# ORIS.SPACE

**WHITEPAPER**

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# ОГЛАВЛЕНИЕ

# 01. OVERVIEW

ORIS.SPACE Project provides a unique opportunity to make analytical forecasts by using standard, commonly used mechanisms to harness the following:

1. Collective Unconscious
2. Wisdom of Crowds
3. Telepathic abilities between people who are not related
4. Noosphere (according to the theory of Vladimir Vernadsky).

ORIS.SPACE Platform is the first platform in the world that allows not only businessmen and scientists, but also non-professionals to receive reliable answers to their questions and have market or sociological researchescompleted in a matter of hours. Today, being the owner of Orgon tokens provides an access to this service, while earlier such opportunities were available only to companies from the Fortune 500.

The basic ideasfor the platform came from the research produced by scientists (psychologists, neurobiologists and mathematicians), who now consult the Project.

From interacting with the Platform, the end user receives the following:

- a constantly expanding catalogue of standard forecasts, marketing and sociological researches;

- an API for advanced users and professionals that can be used to independently conduct your own research and make predictions, as well as to create applications with unique functionality;

- an ability to combine your own data with the data of the Platform to receive new analytical knowledge through synergy;

- privacy, as the depersonalized and encrypted data is stored using the blockchain technology. Any user can rely on the safety of that data. When a participant agrees to allow access to their data, they will receive remuneration from the interested party directly, bypassing the intermediary;

- accessibility, as the forecasts and research are for everyone, not only for the corporations,now anyone gets an access to conduct their own research, create an experiment or predict future events for 1% of the current market price.

# 02. PREHISTORY

Prediction markets are speculative markets created to predict something. Events or values of certain parameters in the future are assets in such markets (for example, whether NASA will announce the discovery of extraterrestrial life by the end of this year or how many inches of snow will fall in the New York Central Park by the end of this April). Current market prices of assets range from 0 to 100 in real or contingent money and are interpreted as a prediction of the probability with which the future declared in the asset will come. Thus, prediction markets allow the measuring of the probability of a certain event using the knowledge and assessments of numerous people.

Although the same principle is in the basis of all existing markets, they all vary because of the differences in "wrappers", for example, currency, length and location.Below are the possible criteria which allow the classification of prediction markets according to the P-MART (P-MART: Towards a classification of online prediction markets).

