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STEFANOS NICOLAOU

Founder & Chairman at Consultics

setting sail for
**brighter
horizons**



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CAMPAIGNS FOR OUR FUTURE



Gareema (Rima) M.
CEO and Founder
The Corporate Investment Times

Every now and then we see ideas, projects and companies coming up inspiring us about thinking on what the future of technology, future of our children and future of the humankind would look like.

I take pride in taking the helm at curating and finding the top experts, teachers, researchers, the best projects, thoughts and, much more importantly, the best of ideas that I feel might just become the part of our future.

Many times companies fail, projects just do not see the light of the day as they might be limited by the technology or the people trying to 'make, it. But at CIT we believe that most of the times the idea is more important to the future growth of humanity as a whole as it lays the foundation of what things could, would & should look like in the future.

Presenting Campaigns that will be there in the future, our future together.



109
56

Experts Featured

Companies & Projects Featured

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STEFANOS NICOLAOU

Founder & Chairman at Consultics

setting sail for brighter horizons

In a land of opportunity, success favors the prepared



“ Perhaps what is most enticing about the region’s lucrative markets is that businesses can experience phenomenal results, and often at a more accelerated pace than in the more established markets – provided they have what it takes ”

You have established your product or service with customers, achieved profitable operations, and your product line has been extended. As your business matures, you will most likely begin to encounter the growth limits of your home market. Before your current market flattens you consider expanding into new markets. The Middle East presents itself as an attractive prospect, and the allure of accessing new, affluent customers becomes hard to resist.

Such a move looks increasingly appealing as the natural next step for many businesses. But how should you go about pursuing opportunities in

greener pastures about which you know very little? Breaking into foreign markets may be a dream for many businesses, yet many will never get the chance to do so. For most, such a step can be as time-consuming, difficult, expensive, and risky as the initial launch of their business.

"Rich in possibilities and ripe with opportunities, the Middle East sits at the geographical epicenter of global commerce and trade as an exciting, vibrant and dynamic hub," says Stefanos Nicolaou, Founder and Chairman of Consultics. "Driven by ambitious development and diversification strategies, the region is developing and modernizing at an astonishing pace as it taps into its expansive potential and young,

ambitious and increasingly connected populations."

'In order to grow, you'll need to step outside your comfort zone.' We have all heard plenty of statements to that effect before, often expressed by personal development experts, career coaches, organisational behaviour specialists and their ilk. Indeed, it is never easy to venture beyond the self-imposed limitations set by our perceptions of safety and security.

Expanding our horizons and pushing our boundaries require a deliberate act of boldness and a fair dose of courage. But it is widely accepted that it is precisely there – beyond those self-inflicted constraints – where prospects for growth and advancement are to

be found.

This notion applies to businesses and organizations as much as it does for individuals. Consultics Middle East, a 'cross-border diversification consultancy,' witnesses this first-hand on a regular basis. As a company dedicated to helping businesses and entrepreneurs identify and capture business and growth opportunities across the Middle East, they often encounter mindsets that are at both ends of a spectrum – either fearfully averse or overly eager.

"Perhaps what is most enticing about the region's lucrative markets is that businesses can experience phenomenal results, and often at a more accelerated



DOING BUSINESS IN THE MIDDLE EAST
29TH SEPTEMBER 2020

QATAR HAS ACCELERATED REFORMS

Through the Middle East platform, Consultics has achieved the digitalization of a unique cross-border diversification model, enabling businesses to reach the Middle East region, while saving time, effort and money.

Consultics model is a unique model includes the implementation of the diversification and leads generation processes, in contrast with the competition offering limited on a consultancy basis.

LIVE Dave Crane
Speak Onstage

LIVE
Stefanos Nicolaou

Consultics ME | Greater Manchester Chamber of Commerce

pace than in the more established markets – provided they have what it takes,” adds Nicolaou.

There are those that are understandably apprehensive of pursuing expansion to new markets, but to a fault. Unsure as to how they should go about it and where they should start, they find themselves – and their valid ambitions – perpetually held back by their hesitancy and reluctance. Driven by confusion and uncertainty, they end up paralyzed by inaction as they watch

their aspirations fade away.

At the other side of the spectrum lie the bolder types. Go-getters who fancy themselves as ambitious and aggressively enterprising, always ready and willing to make the leap and take the plunge. For them, the sky is the limit, and they will not let anything get in the way of achieving success. Unfortunately, that often includes giving the matter the careful consideration and preparation it warrants.

Consultics Middle East’s aim is to help clients at either side of the two extremes achieve a more sensible, practical middle ground. This is the space where their aspirations for growth and progress aren’t hindered by fear and ambiguity, and where enthusiasm and a passion for expansion aren’t thwarted by the realities of unforeseen obstacles and challenges on the ground.

Let’s face it, entering a new, unfamiliar market and navigating the myriad of factors and requirements a business needs to account for can be a daunting task. Identifying which market you want to enter is just the beginning. Apart from the distance and cultural sensitivities, there can be taxation, legal framework, and setup matters, plus a host of other issues to consider.

From local regulations to evolving consumer preferences and the competitive landscape to demographics, the list of unknown variables for a prospective market entrant runs long.

“Exploring new markets is one of the most effective ways to expand your business and flourish, but it is essential that you do the necessary legwork and

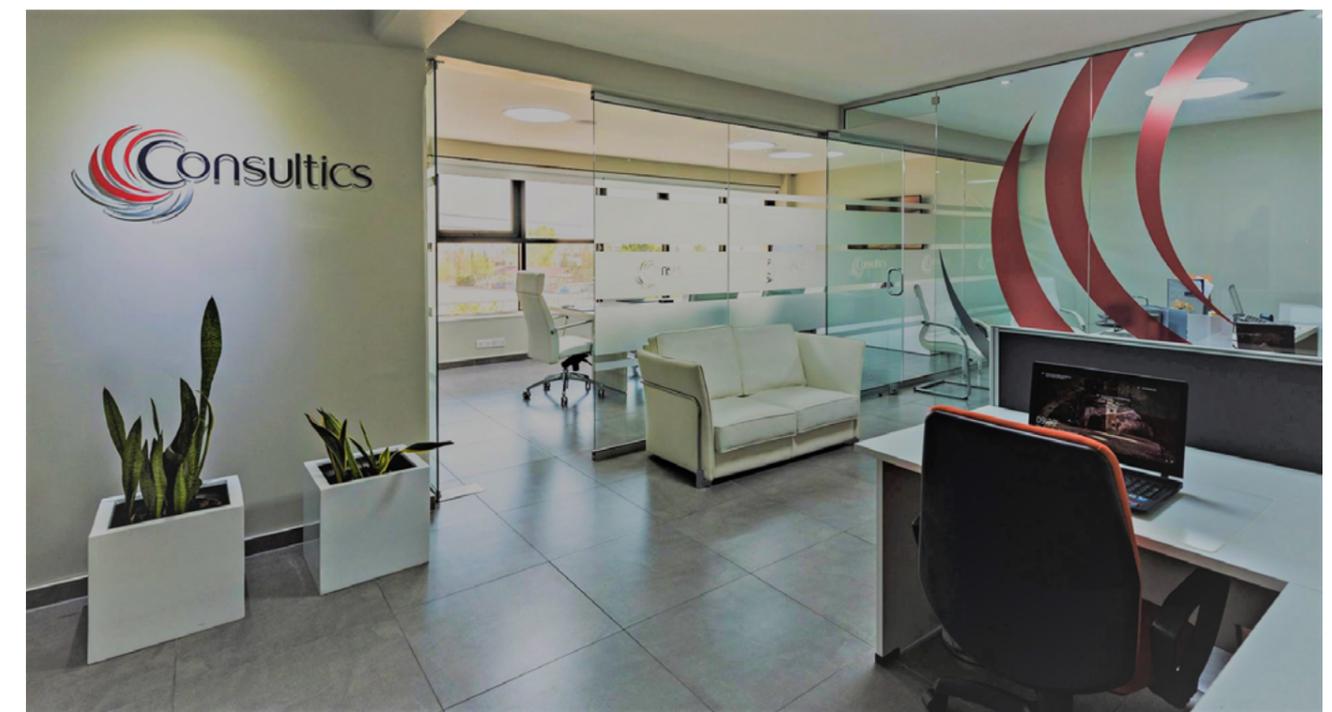
are well prepared for what this journey entails,” notes Nicolaou. “For businesses of all sizes there is much to consider and a good deal of background research to conduct.

The biggest and most common mistake we see new entrants commit is moving too quickly, assuming they can throw as many resources as they can at the market until something takes hold. But that approach is almost always a recipe for disaster.”

Consultics Middle East builds on a wealth of local knowledge and deep expertise honed through years of operating in this domain, acting as a trusted advisor and a knowledgeable guide for businesses and entrepreneurs looking to unlock the region’s exciting potential.

They achieve this by relying on their exceptional ability to analyse and assess a business’s potential to expand, gain traction, and prosper in a specific market. Simply put, they know what to look for, where to find it, what questions to ask, and whom to ask. But it goes much deeper than that.

Experience tells them that there are no simple shortcuts or cookie-cutter formulae to setting





businesses up for success in these dynamic growth markets. This is why their approach is predicated on a tailor-made, proprietary project delivery model that caters to each individual business and addresses its distinct goals and aspirations.

What they offer is a truly bespoke route to market that is labour intensive and entails a long-term engagement that may last up to a year. However, that period includes Consultics taking their clients all the way to the point where they sign a business contract or memorandum of understanding with a customer of their own.

Consultics relies on its keen understanding of the Middle East's market dynamics and its specialist knowledge in the areas of research, marketing, and business process improvement expertise to figure out the underlying strengths of businesses. Perhaps more importantly, it also uses this know-how to identify any areas that may require development so as to ensure a business' success in the region. Naturally, most of the work happens prior to coming to the Middle East.

The process begins with gaining a thorough understanding of the businesses' objectives and the reasons they are looking to enter the region.

This is achieved through a combination of deep dive sessions, workshops, and interviews with decision-makers within an organization. Careful scrutiny is then applied against criteria developed by Consultics to evaluate everything from a business's revenue and operating model, to its capabilities, brand appeal and unique value proposition.

Unlike professional services providers who support businesses by merely telling them what they need to do to

achieve results, Consultics' involvement runs much deeper and involves a rigorous effort to develop the business and financial case for entry to a new market, in addition to identifying relevant, capturable market opportunities and leads.

"What we offer is a meticulous, disciplined process that enables businesses to take a critical look at whether they have what it takes to thrive in a new market," says Nicolaou. "We hand hold clients throughout the entire journey and work closely with them to define everything, including their success metrics and their vision for the future."

Placing the intended outcomes at the forefront allows us to develop a full picture of what is required to reach that goal, giving us both a healthy measure of confidence in the optimal route that would lead to achieving desired results."

Cross-border diversification to the Middle East is not something Consultics is new to. The company has been helping businesses establish a foothold in the region for more than eight years, during which





it has worked with over one thousand network partners, companies, entities, and customer leads.

“I worked with Consultics to help bring two seemingly unlikely partners into doing business together, a high-growth telecom company in the Middle East region and a specialist cloud-computing and cybersecurity firm based in Switzerland,” says Georgios Georgiou, Global Head of Fixed Income Product Specialists, at Allianz Global Investments.

“The resulting collaboration was mutually rewarding as both parties in the transaction sought to

maximize their relative strengths with a common goal in sight, to deliver a best-in-class product to end customers. Consultics excels at optimizing such cross-regional partnerships and bringing them to market.”

With the onset of the global pandemic and the subsequent massive shifts in business and customer requirements, Consultics took upon itself to accelerate its digital transformation. A key component of that transformation was the September 2020 launch of a technology driven platform

and ecosystem that enables even more businesses and entrepreneurs to tap into the company’s broad expertise and explore the opportunities that exist in the region.

By the end of October, the platform will also be open for Middle East businesses and enterprises to register, facilitating access to a wide pool of some of the most diverse and capable suppliers, service providers, investors, and products from around the world to help execute projects, improve efficiencies,

and drive innovation across the region.

The integrated platform allows Consultics to scale its offering and brings together more than one thousand vetted leads from across the region with over five thousand registered companies from all over the globe. It uses an advanced automated algorithm to match businesses with potential opportunities.

Businesses that register and complete the brief stand the chance to receive a 30-minute virtual call, cost-free, with the Consultics team to assess the whether the product or service is indeed a suitable match for the region’s markets.

