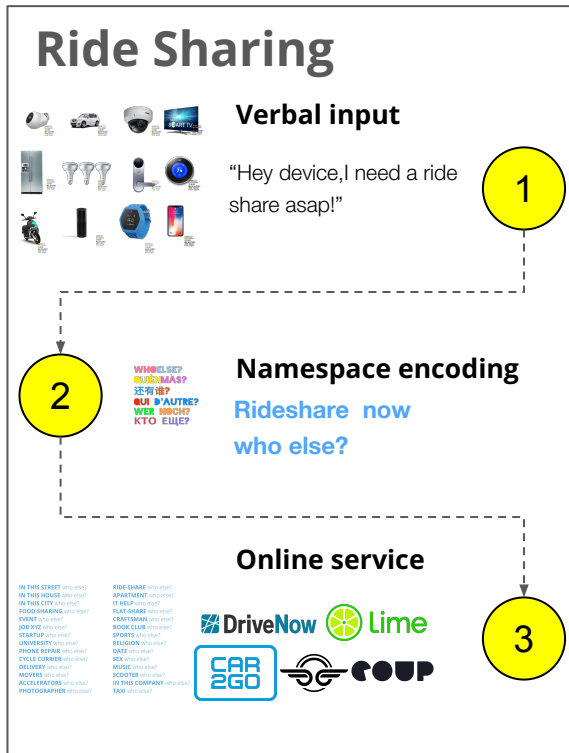
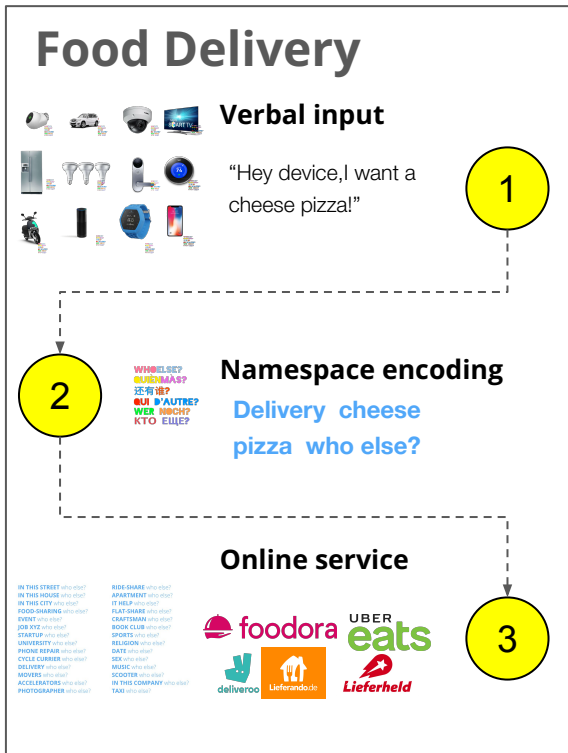
RIDE SHARING
APARTMENT
IF RENT
FLAT SHARING
SMARTPHONE
BOOK CLUB
SPORTS
RELIGION
DATE
SEX
WORK
MOVIES
IN THE COMPANY
TAXI



