

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 COURIER who else?
DELIVERY who else?
MOVERS who else?
ACCELERATOR who else?
PHOTOGRAPHY 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?
TRAVELLING who else?
DANCE who else?
TAILOR who else?
BICYCLE who else?

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

HOBBY who else?
SKILL XYZ who else?
SALE who else?
LOAN who else?
REFUGEE who else?
GYM who else?
NOTHING SWOP who else?
SCHOOL who else?
HAIRCUT who else?
CYCLE who else?
FIFA-MARKET who else?
THEATRE who else?

TAXI who else?
RIDESHARE who else?
APARTMENT who else?
IT HELP who else?
CLEANER who else?
LAUNDRY who else?
SALE who else?
CAR who else?
CONCERT who else?
BOARD GAME who else?

Taxi

who else?

Flat

who else?



who else? Universal Grammar

A universal language between human and artificial intelligence

THERE IS NO TRUTH IN NLU

It's a problem every AI listens in a different way



Request: "Huuuuuuungry, Alexa , I am soo hungry - call me a pizza."

Text to Speech	White-label NLU 1 "I am in Hungary, where is Pizza?"	White-label NLU 2 "I am hungry, call the pizzaria"	White-label NLU 3 "? Alexa error	NLU 4 "I am hungry, order me a pizza"	NLU 5 "Did you mean Delivery "
Accuracy	86%	91%	21%	55%"	

Problem Today`s NLU (Platforms) handle data in their proprietary output formats

Innovation:

who else? Universal Grammar

Privacy by design encoding of language inputs

Pizza

who else?

Intent:	per whoelse.ai
Context:	Din Spec
Accuracy:	Checksum (minimum: 80%)
Meta Data:	Location, Bid I Call, Radius
Namespace:	Open I Private

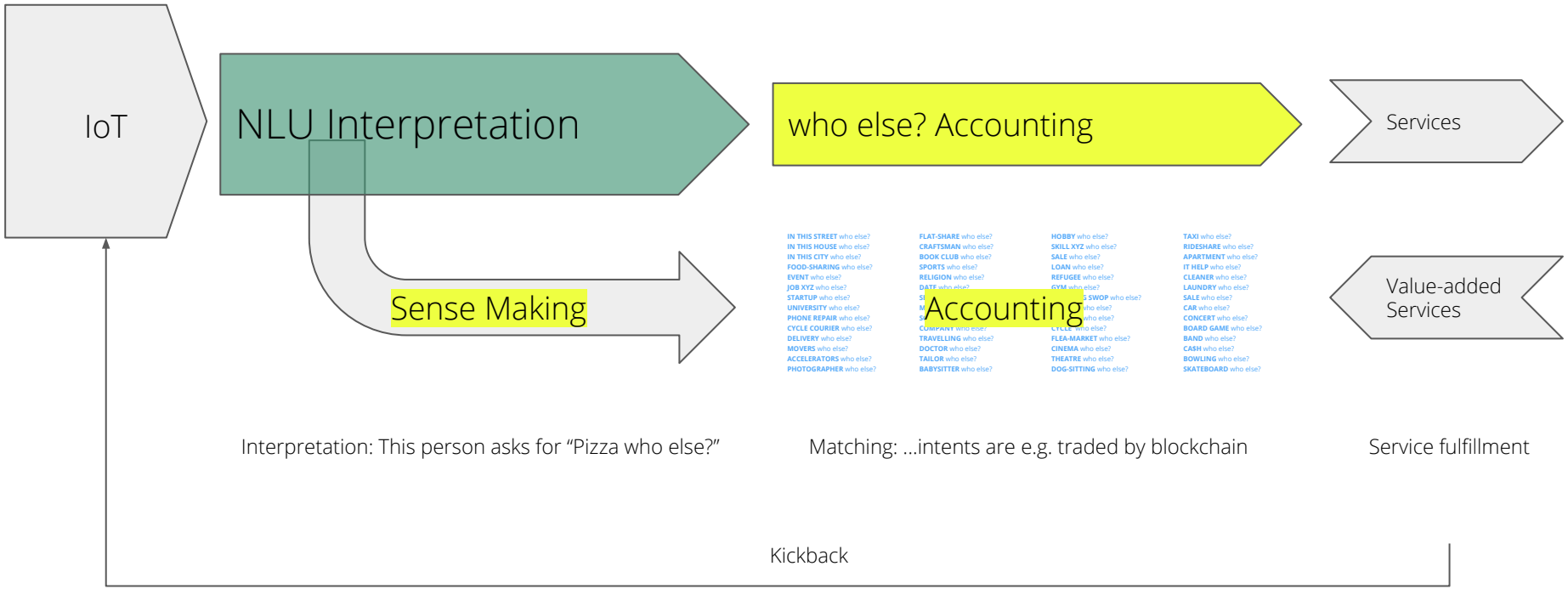


January 2019: DIN e.V. awarded whoelse.ai with an R&D budget to formulate a DIN Spec for explainable language in AI

AN ACCOUNTING SYSTEM FOR AI NLU must agree on standardized data format



Voice Command
"Huuuuuuuungry, Alexa , I am soo hungry - call me a pizza."



Interpretation: This person asks for "Pizza who else?"

Matching: ...intents are e.g. traded by blockchain

Service fulfillment

Kickback

SOLUTION who else? provides a unified grammar to process human language between AIs

Human



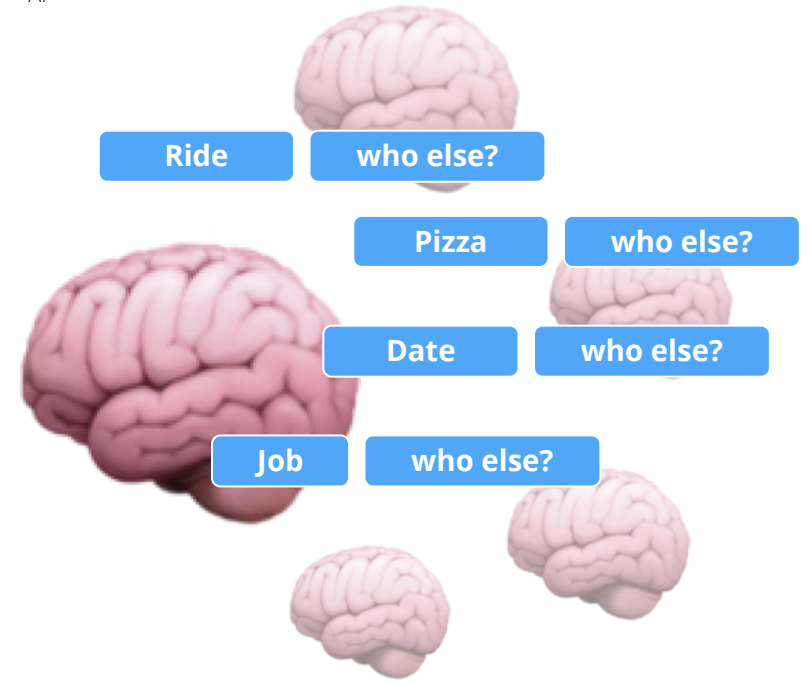
"AI, find me a ride!"

"Fridge, order me a Pizza"

"Siri, I want to go dancing!"

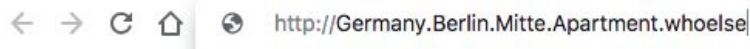
"Go AI, find me a job!"

AI



DISTRIBUTION who else? will become a standard for human language in AI in 3 steps

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

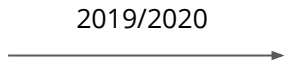


1

who else?

Open Source Protocol

A universal encoding standard for voice-based AI

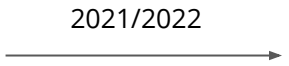


2

who else?

Search Engine

The first search engine for voice-first e-commerce



3

who else?

TLD Registrar

A top-level domain registrar for Voice Internet

PRODUCT who else? makes users experience Voice Internet by only 1 question, instead of many brands



Implicit



Hey Fridge, I want to order Pizza?

WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NICHT?
KTO EIJE?

Pizza

who else?



Explicit



Hey Fridge, Date who else?

WHO ELSE?
QUIEN MAS?
还有谁?
QUI D'AUTRE?
WER NICHT?
KTO EIJE?

Date

who else?



who else? Namespace

Visit <http://app.whoelse.ai>

VENTURE CASE

We build voice Internet with a Universal Grammar
for the Language between Human & Artificial Intelligence

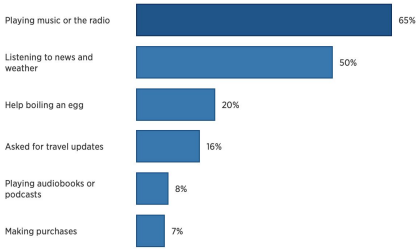
ANALYSIS There is not a common solution to interact with the Voice Internet.

