

Castpoints: Unleash Human Potential

Nature manages infinity beautifully. Castpoints distills nature's system of change for practical use: anyone to Surf Infinity.

How? CP **integrates** all markets (supply-demand gradients) resulting in:

- 5x productivity via:
 - People - healthier, happier.
 - Business - simple, safe.
 - More novelty.
- All problems become clear arbitrage opportunities.
- Connecting to the galactic internet.

People effectively connecting and building their vision, creates a Golden Sci-fi Renaissance.

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

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Summary

- We know **nature** is the best system for getting stuff done. Yet nobody knows how to use it. (Biomimicry is a good start.)
- We distilled this bazillion piece puzzle into a simple web app, Castpoints.
- CP is a fractal integration of: personal organizer + universal trading + info hub + best practices + risk + ROI.
- No AI. No privacy issues. No censorship. Agreement not force.
- “Hard to learn?” Like **nature**, CP is simple, yet sublime. CP stewards daily tasks we ALREADY do, identifying high ROI options as a **path of least resistance**. We don’t need meditation, nor education, nor crisis to unlock human potential.
- Marketing: CP (**nature**) is so profound - explanations falter - so we “learn by building” interplanetary Applied-Science hubs.
- If CP (**nature**) was easy to fathom, it would not be infinity’s kick-ass trailblazer.

Challenge

~Reductionism has been phenomenally successful. But the great frontier in science today is trying to put the parts together and understand the whole. That's why we don't understand the immune system, consciousness, or the economy. ~ Steven Strogatz

- “Automate any size group and resource so they can truly perform, and do the right thing, even under pressure.” - Andreessen’s “next big thing”
- Current decision / resource allocation systems (big gov, misused religion, crony capitalism) are low ROI compared to nature’s elegant system.
 - **Fractured markets** = low trust = low flow state = low innovation = low prosperity = people are commodities = high disease.
 - Total integration = apogee of everything.

Solution: Correct Integration

- CP is like WeChat, but **FAR** more integrated / distributed.
- CP self organizes and maximizes win-win transactions with ~anything via supply, demand, feedback, and [real] insurance.
- Specifically, **CP fractally integrates all markets** using the 3 initial conditions of nature's Complex Adaptive System (CAS) (wholeness, add value first, fractal relationships). Discovered by me ~2015. Expressed via:
 - **Fractal organization:** Role based Incident Command System ~1970
 - **High ROI decisions:** Wissner-Gross' intelligence equation (maximize options within a context) ~2013
 - **Governance:** “Do all you say you will do. Don’t infringe on other people or their property.” (Make amends quickly.) Richard Maybury ~2006

Why Now?

- **Trust is low:** fake everything.
- Hard to allocate resources effectively.
- **Accelerating** innovations and info **overwhelm**. Yet...
 - The search “manage trillions of things” gets 1 result.
- Who has a plan for **effectively integrating?**:
 - **The Death Of Lies.** Phone apps that flag lies in real time.
 - **Illuminating malfeasance.** Easily parse 1,000+ page obfuscations.
 - **Drones/ufo’s.** Irony: CP was inspired by book Earthweb (decision markets used against aliens).
 - **Group decisions.** “Voting” is low ROI.
 - **Personalized AI education.** Massive ROI. Doubles learning.
 - Robots & AI do commodity / average tasks. We do outlier / creative tasks.
 - **Deep fakes.** Providence? Transparent chains of custody?
- **NOBODY has an integrated solution.**

Complicated? No...

- **NOT** a huge data base.
 - No massive data centers nor data mining.
 - No privacy concerns, nor censorship.
- Not utopia - Issues minimized, but still exist. (Axelrod's cooperation theory.)
- How? CP **organizes and connects** things effectively. Content stored elsewhere - under sole control of user - who therefore can't be de-monetized.
- It's expensive to "argue with reality" via incorrect design. CP simply resonates high ROI design.

User Benefits

- TRUST others via insurance, reputation, verifiable chains of custody.
- All your stuff linked to 1 place - that only **YOU** own, so only **YOU** can profit from **YOUR** work.
- Spend time doing what you love - outsource the rest via royalties.
- Everyone is ~unexploitable.
- **No chicken/egg problem with markets.** Tiny barriers to entry.
- ROI ranks based on transactions, not consensus.
- CP increases flow state, so:
 - Productivity: 5x.
 - Creativity: 4x.
 - Learning rates: 4x.
 - Depression -15%.
- Transparent supply, demand, risk, and best practices stewards good decisions.
- Instantly invest in anyone and anything that has value to you.
- Experience more refreshing serendipity.