USE CASES 1/2

We connect people with language-based e-commerce

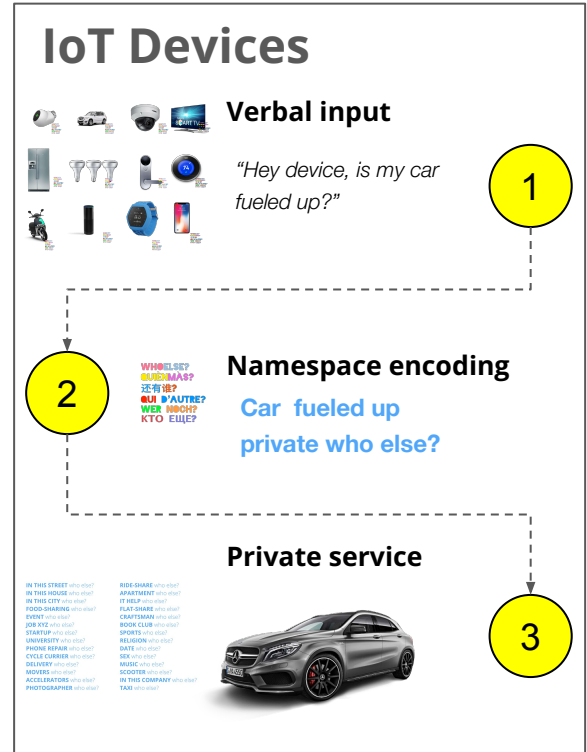
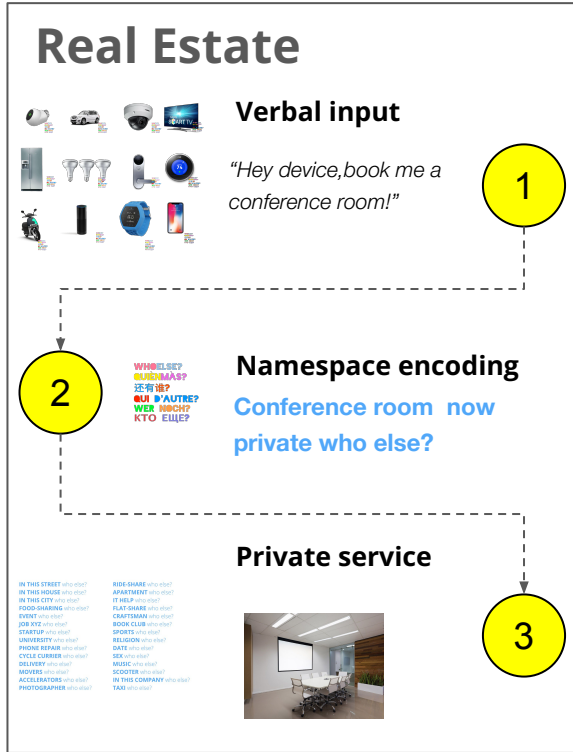
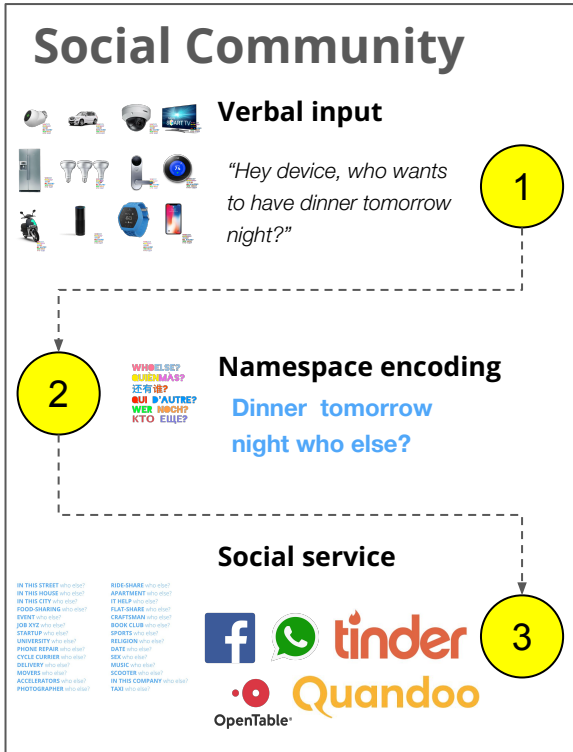
Every kind of on-demand service a user could think of asking for..



USE CASES 2/2

We connect people with language-based IoT technologies

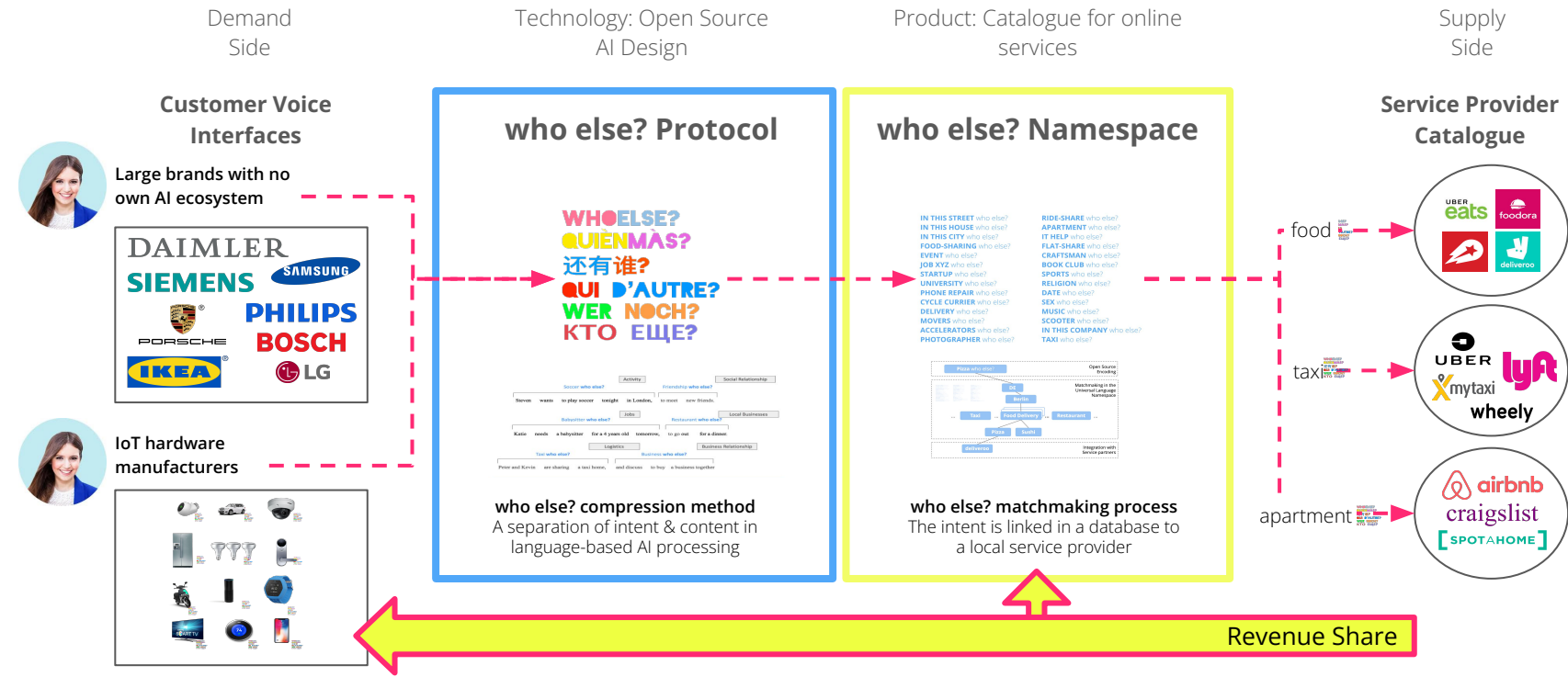
Internet of Things becomes available “in simple words”