VOICE INTERNET DISCOVERABILITY

Which service or functionality has the IoT device and how do you ask for it?

Uses of Smart Speakers

Data from a survey of 1,000 smart speaker owners in the U.K.













Source: Code Computerlive



The user either don't know the functionality or how to ask for it!

USABILITY OF LANGUAGE

How do you address an unknown voice interface?

-   "Alexa,..." (Amazon)
-   "Ok Google! ..." (Google)
-   "Hey Siri,..." (Apple)
-   "Hey Mercedes,..." (Daimler)
-   "Hey ?Fridge?,..." (unknown Device)

User will get confused with the growing names of voice interfaces!

AI INTEROPERABILITY

How will AIs exchange datas with other devices?



There is no standardization between the ecosystems!

IDEA We need one common space where user can access the voice interface

**TRANSPARENT
DISCOVERABILITY**

We need to connect every device with a voice interface in a common namespace.



"Siri, I want to go dancing, who else?"

"Fridge, order me a Pizza, who else?"

"AI, find me a ride who else?"

"Find me a job, who else?"

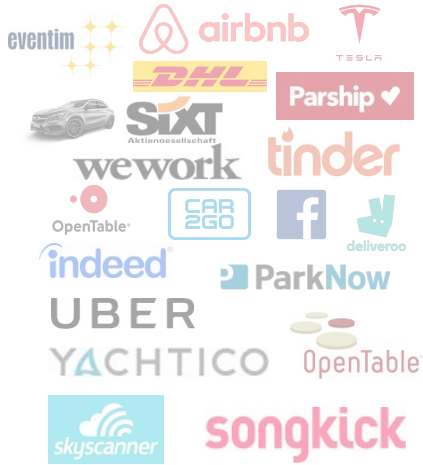
**BETTER
USABILITY**

A common language for every interface is necessary to interoperate between the different ecosystems.



**ENHANCED AI
INTEROPERABILITY**

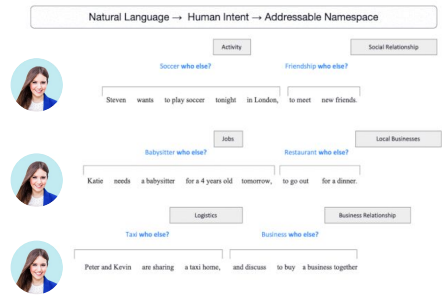
Providers of services or products want to be reached by a large group of potential customers.



PRODUCT A search engine for customer and a common catalogue for service providers

OPEN SOURCE PROTOCOL

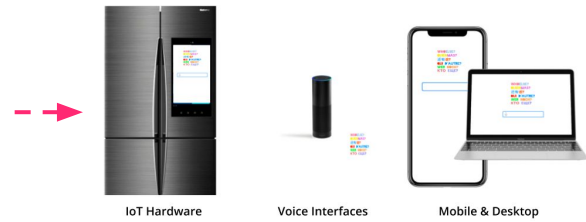
A universal structure of voice data is needed to save and transfer voice data between devices.



A separation of intent & content in language-based AI processing

SEARCH ENGINE B2C

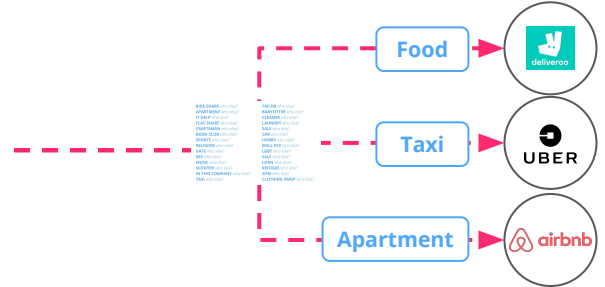
The search engine will help to find the right match between the user search and the solution.



Users get easy access to a common catalogue for language based e-commerce services

VOICE NAMESPACE B2B

A catalogue of service providers for specific search terms will help to connect the user with a service.



The verbal intent is linked to a database of local service providers

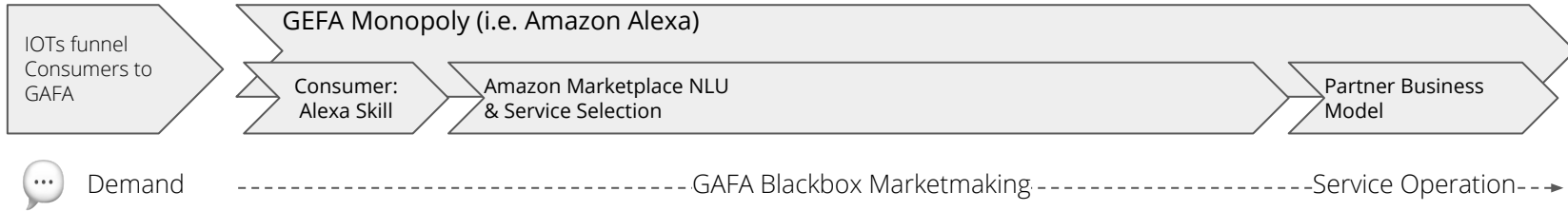
OPEN MARKETPLACE ARCHITECTURE who else? enables voice ecosystems to connect as alternative to GAFA



Request: "Huuuuuuungry, Alexa am soo hungry - call me a pizza."

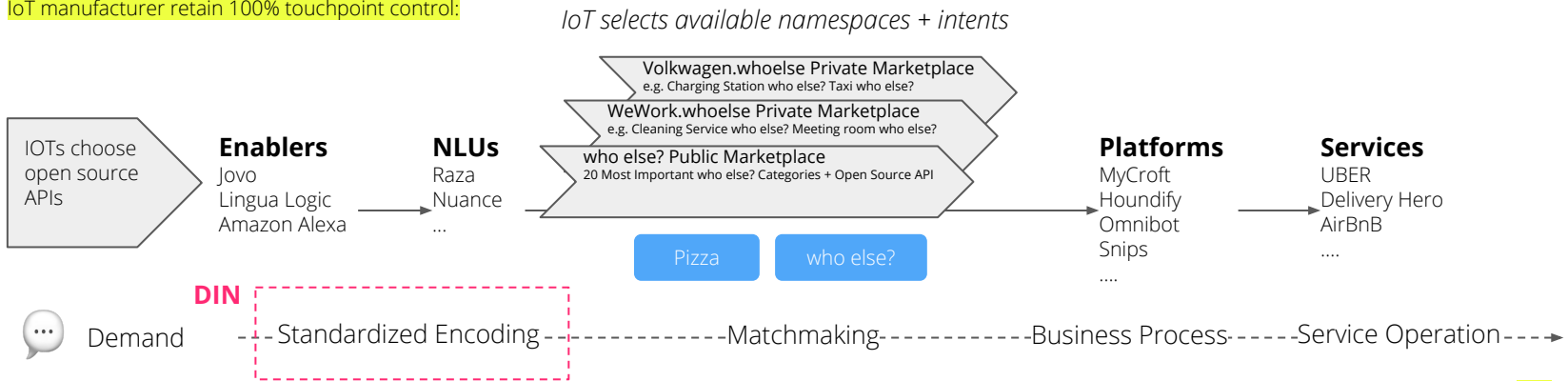
IoT manufacturer & publisher depend on GAFA:

GAFA Search



IoT manufacturer retain 100% touchpoint control:

who else? Search

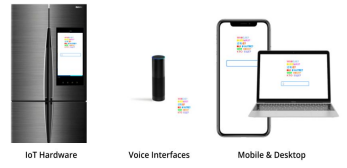
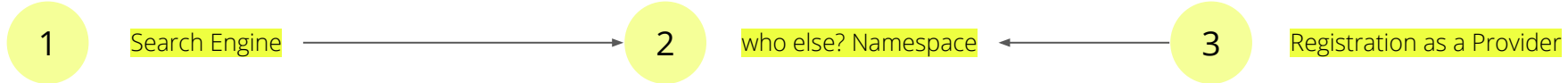


BUSINESS MODEL who else? generates revenue with the namespace and the license of the logo

Demand Side

Marketplace

Supply Side



- 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?
- BAR/RESTAURANT who else?
- CLEANER who else?
- SALE who else?
- CAR who else?
- HOBBY who else?
- SKILL XYZ who else?
- LSGT who else?
- SALE who else?
- LOAN who else?
- REFURGE who else?
- GYM who else?
- CLOTHING SWOP who else?



The B2C search engine is provided for free. We aggregate the demand side for every provider.

Providers need to buy search terms for specific locations, times or relevance. **+\$**

The Registration in the namespace as a service provider will be for free but there quality is checked.