The platform serves all industries and sectors and is accessible to businesses of any size and country of origin who aspire to establish a presence and do business, either locally or remotely, in the Middle East.

Businesses and entrepreneurs who register are also given access to Intelligence2day®, an award-winning platform for market and competitive intelligence, that converts unstructured data into actionable insights to offer a better understanding of the most up-to-date, impactful topics and

business trends in the region.

This latest offering is a valuable resource meant to help businesses across the world tap into the immense opportunities that exist in the Middle East. Expanding to a new market can be an arduous and gruelling undertaking.

With the right support, insights, tools, and a capable guide, business are now empowered to unlock their potential and chart a prosperous future in some of the world’s most exciting markets.

UNDERSTANDING & NAVIGATING THE ‘CHANGING WORLD’

Delivering leads through an Engaging Platform

BIOS



DR JOANNE M. HACKETT

INNOVATOR | ADVISOR | STRATEGIST | SCIENTIST | MENTOR |
DIGITAL HEALTH | PRECISION MEDICINE
LONDON, ENGLAND, UNITED KINGDOM

THE NEXT WAVE OF PRECISION MEDICINE



CODE THE BODY CAN RUN

bios.health

Leveraging the nervous system offers huge potential for healthcare. Our nervous system is like our body's internet and it carries an enormous amount of information. Most of the communication between the brain and the organs of the body is sent via the nervous system. We now have the technology to begin translating and even correcting these communications..

The opportunities this presents for developing precision medicine are immense. Scientists have long known that faulty signals in the nervous system play a key role in driving chronic diseases such as diabetes and hypertension. Many of the most effective drugs for treating such diseases are based on molecules that have been found to have an effect on the nervous system. The knowledge of

how to decode and encode neural data will open up a new branch of treatments for some of humanity's most pressing conditions.

Biotech fuelling innovation in medicine

We have already seen acceleration in medical treatments as we build our understanding of other areas of human biology, such as immunology and genetics. Mapping the human genome gave rise to next generation sequencing techniques that spurred a step change in the field of genomics, as researchers moved from studying individual genes which caused disease to understanding the genome as a whole in developing treatments. Genome-based research is now in use clinically to develop better diagnostics and treatments, as well as decision-making tools for clinicians and patients. In the future, it is likely that patients' individual

healthcare plans will be personalised to their own genetics.

Biotech companies have often been in a position to make breakthroughs that lead to new classes of treatment as scientific understanding progresses. Genentech, now part of Roche, demonstrated the ability of biotechnology companies to raise capital on the public markets to fund the discovery, development, manufacturing and commercialisation of medicines, including the creation of synthetic

DR JOANNE M. HACKETT

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A clinical academic, entrepreneur, investor, and a strategic, creative visionair with global experience spanning successful start-ups to Fortune 500 companies. Aside from her curious passion for life and positivity, Joanne is known for building innovation, driving personalised medicine and leading through fast paced, complex changing ecosystems and integrations. Joanne's goal is to contribute in bringing the world novel, cost effective and simple health care solutions, and she is particularly keen on building the case for prevention, open science and citizen genomics.

She has extensive global experience across academic, business and clinical institutions, and enjoys sharing her experiences with the Boards she sits on as well as companies she provides strategic advice to. Previously, Joanne was the Chief Commercial Officer at Genomics England, where she was responsible for building and commercialising the Trusted Research Environment.

Joanne has been publicly recognised for her relentless pursuit of revolutionising healthcare and has recently been named one of the top six Influential Leaders in Healthcare by CIO Look, the Accenture Life Science Leader of the year 2019, Freshfields Top 100 Most Influential Women 2019, One HealthTech 2018 Top 70 Women in the NHS, Pharmaceutical Market Europe's 2018 30 women leaders in UK healthcare and BioBeat 2017 Top 50 Women in Biotech Award. Joanne believes in human courage and perseverance against the odds, and demonstrates that positive change, whether in a company or in one's personal life, can be carved out from even the greatest of trials. As a believer of 'health = wealth', Joanne is an internationally known yoga instructor.



insulin using recombinant DNA technology. Cambridge Antibody Technology became one of biotech's biggest success stories after discovering the Humira antibody for the treatment of arthritis and Crohn's disease, and was later acquired by AstraZeneca. Both companies developed new techniques which resulted in significant innovations in treatment.

Neural interfaces are a powerful new technology that could have the same impact. This is why I was excited earlier this year to join the board of BIOS Health, an agile, fast paced and ambitious entrepreneurial biotech, which is unlocking the potential of the nervous system by using AI-powered neural interfaces that can automatically read and write neural signals to treat chronic disease.



The need for innovative treatments for chronic disease

Chronic diseases account for almost 90% of all deaths and nearly \$2 trillion in healthcare spend per year in Europe and the US alone. The COVID-19 pandemic has brought this issue even further into the spotlight. As healthcare systems across the world battle its impact, the disease has highlighted the need for better treatments for the millions of people around the world who suffer from chronic conditions which make them vulnerable. Yet the return on investment in pharmaceuticals to tackle these conditions is decreasing, costing billions more every year to bring a fewer number of drugs to market. In fact, the cost of developing a new drug doubles every 9 years.

For example, despite the fact that cardiovascular diseases are the number one cause of death worldwide, pharmaceutical companies are hitting a wall in developing new treatments, with over 10,000 compounds tested for each drug brought to market. The last significant innovation in the treatment of late stage cardiac disease was the discovery of the beta blocker in the 1960s.

Chronic disease is such a pressing issue facing our global population that there is a recognised need for a completely different approach. In other words, we need ways to develop treatments that are more effective, cost less to deliver and do this more quickly if we are to tackle the burden of chronic diseases and provide greater quality of life for millions of people. Building interfaces between technology and the human body is one of the most important fields in helping us move beyond incremental changes to our approach to health.

Unlocking the potential of the nervous system

At BIOS we're building the technology that enables the creation of neural treatments. BIOS has pioneered a method to automatically extract the neural signals regulating physiological biomarkers using an AI-enabled neural interface – creating a new way of investigating conditions that will

accelerate the discovery of neural biomarkers. This is the first time we have been able to understand the “language” of the nerves as the basis for delivering treatment and provides the capability to understand and communicate with the nerves and organs directly.

BIOS's AI technology picks the signal from the biological noise consistently across multiple subjects throughout various time points. Biomarkers for neural and bodily function are normally discovered through other means such as blood tests or fMRI scans, whereas BIOS has discovered biomarkers through machine learning analysis of raw neural recordings. This is a game changer because being able to use machine learning to find biomarkers of organ function in neural data and be precise about which nerve activity relates to a specific condition is key for advancing treatments.

Already BIOS technology is used clinically to enhance data from wearables used in remote chronic disease care. As well as supporting clinicians in tracking their patients' health remotely, this work provides valuable long term data to better explore the link between neural signals and the performance of diseased or aging organs. Our remote monitoring platform is powered by our own datasets and biomarkers identified through our extensive neural research.

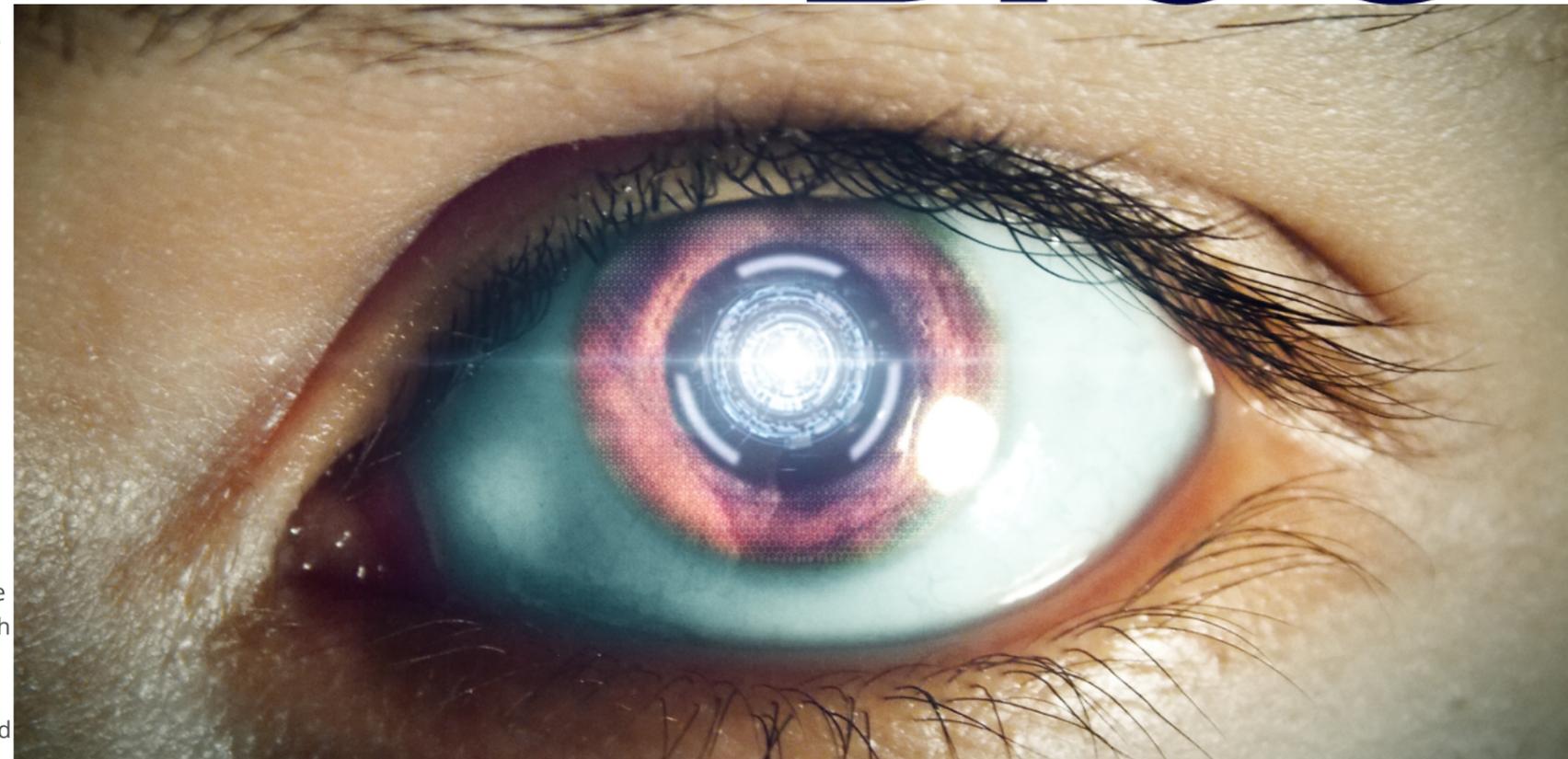
Our datasets and biomarker discoveries also enable BIOS to partner in co-developing new, more targeted, pharmaceuticals, though enhanced understanding of the nervous system. Our technology can be used within the process of drug design and clinical trials to better understand how a pharmaceutical treatment impacts on the faulty signals in the nervous system which are driving disease.

In the future, our neural code can be used

to build a new generation of treatments, delivered directly to the nervous system via implanted neural interfaces. At BIOS we believe that by decoding and encoding the signals from the brain to the body, we can create a new healthcare paradigm that will turn bioelectronics from a niche market into a globally dominant segment of the medical industry. Our vision is that patients will have their chronic conditions managed via the nervous system directly by AI, giving personalised and accurate treatments – and making the burden of pills and doctor visits a second resort rather than a daily reality. For example, that means instead of a pacemaker setting a constant and unchanging heart rate, we could empower it to set a heart rate that takes exact account of the patient's activity, every second of the day, whether they are sleeping or exercising.

These neural treatments may eventually replace drugs in the treatment of some conditions and can enable millions of people suffering from chronic diseases to improve their quality of life. This would deliver the next wave of precision medicine with a neural interface delivering personalised digital therapies via algorithms. Through my work with BIOS, I'm looking forward to being part of a step change in medicine and helping neural interface treatments achieve their full potential in the fight against chronic disease.

