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## privacy sensitive innovation

**Better discovery outcomes for software partners and their clients**

[how to reduce reworking during software development with a premium service called #newlean and a self-validation technology called #startuphunch]

# Our problem

How could we **identify** with more accuracy **what our people DON'T say** when asked about the truths of their workplaces?

# Why solve this problem

Because if we **knew such truths more accurately** we would reduce the waste and budget overruns caused by **unnecessary reworking in software-development processes**.

# Better discovery outcomes for software partners and their clients

[how to reduce reworking during software development with a premium service called #newlean and a self-validation technology called #startuphunch]

**1. The problem:** not knowing what isn't communicated in the workplace [unknown unknowns]

**2. Why care about the problem**: it produces inaccurate software-development outcomes [expensive reworking]

**3. Current solutions**: a bespoke development which often never is [the shoehorning of existing solutions]

**4. The solutions we've proposed**: a) #newlean   b) #startuphunch   [new manual *and* technified processes]

**5. The technologies we'll use**: a) AI tools and similar (#hmagi)   b) an asynchronous metaverse   [niche AI plus VR-like tools]

**6. The investor risk and the defensible position**: a) low-cost software   b) but a robust defensible position   [clear and sustainable ROI – NOT a unicorn of paper hype]

**7. Target clients**: a) software companies wanting more accurate discovery-datasets   b) clients of the latter who want to contain development budget overruns   [the "both ends of the candle" philosophy for achieving a market position]

**8. The summary**: the problem, the solution we propose, the investor risk & defensible position, and the two types of direct clients we aim to target [clear rationale to market]

**9. Contact details**

# 1. The problem:

## [not knowing what isn't communicated in the workplace]

## [unknown unknowns]

**During software discovery processes,** typically conducted within the context of traditional lean – where we identify a journey (process) and then pain-points (priorities) – to determine what problems we solve first, we assume the discovery data is reliable. This means:

1. What people tell us is true.

2. What we observe is useful for increasing our understanding of these truths.

3. People who work for the client are honest and open.

4. The culture of the client leads to honesty and openness amongst its workforce.

5. The people we interview are best-placed to indicate the true nature of the problems needing solving.

But what if this data is not reliable?

And if it is not, what are the consequences?

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## 2. Why care about the problem

**[it produces <u>inaccurate</u> software-development outcomes]**

**[expensive <u>reworking</u>]**

"**Implementing generative AI is not cheap**. The costs can range from thousands to millions, and even billions of dollars, depending on the scale and complexity of the project. [...] These costs include **data storage, computational power, and the human resources needed** for implementation and maintenance. [...]

"However, **budget overruns are common in AI implementations**, often **due to underestimating the resource demands**. [...]"

- https://www.hyperstack.cloud/blog/thought-leadership/the-untold-expense-of-generative-ai-how-to-overcome-hidden-costs-and-challenges

GB 2 Earth
privacy sensitive innovation

**[a bespoke development which <u>often</u> never is]**

**[the <u>shoehorning</u> of existing solutions]**

**Current software discovery processes** depend on the advice of consultant technologists who generally aim to connect bespoke needs communicated by their clients with standardised solutions their software employers already have boxed up.

**They often give the impression** that their solutions are not as standardised as they really are.

**This means that when the client buys** into the system, they think they are getting something made-to-measure. What they're really getting is something off-the-peg.

**Once implemented by their technology partner,** they can't walk away from the contract and must pay for more reworking by the software company.

**This is a classic example of waste,** and waste – any waste – is possible to eliminate.

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## 4. The solutions we've proposed:

a) **#newlean**

b) **#startuphunch**

[new <u>manual</u> *and* <u>technified</u> processes]

1. **#newlean:** a hybrid, premium service, available from day 1, whose value-add involves:

   • the delivery of far more accurate software-discovery datasets,

   • making it possible for two types of client to reduce the need to rework during software-development projects.

2. **#startuphunch:** a technified version of #newlean, available from month 13:

   • designed as a cost-effective alternative for startup founders,

   • in particular re their software design and validation needs.

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# 5. The technologies we'll use

a) **AI tools and similar (#hmagi)**

b) **an asynchronous metaverse**

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**We will use two types of technologies** from month 13 onwards:

## 1. AI tools and similar (#hmagi):

- a repurposed AI that **industrialises human cognitive strengths back into workplace relevance,** instead of automating them out as has been happening for two decades at least.