IoT Manufacturer will participate from the revenue when our service is used. **+\$**



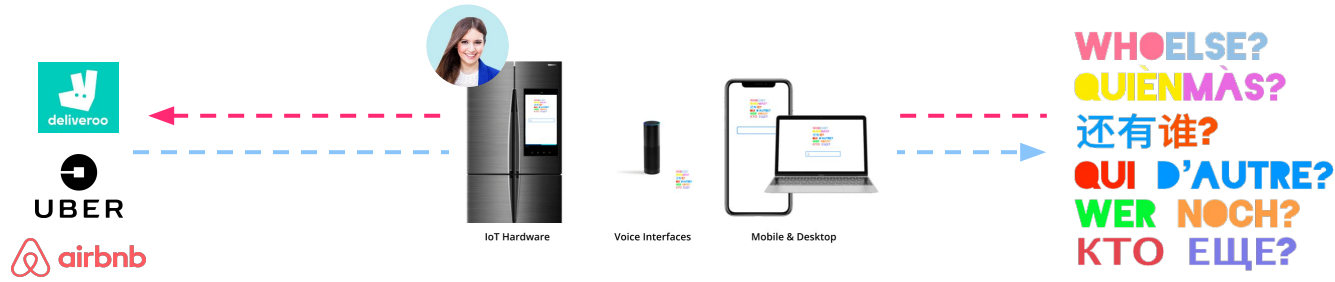
IoT Manufacturer pay a license fee to use the logo and get an integration consultancy. **+\$**

MONETIZATION who else? business model is a revenue share from language-based transactions

We anticipate that we address 0.8% of the voice shopping market or 25% of the food delivery market in germany.

We charge a namespace fee comparable to the existing affiliate programs for every transaction.

Every IoT device with a voice interface has a business case and our revenue will grow with every device.



\$350m

est. Turnover

0.8% of the Voice Internet shopping market in 2022

4%

Namespace Fee

of every who else? transaction conducted

\$10m

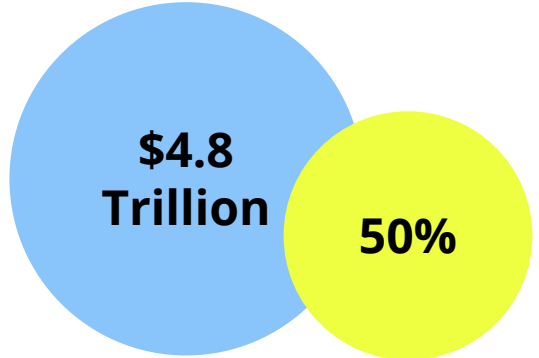
Revenue

+ \$3.3 M for IoT OEM

MARKET SIZE who else? addresses a \$2.4 trillion market of language-based e-commerce

TOTAL MARKET

The Voice shopping market is just a small share of the larger e-commerce market.

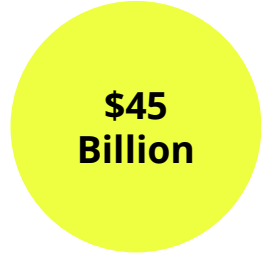


E-commerce Market
Worldwide by 2021¹⁾

Voice Searches
by 2020²⁾

ADDRESSABLE MARKET

The Voice shopping market is a super fast growing market which is not divided yet.



Voice Shopping Spend
U.S. and UK Market by 2022³⁾

MARKET SHARE GOAL

We will address 0.8% of the voice shopping market.

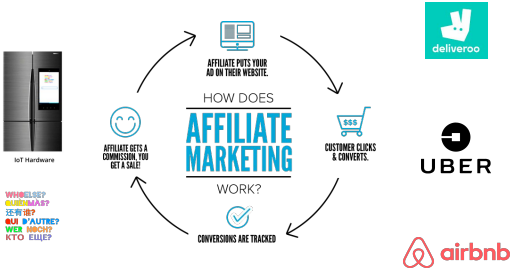


who else? Voice Internet Transaction Potential
by 2023

ROLL-OUT who else? will be monetized in 3 steps

1. Step Affiliates

Voice Internet in Simple Words



The who else? Namespace fee is comparable to the existing affiliate programs of e-commerce aggregators.

IoT Manufacturer and who else? earn a revenue share by every voice-based e-commerce order placed.

2. Step Licensing

Voice Internet Trustmark

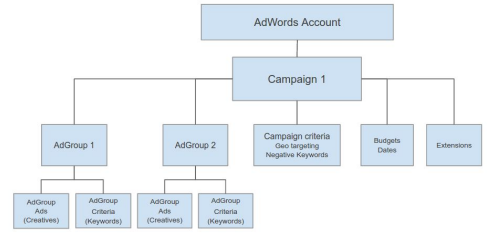


B2B partners can license the who else? Namespace to give customer a usability promise.

B2B partner will be audited and provided with qualified integration experts by who else?

3. Step Advertising

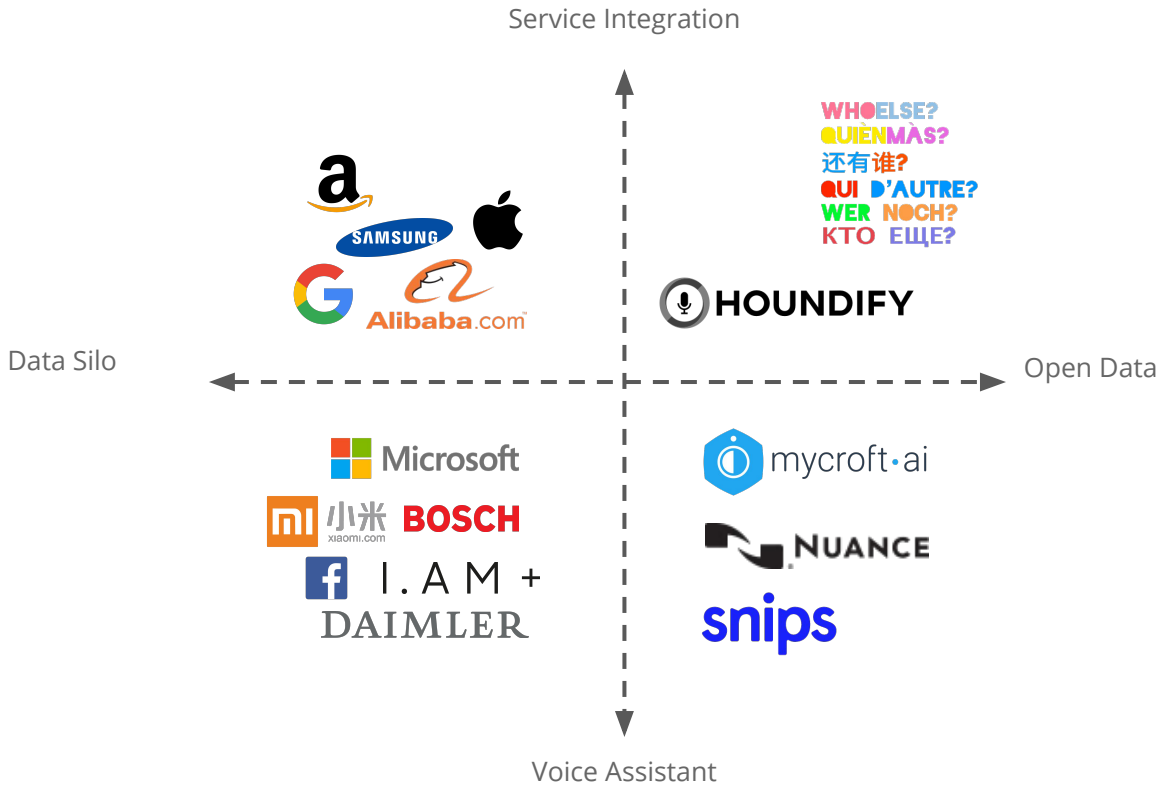
Ad-Words for Voice Internet









Service partners can bid on listenings on the who else? Namespace to become preferred service providers.

Our transparent pricing structure depends on the requested intent words, location (area) and time.