BIOS

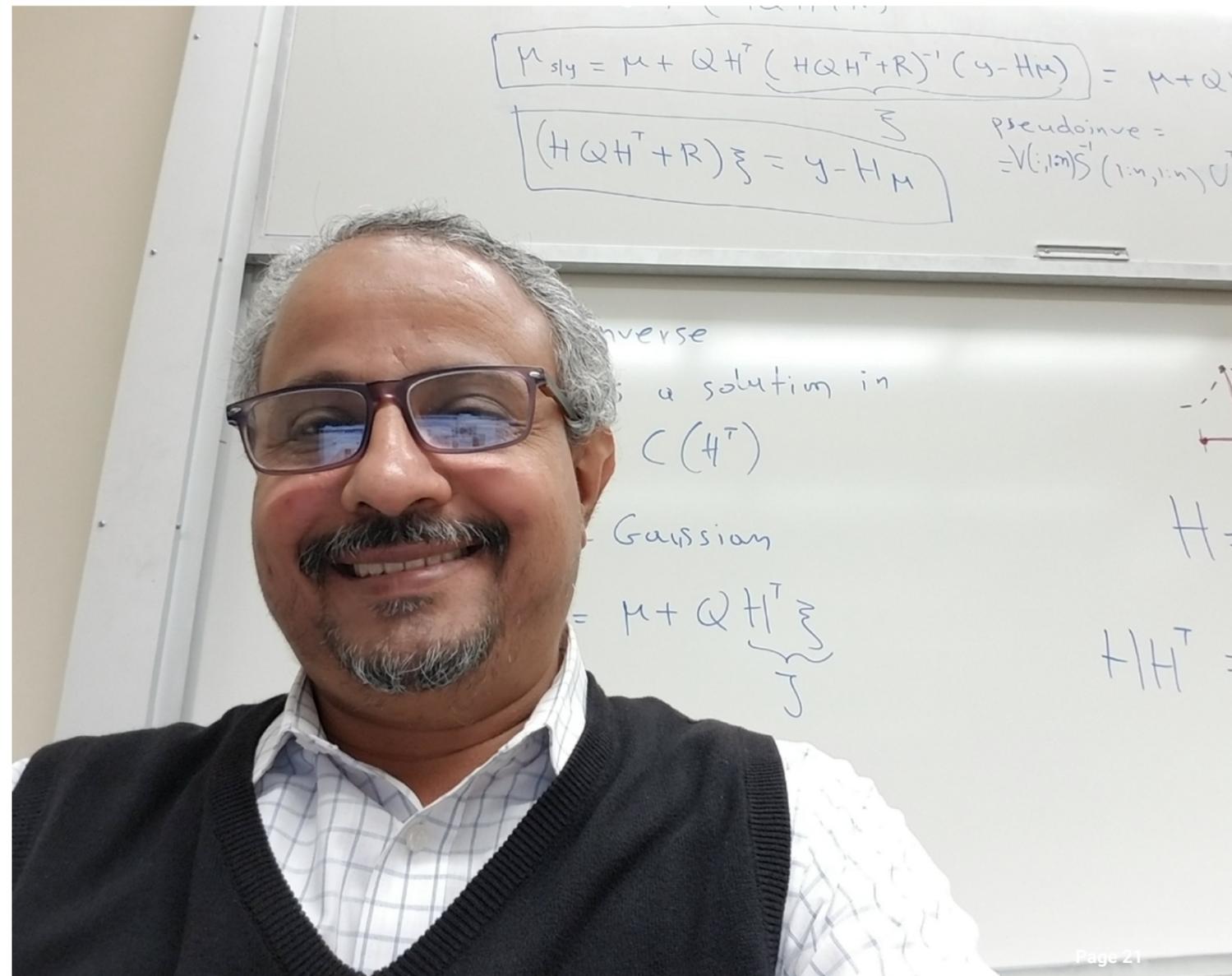


DECENTRALIZED APPLICATIONS (DAPPS)

Prof. Ahmed Banafa

Global Contributor,

Expert IoT-Blockchain-AI,
Author, Keynote Speaker



Decentralized applications (DApps) are applications that run on a P2P (Peer to Peer) network of computers rather than a single computer. DApps, have existed since the advent of P2P networks. They are a type of software program designed to exist on the Internet in a way that is not controlled by any single entity.

BitTorrent, Popcorn Time,

BitMessage, Tor, are all traditional DApps that run on a P2P network, but not on a Blockchain (which is a specific kind of P2P network). As opposed to traditional, centralized applications, where the backend code is running on centralized servers, DApps have their backend code running on a decentralized P2P network. Decentralized applications consist of the whole package, from backend to frontend.

Blockchain DApps

For an application to be considered a DApp in the context of Blockchain, it must meet the following criteria:

1. Application must be completely open-source. It must operate autonomously, and with no entity controlling the majority of its tokens. The application may adapt its protocol in response to



Financial derivatives and Stable-Value Currencies
 For example, a very desirable application is a smart contract that hedges against the volatility of Ether with respect to the US dollar by using the data feed from, e.g., NASDAQ.

Identity & Reputation Systems

A contract stating the name of the owner of a land title can be added to the Ethereum network but not modified or removed. Anyone can register a name with some value, and that registration then sticks forever.

Decentralized File Storage

A Dropbox-like DApp where a smart contract splits the desired data up into blocks, encrypting each block for privacy, and builds a Merkle tree out of it, then the whole data gets distributed across the network

Decentralized Autonomous Organizations (DAOs)

A virtual entity that has a certain set of members or shareholders, who with a 67% majority, have the right to spend the entity's funds and modify its code. The members would collectively decide on how the organization should allocate its resources.

proposed improvements and market feedback, but the consensus of its users must decide all changes.

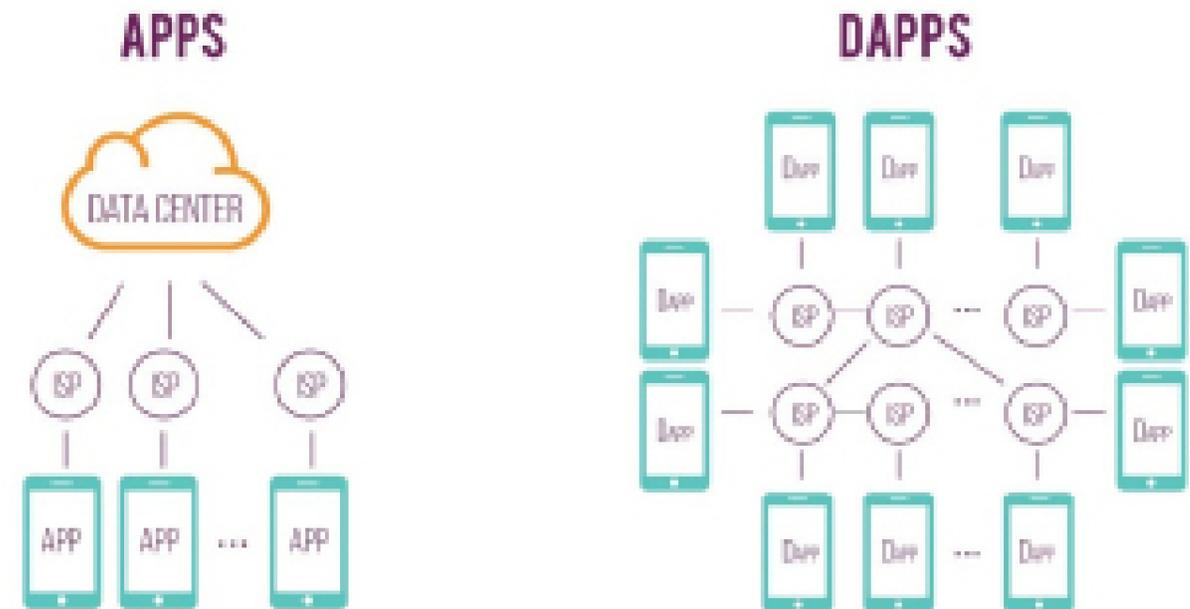
2. Application's data and records of operation must be cryptographically stored. Must be cryptographically stored in a public, decentralized Blockchain in order to avoid any central points of failure.
3. Application must use a cryptographic token (Bitcoin or a token native to its system) which is necessary for access to the application and any contribution of value from (miners/forgers) should be rewarded with the application's tokens.
4. Application must generate tokens

According to a standard cryptographic algorithm acting as a proof of the value, nodes are contributing to the application (Bitcoin uses the Proof of Work Algorithm).

Examples of DApps:

Token Systems

On-Blockchain token systems have many applications ranging from sub-currencies representing assets such as USD or gold to company stocks, individual tokens representing smart property, secure unforgeable coupons, and even token systems with no ties to conventional value at all, used as point systems for incentivization.



Source: towardsdatascience.com/what-is-a-dapp-a455ec577def



Mohammed Jebbar

President of BC Skills Group

Safi Province, Marrakesh-Safi, Morocco

Researcher at the BC Skills Innovation Labs, Inventor of The Cube, Mohammed Jebbar is considered as one of the most influencers in the Innovation, Technology and Disruptive scientific topics in Morocco and Africa.



COLLECTIVE INTELLIGENCE IN A CONNECTED WORLD

One of the primary behaviors of humans, ever since they've existed, has been the need to act in communities.

In the form of a family, village, society or even globally as humans living on the same planet, acting collectively was one of its key secrets to survival.

For a decade, acting collectively has been completely disrupted by the emergence of new technologies. Enabling fast communication through connections and virtual communities through social networks has removed the factor of distance and empowered diversity. The emergence of machines as a main component of daily life and the introduction of artificial intelligence that allow processing complex recurrent tasks have been major accelerators for what is currently known as Collective Intelligence.

Collective Intelligence is a complex topic that builds on collaboration. It has impacted thinking, producing, consuming and innovating in every single aspect of life.

Under this new paradigm, collective intelligence is enabled and enhanced through human-machine partnerships, allowing Artificial

Intelligence technologies to join the group mind, and augment it. Organizations able to capitalize on these possibilities are likely to find a strategic advantage in doing so and can easily leverage to the Intelligent Enterprise level. In business, Collective Intelligence is a daily task, mainly characterized by diversity and autonomy. It is the basis of teamwork and collaboration, with some of its aspects including design thinking, group problem-solving and even product benchmarking. In modern societies, Collective Intelligence has brought influence, tendencies and habits, all of them produced by one central and global community brain. This is because in a connected world, every single act influences the rest of the global body in a certain way and at a certain level.

Collective Intelligence was the major player in the emergence of the disruptive technologies, and in fact was itself the disruptive addition. Phenomena like Blockchain, Smart cities, global stock exchanges, crowdsourcing and much more are fully based on it. Smart businesses are now able to predict markets and consumer preferences and then innovate accordingly.

How is Collective different from Artificial Intelligence ?

When Artificial Intelligence, based on machine learning algorithms, is able to perform very specialized and single tasks or groups of tasks, Collective Intelligence is more sophisticated; based on human brains and behaviors, it can perform much more than an intelligent algorithm.

Collective Intelligence involves trust. Any individual is more likely to trust the information they get if it is from a person they know in real life. People are also more likely to trust information that is in line with what they already believe. It reiterates or reinforces their existing opinion, and they may develop a confirmation bias or avoid conflicting sources of information. Any information that is not in agreement with their pre-determined beliefs may be ignored, argued or berated. Within a group, subject matter experts may not always



be given top priority as a trusted source of data. This will encourage all members of the group to participate with added values, as diversity of people and opinions provides a richer content and more innovative concepts.

The technology layer

Collective Intelligence has been enabled by the emergence of some new technologies and tools. While technologies like Artificial Intelligence, IoT, BigData and high-speed internet have been a key facilitator, tools include all kind of task automation, machine learning and algorithms. Examples of tools include word processors with autocomplete functions based on machine learning algorithms, as well as email, or even the chatbots used in websites and mobile applications. These tools allow humans to more efficiently manipulate and communicate information, and leverage collaboration on a larger scale.

In a more sophisticated way, assistants are able to operate with a slightly greater degree of independence. A powerful example of this application of Artificial Intelligence is one that takes its description very seriously: AI assistants. Best known for their ubiquity in smartphones (such as Apple's Siri or Google's Assistant), AI assistants are also making important in-roads in business settings, where they're being used across a broad range of industries to augment human skills. For instance, Microsoft's Cortana assistant uses natural language processing to understand verbal commands. It's able to provide contextually appropriate information, send files, and even schedule and confirm appointments, allowing professionals who use it to focus on business-critical tasks. In some more specific business sectors, Collective Intelligence can be a huge source of wealth. The modern stock markets are all built around offer and demand; those are individuals (humans or AI algorithms) taking decisions to buy or sell based on collected data, this is, in fact, how the prices are set. In a world of global harmony, influence can lead to predict what the collective next move will be. In other words, it can tell what the next move should be. This will create an artificial and accelerated momentum of the stock price to the direction that is most favorable to the influencer.