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



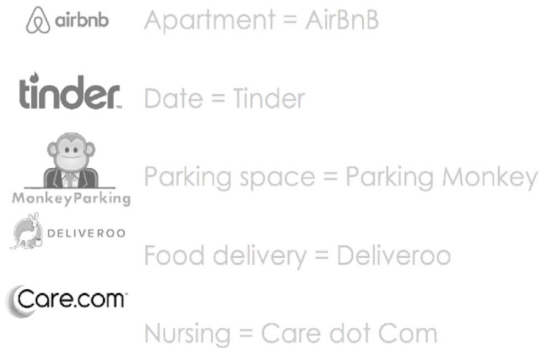
Order

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”

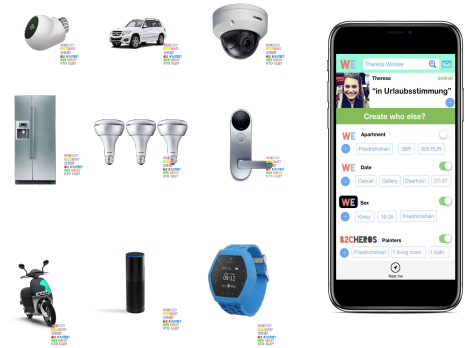
Old: People had to learn brands



New: People can anticipate by brand commonality



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

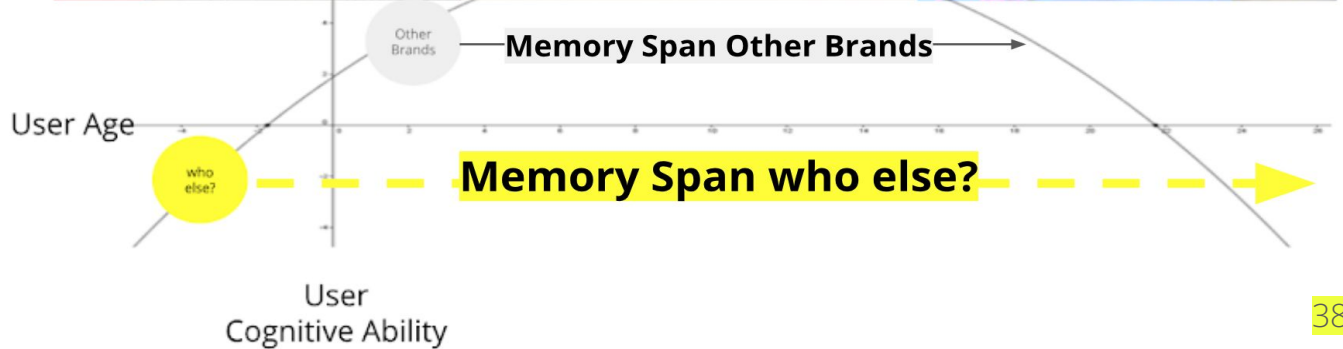


Available as Open Source Voice Internet