POSITIONING who else? is an open data compression method to link voice-based interfaces “as MP3 for AI”



Competitive advantage

-  A brand designed for life-long memorability
-  Explainable AI as open source API
-  A trustmark for Voice Internet
-  Equal competition for everyone
-  Kickback for IoT manufacturers
-  Customer touch-points owned by IoT manufacturers

Value proposition

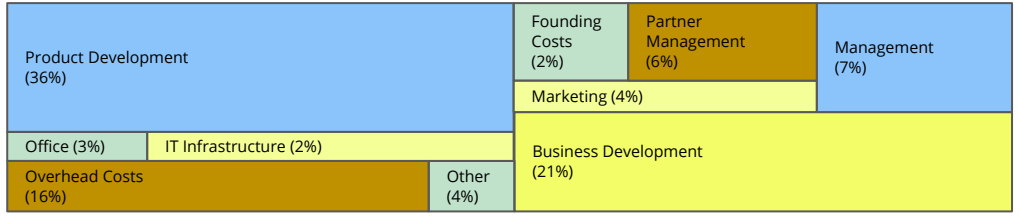
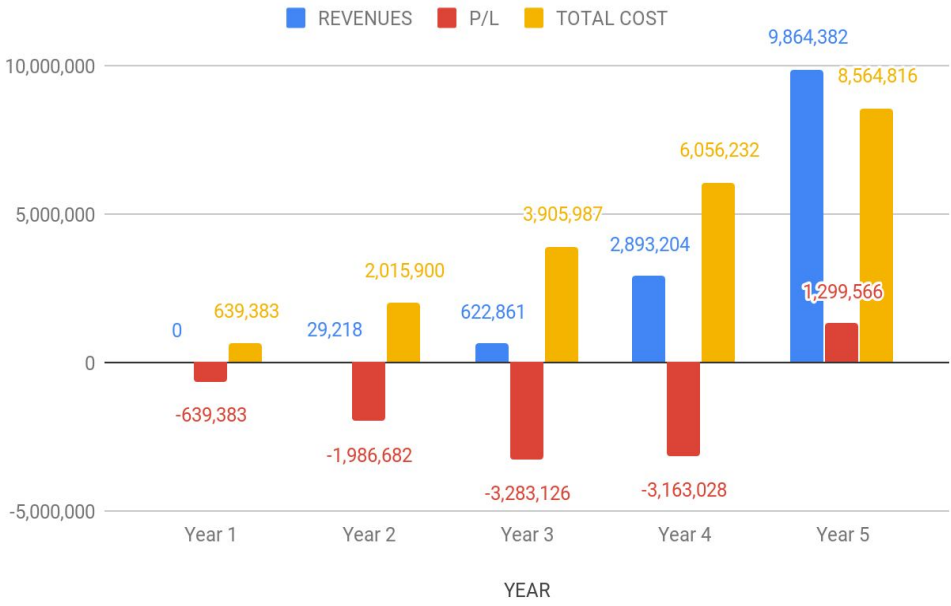
who else? is a language for AI, users can trust blindly

SEED ROUND PROPOSAL 2019-2024

YEAR	2019	2020	2021	2022	2023
	Year 1	Year 2	Year 3	Year 4	Year 5
REVENUES	0	29,218	622,861	2,893,204	9,864,382
Namespace Transaction Affiliate Partner	0	1,058,624	22,567,420	104,826,245	357,405,136
Namespace Transaction Kickback IoT Partner	0	9,739	207,620	964,401	3,288,127
Paid COGs	0	3,388	72,216	335,444	1,143,696
HR COST	555,100	1,723,453	2,995,710	3,774,680	4,077,647
Salaries	455,000	1,412,667	2,455,500	3,094,000	3,342,333
Management	45,000	60,000	60,000	60,000	60,000
Product Development	230,833	782,500	1,238,333	1,420,000	1,420,000
Business Development	134,167	360,833	510,833	610,833	730,833
Marketing	20,000	90,000	231,667	402,500	527,500
Support	0	23,333	246,667	396,667	400,000
Other	25,000	96,000	168,000	204,000	204,000
Social Security	100,100	310,787	540,210	680,680	735,313
OTHER COST	84,283	292,446	910,277	2,281,552	4,487,169
Online Marketing Expenses	5,092	99,320	643,442	1,971,252	4,163,527
Capex	11,201	33,567	55,155	67,460	71,042
Hardware	8,383	29,060	41,128	50,332	52,974
IT Infrastructure	1,215	3,366	4,911	5,600	5,812
Office Equipment	1,603	5,141	9,116	11,528	12,256
Opex	55,990	149,560	201,680	232,840	242,600
Rent	18,150	58,200	103,200	130,500	138,750
Software/Communication Tools	4,520	12,280	18,160	21,060	21,810
Partner Management	39,300	105,300	120,800	132,800	144,800
Founding	12,000	10,000	10,000	10,000	10,000
TOTAL COST	639,383	2,015,900	3,905,987	6,056,232	8,564,816
P/L	-639,383	-1,986,682	-3,283,126	-3,163,028	1,299,566
P/L cum.	-639,383	-2,626,064	-5,909,191	-9,072,218	-7,772,652
New Funding	795,001	2,567,500	6,000,000	0	0
Bank Saldo End of Year	155,618	736,437	3,453,310	290,283	1,589,849

KPIs					
TOTAL Users Namespace	12,070	318,583	2,972,123	13,103,281	39,896,387
Users from IOT OEMs	1,762	46,994	244,997	624,765	1,077,640
Users from Marketing & Viral Growth	10,309	271,589	2,727,126	12,478,516	38,818,747
Paying Users	3,018	79,646	743,031	3,275,820	9,974,097
Transaction per User per Year	4.63	39.88	72.25	96.00	107.50
Profit / User	-52.97	-6.24	-1.10	-0.24	0.03

FTE					
Mgmt	1	1	1	1	1
Tech	10	17	25	25	25
Sales	5	8	10	12	14
Marketing	1	3	7	10	11
Support	0	3	9	10	10
Other	5	11	17	17	17
TOTAL	22	43	69	75	78



[CLICK TO OPEN XLS](#)

R&D ROADMAP 18 Month



Goal

who else? Inventory Setup E-Commerce
 Goal: Develop access to potential publishers for the who else? Namespace (e.g. e-commerce, mobility solutions) and agree affiliate deals

who else? Consumer Hardware POCs
 Goal: Implement IoT showcases that show how the who else? Namespace that can be integrated to expand the business model of hardware manufacturer

who else? Smart City & Smart Mobility POCs
 Goal: Extend / adapt the who else? protocol to industrial IoT solutions

New Product

Taxi who else?
 e.g MyTaxi
Food who else?
Apartment who else?
Date who else?

Rideshare who else?
Parking space who else?
Rideshare who else?
Parking space who else?

Standalone who else? Voice Interfaces

Smart Home
 E.g. Fridges, Lightbulbs, ..

Wearables
 E.g. Smart Bracelets, Smart Watches

= Showcases for Voice Internet interfaces in IoTs

Who else is at this building? e.g Energy Management
Who else can access this door? e.g Security Management
 ...
 ...

Goal: 50 publishers & we? verticals

Goal: we? IoT consumer hardware integrations

Goal: Expand we? to Industry 4.0 applications

Technology Components

R&D who else? Marketplace
 = Integration with affiliate programs
 = Switchboard functionality

R&D who else? Protocol Apps
 = Setup of core who else? original applications
 = Blueprint for protocol expansion

R&D who else? Protocol Extensions
 = Release developer framework
 = Release sensoric components
 = Release smart building unification API
 = Release ISO / DIN certification
 = Release telecommunication operator protocol

R&D who else? Browser
 = Browser app for mobile devices
 = Voice Internet browser for IoT hardware

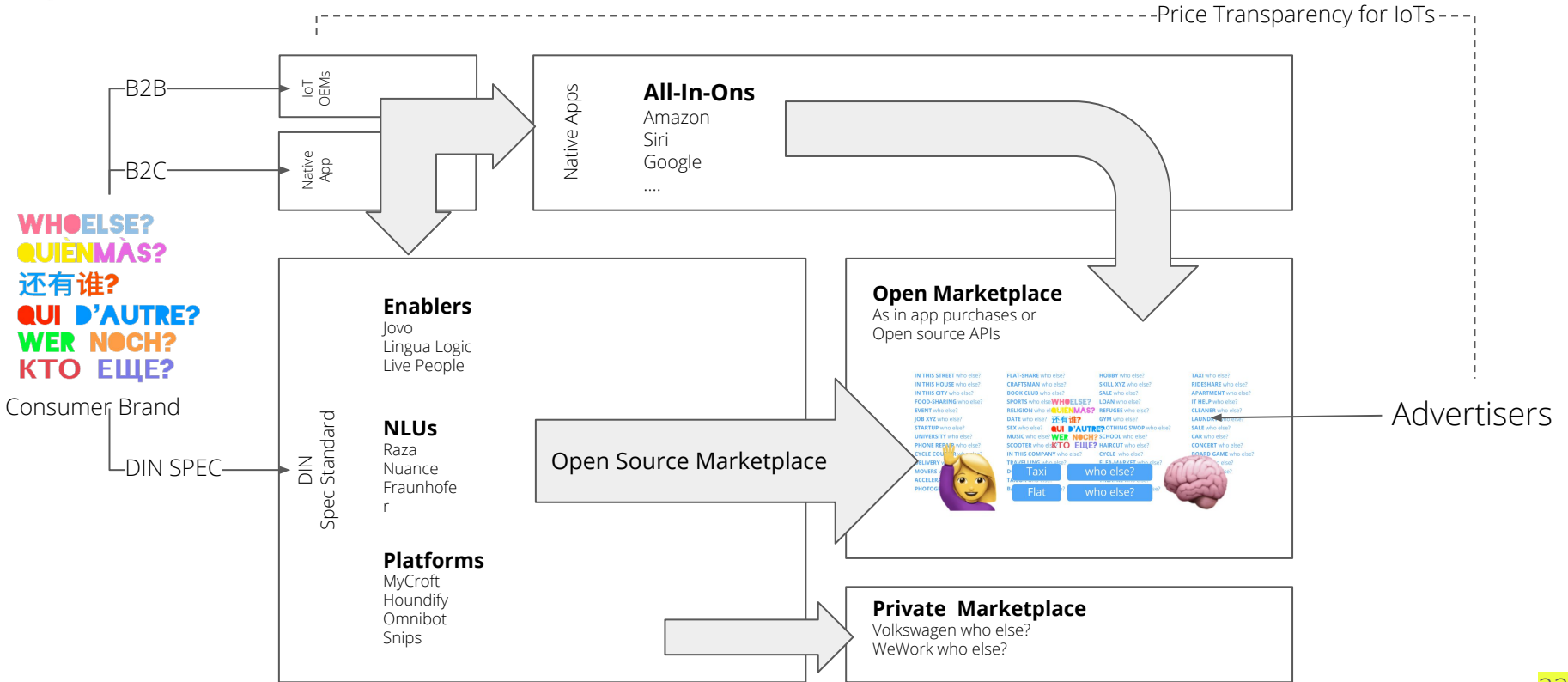
Supporter



CROSS ECOSYSTEM AVAILABILITY who else is available in whitelabel IoT NLUs & native apps