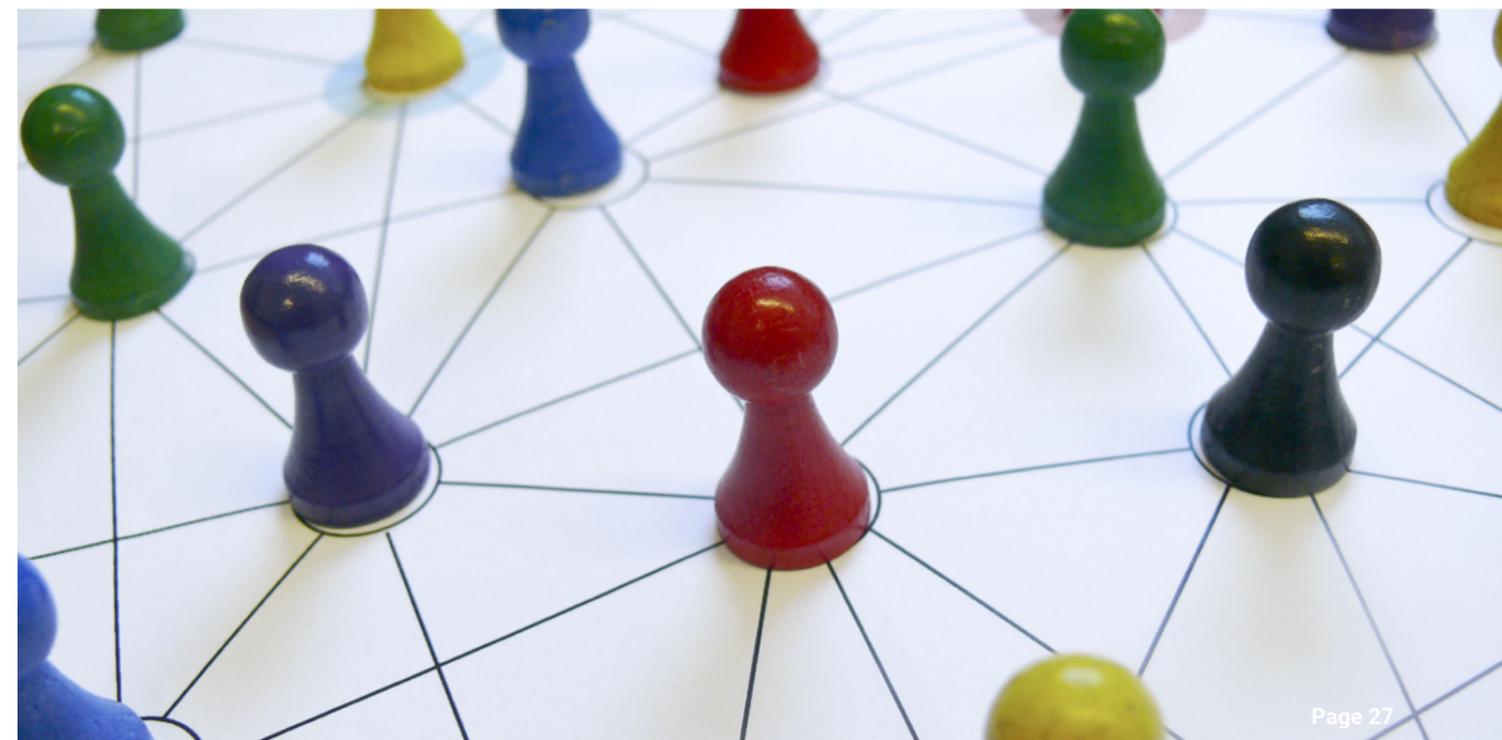
Collective Intelligence tools

Collective Intelligence has created some of the most widely-used platforms on the internet. Wikipedia is an online encyclopedia that anyone can add to or edit. A team of moderators and approved senior editors verifies information on a 24/7 basis. Online question and answer forums allow people to share and exchange information. Even scientists share their research online, allowing other researchers to access bits of genetic code or information on how to perform a particular test. Google is perhaps the most well-known collective intelligence platform on the internet, but the list of tools is growing every single day.

Collective Intelligence has been leveraged to a new level, with the emergence of the Internet of Things, machines are now part of the game. Human-to-machine and machine-to-machine communication has been made smooth and easy allowing the aggregation of the Human intelligence with the machine power.

Subjectivity is a downside to the Collective Intelligence

What seems intelligent to one person or group might seem downright stupid to another. Group intelligence is a subjective assessment



of information. Artificial intelligence is playing a growing role in the evaluation of Collective Intelligence. Because the artificial intelligence algorithms do not have an emotional stake or any subjectivity, they may have a better method of evaluating what is Collective Intelligence and what is not. For example, Google's algorithms scour the internet in search of answers to questions. The algorithms assemble the collected answers and return links to searchers who type a question into the search bar. This makes Google seem intelligent, even though it is relying on the filtered answers of individuals. In true Collective Intelligence, all of the information is available, even the information that could be wrong, outdated or disingenuous.

Some use cases

While social networks are the biggest influencers, Smartcities are one of the most significant use cases of the Collective Intelligence. Mainly based on data collected from humans and machines, a Smart city is only operational when it acts as a one core. With several layers of roles and services, the data is

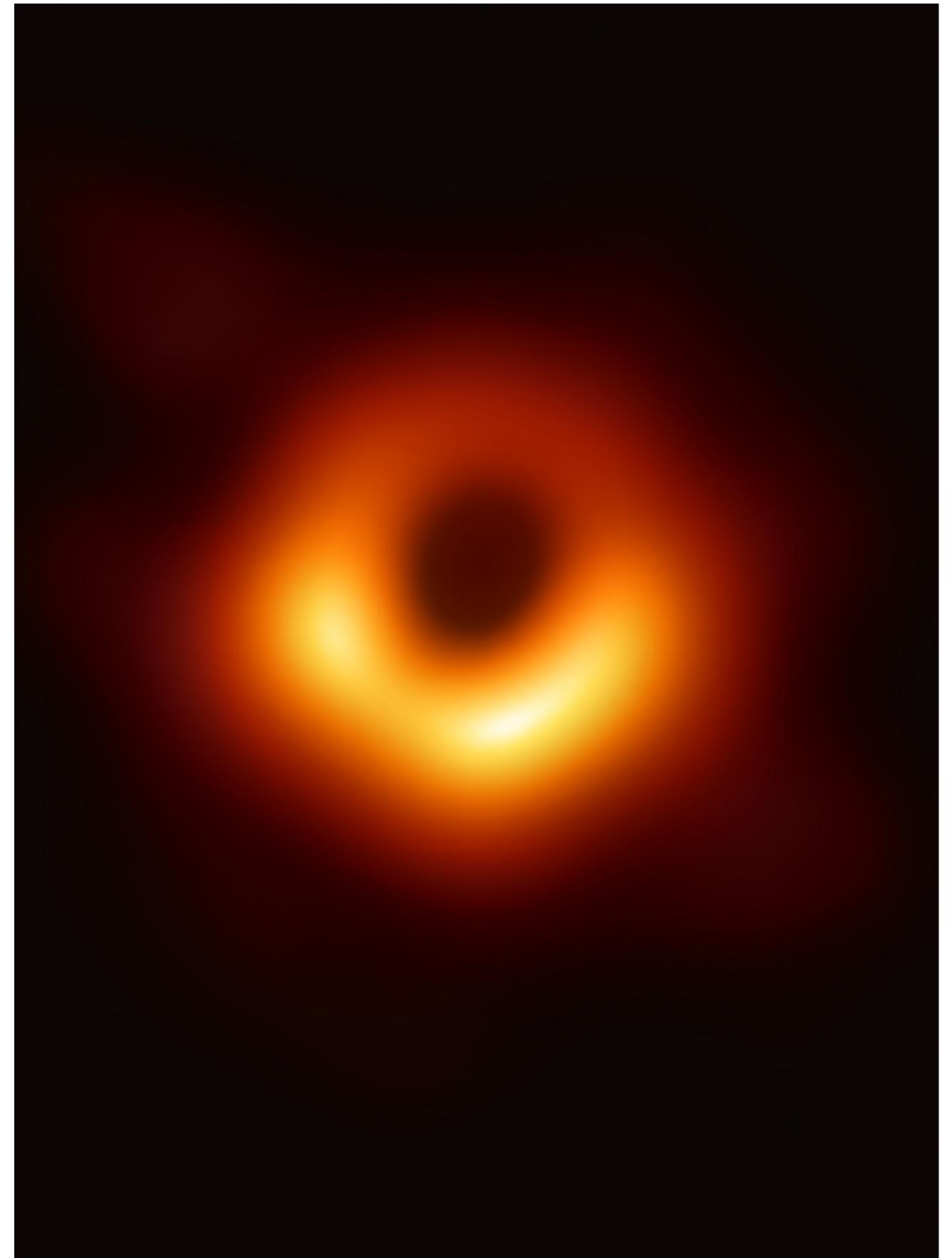
collected, qualified and processed exactly the same way a human brain operates, making this the most significant example of how Collective Intelligence leverages the society lifestyle through enhanced technologies and collaboration.

Beyond Business

More globally, Collective Intelligence is a key tool in geopolitics and global actions. Issues that can be solved with the help of Collective Intelligence include climate change and global warming, peace and security, and health and wellness.

Using Collective Intelligence as a main tool to influence may create tendencies and motivate habits that are more planet friendly, like using bicycles, electric cars and waste recycling

In a connected world, the global community becomes a single body, feeling, moving and acting in perfect harmony, all controlled by a global brain – a Collective one.



DeFi Defies Expectations



Dr. Jane Thomason

Global Contributor,

Award winning

author, futurist,

technology

transformation leader

Last month in the Corporate Investment Times, I wrote about DeFi, the opening of the traditional, closed, financial system, to one that is decentralised, modular, interoperable and programmable. DeFi token values have continued to surge. I continue to report on that rapidly emerging market in this post.

The NEDClub an exclusive London members club, as part of its curated future technology series #NEDTech on 16 September, hosted

DeFi pioneers Toby Lewis of Novum Insights, Josh Goodbody, Binance; Max Engelen from CryptoCompare and Julien Bouteloup, Stake Capital to share the latest insights in to the rapidly evolving DeFi world. DeFi is the next episode in the evolving story of blockchain and decentralisation. It is full of excitement, risk and incredible rewards. As with the ICO period of 2017-2018, the regulators have not yet caught up, which is why it is important to share credible information with the community.

Toby Lewis shared a current data set and the insights he showed were compelling. "This whole landscape has just exploded. So I think none of these tokens or protocols were above a billion dollars four months or five months ago." He went on to show data showing the top 50 DeFi companies with Chainlink and Yearn.finance at a market cap of \$4.2 billion and 1 billion respectively.

The activity even through the summer, has just skyrocketed. Many of the companies on his list would not have been familiar to most people, even three months ago, Chainlink, yearn.finance, UMA, Aave, Wrap Bitcoin, Synthetic Network Token, Compound, Maker, NXM and Dai are the current

top 10.

The DeFi boom has been driven by the great innovation in decentralised exchanges and there is also huge innovation in the crypto protocols beyond that. Toby went on to say, "There is a risk because a lot of the projects are fly by night wonders". It seems reminiscent of the ICO days in 2017 and 2018 when the space was exploding. Novum Insights is working with best of breed people in the market like CryptoCompare to create credible research on what is going on and what is "fact" and what is "Sci-Fi" on the different protocols.

The returns have been phenomenal and this attracts well publicised bad behaviour. SushiSwap drew a lot of attention for being a vampire attack on Uniswap, by effectively copying and pasting the code of Uniswap. This was followed by overnight success and a highly publicised withdrawal of \$13 million by founder Chef Nomi, followed by its return and emotional apology on Twitter "To everyone. I fucked up. And I am sorry."