API by who else? IoT Device partner

BRANDING ADVANTAGE 2/2

who else? is a brand everybody knows already

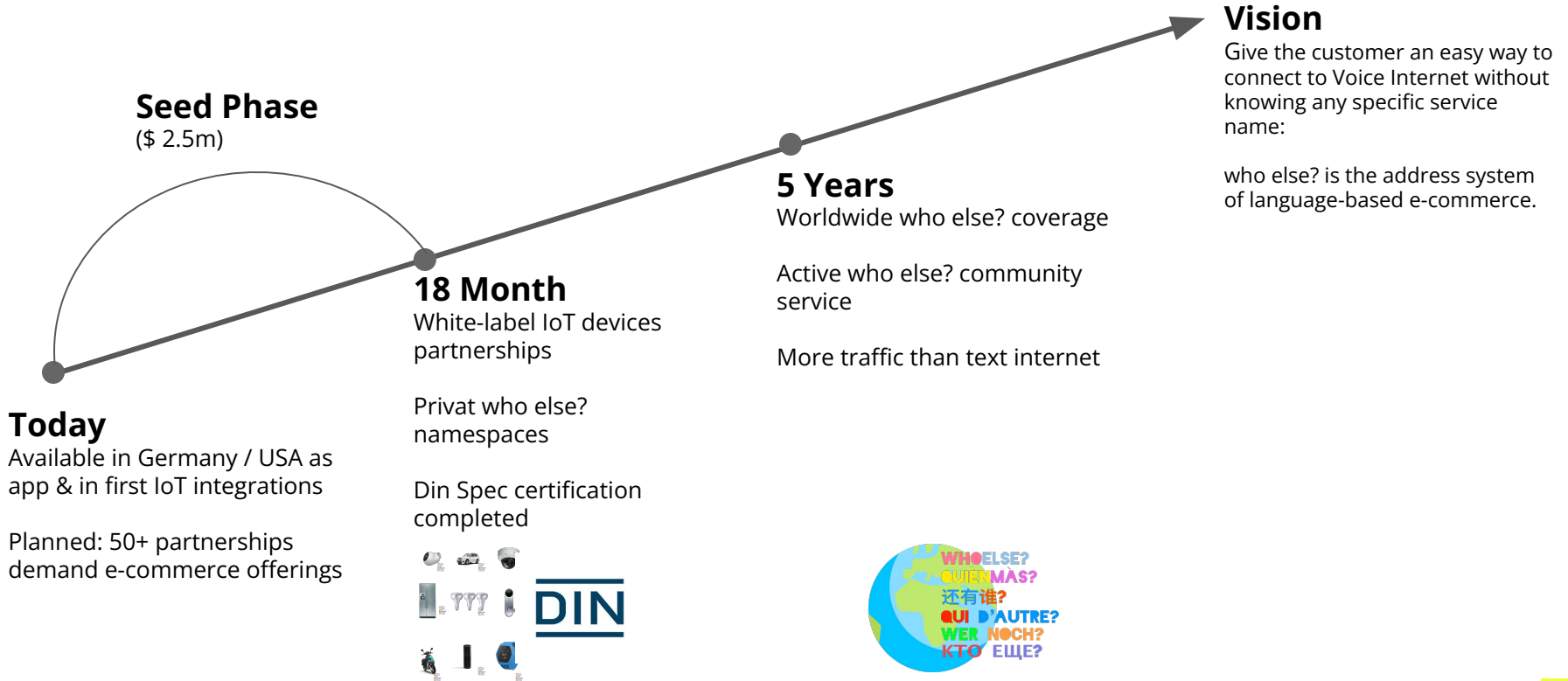
who else? is a brand even children understand to use - language "hard-wired in the human mind"



ROADMAP

A B2B2C artificial intelligence company

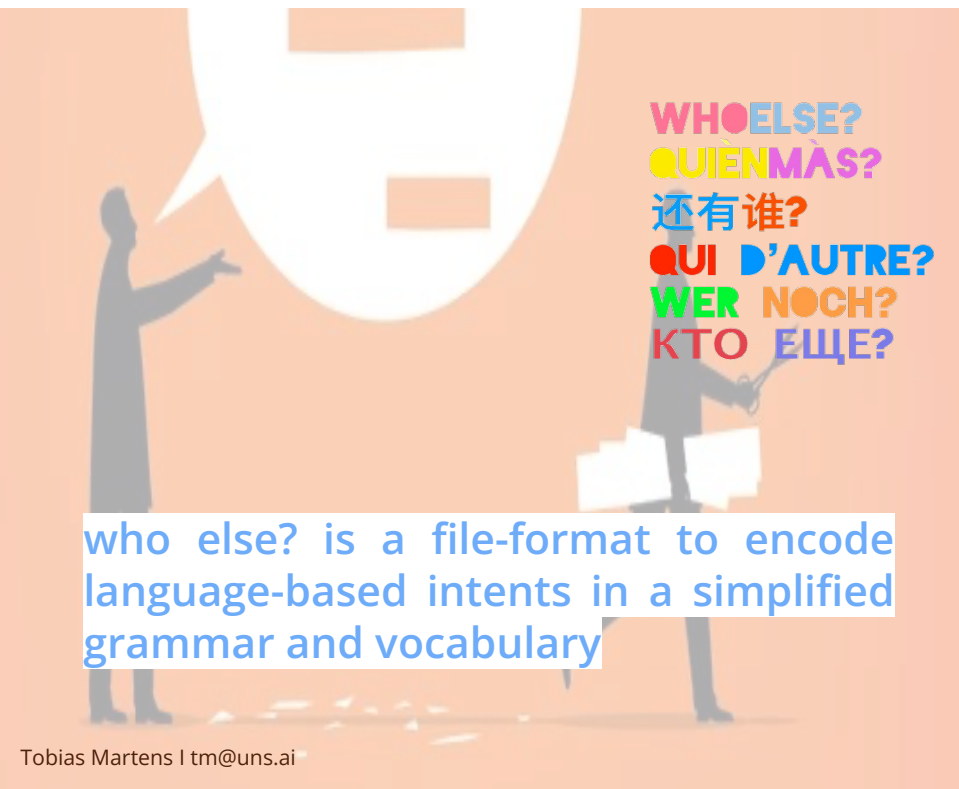
Together with B2B partners who else? creates the first ever Voice Internet marketplace