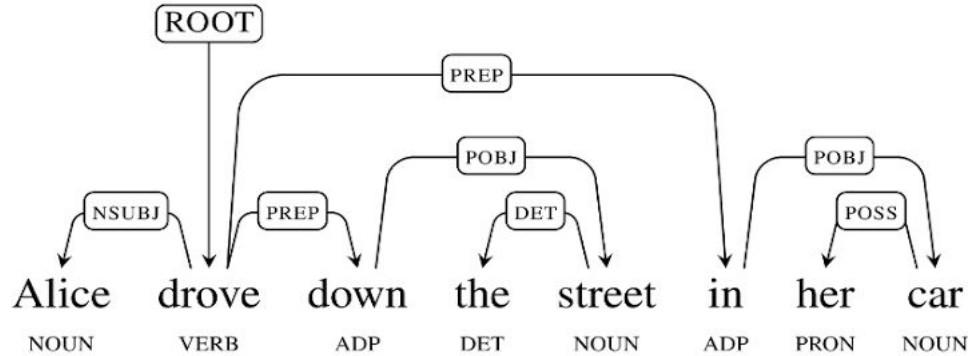


Request: "Huuuuuuungry, Alexa , I am soo hungry - call me a pizza."



TECHNOLOGY LICENSE who else? enables AIs for a simplified encoding of spoken user commands

Google Syntax Net



<https://opensource.google.com/projects/syntaxnet>

NLP
Natural
Language
Processing

Alice

Street

who else?

Alice

Car

who else?

NLE
Natural
Language
Encoding
- AI Privacy by Design
- AI Efficiency Enhancing

who else? Protocol

INNOVATION who else? builds a unified addressing system for human language

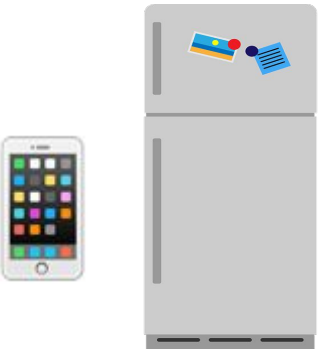
Spoken User Input

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

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



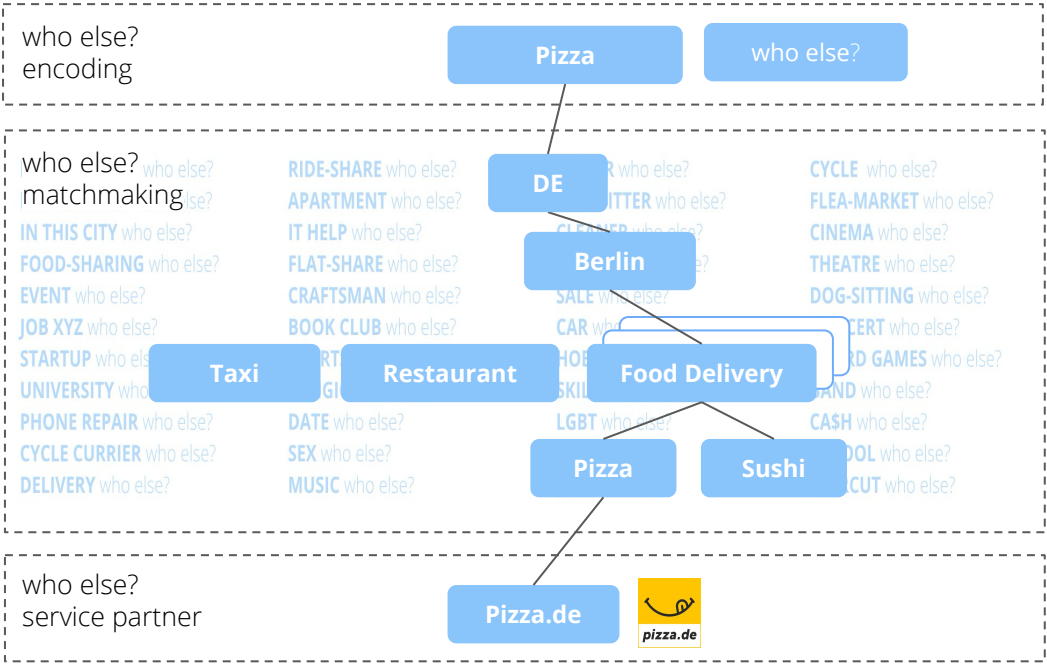
"Huuuuuuuuungry, I am so hungry - call me a pizza."



Intent Dispatching



Namespace Encoding



DIFFERENTIATION who else? will grow faster than the GAFAs ecosystems because of its transparency!



Blackbox AI
decision making



Privacy is mined
(e.g. biometric information)



GAFAs pushes for
touchpoint control



Complex integrations for
different voice ecosystems
Alexa Skills, Made for Apple, ..



Every voice interface listens
to a different name



Exclusive Selection of
User Searchers

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

Open Source



1 question for
Every AI



OEMs keep the
customer touchpoint



Customer intent is
encoded by IOT OEMs



Easy integration into various
AI ecosystems
Open Source APIs



Voice interface AIs earn
a revenue share



Blockchain for
language-based AI

ADVANTAGE FOR IOT PROVIDERS who else? provides a unified identification layer for voice logins

Authenticated User Request

Namespace Selection

- Pizza who else?
- Date who else?
- Apartment who else?
- Taxi who else?



Payment Info

User Accounts

whoelse.ai

Biometric Voice Identification Integration (Example)

Multimodal voice & behavioral biometric authentication technology

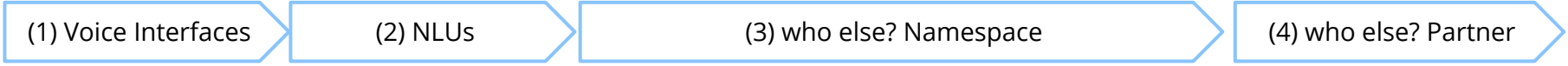
Authenticate customers with biometrics

As the market leader in multi-modal biometric authentication, Nuance can help you identify and verify your customers—simply and securely with their voice, behavior and other characteristics.



Standardized questions provide a standardized voice biometric for identification applications

NLU INTEGRATIONS who else? connect AIs, IOT OEMs, and Smart City APIs by a simplified language



(I) Request Encoding

(II) Matching in Namespaces



(III) Execution

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

Pizza who else?



whoelse.xyz provides a default language namespace
 Corporates, cities & NGOs can run independent namespaces for internal applications

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?

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?

TAILOR who else? BABYSITTER who else? CLEANER who else? DRY who else? CRAFTSMAN who else? HOBBY 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? CASIN who else? SCHOOL who else? HOLIDAY who else? GOLF COURSE who else? TRAVELLING who else? DOCTOR who else?

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

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

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

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



Transport and Mobility



Transport

Autonomous public transportation can be accessed with who else? and provides services and information of public infrastructure



Transport

Carpooling can be easily accessed and integrated within our namespace to find people and share a ride without knowing a specific service



Mobility

Electric charging poles are accessible via a voice interface which is who else? enabled and is connected with charging services

Smart homes, buildings & cities



Smart Homes

Who else? extends the smart homes with our service catalogue and let the manufacturer benefit from business cases accessed from any IoT device



Smart cities

Smart city lights can provide infrastructure services within the who else? Namespace like parking, shop hours,....



Smart buildings

Buildings, micro apartments, hotel rooms will be connected and accessible via the who else? Namespace and protocol and provide internal and external services

Doctor

who else?

Parking space

who else?

Examples who else? apps:

MARKETING ADVANTAGE who else? is designed for self explanatory by commonality

Old: People had to learn brands

New: People can anticipate by brand commonality



Apartment = AirBnB



Date = Tinder



Parking space = Parking Monkey



Food delivery = Deliveroo



Nursing = Care dot Com

Instead of
names..