Julien Bouteloup who is actively building in the space contrasts this phenomenon with the ICO period. "The token market of 2017-2018 was called crowdfunding on steroids. In contrast, DeFi is like the Hyde Park Speakers Corner of crypto cryptocurrency. Anyone with

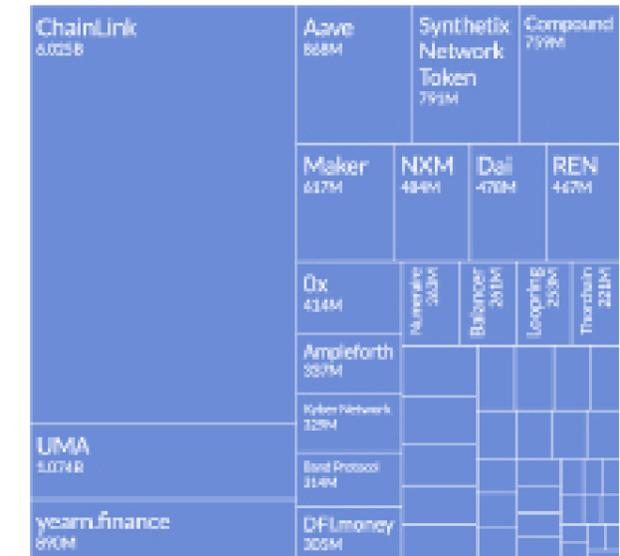


DEFI Top 50

Distribution of Market Capital (USD)

| Name | Market Capital |
|-------------------------|----------------|
| ChainLink | 6,028M |
| UMA | 1,078M |
| yearn.finance | 890M |
| Aave | 888M |
| Synthetic Network Token | 791M |
| Compound | 759M |
| Maker | 617M |
| NXM | 484M |
| Dai | 478M |

Download data



pretty much \$500 can go live on UniSwap and other decentralised exchanges and spin up an idea with such a minimal amount of money. It's crazy, and some of those ideas really take off."

Max Engelen from CryptoCompare reported an incredible increase in volume across top tier exchanges, lower tier exchanges, derivative exchanges, and decentralised exchanges. CryptoCompare reported that in January, top tier regulated exchanges only accounted for 24% of spot volume, now, top tier exchanges account for 64% of spot volume. He also noted an explosion of derivative data and derivative exchanges, almost 90% of the derivative volume is accounted for by

Binance HUOBI, Xiaoyub and Bitmex.

Fast growing crypto exchange Binance's Josh Goodbody reflected on their success. He was honest enough to say one very fair factor was luck. "We launched at a time when there was an ICO boom, and we were fortunate enough to spot that trend early. So really one of our core tenants is product diversification, we've been massive proponents to embrace as many different flavours of crypto assets as we possibly can. Hardwired focus on execution is really where you know Binance has found its feet and has grown pretty pretty rapidly over the last few years.



So we're very much a global company." Binance now has users in over 180 countries, 1,400 team members in 40 different countries. He also emphasised the need to understand trends in blockchain, and being able to react quickly and being able to build a speed that is slightly quicker than others. Binance also creates trends, DeFi is an example. Binance was a very early entrant into that space, and launched a decentralised exchange (DEX) in April 2019, before most people were thinking about it.

DeFi is a complicated assortment of digital funds, automation of key processes, and more complex incentive structures that work across protocols – each with their own rapidly changing tech and governance practices and its very hard for non-experts to decipher. Coindesk describes a new yield farming with Compound's COMP governance token. This is now a hot new term which basically means putting crypto temporarily at the disposal of some startup's application which earns its owner more cryptocurrency. Another term being used is "liquidity mining."

Julien Bouteloup is more sceptical, "People call it a governance token. Well, honestly speaking, this is speculation, but people like to call it a governance token. What it does provide is a huge yield. People don't realise but it's actually between one and 3% per day. So per day, people are making 10 x what the bank is offering to you in one year."

He went on to say "What I'm seeing in DeFi is the Lego concept. So people are building different tools that can be easily plugged in plug and play without really understanding how to build them. You can be a non developer, but you can actually go to GitHub, and then plug and play a system that will do a flash loan. I think you'll find this kind of the ICO phase and people will get wrecked or they will lose money". Toby Lewis reinforced this saying, "I think everyone who's ever been exposed to anything in finance will know there are no risk free returns".

DeFi enables cryptocurrency users around the

globe to make use of traditional financial services such as borrowing, lending, trading, and investing in a decentralized and transparent manner.

Right now, relatively young companies are growing fast, a sign that those who grabbed the crypto markets early continue to ride the crest of the wave. However, Bouteloup warns, "The derivative market is huge so we'll see big experienced traders from the traditional market jumping into the DeFi space eating the cake of people that don't have much experience, because they were early in DeFi, but they don't have mathematical understanding. We'll see a lot of competition in the market from experienced traders".

Two other notable trends to watch are insurance like Nexus Mutual and many projects are incorporating decentralised autonomous organisations (DAOs).



CROWDFUNDING AS A VIABLE ALTERNATIVE TO FUND YOUR DREAM PROJECTS

Thanks to crowdfunding platforms, you can now approach a big crowd to finance your dream!

Amidst the COVID-19 crisis, businesses globally are looking for opportunities to increase the visibility of their services while simultaneously helping people and businesses deeply affected by the pandemic. The internet seems to have leveled the playing field for numerous/several businesses. It has created opportunities that have never existed in the past, by means of crowdfunding, a recognized Web 2.0 based phenomenon.

The idea of matching people who need money with the people who have money to invest is not new; what is new is the way this concept of intermediation is facilitated (and made easier) by technology and recognized by law. While crowdfunding is not yet a household word in the region, it has generated a buzz amongst entrepreneurs, especially those in the tech space who see crowdfunding as a potential source of funding for their business. Holistically and across

a range of industries, it is seen as a prospective funding tool for creative work such as blogging, journalism, independent film and music as well as for funding start-up companies.

Data collected by Cambridge Centre for Alternative Finance (CCAF) reveals that crowdfunding has raised \$304.53 billion worldwide in 2020, where the average funding per campaign in the Crowdfunding segment amounts to \$5,270, thus, proving itself as a go-to platform for raising capital. This growth is even more significant for small and medium-sized enterprises (SMEs), which, according to

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Barkha is a Senior Associate at KARM Legal, having previously practiced in India and UAE as a corporate and capital markets lawyer. Barkha has experience in equity and debt capital markets, IPO and general corporate/commercial matters. She has advised multiple clients on various capital raising methods via initial public offerings (IPOs), rights issue, real estate investment trusts (REITs) and qualified institutions placement (QIP).

At KARM, she is closely working in the firm's fintech, crowdfunding and token offerings practice. She has assisted clients in the process of obtaining a crowdfunding license from the concerned regulatory authorities and drafted the regulatory business plan along with the related policies. She is also engaged with the firm's funds practice where she advises on all aspects of incorporation of funds in DIFC and ADGM and their management, operation and related carry arrangements.



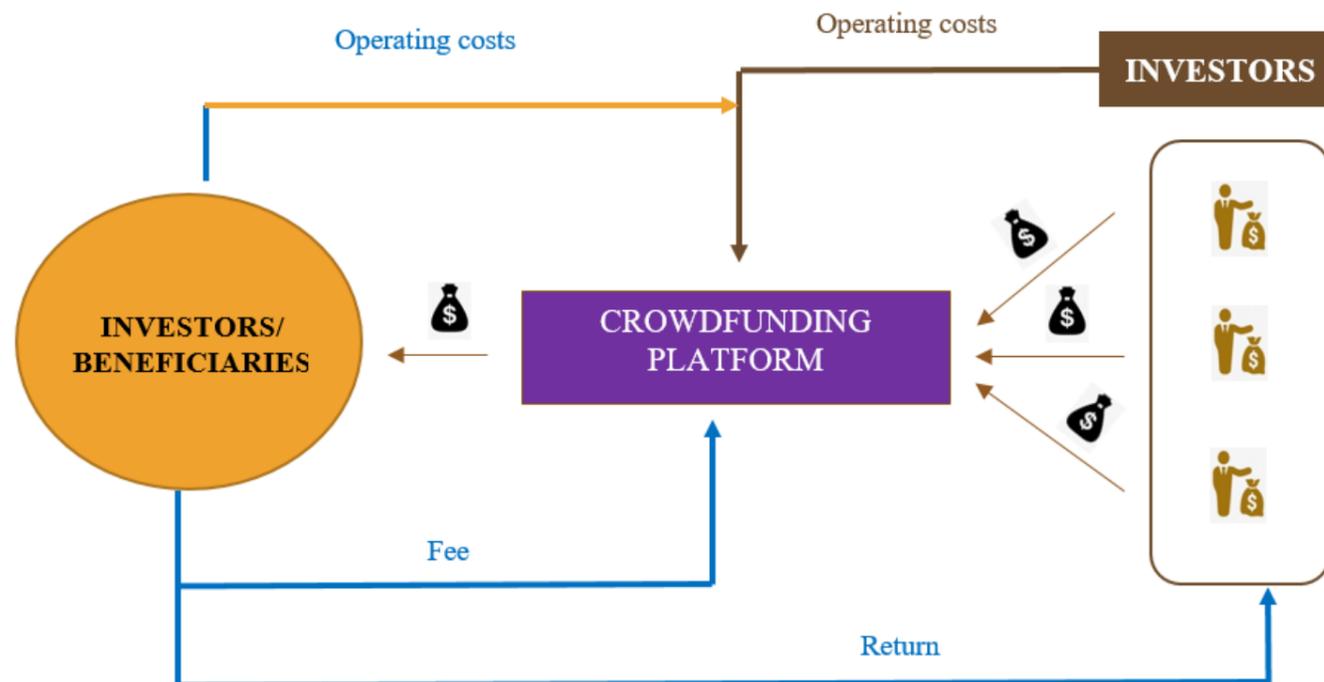
Let's take a closer look at a homegrown crowdfunding start-up – "Smart Crowd". Recently, it has managed to draw a lot of attention, as it offers an opportunity to own a part of real estate for just a few thousand Dirhams! Ever since its regulatory approval by Dubai Financial Services Authority (DFSA) in early 2018, it has managed to crowd fund

A TYPICAL PROCESS FLOW

The crowdfunding process generally involves the following structure:

- The fundraisers must first plan their campaign, after which they must determine the

A TYPICAL CROWDFUNDING STRUCTURE



several real estate projects and win accolades for its notable work.

Another good example in this space would be Beehive, an idea released in 2014 with an initial investment of \$2.5 million – mostly from people close to the platform's management. That said, it now claims to have lent more than AED 600 million through its platform going against all odds! Clearly, these start-ups are an indication that the crowdfunding space is slowly yet steadily gathering steam in the region.

crowdfunding platform on which they intend to launch the campaign, taking into consideration the nature of the crowdfunding platform.

- Once the fundraisers have paid a fee to the crowdfunding platform, the fundraisers are required to have their financial and credit profile checked and will subsequently be given a credit score. This credit score will allow the platform to match the fundraiser with the investor and create a tailored investment proposal.

- It is also important for the fundraisers to spread the word amongst their close communities as well as advertise the campaign. However, if the fundraiser's campaign already has taken off and is attractive, the fundraisers will get approached by investors.
- From the investor's perspective, they must enter create an account on the platform and enter specific details relating to the amount of money they intend to invest as well as the nature of investment proposed to be undertaken by them. The platform shall then show the investor various investment options for the same or similar amount of money, in bulk or smaller 'chunks'.
- Once the fundraisers are in touch with an investor and the parties have agreed to the details of the investment, it is key for the fundraiser to keep the investor in the loop and constantly provide updates relating to the

progress the fundraiser is making, as the entire success of their campaign depends on the investors.

- The investor then also has the choice of recycling the repayment of the investment plus its interest or dividend and reinvesting the amount in another range of potentially successful projects.
- Once the fundraisers have successfully developed their product or service and have met certain conditions, they must pay a certain return on the investment made or deliver the products or reward, as may have been promised.

WHAT'S IN STORE FOR ENTREPERNUERS AND SMALL BUSINESSES

- **Entrepreneurial Autonomy**
Crowdfunding platforms (CFP) provide



entrepreneurs access to capital beyond what is accessible to them through traditional forms such as accredited banks, investors and venture capitalists. Depending on the type of crowdfunding, it can also allow companies to get funding without accumulating debt or giving away equity.

- **Progressive legislative Framework**

Both DIFC and ADGM have made the necessary rules and regulations of CFPs with respect to their licensing, organization and protection of rights and obligations of the interested parties. Both laws include a focus on disclosure of risks, pre and post-funding due diligence of the entities raising funds, the creation of an optional exit facility to give investors the ability to sell their participations to other investors on the same platform, placing controls to ensure that this only permits trades between existing clients and does not become a trading platform or business in its own right.

- **Economical and Less Cumbersome Method of Raising Finance**

It provides entrepreneurs with a faster and more economical form of raising finance and by using CFPs, businesses can circumvent some of the major issues they would face getting funding from traditional forms of finance. From an investor perspective, crowdfunding is a more cost-effective alternative in terms of lower fees and tax deductions.

