

Script for Authenticity Entrepreneur pitch

Hi. I'm Wes Kussmaul. In 1981 I founded Delphi Internet Services Corp., which produced the first commercially available online encyclopedia. A year later, Delphi morphed into a social media business. Delphi had been steadily profitable for years when we sold it to Rupert Murdoch's News America Corporation in 1993.

I hope you'll get a chance to watch our videos about how I went from there to my work on Authenticity, but first I want to call your attention to an amazing planning process invented by a couple of very interesting people. The process resembles Magic Quadrant, a market research product offered by Gartner Inc. Magic Quadrant rates vendors in a market on two criteria: Completeness of Vision and Ability to Execute.

"Ability to Execute" is pretty easy to grasp, being simply an assessment of a company's command of resources necessary to deliver on its marketing promises. But what's this "Completeness of Vision"?

We'll explain in a moment, but first let's introduce you to one Robert Friedland.

Robert Friedland was expelled from Bowdoin College in 1970 after being arrested for the possession of \$100,000 worth of LSD. After two years in federal prison he managed to get into another college, where he befriended a student with whom he shared an interest in Eastern spirituality. When Friedland's uncle made him caretaker of his orchard near the college, Friedland and his new buddy, without the uncle's knowledge or consent, turned the orchard into a Hare Krishna commune called All One Farm. While there he invented a scheme for creating an alternate reality: the "Reality Distortion Field."

Friedland's friend also pursued a sketchy path. After the commune experience, he joined the infamous John Draper aka Captain Crunch in hacking the AT&T phone network. While Draper went to jail for it, Friedland's friend managed to get a job with Atari. Because he refused to bathe, Atari put him on the midnight shift.

LSD? Hare Krishna commune? Phone phreaking!? Banishment for not bathing? You'd be forgiven for guessing that those two guys now live in homeless shelters.

Well, not quite. Friedland subsequently founded Ivanhoe Mines Ltd. and led the company to a successful public offering on the Toronto Stock Exchange in 1996. He now operates Ivanhoe Capital from its corporate headquarters in Singapore. He's quite wealthy.

After his Atari gig Friedland's buddy also launched a company, but was fired by its board of directors because of his insistence on managing it using Friedland's Reality Distortion Field. He had been inspired by the orchard experience in naming the company. He named it Apple.

Yes, we're talking about Steve Jobs.

A decade after Jobs was fired by Apple's prudent, sensible, intelligent board members, that same board had driven Apple into the ground. They then begged Jobs to return, and to please bring with him the ideas behind the Reality Distortion Field.

Jobs eventually did just that, and turned Apple into the most valuable company in the world.

"Reality Distortion Field" is simply the process of drawing a picture of tomorrow, based upon the knowledge that tomorrow will always be different from today. If you think about it, isn't Reality Distortion Field just another term for Gartner's Completeness of Vision? The Reality Distortion Field is an approach to building a picture of the way the world is going to be, rather than the way it has been up to the present.

The Authenticity Institute and its Alliance introduce "PKI Done Right," aka Authenticity™, adding an InDoor layer of pervasive accountability to sit atop the old "information highway" - the outdoor public transport facility known as the internet plus phone networks. The vision we bring to that job is quite

complete.

Do you believe that tomorrow will be the same as today? That is, do you believe in browsers? Do you really think there's a future for these outdoor things called websites? Do you believe that information security technology actually works?

If so, then thank you for your time, let's not waste any more of it.

Or do you understand that tomorrow will be different from today.

After all, that's the founding assumption behind the completeness of our vision.

The poet Goethe was credited with saying,

Whatever you can do, or dream you can, begin it.

Boldness has genius, power, and magic in it.

Goethe

Tomorrow will be different from today. While most people would agree with that claim, they tend to act as though they don't believe it.

Today's assumption is that the business model that permanently drives online media is the awareness model, that it's all about advertising. Eyeballs and clicks. And data mining on those eyeballs and clicks because, you know, "people don't really care about privacy...". They'll tell you that tomorrow will bring new ways to generate new awareness, more page views, more eyeballs, more clicks. Translation: the online media business is the billboard business. It's about commercial messages that appear in your face as you "surf," that is, as you drive around this outdoor information highway space.

The online medium has demonstrated its fundamentally social nature ever since the Emisari network first appeared around 1973. The real implication of social media is that the online medium emulates life in the physical world. What do real people really do while online? They socialize.

And because of assumptions brought to online media from traditional media about how online spaces must be built and managed, they socialize in spaces that are largely insecure, where authenticity cannot be assumed.

Authenticity is the final ingredient that makes online spaces truly habitable, by making them trustable.

Authenticity is truly a major inflection point, which means that it is built upon assumptions that established sources of capital and infrastructure support will not see it until they have become everyday reality.

To illustrate: which of the following enterprises could get funded by venture sources today?

- Micro Soft Corporation (now called Microsoft Corporation)
- Quantum Computer Services Inc.

The father of Micro Soft's founder retained people from his law firm to talk his son out of squandering trust funds on the abject folly of software for personal computers. Unfortunately, the money was the son's to squander. Today the son is probably wandering the streets of Seattle, dirty and homeless, muttering to himself about this strange fantasy he calls "personal computer." Not.

In 1986, believe it or not, the common thread among investors was that the social media battle was all over, CompuServe had won, there was no sense directing any resources to this mature consumer online

services market. That was well before consumers began using the Internet, well before Quantum, renamed America Online by its new CEO Steve Case, acquired CompuServe and then shocked the world by acquiring Time Warner. What had been deemed a mature market grew seven-thousand-fold in the next decade.

The world was swept up in the promise of the amazing possibilities presented by personal computers and the Internet. Now the world wonders whether viruses, spam, ransomware, breaches, security vulnerabilities, zombie hosts, online child predation, identity fraud, violations of personal privacy and other signs of growing anarchy have betrayed the promise.

By contrast, physical spaces employ methods and designs and applications of authority that provide what real estate professionals call *quiet enjoyment*. Quiet enjoyment is nothing less than security and manageability and peace and quiet in the spaces where we pursue our agendas.

Think about it. What is it that buildings provide, besides protection from the weather?

Buildings provide accountability. A way of knowing who is in a bounded space with you. A way of designating bounded spaces for particular uses, by particular people. Accountability within those spaces.

Now here's the key to getting there: The essential construction material for online buildings has been around for decades, and it is rock solid. It's called PKI.

PKI is truly an amazing construction material for building indoor online spaces – that is, buildings.

But because the engineers who created this amazing construction material were unable to communicate effectively with the businesspeople who looked for a way to make a quick buck with the technology, PKI has been deployed in incomplete bits and pieces, and without the kind of simple governance methods that mankind has been using for centuries.

Authenticity™ is our name for PKI Done Right.

Authenticity™ is a means of bringing about quiet enjoyment in online spaces. That is, habitable and secure online buildings. Buildings that – like the one you are in right now – have occupancy permits.

The organizations that deliver quiet enjoyment to online spaces will experience incredible growth and prosperity over the next decade.

The time has come once again. This moment has a familiar look, feel, sound and smell. I've been here before. In the mid seventies interactive computing was in the air. A decade later we were getting a taste of what it was like to have our own computer on our desk. The nineties opened up the amazing Internet to us. Blockchains and their cryptocurrencies provided a wild ride to millions of people.

It was a lot of fun.

It's about to become even more fun.

Welcome to *The Same Page*. Join me as we help give birth to an inflection point that will make those of the personal computer, the Internet, the smartphone and blockchain seem like warmup acts.

This one is going to be the most fun of all!