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

Apartment who else?

Date who else?"

Parking space who else?

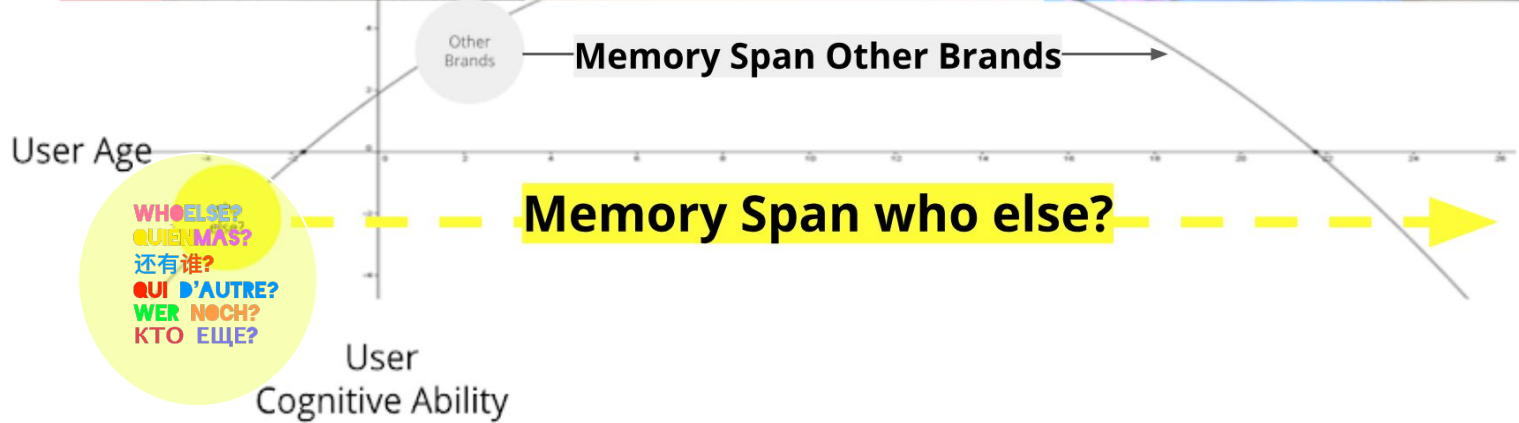
Food delivery who else?

Nursing who else?

Users only have to remember 1
question to ask for every kind of AI

USER DEMOGRAPHICS who else? guarantees life-long memorability

Average People
Brand Memory
only $\emptyset 3,7$ Brands

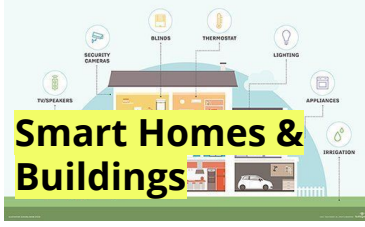


INDUSTRY USE CASES who else? provides Industry 4.0 APIs for mobility, smart home and smart city services

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



Transport and Mobility



Smart Homes & Buildings



Smart Cities

**who else?
 example sentences**

Charging pole	who else?
Car sharing	who else?
Public bus	who else?
Carpooling	who else?

Heat down	who else?
Can access my door	who else?
Craftsman	who else?
At home	who else?

Public parking	who else?
Shop hours	who else?
Tourist center	who else?
At this location	who else?

**who else?
 Industry solutions**

- Energy Management
- Fleet Management
- Public Transportation Management
- Traffic Management

- Energy Management
- Access Management
- Building Service Management

- Traffic Management
- Information Management
- Touristic Management
- Location Management

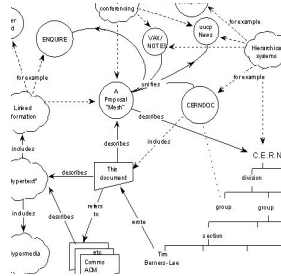
**who else?
 Consumer benefits**

A common protocol for different transportation providers with an easy access for users.

Easy access for IoT devices in the room and building, to internal and external services via a common catalogue.

A citywide know system for accessing public infrastructure and independently controlled.

HISTORIC CONTEXT who else? is for Voice Internet, what Hypertext was for Text Internet



1989

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



1994

Fraunhofer MP3 starts the era of sound-enabled Internet services

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

2019

who else? encodes human language in AI by Chomsky's Universal Grammar

ENCODING PRINCIPLE who else? simplifies spoken inputs by the most universal question available in language

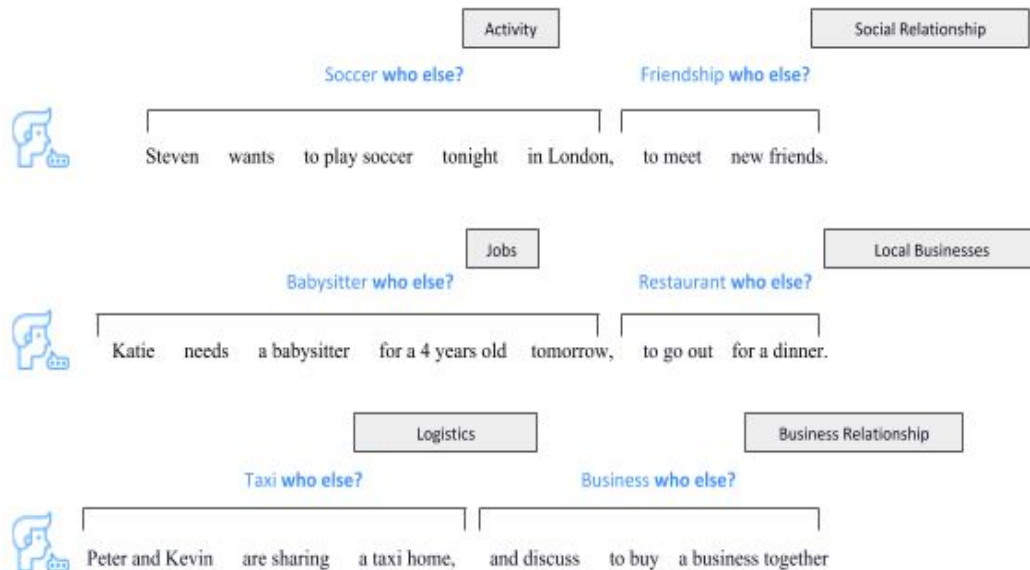
whoelse.ai Annotation Depth

Natural Language → Code



whoelse.ai Namespace Syntax

Natural Language → Human Intent → Addressable Namespace



INTERNATIONAL COMPATIBILITY

who else? make spoken inputs cross language interpretable



“Hey Alexa, I want to travel from Berlin to Hamburg with a ride-share. Can you find a ride today?”

EN	Carsharing	Berlin	Hamburg	07-05-2017	who else	?
FR	Partage de voiture	Berlin	Hamburf	07-05-2017	qui d'autre	?
CN	Qìchē gòngxiǎng	Bóllín	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	?

who else? is a brand designed for easier and more efficient language usability

1

2

Usability

A

Door **who else?**

Who else can open this door?

Apartment **who else?**

t = 2.4 seconds

B

"Siri, open that door!"

"Siri, rent this apartment!"

"Siri, Airbnb this apartment!"

C

"Door, open!"

"Apartment, renting, now!"

"Sesame, open!"

vs.

Hey Siri, I need a Taxi here.

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 shortest, yet semantically explicit correct question to ask an AI.



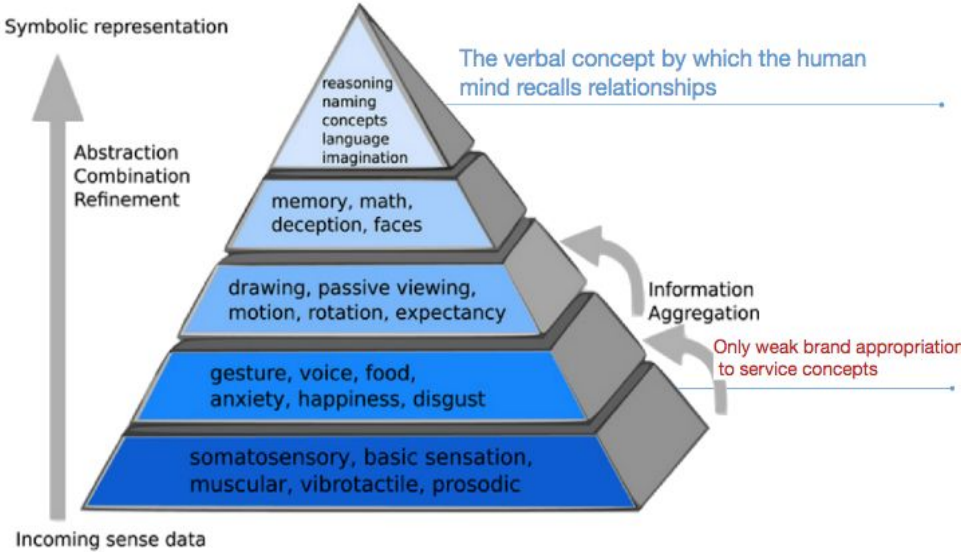
who else? is the simplest question available in language for AI

NAMING, THE FILE SYSTEM OF HUMAN THOUGHT who else? is branding how people recall Internet services

who else? is the verbal representation how people recall online services: We understood how people “store” memories about online services in their minds and trademarked it as brand.