- **Transparent outreach campaign**

A successful crowdfunding campaign shows investors and the market that the venture has sufficient market validation and gives the venture proof of concept from the onset. It also allows a business venture to get input from a wide range of players in the market that could help the business grow and develop. Investors can see how the venture is progressing and monitor the venture's practices.

- **Monetary Benefits**

By breaking down traditional institutional barriers, encouraging entrepreneurship and

active participation from all market players, crowdfunding expands participation in the market. It also increases general access to financial capital for SMEs and individual entrepreneurs.

CHOOSE FROM THE VARIOUS PATHS THAT LEAD TO THE SAME DESTINATION

There is a common notion that crowdfunding is predominantly equity based, however, this is nothing but a myth that has acted as an impediment in the growth of the "Alternate Finance" market. Small businesses and entrepreneurs may choose from a diverse array of avenues to suit their capital requirements. Various options have surfaced over the years that now pack the power of regulations, further adding to the credibility of this new age finance solution. Let's take a look at different crowdfunding models with examples of platforms based on such models:

Firstly, the Reward Based Crowdfunding model, is one which allows investors to pledge funds towards a campaign in return for a non-financial & often pre-determined reward of intrinsic or emotional value. Zommal is a successful example of this type of sponsoring and reward-based crowdfunding in the Arab region.

Secondly, Lending Based Crowdfunding model, is a newer mode of intermediation by connecting lenders & borrowers directly. This form of crowdfunding is often seen as an alternative to traditional banking. LendingClub, based in California, USA, has been bringing lending based crowdfunding solutions since 2007 via peer-to-peer lending.

Thirdly, Donation Based Crowdfunding, one that serves to provide money towards helping a social cause. It is often used by individuals seeking donations to support charitable projects in return for symbolic rewards, i.e. public recognition. Yallagive is the first licensed online donation and CFP in the Middle East.

Fourthly, Real Estate Crowdfunding which is a type of property investment whereby the funds of many

investors are pooled together and used to buy a property or where funds are lent to developers as a loan to finance a property development. SmartCrowd is regulated by DFSA as a real estate CFP and lastly, the most popular mode of crowdfunding, Equity Based Crowdfunding is one that refers to investments made in a business, with the return on such investment coming eventually, in the form of dividends and appreciation in the value of shares. Eureeca is a platform facilitating equity based crowdfunding and is registered and regulated in the UK, Netherlands and Malaysia.

THE NEED OF THE HOUR

As the winds of change spin around the Middle East, a new breeze is emerging in the region carrying with it this seemingly promising opportunity of raising funds through crowds. It is a rapidly growing phenomenon that has been derived from a timed combination of technological progress in online services and the lack of supply finance following the current financial crisis. With the rise of CFPs, innovators, inventors, socially oriented organizations, NGOs, start-ups and individuals have

realized that their dreams and ideas could not only be tested but could also receive proper funding to jump-start and kick-on.

It has caught a lot of momentum in the recent past, and even lawmakers/ legislators are beginning to realize its importance to the economy. Smaller projects that may not attract venture capital or institutional funds can now turn to crowdfunding, an economical and efficient method of raising capital. This blends well with the current paradigm shift that's currently taking place across the globe and making people feel more empowered to do things that were unimaginable only a few years ago.





SOLSHARE

THE FUTURE OF ENERGY BEGINS WITH BANGLADESH

Dr. Sebastian Groh
 Managing Director & Founder
 ME SOLshare Ltd.

solshare[®]
 Create a network. Share electricity.
 Brighten the future



On Special CIT Campaign Invite rejuvenationeconomics

The global energy transformation has become irreversible, legacy technologies and incumbent business model are struggling today more than ever. But will transition technologies rule the market or technology disruption? The question largely depends on who is going to drive the transformation – community initiative, entrepreneurial disruption, or traditional supplier adaptation?

Leveraging the breath-taking success of Bangladesh's solar home system program, SOLshare, an energy start-up in Bangladesh has already embraced renewable energy by going full circle on the energy transformation. Here's what the rest of the world can learn.



A transition technology has the purpose to pave the way for the "old" to become the "new". Hence, once legacy technologies and incumbent business models stop producing the desired results, a transition mode is put into action. In energy technology, however, things are moving at a much faster pace. As macabre as it may sound, with every new disaster peeling away layer by layer the inefficiencies of our current system, the stronger the push for a form of regenerative capitalism (Fullerton, 2015), the stronger the push for real impact investment.

The Paris agreement is the global consensus on how this decarbonization process will shape up going forward.



SOLshare's SOLbox: The SOLbox NG, a smart bi-directional meter which acts as the point of interconnection within the P2P solar microgrids.

The question is the speed and the mode. Investors should realize that right now the danger of energy lock-in effects is critical. My recommendation is not to bet on transition technologies combined with old business models but to leapfrog instead.

As the world continues to decouple carbon emissions and economic growth, the old paradigm of centralization, where electric power is produced far away from where it is used, will also change. And with this a democratization of energy generation and consumption, where prosumers will be the key actors disrupting conventional business and delivery models and empowered through digitization which allows automated payment settlement of electricity trades.

An interesting piece from the Harvard Business Review titled The 3 Stages of a Country Embracing Renewable Energy, divided this transition path into three phases at a country level (Burger & Weinmann 2017):

- Phase 1: A country focuses mainly on promoting renewable energy sources, possibly with secondary objectives of establishing a domestic manufacturing base.
- Phase 2: The shares of renewables in the energy mix reaches a level where grid operators have to intervene more frequently to keep the grid in balance. The landscape of utility companies is undergoing significant transformations.
- Phase 3: The electricity supply industry sees first-hand how their sector is transformed from being a public infrastructure towards a truly private one where solutions are customized for each producer and consumer.

So in essence, no country is in phase 3 yet. However, I would dare to argue that SOLshare's rural customers in the remote areas of Bangladesh have already gone full circle, embracing the 5 D's (: Decentralization, Decarbonization, Disruption, Democratization & Digitization) and actually find themselves in phase 3.

We are the winner of the MIT-Solve 2020 competition for the Good Jobs and Inclusive Entrepreneurship Category

Under the leadership of the Government of



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A Bird's Eye-View of the SOLgrid

Bangladesh, the Infrastructure Development Company Ltd. (IDCOL), close to 30 million people today produce their own electricity via solar home systems (SHS), completely decentralized. Recent studies show that on average their electricity supply quality is superior to that of the national grid.

The future of energy will be fueled by the 5D's: Decentralization, Decarbonization, Disruption, Democratization & Digitization! In line with these beliefs, SOLshare has embarked onto a pioneering journey having installed the world's first solar peer-to-peer (P2P) energy exchange platform in a remote area of Bangladesh in 2015. This solar energy exchange network of rural households and small businesses with rooftop solar home systems enables a more efficient distribution of electricity across the rural communities.

This innovative model (commonly referred to as the 'prosumer' model), allows certain households to become both a producer and a consumer of electricity generated by their SHS installations. In summary, one household can sell excess power into the microgrid network, where neighboring households or businesses can buy it in small increments using mobile credits. If these groups of interconnected, peer-to-peer microgrids were to connect with Bangladesh's national electricity grid, it would pave the way for a new global standard for electricity distribution.

To date, SOLshare's peer-to-peer energy exchange platform, runs 30 grids (28 throughout Bangladesh and 2 in Assam, India). By interconnecting up to six million households with solar home systems across Bangladesh, with the millions of households who lack access to electricity,



Dr. Sebastian Groh

Managing Director at SOLshare Ltd.

Passionate to drive the 5D's fueling our energy future: Decentralization, Decarbonization, Disruption, Democratization & Digitization! In line with these beliefs, together with his colleagues at SOLshare, Sebastian installed the world's first solar P2P energy exchange platform in a remote area of Bangladesh. He is a 2013 Stanford Ignite Fellow from Stanford Graduate School of Business and holds a PhD from Aalborg University and the Postgraduate School Microenergy Systems at the TU Berlin where he wrote his doctoral thesis on the role of energy in development processes, energy poverty & technical innovations, with a special focus on Bangladesh & Peru.

On behalf of SOLshare, he received numerous awards, among them Tech Pioneer '18 by the World Economic Forum and best energy startup in the world by Free Electrons. SOLshare also received the prestigious UN DESA Powering the Future We Want USD 1M Energy Grant, along with Grameen Shakti. Sebastian became Ashoka Fellow in 2018, & UBS Global Visionary in 2019, as well as received the 2019 Unilever Young Entrepreneurs Award.



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Dr. Bimol, village doctor powering his medical store through SOLshare through the COVID-19 crisis *targeting to reach 2.5M people by the end of 2023. Join us in creating networks, sharing electricity and brightening the future.*

SOLshare can create a series of interconnected microgrids that generate more than 300MW (~1.5% of Bangladesh's total installed power capacity as of today) and more importantly 3,000 MWh of battery storage. With this model, SOLshare is propelling the systemic change of how people use and move electrons. It has the potential to change the face of utilities globally in the future, and it already leapfrogs rural communities today.

If the global public understood the benefits of solar energy, the implications of energy efficiency and true prosumerism, the way our customers do in rural areas, a huge momentum could be gained and with this a leapfrogging in phases. In the meantime, SOLshare will do its part to scale up its operations



Maya from a village in Bangladesh in 2015: the world's first prosumer

Bangladesh has installed more solar home systems than all other countries in the world combined



solshare[®]
Create a network. Share electricity.
Brighten the future



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SEVEN NATURAL PHASES ON A PATH FOR CHANGE

**Dr. Milan Krajnc,
PhD**

Psychotherapist,

an expert in solving the challenges that arise from the interaction of different personality types within a company or organisation. I am trained for personal advising, psychology, marketing, negotiation and lobbying at organisations of any size and scope, from local to national levels.



By observing natural phenomena in the laboratory (first as a student of metallurgy and then a student of physics), I saw that seven phases always happen; when an element changes structure or energy gets a higher frequency, a step back is no longer possible. In other words, we can no longer restore the original structure of the material or restore the lower frequency of the energy. In modern physics (quantum physics) we call this a quantum leap.

When I finished the studies of reality therapy and was in the middle of transactional analysis studies, I discovered in more detail how the human consciousness and subconsciousness, i.e. human psychology, work. It quickly became clear to me that if you want to change a habit, you have to make a firm decision and you must not change your mind anymore. But how to achieve that? Although I had been completely dedicated to psychology for several years, I was still thinking like a technician. The technician is always looking for ultimate solutions, and there had to be some procedures and precise parameters. But I couldn't

find them anywhere. Yes, they taught us a clearly defined system of how to conduct a conversation as a psychotherapist, but it was based on developing our own experience. Psychotherapy is building the relationship and healing through relationship. However, I thought: a psychotherapist needs a certain map so as not to get lost.

Thus, my psychotherapeutic brain began to look for a technical solution on how a person can make a decision and therefore make a radical change. Since I already had some experience with almost five hundred clients, I flipped through the notes to study the changes in their behaviour. I also observed new clients, what method I used to guide them, what was happening to them, how much time they needed for a change... I realised that certain things could be very clearly defined (technically). In the background of the conversation between the client and the psychotherapist is, in fact, advanced mathematics, without us even being aware of it.

So I found those seven steps of transformation in nature and applied them to psychotherapy. I began to realise that clients also behaved like matter/element or energy at a particular phase. Their steps and behaviour were very similar.

When I brought them to the end of the process of change and transformation (they transitioned into a new state), they became different - as if the previous state had never existed. In fact, they couldn't believe they had ever had that problem before. Additionally, they could no longer return to their previous state. In internal development, the quantum leap is the moment in which we notice the final and essential shift in emotional life and behaviour. Then we realise that something has changed forever.

An external observer could say that these clients simply made the decision. However, it is decision-making that is crucial to a person's life. We make 35,000 decisions every day. That means we go through those seven steps 35,000 times a day without even being aware of them. Occasionally it happens that we skip one of the seven phases and thus get stuck in place. We then get the feeling that we are running in circles, which can take years. This is where a psychotherapist can help us get out of that vicious circle.

Based on all these observations and a good knowledge of natural phenomena, I developed a method I called Sirius Personal Transformation.

THE FIRST THREE PHASES ARE INTENDED FOR ANALYSIS.

