

# Castpoints: Unleash Human Potential

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CP is a universal fractal marketplace of proven high ROI goods, services, knowledge, and immersive support.

CP manages the mundane well, freeing people to act on inspiration, with proven ROI suggestions.

**Few** express genius occasionally.  
Imagine **many** expressing genius **often**.

**CP is a powerful, quiet, universal patron for birthing a personal and collective Renaissance.**

We are not here to do what has already been done.

2024 APR 1





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# Problem: Low ROI systems

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- Current decision / resource allocation systems (gov, religion, crony capitalism) are low ROI compared to system of evolution
- Real issue: **poor boundaries & poor connections** = low trust = low flow state = low innovation = low prosperity = people treated as commodities



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# Solution: Correct Integration

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- “Automate any size group and resource so they can truly perform, and do the right thing, even under pressure.” - Andreessen’s ‘next big thing’
- Like nature, **CP is a [web based] fractal marketplace built on:**
  - **My scientific breakthrough:** The 3 initial conditions of the complex adaptive system of evolution (wholeness, add value first, context) ~2015
  - **Fractal context:** Role based Incident Command System ~1970
  - **Decisions/iterations:** Wissner-Gross' intelligence equation (maximize options within a context) ~2013
  - **Governance:** Richard Maybury’s 17 words expressed via economics (Do all you say you are going to do. Don’t infringe on other people or their property.) ~2006



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# Why Now?

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- **TRUST IS SHATTERED**
- Science mutilated into faux science
- Misinformation & censorship = “anything I don’t like”
- Hard to identify and allocate capital to truly helpful causes
- Info overwhelm
- A search for “manage trillions of things” offers only 1 item



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# Castpoints Sounds Complicated, But It's Not...

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- **NOT** a huge data base
  - No massive data centers nor data mining
  - No privacy concerns nor censorship
- Not utopia - Axelrod's cooperation theory: best we can do is nip issues in the bud
- **CP doesn't store data, nor data mine.**
- CP is a web based framework that **organizes** content, context, value in a high ROI way.



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# User Benefits

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- You can TRUST counterparties via reputation, insurance, strong chains of custody
- All your stuff is linked to 1 place - YOU own it - you monetize it
- The world's proven best practices for everything just appear for your use
- Spend time doing what you love - the rest can be automatically outsourced via royalties
- Everyone is ~unexploitable
- Only see proven high ROI ranked: news, blogs, pods, vids, interactions, therapy, etc
- **No chicken/egg problem with markets.** No barriers to entry(!)... PLUS, supply / demand metrics are transparent for everything
- Defined risk
- Instantly invest in \_\_\_\_\_
- Experience more refreshing serendipity



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# Society Benefits

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- No politics: all settings determined by transparent supply and demand. Only pre-agreed contracts are enforced. “Emergencies” can’t drive “narratives”
- Minimal fraud: money can only be made by creating or promoting value
- Antifragile: once CP has critical mass, it gets stronger from attacks because money flows from attackers to those adding value
- People maximize profit by being their unique selves: competition naturally morphs into cooperation
- Issues like hunger and poverty are quickly arbitrated away
- Just using CP to handle USA 911 calls will save billions
- CP does the boring stuff, while supporting inspired people / projects.
- CP helps guide everything to proven high ROI options



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# Business Model

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- CP is a royalty company. Very small transaction fee on nodes that offer dividends / buybacks.
- Microscopic overhead: once built, CP just runs.



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# Investor Benefits

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- Extrinsic reward - low: CP framework is a commodity, and will ultimately be open sourced, so minimal direct monetary return
- Intrinsic reward - very high: You get to help rebirth TRUST and curiosity and launch humanity into Sci-fi world



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# Risk

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- Authoritarians: those who try to **force** reality to conform to their insanity, will view CP as an existential threat. But attacking CP only increases CP 's **power**.
- Legal: Partly low risk: We start in friendly jurisdictions.
- Design: Mostly low risk: CP mostly integrates what already works... But if an initial condition is wrong, or implemented incorrectly, CP will fail.



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# Traditional Marketing In Friendly Jurisdictions

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- Groups that are unorganized / have high turnover:
  - Municipalities
  - Emergency response teams / devastation
  - Schools
- Maker Movement - 1,000's of hacker spaces, millions of participants
- Neighbors build community while minimizing outside help



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# Direct Experience Marketing

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- Elegantly managing a complex endeavor (distributed World Science Fairs) proves CP's value, and is fun. Once people experience the joy, power, and intelligence of high ROI systems in action, how can they go back?
- Debut: T-shirts with clues -> treasure hunt -> VR gaming / graphic novel -> dramatic blockbuster type movie -> distributed World Science Fair -> built by anyone, in parallel, in record time.
- Participants then KNOW, individually and as groups, they can do amazing things - without external leaders.



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# Competition

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- “Competitors” are are not **INTEGRATED**.
- Most have >1,000x the overhead of CP. Most are maximizing app profit, rather than maximizing user prosperity. **The unicorn is not CP, it's the USERS.**
- No competitor has figured out high ROI moderation.
- Bureaucracies are reactive, and slow to decide.



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# Rumored Competition

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Rumor:

- ~Musk+Trump+BRICS will create a digital banking currency...
- Not a CBDC, it's open market banking....
- Controlled by citizens...
- By 2030 **every U.S. citizen will have shares...**
- X is the “everything app”.

But, the above is still not correctly designed nor integrated.



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# Many Baby Steps Toward CP

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- Science
  - Lessons from Fungi on Markets and Economics. No altruism in system. Inequality encouraged trade [arbitrage]. Evolving trade partnerships reduce uncertainty / risk
  - Localism not topdownism / organic order not imposed order. “Every degree of complicatedness reduces odds of success by 1 order of magnitude.” - Taleb
  - The opposite of addiction is connection. Purposeful structure & context
- Industry
  - Everything tokenized, securitized, but not integrated
  - Mozilla and Creative Commons want to reimagine the internet without ads with \$100M. (CP reimagines society for \$15 million ;)
  - BloomTech - “A school that invests in students”, via royalties
- Society trends
  - The proven Dumb Money people are literally adressing aspects of CP without a full understanding. So close!



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# Trusted Crew

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**We are not here to do what's already been done.**

- Jeff Fitzmyers, MS - Scientist (CP is life's work)
- Sara Wilson - Liaison
- Stephanie Morgan - Project management
- P - Finance, contract, and sales expert



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# Ask

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- We are mostly bootstrapping.
- Want CP faster? \$15,000,000 for 15% ownership.
- Jeff Fitzmyers [z@castpoints.com](mailto:z@castpoints.com) 406-607-1222
- Discovered by curiosity; built by inspiration.





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# Rise To Your Potential

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# Why Is CP So Powerful?

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- 3 interactions with reality
  - **Arbitrary binary:** Reality = Random. No history. Life or death. **No control over results.** Novelty: minimal.
  - **Linear cause and effect:** Reality = Constantly “upgrading duality stories”. History is a curse. **Control of results SEEMINGLY depends** on control of stories. Novelty: limited to within the story theme (sci-fi, action, comedy, etc).
  - **Non-linear complex adaptive system:** Reality = inspired. History is for reference. **Control is over self / reactions.** Novelty: fractal serendipity.
- CP’s helps people **PHASE CHANGE** interactions from linear to non-linear. From suffering with past hurts, to taking inspired baby steps.