Ray Kurzweil’s Pyramid of Cognitive Reception

“How does the human mind represent information about Internet services?”



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



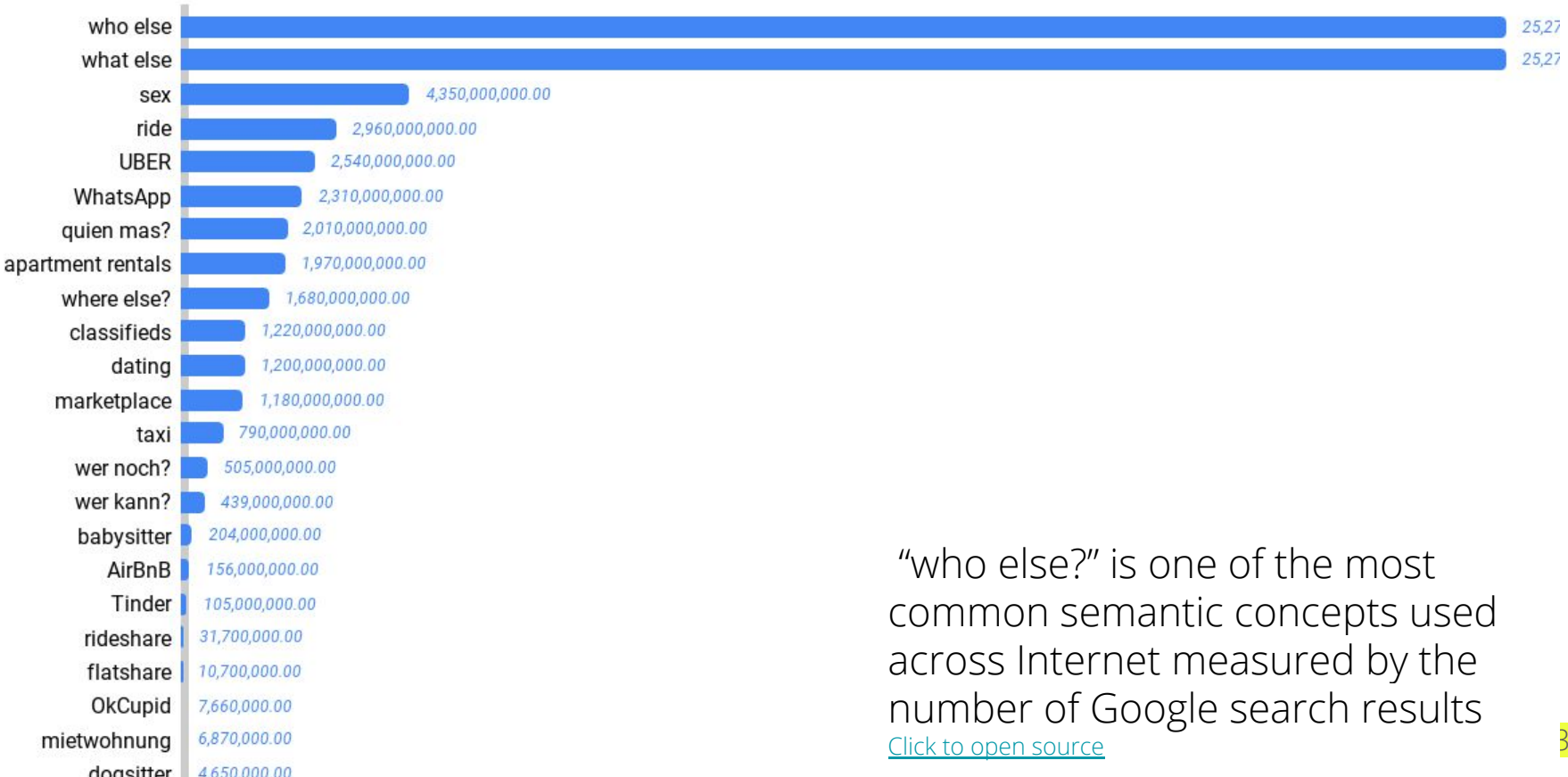
Language is the file-system of the human mind: who else? likely is the the semantic concept by which people verbally remember the interaction they experience in online services.

By this lingual commonality who else? is faster learned and more natural recalled than every other brand.

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

LANGUAGE FREQUENCY (1) who else? is language used across social networks & webpages

Google Results for Search Query | "How often do websites mention the term who else?"



“who else?” is one of the most common semantic concepts used across Internet measured by the number of Google search results

[Click to open source](#)

LANGUAGE FREQUENCY (2) who else? is language used across social networks & webpages

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



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

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



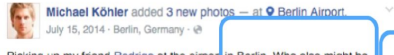
Martin Venzky-Stalling with Duangrit Bunnag and 2 others.
March 25 · 🇯🇲

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



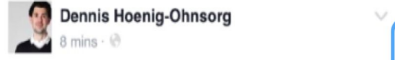
Sebastian Feldmann
April 17, 2015 · 🇪🇺

@startsummit 15, who else is here?



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

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



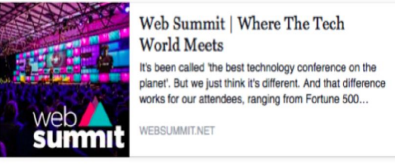
Dennis Hoenig-Ohnsorg
8 mins · 🇪🇺

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

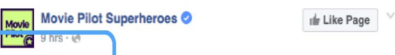


Alexander Peiniger
February 4 at 5:25pm · Cologne · 🌐

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

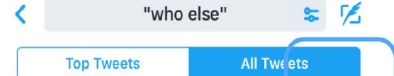


Web Summit | Where The Tech World Meets
It's been called "the best technology conference on the planet". But we just think it's different. And that difference works for our attendees, ranging from Fortune 500...



Movie Pilot Superheroes
📺 9 fans · 🇪🇺

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

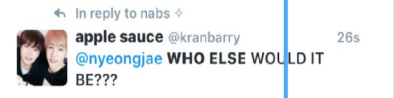


"who else" 🔍 🔄

Top Tweets All Tweets




El Señor - Essai @MMBM_LOAC · 22s
Who else is seeing Buhari for the bastard that he is??? Good thing una eyes no colour blind again...



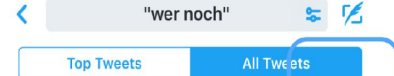
In reply to nabs
apple sauce @kranbarry · 26s
@nyeongjae WHO ELSE WOULD IT BE???



meegs @yabitchfitz · 28s
who else wants to go skydiving without their parachute 🤔😂



Lords0ulfood @s0ul_food_ · 31s
Couldn't go to any battles concert but Pouya comin to town who else fuckin with it!?!?
06/25/2016
ghH0007X208492



"wer noch" 🔍 🔄

Top Tweets All Tweets



Der Ziegenhainer @jailhunter1 · 23m
hna.de/lokales/schwal...
Wer noch ein Zimmer sucht? ?



Bilanz Im Knast in Ziegenhain sind noch Zi...
hna.de



Annalena Dziemba @Anna_101003 · 37m
Ich gucke gerade BTN 😊 Wer noch?