**POSSIBLE OBJECTIVES OF CREATING A MARKET:**
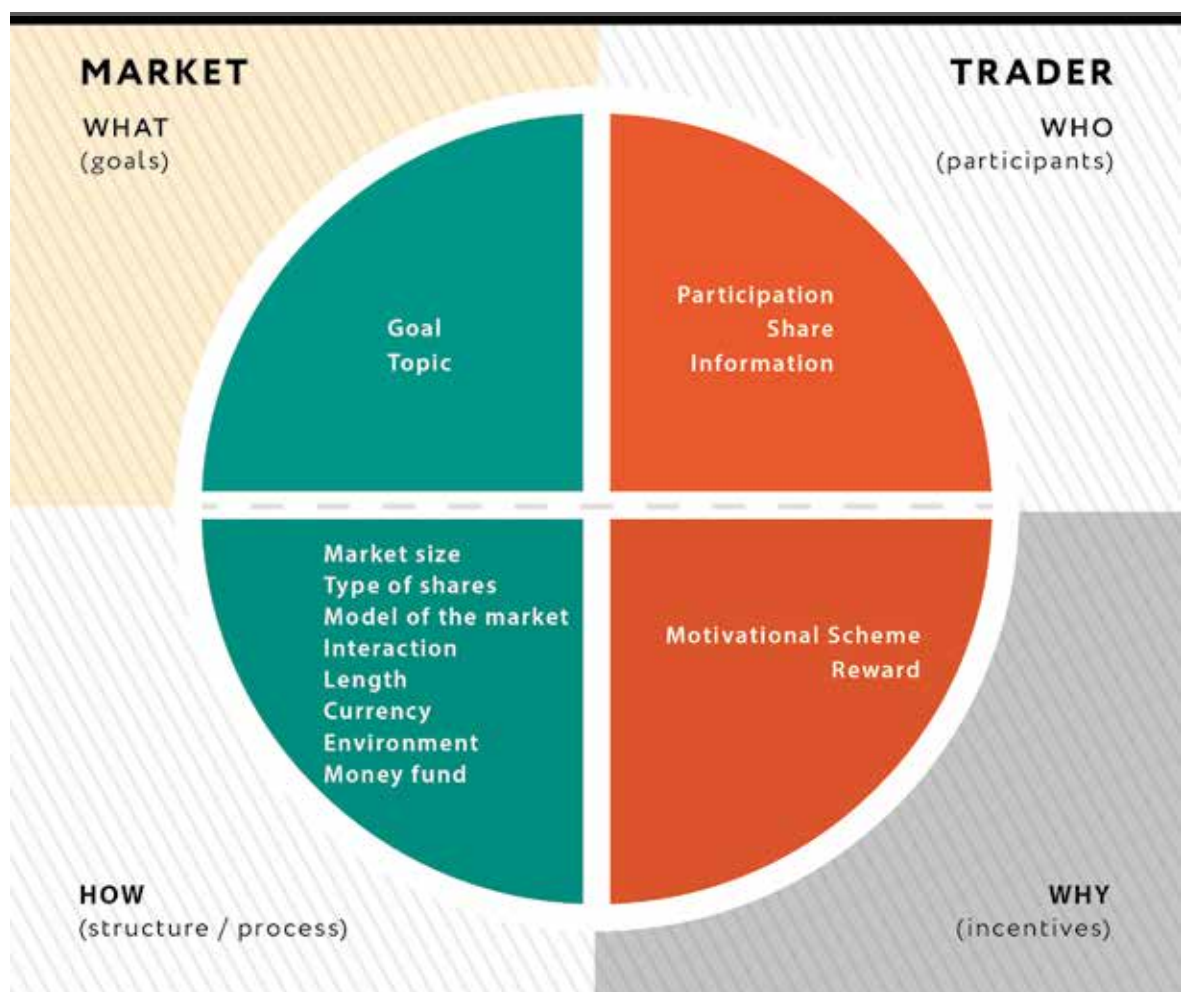
- Aggregation of information (connection of both fragmentary and incomplete knowledge of individuals). It is used in three cases:

  **a** I when only some individuals of the sample know the correct answer;

  **b** I when everyone knows a part of the information necessary for the correct answer, and only the combination of those parts will allow them to obtain the correct answer;

  **c** I when everyone has a blurred understanding of the situation, and only by collation of such blurry understandings the correct answer can be found.

- Prediction offuture events:  Some researchers argue that some prediction markets give more accurate results than other prediction methods (Berg, et al., 2008; Hahn and Tetlock, 2005; Pennock, et al., 2001), while others believe surveys to be more effective (Erikson and Wlezien, 2008).

- Identification of opinions (identification and evaluation of preferences or ideas of a certain group of people): This is used in corporative environments in the context of innovation management.

The topics range from the news of the day to political and economic perspectives, achievements in the entertainmentsphere, breakthroughs in science and so on.  The market launch environment is usually tightly connected to a certain topic.If the market operates within a corporation, the news of the day is the sales volume or the company's strategy, while the outcomes of global events are more appropriate for the public markets.

The main goal of the prediction market is not the minimization of risk, but the collection of information.  Regardless of the main task, quotations in speculative markets quite adequately reflect the dynamics of prices, as such quotations are based on a huge amount of collected data.  Despite the abundance of various scientific studies, surveys and a variety of opinions, prediction markets have proved to be an effective tool that have already allowed the prediction of many events. For example, commodity markets for orange juice predict the weather better than the weather forecasts, while bookmakers would be better at predicting the results of upcoming races.

