

MANIFESTO

30 march 2020, the World on lockdown

The data ownership problem is increasingly divisive. Some are gravely worried, while most think they have nothing to hide and thus nothing to worry about. However, the rising powers of AI algorithms, delivered through the cloud to your mobile device result in a supercomputer aimed at your mind with one goal - to get your attention.

In the times of hardship, like the global coronavirus pandemic we face today, we see our dear friends consumed by fear. Always in a hurry, yet grounded at home, they find no peace of mind, overwhelmed with negative information with nobody to help them to stop, as this would hurt the media machine's KPIs.

This is why we fathered EVA (Emotional Vector Analysis), an open and transparent data management platform which helps you manage your data-footprint and gives the control of your data back to you. And pays you for it.

In unity, there is strength.

In the summer of 2016 access to the internet has joined clean water, food, shelter and freedom on the list of human rights, as stated by the United Nations Article 19. It emphasises that "privacy online is important for the realization of the right to freedom of expression".

Thus, the biggest challenge of our time is how to exercise the right to freedom of expression, when every data source, shaping your views, is AI personalised without your consent.

AI algorithms don't make mistakes and never sleep. The more complete their data input is, the more powerful they are. Therefore, if you believe freedom to be your right, you will care about your data.

WHO OWNS MY DATA?

The moment you press 'accept', it is no longer you. You have forfeited your basic human right to access a product that does not even give you satisfaction. Well, but everyone is on it.

Your data is used to hijack and manipulate your attention and sold for profit, generated by cross-referencing, without your knowledge. It is used with no regard for your wellbeing, and the free market makes it impossible to predict the next attack vector. It is done automatically, with no care or regard for human feelings.

THE FREE WILL

The greatest threat is not emptiness and depression.

Recent advances in Decision Theory and the branches of mathematics studying Incomplete Information Games (hypergames) indicate that in an open system, like this layer of reality, the quality of information available directly affects the quality of the decisions made. The game of poker is a fine example of this. Your decisions are only as good, as the data you collect.

Therefore we, the founders of EVA, firmly believe that a personalised data feed based on a dataset you do not fully understand is the single **biggest challenge of this century**.

THE SOLUTION

Simplicity. Transparency. Agency. Unity.

Simplicity, because the meaning of life is everyday joys. Having to read 100 pages long, incomprehensible terms & conditions* violates human rights.

Transparency, because knowing what's on the menu, is the only way to choose what you like most.

Agency, because the right to freedom of expression, the very ability to choose, is what shapes who we are.

Unity, because only with the strength to stand against threats, we can peacefully celebrate our differences.

MEET EVA

EVA is an algorithm that keeps track of the content you consume and create. **We are not yet another AI player**, we are humans, using basic technology to help our brothers and sisters. EVA's architecture is designed **hearts-on** by our engineers and every decision she makes is traceable. She helps you manage your wellbeing by a method of your choice. The techniques range from non-invasive set-your-goals and track-your-progress periodic reports to proactive interventions to counter guilt-trips. By doing so, not only the metadata but the whole information is retained under your control. EVA lends the data to third parties, notifying you for the value created and **pays you** whenever your data creates value.

It invents the data ownership as it should be. You are the owner of your data. You have full control over it and you choose who uses your data to benefit you. EVA is your ally and your advocate. She is your point of contact and your personal data security officer (**DSO**). simply empowers you to manage your data in a transparent way. The unity of all members is what gives her strength in negotiations with the Big Few.

EVA's WAY

The way to our vision consists of two phases.

At first we focus on the mental health of those at risk of data exploitation. EVA keeps an eye on the emotional response and helps when it is needed in a user-defined way. At this stage you can already access all of your data, to understand your vulnerabilities.

As the pool of satisfied, happy and more aware users grows, the EVA's negotiation power grows, so that she can fight your data back from the big tech to your hands.

THE INVENTORS

CEO

Thomas Matecki

A technical manager who walks the walk. A former white-hat hacker with well over a decade of cybersecurity experience and more languages than there are letters. He has led 100+ teams through most intertwined and stiff legal mazes, obtaining FCA licenses while ensuring nerds are focused and VCs are up to date. Conscious about the World and humanity - always happy to help and improve things. His natural environment is tight deadlines, touching music, kung-fu and fast motorcycles in rain. He believes there are no problems - just adventures!

CTO

Marcin Strykowski, PhD

A scientist by heart, with extensive research experience. PhD in game theory applied to intention-based de-conflicting of Connected Autonomous Cars. After hours he was studying philosophy, to understand the underlying principles of our society and to guide his engineers. His previous work was focused on researching nuclear safety; amazed about the 50s and 60s technology. Always uses Open Source tools. Passionate motorcyclist, sailor, pilot and traveller. Has no idea what 'comfort zone' is and does not take his wallet to parties.