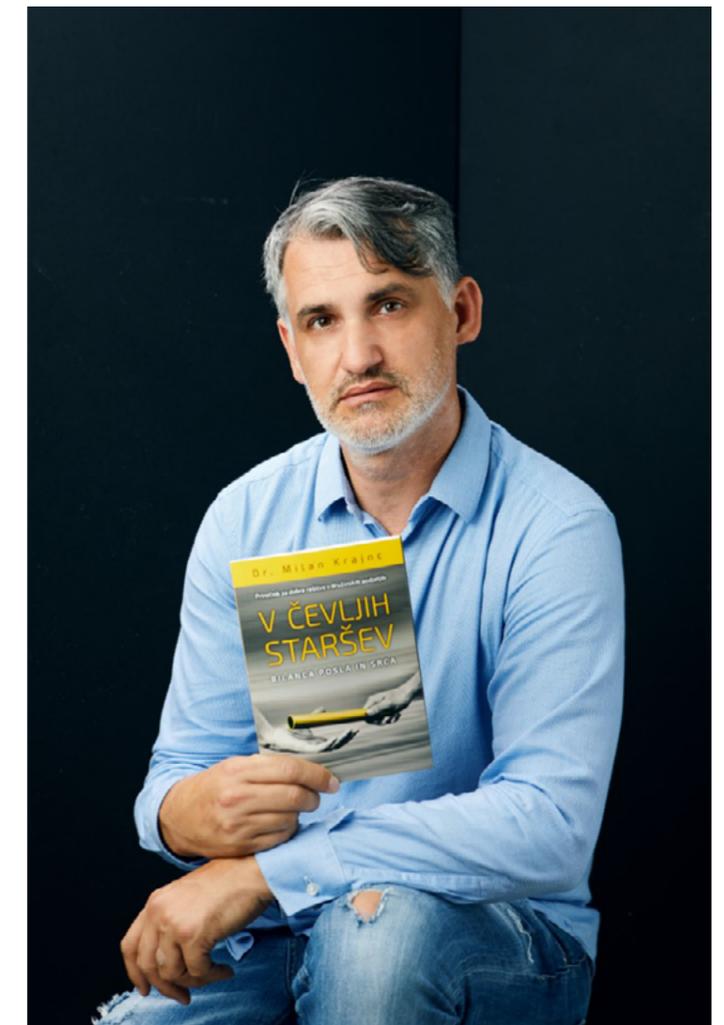
However, to analyse something, we must first tidy things up, as we saw in one of the stories in this book. That is only the first phase. When we tidy up the things, we will see where we are and what we really need.

Then, in the second phase, we remove everything that is not ours, that we consider as no longer belonging to us. In life, we see it as salvation, relief, we get the feeling that we have

experienced enlightenment. In fact, we just made room for fresh energy. If we do not take a few quick steps forward at that stage, we will receive an even greater burden than we have borne until then.

Therefore, in the third phase, we need to think about what brought us there and what we want, how should we fill that free space, or whether that free space is maybe enough for us on its own. We need to arrange all the other things so that we get the feeling that we are in balance. However, the feeling of excitement begins to disappear, and it is replaced by the feeling of anxiety... We start to think about how much time, energy, money... We lost... Then we say things like what was I thinking, I was so blind... And similar cries of remorse.

That is why we must not stop in the third phase, in which we also finalise the analysis...



IN THE FOURTH PHASE, WE SET A NEW GOAL.

Where do we want to go next but based on the new feelings and new knowledge about ourselves? Anxiety is still present, and there is also guilt because we feel we are betraying someone by moving on. That is why the intensive physical activity is necessary for the body and brain to get enough oxygen to cope with the psychological efforts more easily. Although we are slowly setting the new path, the energy of old habits is still very present and pulls us back, so we must have good stamina not to succumb to all those voices.

IN THE FIFTH PHASE, WE INTENSIVELY DEAL WITH THE BREAKING OUT OF OLD HABITS.

This is where we usually change our environment... Almost everything that hinders us in expressing our own will. Of course, it depends on the degree of transformation and the area in which we perform it. While we may be making a small change, such as quitting smoking, we are addressing 100 other subconscious setbacks. The fifth phase is the most intense, but we already feel relief, even though we have a feeling that there is a storm around us.

IN THE SIXTH PHASE, WE SET A NEW PATH.

In the sixth phase, we say that there is sunshine after the rain, while we continue on the path towards the desired feelings. We can hardly hear the call of the past. In a way, we are already treading the new path.

SEVENTH PHASE - THE NEW PATH.

In the last phase, the new path is almost wholly a part of our life, we lose the feeling that we have changed anything, even though the environment tells us how different we are. We often do not notice these changes ourselves because we are in the centre of it, while the environment sees a significant change. We feel the changes much earlier, and when we calm down completely in the final phase, we don't even know what it was about anymore, even though it was yesterday.

The same process of transformation has been developed for companies - I called it Sirius Business Transformation - but the precondition is that the person who is carrying it out has previously undergone the process of personal transformation. More information can be found at the www.DynamicLeadership.Management.

SIMPLE EXERCISES FOR KEY ANSWERS

To reach a conclusion easier, I would recommend starting with the following exercise. Set three alarms on your phone at different times over a day. When the alarm rings, ask yourself: "WHO AM I?" and „WHAT DO I FEEL?". Don't look for answers. Just ask yourself. Repeat this throughout the process until you feel your first passion in seeking activity. The answers to these two questions will begin to appear on their own, entirely spontaneously, when you least expect them (every day over three weeks, at least). That's why you shouldn't bother to look for them at all. Let it happen naturally and on its own.

With this exercise, you wake up the forgotten emotions that were suppressed in your early childhood.

Add the following exercise at the same time: meetings with yourself. Every morning ask yourself how you want to feel at the end of the day. If that is not the feeling you have at the end of the day, have a meeting with yourself. At the meeting, analyse the whole day, and you will see which activities prevented you from feeling that. This means that those activities take away your energy. Start changing or removing them. In that exercise, you are focused on only one day. You become aware of the beginning and end of the day. That is how you actively start and consciously end the day. You start living one day at a time.

This way of finding balance in life solves a number of unnecessary things, including those we thought were absolutely necessary for success. However, we quickly realise that they are an obstacle to happiness.



Fitness for Patience



On Friday morning an elderly gentleman called me into my office. Well, he looked older, although he was younger than me. He said he was too tired, he was always tired of everything - life, work, family, friends... „Everybody wants something from me! In the end, you will want money from me. „ I laughed at him and answered, that is the way the world of giving and taking works, and I poured water into him, put my own coffee in his hand and prepared another one for me. As we sat on the terrace and looked at the sea, he

said: „I sit and look at the sea so little, although I have at least 5 more beautiful terraces than yours. „Well, you still have them there for free.“ He laughed and looked at me.

„I apologize for being a little sarcastic and negative, but it's hard to get out of that vicious circle.

I have spoiled everything too much at home, even at work, and in the end I am only worth as much as I give. I think about giving it all up and leaving. „ „You can easily do that, because as I understand it, you do not owe anything to anyone, even if you died, you'd all be without anything... Well, otherwise you'd share what is left behind, but the vast majority would be without anything. „

„You know, it's not a bad idea, I'll just do it.“

„Wait!

But take at least 10 days to let things go gradually, otherwise

you will get another shock and you will not be able to fix anything. „

He turned to me and listened carefully.

„Let us go in order: Have you taken your property to safety?“

„Sam.

„Can you sell or close any legal entities?

„I can. I need about a month. „

„Can you sell all your possessions and give them to your loved ones?

„Yes, I need two weeks.“

„Are you bound by anything else?“

„No, just his wife and children.“

„Do you intend to continue your relationship with them?“

„No.

„Have you ever discussed it?

„No, I have not.

„So I suggest you talk to them all first.

„Not even close, because I have no nerves and I will not waste time!“

„Okay, can we say that you are still trying, at this point, to replace all legal entities and real estate?

„That will be difficult!“

„I suggest that we go over some exercises together, we call it fitness for patience.“

He looked at me a bit strangely: „What do you mean? Are we going to the gym together? „

„Not exactly, but we will talk a lot.“

For the next 14 days, I assigned him two easy patience exercises:

- Each morning he was to ask himself how he wanted to feel at the end of the day, and at the end of the day he was to compare the written feeling with the real one and write down the difference.

- Set 5 alarms on your phone during the day, and whenever the alarm rings, ask yourself who he is and how he feels without answering it.

He should call again in 14 days.

And really, two weeks later, he showed up at my door. He drank coffee from Petrol with him, even for me. Calm and sleepy, he said: „You know, I have already sold most of the companies and rewritten the real estate.

I said nothing, just watched him.

„You know, these exercises you gave me started to awaken something in me.

Yeah, you are right, I need to talk to my family.

You know, I neglected many of them, I was very

arrogant, because I thought money could buy everything. So they only expect money from me because I spoiled them or because I only knew how to give it to them... But I do not know if I'll succeed myself, Sam, I'd ask you to talk to my wife and kids first, then I'll answer. „

Immediately after his departure I called his family. They were very surprised, but immediately willing to cooperate.

They were in my office in an hour. I told them the whole story and that the Lord would like to clarify things. This does not mean that I want to share the property, but that I want to talk to them, start and rebuild a relationship, not on a material basis of course. They all burst into tears and said they could hardly wait! „Well, it will not be easy“, I said, „because he is so far away that he cannot find the way.

I suggested that they all go on holiday - all to the same place and just meet there.

In reality, they all went there and met after a week.

On Friday, exactly 14 days later, all four of them came into my office and just laughed... „Well, we sold all the property, and now we are going on a long trip together.

Everything can be solved, we just have to want it and be patient. Well, patience needs to be practiced.



VIRTUAL REALITY

AS PSYCHOLOGICAL THERAPY



Dr. Raul V. Rodriguez
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Do you think it is possible to live a reality parallel to ours? Can we face situations that in real life would be difficult for us? A few years ago, the use of Virtual Reality was considered science fiction. However, currently, its wide variety of applications gives us the opportunity to work with it, from different aspects, even within psychology. Virtual Reality is here to stay as psychological therapy.

„The world of reality has its limits, but the world of imagination is limitless.“ -Jean-Jacques Rousseau

What is virtual reality?

According to Roehl (1996), Virtual Reality (VR) is a simulation of a three-dimensional environment generated by computers, in which the user is capable of both seeing and manipulating the

contents of that environment. The participating person is in such an enveloping state that he may think that what he is experiencing is real. Within the virtual experience, the interaction can be of different modalities: only visual, with movement through the virtual space, or even with manipulation of some objects.

Currently, Virtual Reality is not limited to the use of a computer or tabletop device. Following this line, the person can enjoy it from anywhere with a small device called VR glasses, through which you can interact using special gloves or controllers. In fact, VR devices that do not have cables are becoming more common, providing a more comfortable and realistic use.

These glasses usually have speakers that recreate surround sound for a more realistic experience. Interaction devices -such as controls or gloves-

simulate the sensation of handling objects very well, since you have to close your hand to grasp anything. Also, they have a small vibration when you interact with certain elements.

Different types of simulations

There are various types of simulations within the generic name of Virtual Reality:

1. Interactive virtual reality: It is when the user interacts with the virtual environment. You can use a controller that allows you to move, pick up, throw and touch objects. This typology is the one described above.
2. Augmented reality: Allows you to use virtual content in the physical world. An example of this modality are the applications available for our smartphones in which you can see a virtual object within the real environment captured by the camera.
3. Blended reality: It consists of the combination

of virtual reality and augmented reality. It allows interacting with real objects within a virtual environment and reproducing virtual elements in reality. Normally you need glasses or a helmet that has a camera to record the real physical context.

Within the field of psychology, the most widely used simulations are interactive virtual reality and mixed reality.

Phobias and their treatments

It has been stated that virtual exposure is proving to be as effective as in vivo exposure from a therapeutic point of view to treat phobias or even certain psychological disorders.

What is a phobia? A phobia is the feeling of intense fear, resulting from the presence or anticipation of a certain object or situation. When the state that produces the phobia appears, the person is anxious. Sometimes panic attacks occur,



jeopardizing vital health and well-being.

Fear is produced by the activation of the sympathetic nervous system, which prepares us for flight to guarantee our survival. Some of the symptoms of anxiety or fear produced by phobias are: tachycardia, increased blood pressure, sweating, rapid breathing, etc.

The most commonly used therapies to treat phobias are exposure to the fear origin or pharmacological. However, these present many difficulties and limitations to achieve the objective successfully:

1. Exposure therapies: They tend to have a very slow process since it consists in the subjection of the patient to the threatening object or situation. It must be done with great caution and very slowly so as not to aggravate anxiety or fear. Furthermore, it is often impossible to simulate the context to be treated; for example, fear of flying.
2. Pharmacological therapies: they do not treat the phobia but the symptoms. The patient

does not feel the tachycardia, anxiety, etc., but continues to feel fear for the specific object or situation.

