



Founder's Statement

My name is David Pinto. I am a nobody, in as much as Steve Jobs was a somebody. Most of us on the planet are nobodies despite whatever each one of us thinks of ourselves. Nobodies don't mean worthless. Blades of grass are not meaningless, without them there is no prairie. A forest may not exist without its trees. Our social world would not exist without our individual, unique contribution today, tomorrow. It is as a nobody that I address you, a fellow nobody, unique as a blade of grass, magnificent as any tree, and miraculous for the consciousness and awareness you bring to the world.

I was a mathematics teacher. An unusual one, but then again which mathematics teachers aren't? I was unusual even amongst math teachers, however, because my degree was in Social Anthropology. My classes were more like experiments, experiments in social experience. And they were fun, mostly. I was inspired by my students, more often than not. It is remarkable how human beings behave before they are institutionalised into thinking 'organisationally', when they are in the state of not-knowing. Anything is possible.

Ecosquared was not invented because I was solving a problem, economic or otherwise. The initial idea was conceived just after my daughter was conceived, by accident. They have both evolved beyond recognition since then, but the basic DNA remains the same. Bringing another human to the world, becoming a father, expressed itself in an usual way for me. I felt I could not work as a math teacher for the rest of my life, which would certainly provide for the local well-being of my daughter. I felt, and still do feel, that I can not pass on to my daughter-once-grown-to-adult a world in worse state than I was born to. And for the last two decades since being an adult myself, I have seen it deteriorate. I dread to think what the condition of the world might be, the political upheaval, the economic disruption, but worse of all, the qualitative degradation to the environment: the 50% biodiversity depletion, the melting ice-caps and sea temperature rise, the loss of natural forests, jungles, and wild lands. I had the feeling and the moral imperative as a father that I provide not only for my daughter, but all daughters, all children. And so, with the seed of an idea which came to me quite by accident, I set myself to the task.

It has taken four years to map out the Ecosquared System. Two years for the basic mathematical system and its psychological operation, a further two years to find investors willing to risk their money on this venture. After two failed builds, we have an operational platform. It is a first version with plenty of future development ahead of it. We have built a tool that provides an alternative economic to the one we have evolved over the last 3,000 years: we've reversed the direction of money to make sharing financially viable, and we are leveraging the technology of smart phones to track gratitude so resources may be distributed more fairly. It is a power exponential tool, enabling any individual can actively influence a million people or more and where their \$1 can contribute to moneyflow of \$1bn, with no advertising, no sales, no coercion.

I have struggled with how to describe the Ecosquared system, and certainly coming up with a tagline has been next to impossible. 'Give Money Purpose'? 'Sharing Economic'? I am sure someone will come up with something as special as 'Think Different'. I'm in two minds with respect to 'Make the Change' and 'Improve Everything'. I respectfully pass this platform on to you. Do with it as you see fit. As adult, elder, or child. Make of it what you will. Here, for what it is worth, is my advice.

In order to 'Make the Change', give it a go. Try at least three experiments. You may be lucky on your first go, sharing something through Ecosquared turns out to be an enjoyable experience. If it doesn't, perhaps there just weren't enough people for it to work, give it a second go. If after the third time you haven't experienced any significantly pleasant social feedback, or there is no emergent social result, then the decision will have been made.

If it does work, how will we know? Personally, you might like seeing how your sharing influences friends, or feel good about investing in musicians and writers and directors whom you value highly, or feel more confident about your place in your social circle based on positive feedback. Or you might receive more money than you put in? Collectively we will know it is working when consensus and collaboration is easier, and higher quality products, services, experiences are pulled through our networks; it will be mature when we have stable



long-tail income streams with more opportunities afforded us for social mobility. When it works, it will be obvious at a social level.

One decision is in our individual action, the other decision is the social decision, the beginning of a new way of making social decisions. Can we *make* this social decision alone? Not individually, no. But, if enough of us nobodies give it a go, across different social contexts at work, at home, at school, with friends or colleagues; over a range of media and industries, music or articles or films; across a variety of cultures in UK, EU, USA, Asia, Africa; once a small group of people learn how to make strong decisions together, then perhaps the rest of us can learn how to work together in sufficient numbers and with growing trust in one another to face the almost unsurmountable problems we face on this planet. And then maybe, our children and our children's children grown to adults will thank us for bringing them into this world.

With equal respect, in humble servitude to our mutual goals, may our ecological economic make this planet our home.

David Pinto
Sheffield UK
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