TECHNOLOGY POSITIONING

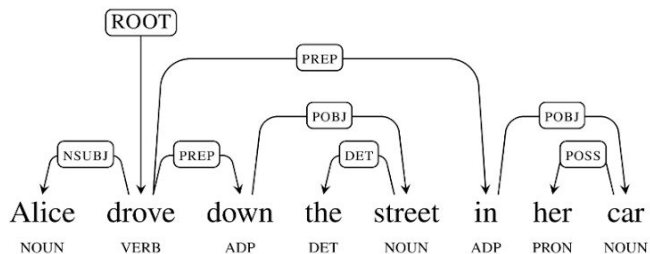
We are developing a “meta” language for AI

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

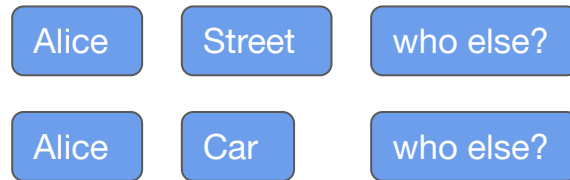


who else? is a file-format to encode language-based intents in a simplified grammar and vocabulary

Output by Google SyntaxNet:



Abstraction in who else? language:



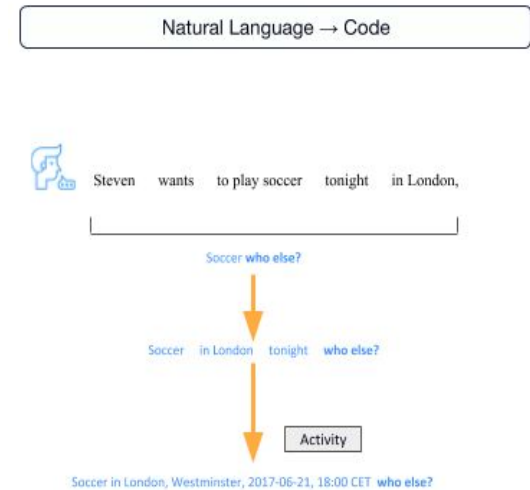
We provide a standard to encode the contents of language (e.g. by NLU's like Google Syntax Net, Nuance, etc.) in a simplified markup language.

COMPRESSION METHOD

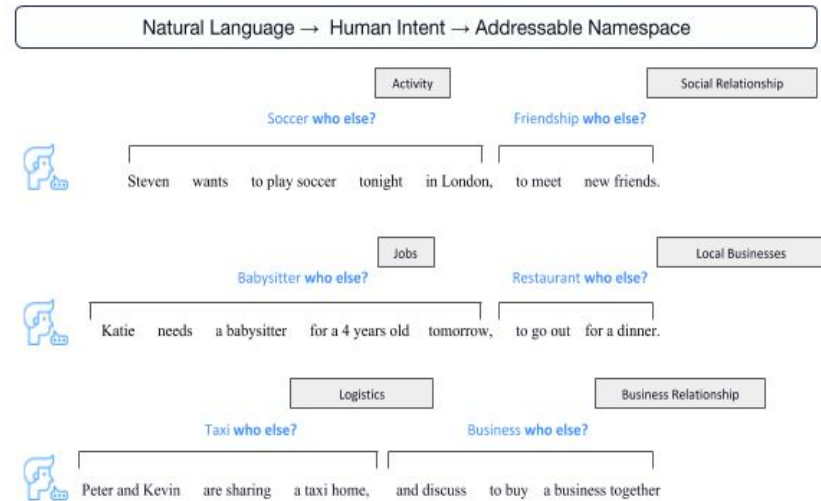
Human language is simplified in who else? questions

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	Hamburg	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”

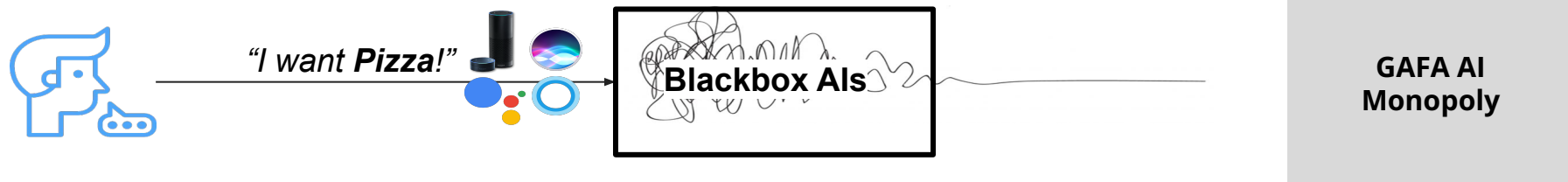
EN	Apartment	London	01-05-2017	07-05-2017	2 adults	500 €	who else	?
ES	Apartmento	Londres	01-05-2017	07-05-2017	2 adultos	500 €	quién más	?
DE	Wohnung	London	01-05-2017	07-05-2017	2 Erwachsene	500 €	wer noch	?