Benefits of virtual and blended reality as a treatment for phobias

For people who have some type of phobia, exposure therapy is often very unpleasant since they have to face their fears in a real environment. However, the use of virtual and blended reality is usually a great ally or for therapies since patients do not have to submit to their fears in real settings.

Some of the benefits of this type of technology are:

- It is a non-invasive and safe technique since patients are fully aware that what is being presented is virtual and is not happening in reality, so it can cause them more peace of mind.
- They can flee the situation when they need it. When they feel like they're reaching their limit, reversing the situation is as easy as closing your eyes or removing your VR glasses without adding to the anxiety.



-The process is usually faster and more efficient. First, the stimulus that produces the phobia is presented, in a totally virtual situation, where the subject does not know the environment in which it develops. Subsequently, the stimulus is introduced into the environment where it is currently. For example, if the patient has a phobia of spiders, a virtual spider can be placed on the table in front of him, or even on his arm. This whole process develops according to the evolution of the patient, until he can finally face his phobia or fear in the real environment.

What should we consider before using this type of therapy?

Despite all these benefits, the use of VR as psychological therapy also has some disadvantages, since some people are not compatible with the use of this type of device. For example, there are

people who may feel dizzy or nauseous during virtual exposure. Or people who are not used to or do not feel comfortable in front of this modality. Technology is evolving very fast and we must advance in parallel with it since it can provide us with many advantages and comforts if used responsibly.

Virtual Reality, like any other electronic device, can never replace the work of a professional, but it can complement it. The use of VR glasses can be idle, but also therapeutic if used in the right way. We must take advantage of all the advantages that they can provide us as therapeutic treatments within the field of psychology.

10 IDEAS FOR YOUR STARTUP TO THRIVE DURING THE COVID PERIOD AND AFTER



In September this year I presented a marketing masterclass for a group of Uk startups as part of their training before pitching to investors. It was only one hour long so I was thinking ... how many golden nuggets I can fit into one hour and I decided to take the pen and one sheet of paper and to add there the most important 10 ideas I could think off to help them thrive with their marketing. I did the masterclass online, the picture is from a previous London event in person, without masks, before the covid situation.

Let's go!

1. Back to basics - in a crisis (and yes, Covid is a crisis with many faces) people intend to go back to the survival instincts which is the default setting on our 2 million year old reptilian type brain so market your product or service as a Vital Necessity no matter if you are selling B2C or B2B.
2. Ideal persona - when pitching customers, think about your Ideal buyer persona, and when looking for investors design an Ideal investor persona. You want to have a bunch of ideal clients on board who don't become just

customers but raving fans. In the same time, when looking for investors you don't want just money, you want real partners to sustain you even in troubled times. One big mistake the startups are doing is mostly speaking about themselves when customers are interested in just what's in it for them? And same with investors, very few startups are speaking about the investor's advantages of coming on board. Big opportunities here!

3. Internet is wide open for business - we need to add a new layer to our startups and see if our projects are Pandemic Proof. Let's look at few things which were not stopped during the current period: the internet, social media, online education, the work from home, the crypto market (which works 7 days a week, 24 hrs a day, not like the usual trading working



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test products and create them even after you start selling them. You can presale stuff, put on sale beta versions, crowdfund using the power of the community, you can fund your startup with sales from a community of backers, you will need investments just to really expand. The phases of a product/ service launch is pre-launch when you communicate about the idea you want to launch to get some feedback, next is the prelaunch from three pieces of free content - first about the opportunity, second about transformation, and third about ownership, followed by the launch with bonuses, offers, and no-brainer deals created, and post-launch. As mentioned, there is a science to launching products and services, and once you master that, revenue will not be a problem anymore for your startup.

8. Benefits of the benefits - when selling, sell the benefits of the benefits, not the features, this is what makes people tick and decide to purchase.
9. Don't put your hopes around low ads cost - the businesses winning long term are not the ones scrapping the ad networks to get the cheaper ads but the ones who can pay the

most to acquire customers. You must have in place good, and high converting sales funnels, ideally to recoup the costs of the ads very fast at the front-end, so they become self-liquidating offers, to educate the leads through ethical indoctrination funnels. You must be able to generate leads all the time both organic and with paid traffic, and once they enter your world to make them know, like, and trust your startup so they will say yes to your proposals and pitches.

10. The role of education in tech - I would say that many businesses neglect how important is the education in their business model and even avoid adding education and information products as part of their portfolio. During the next few months millions of people will be forced to change careers and they need to be educated to pivot in their jobs towards something else, and even to use your products or services in the process.

All success!

from Monday to Friday), the food delivery through couriers while the restaurants were closed and many others. Can you think of more like these?

4. Dream 100 - when looking for customers, partners, and investors, a great target is to look for the first or next 100, find out where these people are congregating and put yourself there to pitch your thing.
5. The HSO framework - in writing any piece of content - text or video, designing an ad or creating a pitch there are three elements in place - a Hook, captivating the attention, a Story to make people reading or watching and an Offer - what do you want them to do next - sign-up for a newsletter, a trial, purchase, invest, contact you, or else.
6. The best place to find decision makers - is without a doubt LinkedIn. LinkedIn became a pitch fest when everybody invites you to sales calls day in and day out right after connecting with you and this is a crappy strategy. Don't be like that! Give value first, offer your skills for free, offer some valuable resources, do something valuable for the new connections, without asking anything in return, build rapport and after that you can talk business.
7. There is a science for launching products, and services - many startups are interested in just raising money, who cares if they don't and they can't bring revenue? Investors, maybe? I would say that for any startup founder is important to generate revenue and nowadays, with the power of online marketing you can



INDIA NEEDS A HEAD PSYCHOLOGIST AND POLICIES MUST FOCUS ON BEHAVIOURAL ASPECTS

The rampaging COVID-19 pandemic has failed to apply a break on agitations. Many parts of India are in the midst of agitations. Farmers in Haryana and Punjab are up in arms against new legislative proposals approved by the Parliament.

The economic meltdown has put much stress on the youth. Newspapers are on a daily basis reporting incidents of suicides. During the discussion on COVID-19 in the Lok Sabha, former Union Minister Anupriya Patel forcefully

argued for urgent attention on the mental health of the people.

Globally recognised psychologist and founder of Peacefulmind Foundation Prof. Nabhit Kapur is concerned at the absence of policy focus on behavioural sides.

He notes that the agitations on account of the legislation, including the CAA, NRC, Agriculture reforms, show that the government is somehow not addressing the psychological impact on the people.



Prof. Nabhit Kapur
 Founder
Peacefulmind Foundation
 Executive President
Global Chamber of Business Leaders

Globally recognised psychologist and founder of Peacefulmind Foundation Prof. Nabhit Kapur is concerned at the absence of policy focus on behavioural sides. He notes that the agitations on account of the legislation, including the CAA, NRC, Agriculture reforms, show that the government is somehow not addressing the psychological impact on the people.

"India needs a head psychologist in the top echelons of the government. At the time of drafting any policy, the full account of the behavioural impact must be assessed. The focus must be on the human aspect and the necessary communication," said Nabhit Kapur.

Prof. Kapur is busting myths around mental health. Taking note of the fact that people in India consider it a taboo and even in 2020 hesitate about discussing their mental health conditions.

Prof. Nabhit laments that the mental health awareness in the country is minimum. "The experts concur that the lack of awareness could be the possible reason for the rising trends of the incidents of suicides. Level of anxiety among the people is seen to be on the rise" rues Kapur. Studies show that India accounts for 17 percent of the total suicide cases worldwide.

Kapur is convinced that one needs to work at the micro-level to make an impact, while working to spread awareness and sensitising people about various aspects of mental health. After observing cases and spending a lot of time in creating programs eradicate the problem, Kapur came to the conclusion that one needs to start from the ground-level to make it easier to attain results at the macro-level.

He argues that the individual may already be going through a lot of stress, and the situation can only worsen if he or she senses that people around them are making judgment about him. "The next step will be to understand the problem, and avoid the "one-size-fits-all" rule. Every problem is different, and needs a different kind of attention

and treatment," Kapur emphatically says.

Indeed, work on the ground level is much needed, with thrust on changing the negative perceptions formed around mental health. After being hailed for his work globally, Kapur has started working in India. He has been recognized globally for his commendable work. He's determined that with the support of the people in India the day will not be far when the social stigma will be effectively addressed to allow all to say proudly that India is a "country of happy people."

Prof. Nabhit Kapur, is leading a campaign to bust myths on mental health. Prof. Kapur is the founder President of "Peaceful Mind Foundation (PMF)", with its headquarters in New Delhi. The PMF is a global organization registered with the United Nations (UN) Global Compact. He is the youngest and the only psychologist from India to be part of such a movement.



The covid 19 pandemic has changed whole dynamics and functioning of entertainment industry worldwide.

As result of this majority of cinema halls, theaters , screens are either shut or closed permanently.

the direct and indirect effect of this are visible on economic side of business, the economy of media and entertainment industry looks stressed.

While the pandemic has been mostly tough on traditionaly way of working, it has also presented few new doors of opportunities largely driven by healthy

increase in internet penetration across globe.OTT platforms such as amazon, Netflix , voot, Mx players etc seems have accepted this challenge head on and doing well in current times too.

The media and entertainment industry is now riding on huge global internet wave and that to with good pace.

Global Entertainment industry is segmented based on online video streaming, amusement parks, theatrical productions, sports, live events, and trade shows.



Garima Singh

Blockchain consultant, Investor, CTO, CSO, Startup Consulting ICO, STO, IEO Advisor

IMPACT OF COVID 19 ON GLOBAL ENTERTAINMENT INDUSTRY





The novel COVID-19 has impacted the entertainment industry in most of the regions including North America, Europe, Asia-Pacific, and the Rest of the World. Asia-Pacific and Europe are the largely impacted regions across the globe. When a crisis comes it also opens the door of new opportunities for many other technology based businesses such as OTT platforms and new online Event platforms for interaction of celebrity and fan base via live webinar and events.

Few companies such as Scattered Treasures are working towards making platforms to help fans stay connected with the celebrities during the worldwide crisis of coronavirus. To combat this deadly disease, most of the countries have announced lockdowns and all people, fans as well as the celebs, are supposed to stay at home during the prescribed period. This unfortunate situation has put all the events and activities involving the celebs on hold.

Hence there is no news, except the appeals to follow the government's directions and be good citizens, on conventional social platforms about the

celebs and fans as well as the celebs are missing the connect with each other. Scattered treasure helping with their innovative platform to bridge the gap between the fans and their favorite celebrity and athletes.

As per the data statistics given by many research companies the entire entertainment industry is suffering from heavy losses due to covid crisis. Most of the cinema halls are closed worldwide and production units, celebratory artists are in quarantine. Entire entertainment industry is going through an economic crisis. Celebrity stars are not getting payment from brand endorsements, everything is related to each other in business and if one part of business is in crisis it affects the other part of business too such as their PR teams, support staff, cameraman, markup artist, fashion designer etc.

Star and Production houses are having lack of funds and newcomers are getting less opportunity to work in industry. Things are getting complex day

by day in entertainment industry. It is affecting people's mental state badly. There is huge sign of depression in industry people and due to this impact there is a risk of increase in number of suicide cases everywhere.

Blockchain technology can provide the solution for the entertainment industry by making some online platforms based on Blockchain where celebrities and fans can interact directly and they can talk to their fans about their life routine during covid quarantine, they can organize some online events, webinar for fans and fans can pay directly via digital wallets and crypto currencies.

Celebrities can also organize auctions for their goods and webinar events tickets online and fans can participate in auctions and can get a chance to interact with their favorite celeb. Blockchain will open the door of opportunity globally as there will be no boundary for anyone to participate in any event globally. Anyone can pay using Blockchain online in seconds and participate in any live auction or events.

This kind of platform can be a best suitable solution to provide for celebrity and fan base during this crisis time. it will help in generating some revenue also during pandemic time.

We always hope for better. We all have to wait till we get some specific solution to novel covid 19 virus spread and support the entertainment industry business during the pandemic to overcome the Financial crisis via using new innovative Digital platforms.



RESTART . RISE . NOW

*Your mind is a powerful thing.
When you fill it with positive thoughts,
your life will start to change.*



WHAT'S YOUR STORY?

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