## 2. An asynchronous metaverse:

- a refocused approach to metaverse and VR-style technologies which places the emphasis on asynchronous access, thus flexing its utility (compare a **synchronous phone-calling where two people at least need to be present at the same time** with an **asynchronous email where only one person needs to be present at any one time**, for example).

# 6. The investor risk and the defensible position

a) **low-cost software**

b) **but a robust defensible position**

   **[clear and sustainable ROI – NOT a unicorn of paper hype]**

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1. **Investor risk:**

   - This is a **technology project**, which necessarily requires software development.

   - However, we propose using only existing technologies – duly repurposed – from month 13 onwards.

   - We have roadmapped the repurposing of existing AI (what we call #hmagi) and metaverse technologies (in uncommon "asynchronous" mode) to ensure a new set of **privacy-sensitive software discovery processes**, that will guarantee far more accurate software-discovery datasets, and therefore much less waste during software development and implementation.

2. **Defensible position:**

   - Even so, we sustain we will deliver on a **strong defensible position**. Because big-tech AI cannot suddenly turn round and tell you that people are a virtue and an investment, not a cost.

## 6. The investor risk and the defensible position

a) low-cost software

b) but a robust defensible position

   [clear and sustainable ROI – NOT a unicorn of paper hype]

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We propose that **people do not need to be automated out of existence** but, instead, may be **industrialised back into the workplace** with **bespoke and niche AI tools,** accurately developed on the basis of our **#newlean and/or #startuphunch software discovery processes:**

- this will ensure that people become an **investment** not a spend,

- which then leads to **competitive differentiation and advantage** for those companies which take advantage of our approaches, above and beyond buying in machines everyone can buy.

This is our **defensible position**: a messaging that big-tech AI will not revert to for at least two years – maybe much longer.

# 7. Target clients

a) software companies wanting more accurate discovery-datasets

b) clients of the latter who want to contain development budget overruns

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**We have identified** two target clients:

1. **Software companies who already see a need** to improve the **accuracy of their bespoke software discovery processes.**

2. **Clients of software companies** who see the same need, **even where their preferred tech partners don't.**

We understand that **both types of clients can be simultaneously served by ourselves.**

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**8. The summary**

a)  **low-cost software**
b)  **a robust defensible position**
    **[clear and sustainable ROI]**

**To summarise,** we repurpose both existing big-tech AI and metaverse technologies to create **privacy-sensitive software discovery outcomes,**

- which ensure that, in business cultures where this is desired,

- the **waste generated during software development by inaccurate discovery is reduced considerably.**

Our clients can continue to **work with their tech partners of choice**:

- all we do, if this is all you want us to do, is to deliver **much more accurate data about your workplace software development needs.**

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**8. The summary**

a) **low-cost software**

b) **a robust defensible position**

   **[clear and sustainable ROI]**

**Meanwhile, we sustain a robust defensible position for our investors,** with:

1. A **clean, hype-free route-to-market**.

2. A **low-risk but impactful software development roadmap** using existing technologies.

3. A market position that takes, as our **competitors' collective Achilles heels,** their consistent messaging over decades which suggests the only path to a competitive advantage lies in **automating people out of the workplace.**

4. Recent **debacles by big tech and its advocates (**self-drive cars; massively wasteful implementations of generative AI itself; automating technologies as applied more widely to especially human contexts) would indicate **automation is not the only way to solve either complex _or_ simple problems.**

5. **People matter too. For the bottom-line too,** we'd firmly sustain.

# 9. Contact details

Hello! This is **Mil Williams**.

I like to imagine how tech might be repurposed to make humans more important in the future, not less.

I focus particularly on **IT-tech** – it's where _most good could be delivered_ and for the past thirty years or more, _most damage has been done_.

I think we can change this: change is inevitable, but its nature rarely is. Mostly it's things we choose not to do by default – or what we let others get away with, when they claim that only _they_ can do it on our behalf.

What you've seen today is an outline of something that enables us to do things on our own behalf better: **discover the truth of the workplace more accurately**, so we rework our software development less.

Eventually, technified and scaled too: delivering, as the **ideas' broker we are**, a better **software discovery process** all round.

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