TECHNOLOGICAL NOVELTY

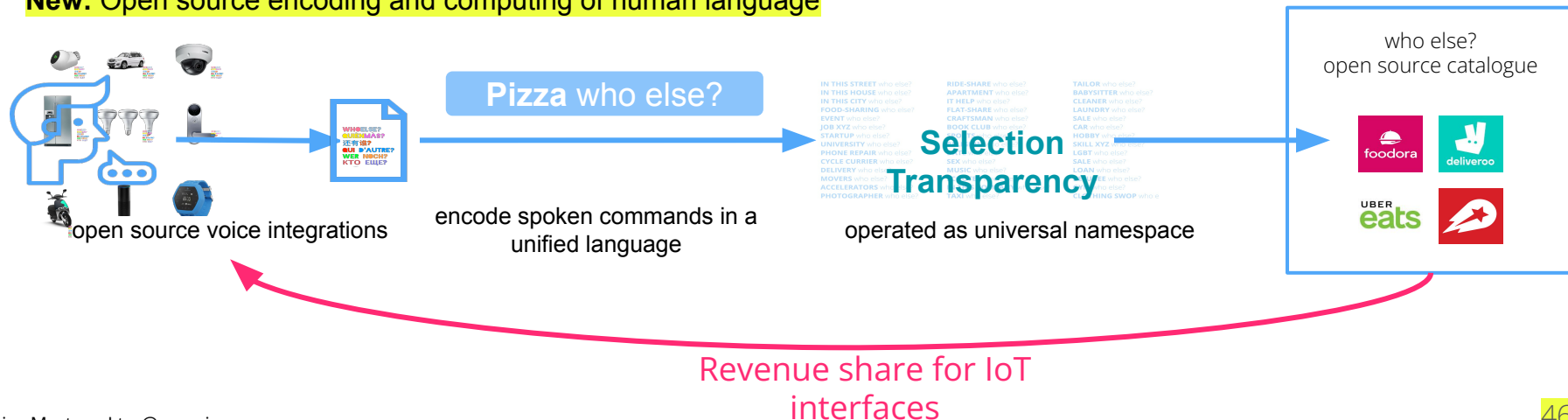
A transparent selection process for voice search

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

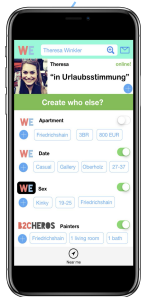
BUILDING A VOICE INTERNET MARKETPLACE 1/3

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

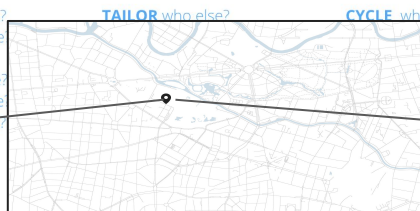


who else?
Browser



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?
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?



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

TAILOR who else?
CYCLE who else?
NET who else?
NG who else?
MES who else?
HAIRCUT who else?
GOLF COURSE who else?
TRAVELLING who else?
DOCTOR who else?



who else?
IoT Devices



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?
QUEINMANN?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EILIG?

Namespace Encoding

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?

BUILDING A VOICE INTERNET MARKETPLACE 3/3

Our vision is to enable the explainable supply chain

We connect industries in simple language

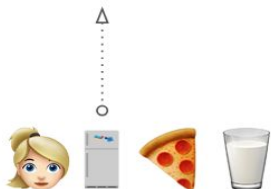
9:20pm

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



1

who else? UG
declaration of intent



Pepperoni Pizza who else?
Milk Delivery who else?

2

who else? namespace dispatching with
other encoded intents



Luiggi Pizza, si
who else!

VW Moia Delivery Driver
San Mateo who else!

3

Multi-vertical
matchmaking



Seven11
50% Fat Milk who else!

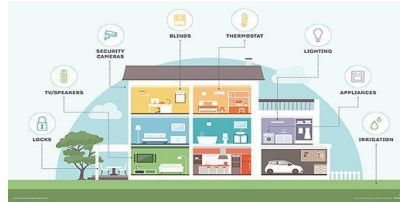
Singles who else?
Happy Lina who else!

USE CASES

who else? enables connected IoT & AI ecosystems

Our protocols link people, cities and industries

Smart Home



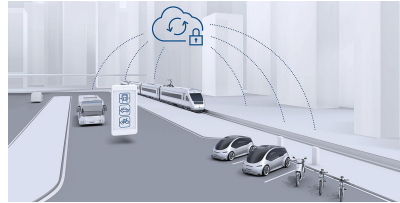
(At home) (Weserstraße 20, Berlin) (who else?)

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:

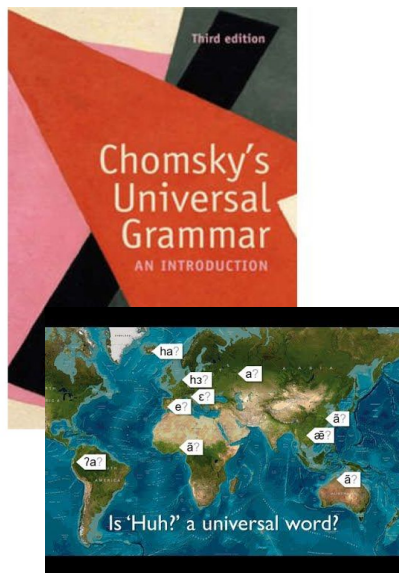
This unified grammar between machines and humans (..) as a common language between AI and their users (..) could be *the* missing link between artificial and natural cognitive intelligence.