Society Benefits

- No poly-ticks: ~all variables determined by transparent supply & demand, not charisma, nor corruption. Only pre-agreed contracts are enforced. Fake “emergencies” can’t drive “narratives”.
- Profit only by making/promoting value. **Adding value costs less than: Fraud, bullies, victims, rescuers.**
- Price arbitration/royalties minimize hunger, poverty, exploitation, etc.
- Antifragile: Value flows from attackers and stupidity to those adding value.
- People maximize profit **ONLY** by being their unique selves: competition evolves to cooperation.
- Just using CP to handle emergency calls saves billions.
- Change is grass roots, not top down.
- What happens if we maximize the flow state with the foundations of:
 - **Unlimited:** energy, labor, best practices, compute
 - **Limited** by correct contracts, real insurance, imagination?

Investor Benefits

- Extrinsic reward = low: CP is a static commodity framework, and will ultimately be open sourced.
- Intrinsic reward = high: Help rebirth true health, trust, and curiosity, launching humanity into the novelty of Sci-fi world (Clif High).
- Many love encouraging others to thrive. Yet most resist the simple mechanics of thriving. Investors can magnify their efforts because:
 - CP makes high ROI actions the path of least resistance.
 - CP makes investing in high ROI people simple.

Business Model

- Outgo
 - Microscopic overhead.
 - No costly infrastructure for selling user's info.
- Income
 - Market making.
 - Sell insurance.
 - Investing in users.

Risks

- Authoritarians and parasites see CP as a threat because CP negates “divide to rule” and fraud.
- Legal: Partly low risk if start in friendly jurisdiction(s).
- CP theory is wrong if any of the 3 initial conditions are false, or:
 - Are inconsistent at any fractal of: math, physics, chemistry, psychology, sociology.
 - Are unable to be applied equally, constantly, universally.
 - Use arbitrary variables. (Math is not arbitrary.)
- Web design / implementation: Low risk: CP mostly integrates what already works.

Boring Marketing

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

Ambitious Marketing

The novel **integration** of:

- T-shirts with clues for treasure hunt
 - VR gaming / graphic novel
 - Dramatic blockbuster type movie
 - Build Interplanetary Applied Science Hubs
 - Connecting with the galactic internet

Most built by anyone / everyone, in parallel, in record time. As people **experience** the fun, power, and intelligence of high ROI systems, they viscerally know they are capable of astounding things... and can't help but apply this fractal pattern from self to society.

Competition

- The few competitors aren't integrated.
 - WeChat, "the everything app" is on the right path.
 - X wants to be "the everything app", yet hobbled by hard to measure goals like 'maximize unregretted user-seconds'.
- Most have > 1,000x the overhead of CP & minimal profit sharing.
 - None have high ROI moderation.
 - 1,000's of employees doing???
 - Compromised bureaucracies.
- Most maximize app profit, rather than maxing user prosperity.
 - **The unicorn is not CP, it's CP's USERS.**
- It doesn't matter where CP starts. CP users will be so effective, value should flow massively to them. "Competitors" can either join and enjoy the wealth of cooperation, or be subsumed.

Baby Steps Toward CP

- Science
 - Lessons from Fungi on Markets and Economics. Inequality encouraged trade [arbitrage]. Evolving trade partnerships reduce uncertainty / risk. No altruism.
 - 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.
 - Healing is a dynamic, energetic process that allows our organelles, cells, organs, and mind to come back to **wholeness** after they are challenged. - Picard [“Dis-ease” is just another arbitration opportunity.]
- Industry
 - Everything getting tokenized, securitized, **but not integrated**.
 - A \$100 Million Investment to Reshape the Economics of the Web. Result 6 years later? 1.4 billion still unbanked.
 - BloomTech - “A school that invests in students”, via royalties.
- Society trends
 - The proven Dumb Money people are literally adressing aspects of CP. So close!
 - The Opposite of Addiction is Connection.

Trusted Crew

Not here to do what's already been done.

- Jeff Fitzmyers, MS
- Sara Wilson
- Stephanie Morgan
- _ _ _ - Finance, contract, and sales expert

Ask

- We are bootstrapping, and taking our own sweet time ;)
- Want CP faster? \$15,000,000 for 15% ownership.
- Jeff Fitzmyers z@castpoints.com
- Discovered by curiosity; built by inspiration.