Empirical evidence exists to prove prediction markets are accurate andprovide half as many errors as traditional research methods.  For example, out of the 596 prognoses on the Iowa Electronic Market quotes, 451 were correct, and that is more accurate than the result that was obtained during a public opinion poll during the presidential campaign in the United States. By reducing the percentage of error by an average of 5 percent, the prediction markets have bypassed the effectiveness of experts in analyzing the dynamics of wage growth, unemployment rates, retail trade volume andthe business confidence index, as well as other macroeconomic indicators. Two years after 9/11 the US Department of Defense tried to open the prediction market for the terrorist attacks (The Policy Analysis Market within the FutureMAP project), but the project was cancelled due to criticism. The total number of companies using the prediction markets had grown from a couple in the 1990s to more than 11,000 in 2017.  Books on prediction markets began to be published in 2004 ("The Wisdom of Crowds" by James Surowiecki, "How to Measure Anything: Finding the Value of 'Intangibles' in Business" by Douglas Hubbard), and a journal is dedicated to the

science of prediction marketsin 2007 ("The Journal of Prediction Markets", current editor: Leighton Vaughan Williams).

The ORIS.SPACE Project with the ORIS mobile application accumulates all the above into the possibilities of the prediction markets, and uses the existing communication abilities (internet), as well as intuition to raise the reliability of the predictions and take the opportunity to address to the collective unconscious.

The following phenomena were proved by widely-known scientific experiments held in the past:

1. Collective unconscious

2. Wisdom of Crowds

3. Telepathic abilities between people who are not related

4. Noosphere (according to the theory of Vladimir Vernadsky)

The ORIS.SPACE team had chosen these significant works as the result of studying numerous materials to confirm the approach to the creation of the ORIS application:

## I. KOLOMIETS YA. YU. PREDICTIVE MEDIA CONCEPTIONS OF THE 20-TH CENTURY: TORONTO SCHOOL OF COMMUNICATION THEORY AND THE CONCEPT OF NOOSPHERE BY V. VERNADSKY. VOPROSY TEORII I PRAKTIKI ZHURNALISTIKI = THEORETICAL AND PRACTICAL ISSUES OF JOURNALISM, 2017, VOL. 6, NO. 1, PP. 128–136. DOI: 10.17150 / 2308-6203.2017.6(1).128-136. (IN RUSSIAN)

«Today, the Internet, combined with social media, represents an indefinite and unrecognized communication space where the mind of a fairly large part of humanity constantly dwells. Within this space, the involved part of humanity functions on the principle of collective consciousness and group psychology. It also has the potential to form a collective mind. Thanks to interactive media technologies that appeared at the beginning of the 21st century, the level of participation and activity of «human mind» in the Internet space has significantly increased. With the emergence of social networks, the development of a new open system of scientific communication, and greater involvement of the part of humanity that is involved in dynamic activity within the network space, the functioning of «human mind» on the Internet has made one more step towards the development of "collective intelligence", but potentially, according to Vernadsky, it can become a large-scale and conscious «intellectual team».

The article confirms the high impact of the internet on people's lives, as well as the emergence of collective intelligence with the following expansion of the central nervous system of mankind (the thesis introduced by Marshall McLuhan) that is used in the ORIS. SPACE project.

## II. (1923) SIGMUND FREUD, «THE EGO AND THE ID» (1919) CARL GUSTAV JUNG, «AUSEINANDERSETZUNG MIT DEM UNBEWUSSTEN»

«The division of the psychical into what is conscious and what is unconscious is the fundamental premise of psychoanalysis; and it alone makes it possible for psychoanalysis to understand the pathological processes in mental life, which are as common as they are important, and to find a place for them in the framework of science. To put it once more, in a different way: psychoanalysis cannot situate the essence of the psychical in consciousness, but is obliged to regard consciousness as a quality of the psychical, which may be present in addition to other qualities or may be absent».

«… Intuition is an unconscious process in that its result is the irruption into consciousness of an unconscious content, a sudden idea or "hunch". It resembles a process of perception but unlike the conscious activity of the senses and introspection the perception is unconscious. That's why we speak of intuition as an instinctive act of comprehension. It is a process analogous to instinct with the difference that whereas instinct is a purposive impulsive to carry out some highly complicated action, intuition is the unconscious purposive apprehension of a highly complicated situation.

In a sense, therefore intuition is the reverse of instinct, neither more nor less wonderful than it. But we should never forget that what we call complicated or even wonderful is not at all wonderful for Nature but quite ordinary. We always tend to project into things our own difficulties of understanding and to call them complicated, when in reality they are very simple and know nothing of our intellectual problems».