<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.**”

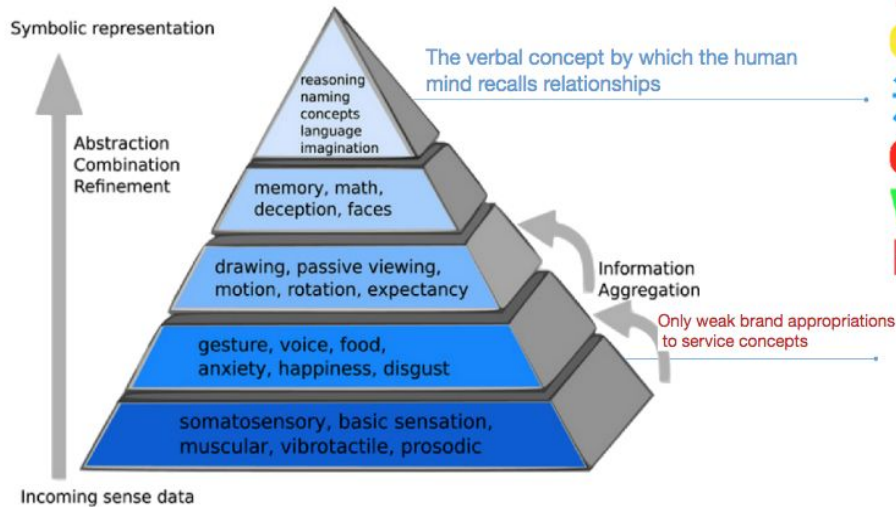
- * Universal Grammar describes semantic components that structure how humans communicate and thus are being recalled, recognized and remembered by everybody.
- * [The last proof of Universal Grammar was awarded with an alternative “IG” Nobel Prize to Max-Planck Researcher in 2015.](#)
- * Using the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



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



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.

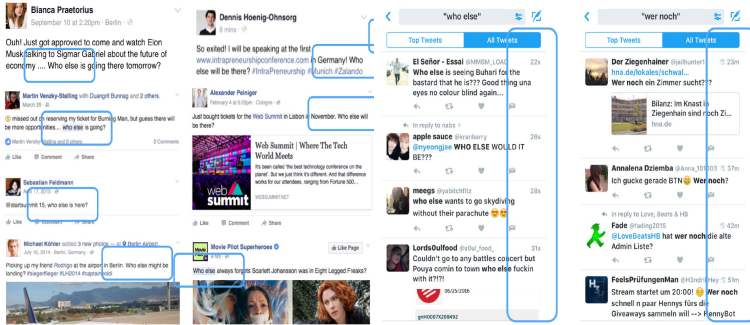
This makes who else? a brand designed for natural “hard-wired” voice usability and cognitive virality.

MARKET VALIDATION 2/4

An extremely frequent brand

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

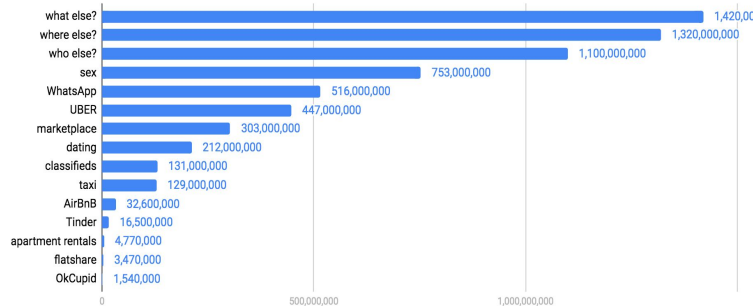
1



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

2

No. Google Search Results



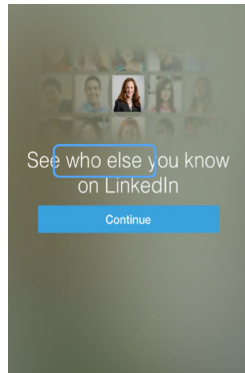
(2) “who else?” is one of the most common semantic concepts used across Internet services measured by Google Search Results.

MARKET VALIDATION 3/4

A brand used by everybody already

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

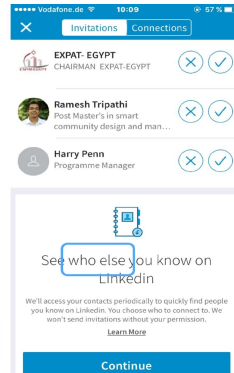
3



Text anyone in your phone

Your contacts will be continuously synced so that you can see who else is on Messenger. Syncing your contacts helps friends connect on Facebook, too. [Learn More](#).

Sync Contacts



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?