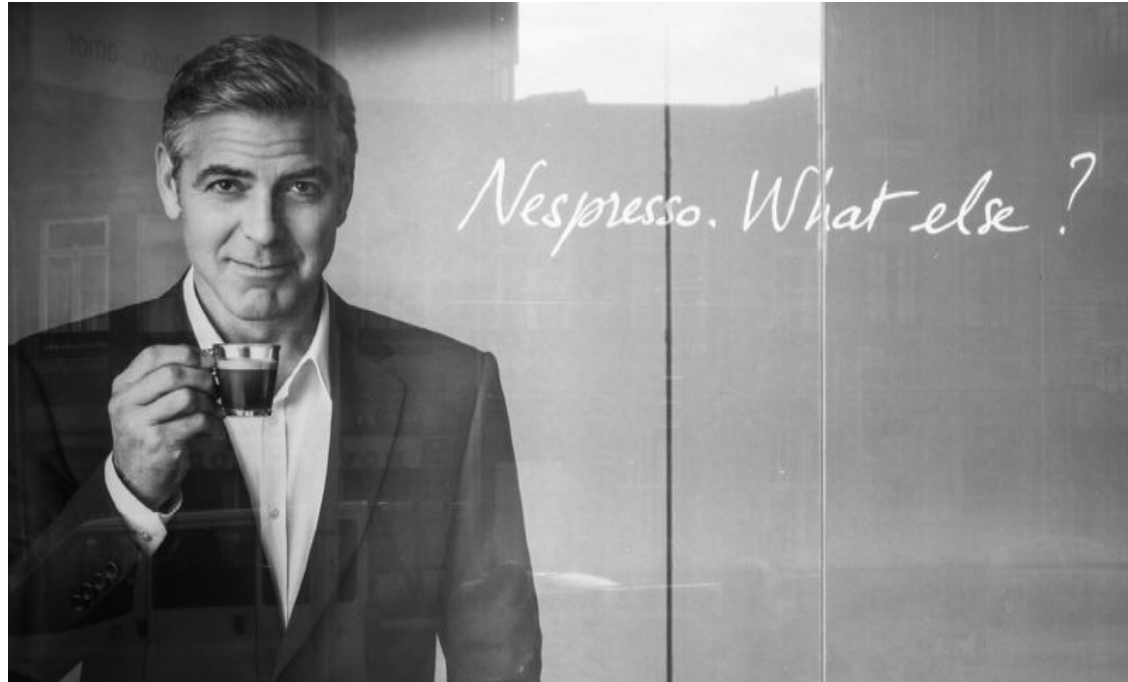


In reply to Love, Beats & HB
Fade @fading2015 · 42m
@LoveBeatsHB hat wer noch die alte Admin Liste?



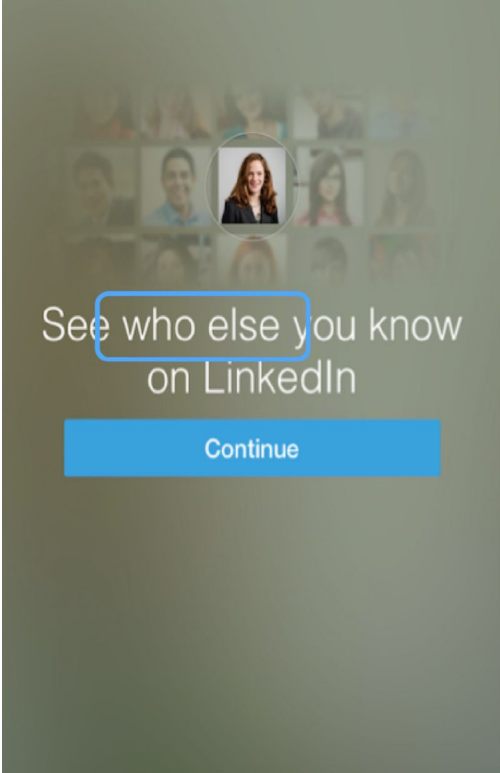
FeelsPrüfungenMan @H3ndriHey · 51m
Stream startet um 20:00! 😊 Wer noch schnell n paar Hennys fürs die Giveaways sammeln will --> PennyBot

George Clooney is "what else?". An Irish Gambling Provider tried to trademark who else? in 2015.



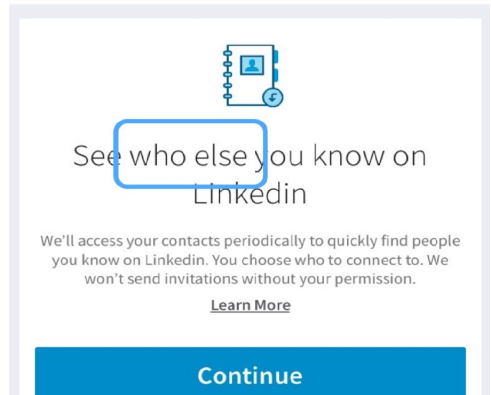
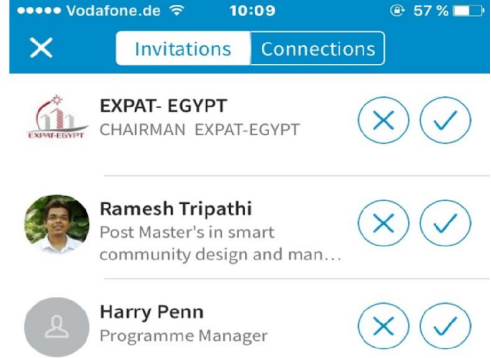
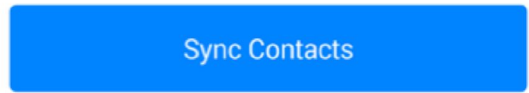
LANGUAGE USABILITY (2) who else? is a brand used by the some of the most famous brands in the world

who else? is used across the sign-up screens in the highest valued apps in the world.



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.](#)



= LANGUAGE REPRESENTING ONLINE SERVICES who else? Is language hard-wired in social communication

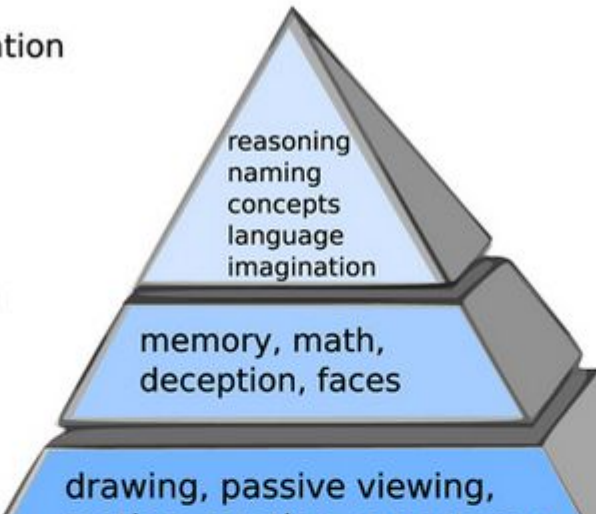
The collage includes:

- A bar chart titled "who else?" with search terms like "what else", "sex", "UBER", "RIDE", "WhatsApp", "apartment rentals", "where else?", "classifieds", "dating", "marketplace", "taxi", "wer rosch?", "wer kanz?", "babysitter", "AirBnB", "Tinder", "rideshare", "flatshare", "OKCupid", "mietwohnung", "Housarier".
- Screenshots of social media posts and chat messages, some with blue annotations.
- A Nespresso advertisement with the text "Nespresso. What else?" and a button "See who else you know on LinkedIn".
- A mobile app interface for "who else?" with a button "Text anyone in your phone" and "Sync Contacts".

Symbolic representation



Abstraction
Combination
Refinement



"who else?" is 600-800% more common in language

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

BRANDING HUMAN LANGUAGE who else? is a brand designed to become popular language.

“The oldest challenge of technology marketing: To become verb!” (New York Times, 2016)

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

INFINITE UPSELLING who else? relates to people multiple vertical at once



Oh, I relate to that!

50 different brands

1 brand



\$ 1.5 / user



\$ 500 / month



\$ 1000 / sec

vs



\$ 1.5 / user



\$ 500 / month



\$ 1000 / sec



who else?

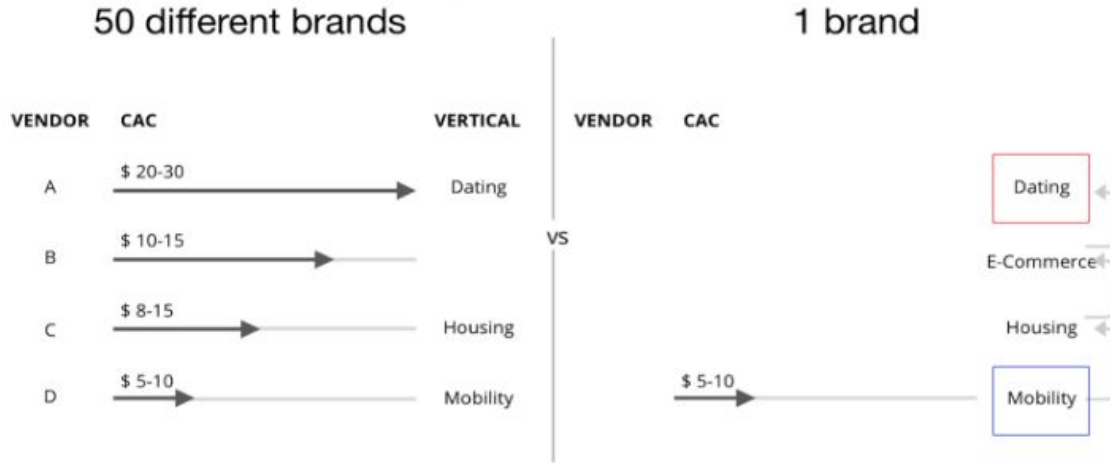
Other Brands

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

ACQUISITION COST ADVANTAGE who else? provides an infinite upselling of attention



Oh, I relate to that!



CAC

Google Adwords Category

Dating & Marriage Matching

Carpooling & Ridesharing

TIER

A	0,1594	0,4789
B	0,5573	0,3712
C	0,4438	0,408