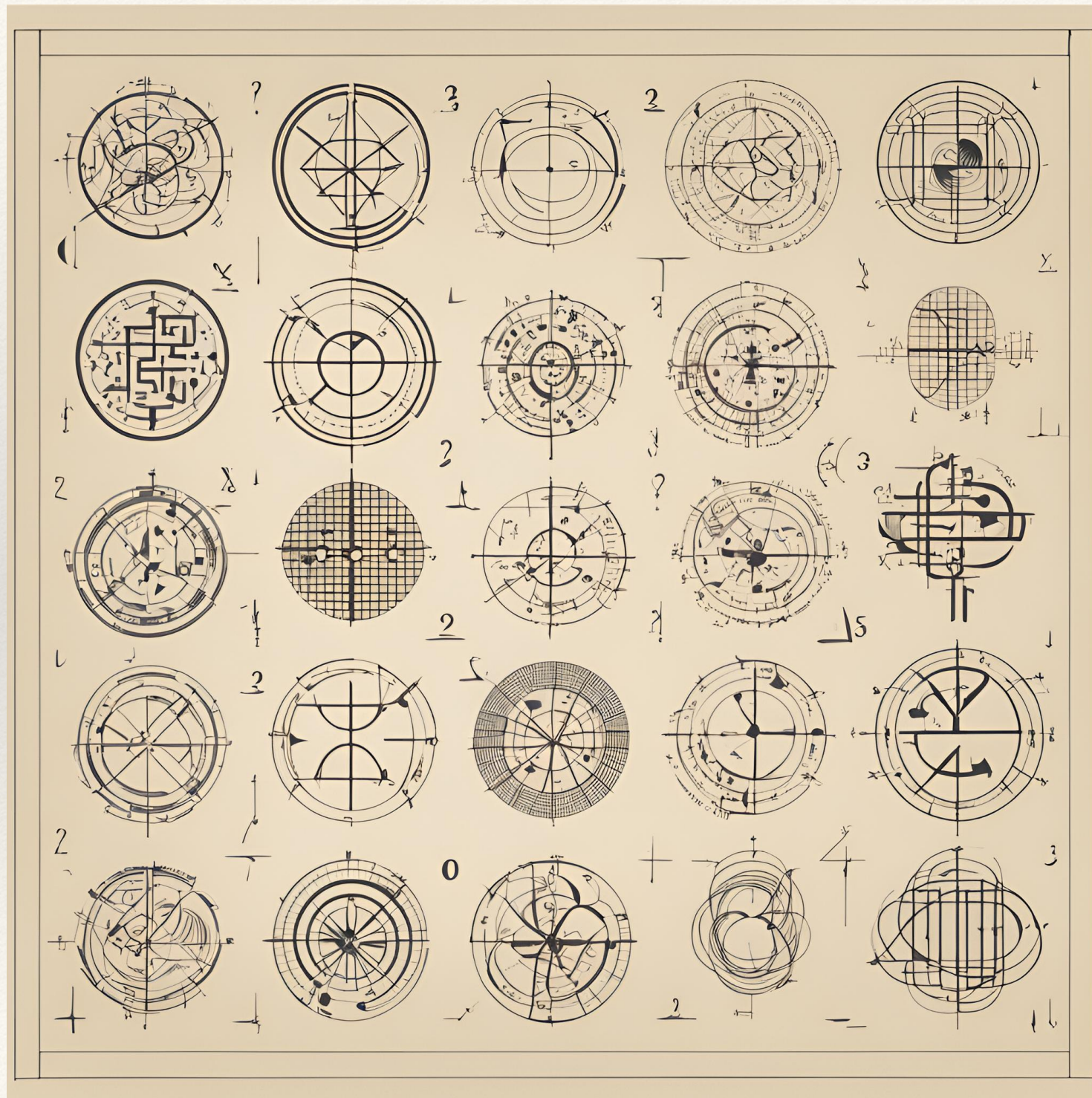
Psychology: 3 Interactions With Reality

- **Arbitrary binary:** Reality = Random.
 - Locked in trauma: “Life or death. No history.” Yet can’t ‘forget’.
 - **No control over results.**
 - Potential integration: minimal.
 - **Novelty: minimal.**
 - **Feedback: mostly feel bad -> fractured stagnant minds. Cancers. Death.**
- **Linear cause and effect:** Reality = Busy “upgrading duality stories”.
 - Limited by trauma: “History is a curse.”
 - **Control of results SEEMINGLY depends** on control of stories.
 - Potential integration: moderate.
 - **Novelty: limited to within a story theme (sci-fi, action, comedy, etc).**
 - **Feedback: sometimes feel good -> surviving minds. Limping bodies.**
- **Non-linear complex adaptive system:** Reality = inspired.
 - NOT limited by trauma: “History is for reference.”
 - **Control is over self / reactions.**
 - Potential integration: maximum.
 - **Novelty: fractal serendipity.**
 - **Feedback: feel good often -> thriving minds. Thriving bodies.**
- CP helps **PHASE CHANGE** interactions from suffering with past hurts, to taking inspired baby steps.