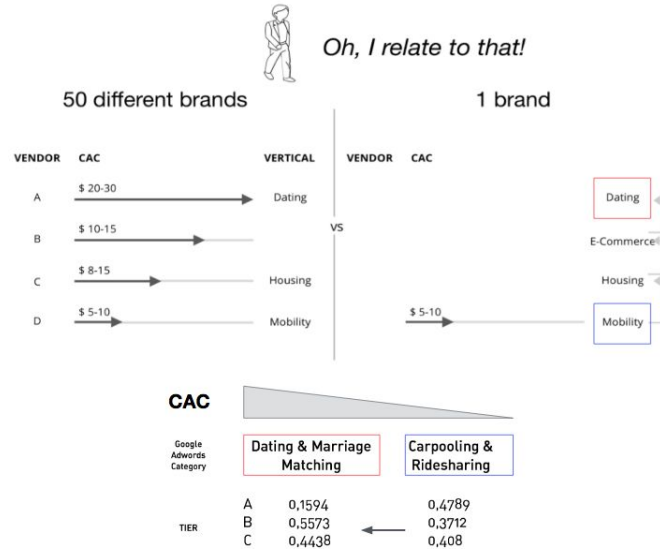
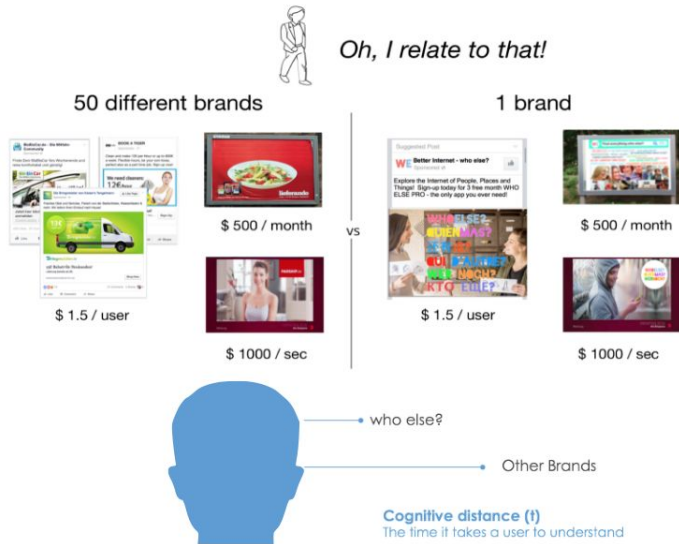
We are verb already - everybody uses us

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:

∅ 3,7

brands

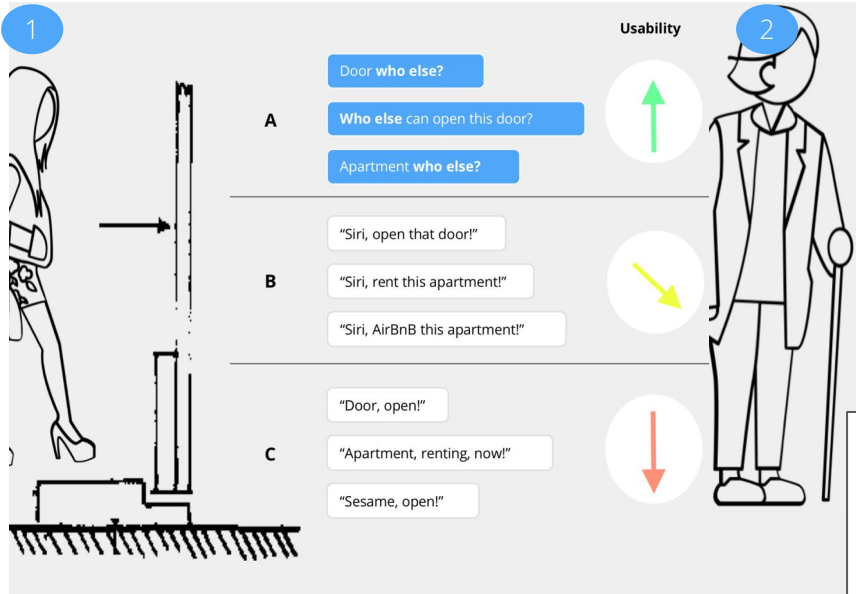
Users remember 80% of their time less than 4 apps frequently.

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

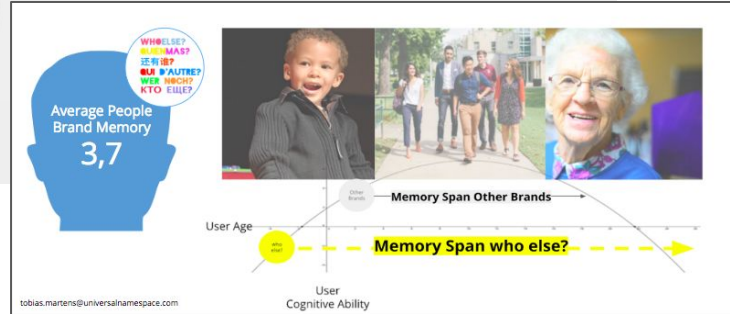
vs.

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)



Voice Assistants from GAFA are currently dominating the market. But they are black boxes and have no interest in a common voice internet, because GAFA 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 datas 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 datas 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

