

TECHNOLOGY PURCHASE / DEVELOPMENT PROPOSAL
Mobile Device Proof-of-Interaction (PoI) Technology

June 2023

OVERVIEW

Recently, mobile data has been named the new “Digital Gold” (by Deloitte & Touche, QAD, TidalScale, BSE Institute) and has been deemed more valuable than oil as an asset.

App marketers rely on their data in finding ways to streamline the user funnel and optimize app performance. App analytics is essential to growth, by improving user acquisition and user engagement performance. Advertisers rely on digital user data now more than any other form of data.

Carly Fiorina, former CEO of HP, says “The goal is to turn data into information, and information into insight.”

The data can be used to better understand the user journey and make informed decisions. It is also used to learn more about and identify common problems with the user experience through the optimization of metrics. It is only through these metrics that Advertisers can make an impact and obtain a market share of M-commerce (e-commerce conducted through mobile devices).

U.S. Retail M-commerce sales hit \$359.32 billion in 2021, an increase of 15.2% over 2020. Then another increase of 15.8% from 2021 to 2022 with \$415.93 in sales. M-commerce is expected to reach \$728.28 billion by 2025.

PROBLEM

The five most common mobile metrics used are still challenged, in their own ways, to provide a precise time-based measurement of a proven human interaction. These metrics are:

- Events: These provide insight into user behavior related to in-app activity.
- Installs: A download becomes an install the first time the user opens an app.
- Sessions: This is when a user opens and engages with an app after install.
- Retention: This is the measurement of how many users return to an app.
- Churn: This will measure and reveal how many users have abandoned an app.

On the surface, all these metrics seem to be very useful in obtaining data, but none of them deliver ***proven human interaction*** in real-time. Even with *Sessions* the user must first go through different *Events* before the behavior is measured and reported.

Furthermore, the digital world, especially social media, is being plagued by BOT interactions. These are, in effect, robotic programs acting as humans within social media apps. The purpose is often to create the appearance of thousands or millions of people posting harmonious opinions and conducting other forms of mobile device interactions to influence campaigns, covertly push agendas, spread disinformation, to influence product choices and otherwise skew data that is being purchased with

assumed accuracy. The problem with this is hundreds, even thousands of fake accounts, BOT interactions, can be operated by just a few individuals or organizations.

In 2022 Twitter was being outed by Elon Musk for having more BOT-run Twitter accounts than Twitter would admit. Twitter claimed no more than 5% of their accounts were run by BOTs. A 2020 study put the estimate at 15% of all accounts or around 48-million accounts of that period. Musk claimed at least 20%. So far nothing conclusive has been established. It is very difficult to flush out BOT accounts.

In 2020, according to Digital Information World, about 150 million accounts on Instagram were fake. In 2023 Instagram reached over 1.6 billion users. It is estimated at least 1-in-10 IG users are fake. Using the term “fake account” is a blunt and more honest way of saying BOT account.

Prior to 2022 Facebook was taking down over one million BOT accounts every quarter (FB also calls them fake accounts). Q1 of 2022 they removed 1.6 million of such accounts. That number jumped to 426 million one year later in Q1 of 2023! That’s over 14% of FB accounts. They still do not catch them all.

It is very apparent the social media industry is unable to keep up with the BOT problem.

In December 2019, Congress directed the Federal Trade Commission to report to the United States Senate Committee on Appropriations on “Social Media Bots and Deceptive Advertising. One of the conclusions in the report cited a 2020 study showing 37% of all Internet traffic is not human and is instead the work of bots. Imperva Inc. recently released their 2023 Imperva Bad Bot Report, saying “in 2022, nearly half (47.4%) of all internet traffic came from bots.”

SOLUTION

Introducing the **Proof-of-Interaction Network** (PoI Network) that will house (2) separate and very effective technologies which prove human interaction within an app in real-time. Both techs prove that a human being is interacting with the mobile content through continuous touch and simultaneous measurement of the mobile device angle during the entire duration of the human contact.

The first technology is called the “Touch & Hold” and has been issued a Patent (US 10,769,682 B1).

The second technology is called the “Touch & Scroll” and will soon be “Patent Pending”.

The innovation of these technologies not only provide a revolutionary new metric of human touch engaged in continuous activation of mobile content, but the technology can provide a new dataset that will be measured, compiled, and sold as blocks of timed proven interaction. There is no other technology that can truly measure human interaction in such a simple way as the PoI Network. These technologies will not only make identifying fake or BOT accounts much easier by social media companies, but buyers of digital data will have proof of actual human interaction and have no need to be concerned whether or how much data is BOT created.

The PoI Network technology is ready for full development into social media and apps ready to embrace this solution. The ROI for this venture is incredibly huge. One Hundred Percent return of investment is probable within the first year.

TECHNOLOGY

Touch-and-Hold has been coded and it works. It was programmed by Code Authority in Frisco, Texas. This had to be done in order to write the patent claims. In fact, the technology was demonstrated in real time on a mobile phone with the patent office examiner. You can try it out on your phone the same way. We just need to send the link for you to try it. However, this does not mean it's ready to be implemented into all the world's apps. (Let's be clear, this is not an app itself, it's a program that runs inside of any app.) To make it work in the apps, SDK's (Software Development Kits) must be built. There are thousands of various programs running apps on the iOS and Android platforms. Since they are not all the same, many SDK's must be built to allow our technology run on the apps. The varied programs look like this:

- a. There are Native apps—those that are coded specifically to run on one operating system, such as Apple iOS or Google's Android.
- b. Hybrid Apps—these are cross-platform apps (run on more than one mobile operating system).
- c. PWA Apps—these are Progressive Web Applications. Apps designed to run on the web (URL based) and functional on mobile devices
- d. There are multiple programming languages available for each type of app. Thus, one SDK does not work on all. There are some languages much more popular than others, which is where the SDK development should start.
- e. We also will need to build platform(s) (data bases of sorts) to track the data developed in customer's apps running our program.
- f. We should also look into development of SaaS applications (Software as a Service). This would be custom subscription-based platforms (similar to data base mentioned above) for app owners that don't want to share the data with us.

CONCEPTS FOR 2 STAGE DEVELOPMENT

First: Purchase a few functioning apps (2 or 3) that have a user base and existing income stream. Alternatively, joint venture with some existing Apps or an investor that buys app(s) for this purpose. By having the apps in our control, we should be able to incorporate the technology code directly into the app's code without using SDK with a fair amount of ease. We believe this could occur in a matter of weeks. In addition, the data generated is automatically available to us by virtue of us controlling the app(s). By doing this we are able to run our tests before offering the technology to the marketplace. We also will have apps running the program in real time to demonstrate to the marketplace.

Second: Bring our results to market. That is, present to potential buyers / users, such as Google or Apple to implement on a mobile device operating system level. Or, present to specific social media apps such as YouTube, Twitter, etc.

We believe that this entire project can be developed for less than \$1 million in capital. About half of that to be devoted to purchasing the revenue producing Apps as referenced above. Less capital is needed if we find Apps willing to joint venture with us. We estimate being ready for market in 9-12 months. The value of the technology at that point is estimated to be no less than \$300 million.