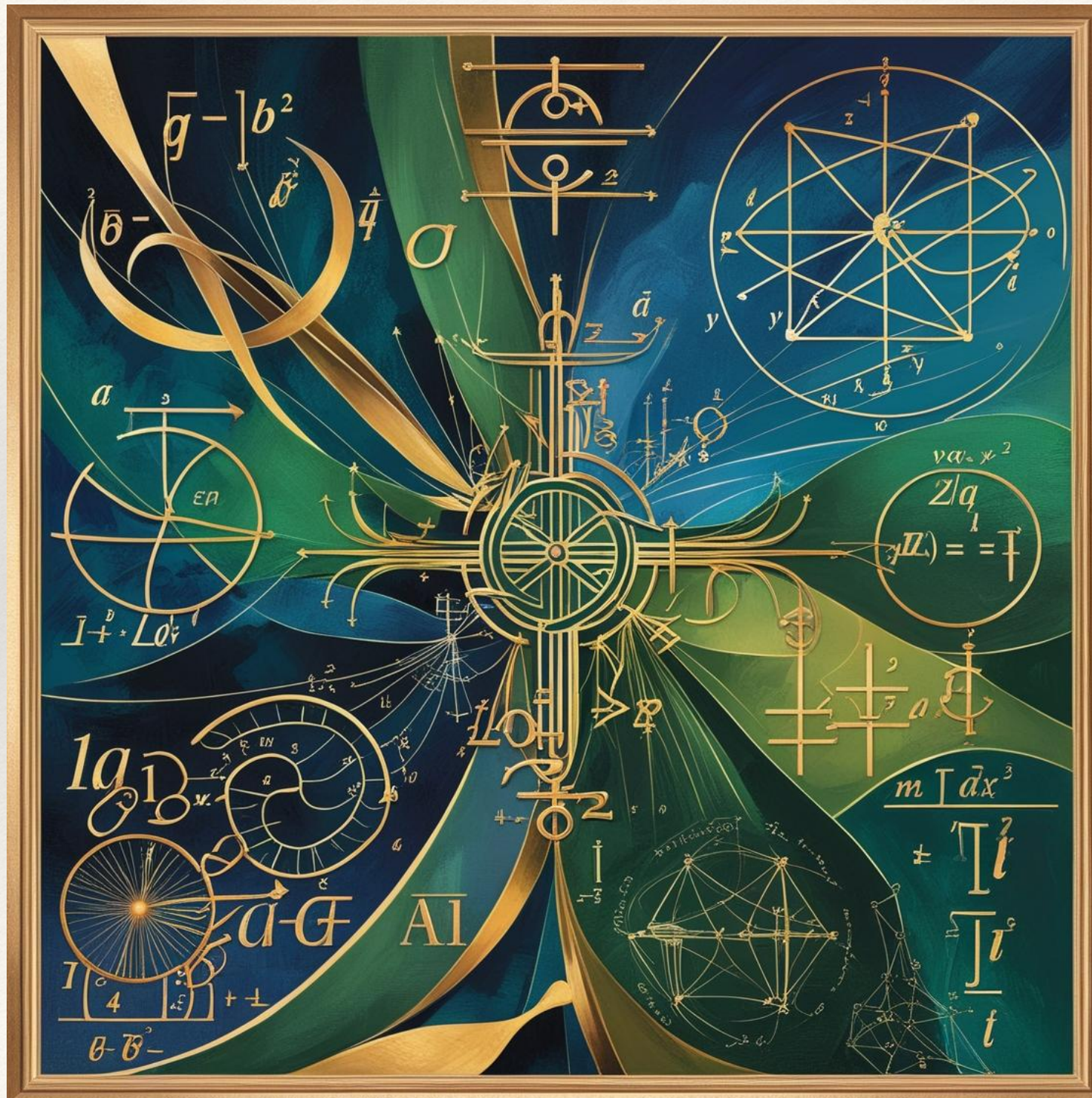
AI-1: 'Symbols of a Universal Math Language'



2: Matter is Structured Consciousness (Clif)



3: All Is Math



4: Everything = Nodes And Connections



5: Content and Context Have Structure



Apogee Of Everything

- The closest science has to a Theory of Everything is Principle of Stationary Action. (~maximize resource usage.)
- In the beginning God knew everything and was bored.
- God created our universe and free will (choice) via separation. Separation creates gradients of supply and demand. Choice = if, or where, we place the fulcrum (transaction.) This makes balance, homeostasis.
- Nodes of supply, demand, fulcrum, are fractally connected.
- The set theory Axiom of Choice means (perhaps) choice, even if irrational, creates infinity. This infinity is non measurable (even God can't know!!!) This (Rule 110) makes room for novelty.
- CP integrates all this, making the essence of the universe's OS a practical app.
- **Free will is not "My will vs God's will". It's**
 - **"Where do I place the fulcrum in this gradient to maximize ROI within my context?"**
 - **"What's the best win-win decision I can make here and now?"**