Thus, on one hand, intuition and the collective unconscious in combination are a good way to find answers to complex questions; while on the other hand, humanity has raised the level of electronic communications on the planet with extraordinary results, and this growth continues.

## III. CONSCIOUS BRAIN-TO-BRAIN COMMUNICATION IN HUMANS USING NON-INVASIVE TECHNOLOGIES

CITATION: GRAU C, GINHOUX R, RIERA A, NGUYEN TL, CHAUVAT H, BERG M, ET AL. (2014) CONSCIOUS BRAIN-TO-BRAIN COMMUNICATION IN HUMANS USING NON-INVASIVE TECHNOLOGIES.

In this article, the authors experimentally confirm the existence of a telepathic connection between people, as well as the possibility to transmit information in various ways. Graphical encoding is used in the ORIS.SPACE project to eliminate the side noise of the conscious mind and simplify access to the specific information.

«In these experiments we demonstrated the feasibility of direct brain-to-brain communication in human subjects, with special care taken to ensure the non-participation of sensory or motor systems in the exchange of information. Streams of pseudorandom bits representing the words "hola" and "ciao" were successfully transmitted mind-to-mind between human subjects separated by a great distance, with a negligible probability of this happening by chance.

We believe these experiments represent an important first step in exploring the feasibility of complementing or bypassing traditional languagebased, or other motor/PNS, mediated

means in interpersonal communication. Although certainly limited in nature (e.g., the bit rates achieved in our experiments were modest even by current BCI standards, mostly due to the dynamics of the precise CBI implementation), these initial results suggest new research directions. This includes the non-invasive direct transmission of emotions and feelings or the possibility of sense synthesis in humans.That is the direct interface of arbitrary sensors, with the human brain using brain stimulation, as previously demonstrated in animals with invasive methods

The main differences of this work relative to previous brain-to brain research are a) the use of human emitter and receiver subjects, b) the use of fully non-invasive technology and c) the conscious nature of the communicated content. Indeed, we may use the term mind-to-mind transmission here as opposed to brain-to-brain, because both the origin and the destination of the communication involved the conscious activity of the subjects.

Our findings strengthen the relevance of integrating the CBI branch in human-computer communication using precision technologies for high performance (i.e., a robotized, neuronavigated TMS system).

The proposed technology could be extended to support a bidirectional dialogue between two or more minds/brains (namely, by the integration of EEG and TMS systems in each subject). In addition, we speculate that future research could explore the use of closed mind-loops in which information associated to voluntary activity from a brain area or network is captured and, after adequate external processing, used to control other brain elements in the same subject. This approach could lead to conscious synthetically mediated modulation of phenomena best detected subjectively by the subject, including emotions, pain and psychotic, depressive or obsessive-compulsive thoughts.

Finally, we anticipate that computers in the not-so-distant future will interact directly with the human brain in a fluent manner, supporting both computer and brain-to-brain communication routinely. The widespread use of human brain-to-brain technologically mediated communication will create novel possibilities for human interrelation with broad social implications that will require new ethical and legislative responses».

**CONCLUSION 1:**

THE ABOVE SCIENTIFIC WORKS CONFIRMTHE COMBINATION OF IMPULSES ARISING IN THE BRAIN OF THE HUMAN SENDING AN IMAGE GET LINKED TO THE IMAGE TRANSMITTED. AT THE SAME TIME, THE BRAIN OF A HUMAN RECEIVING THE IMAGE REPRODUCES THE SAME COMBINATION OF IMPULSES CONNECTED TO THAT IMAGE ASTHOSE BORN IN THE BRAIN OF THE SENDER.

**IV. (1994) JAMES D. DANA JR. AND MICHAEL M. KNETTER, «LEARNING AND EFFICIENCY IN A GAMBLING MARKET», MANAGEMENT SCIENCE**

In this article, the authors experimentally confirm that professional experts are mistaken more often than ordinary people participating in surveys.

«We present a statistical model which uses data on National Football League games and betting lines to study how agents learn from past outcomes and to test market efficiency.

Using the Kalman Filter estimation, we show that the teams' abilities exhibit substantial week-to-week variation during the season. This provides an ideal environment in which to study how agents learn from past information. While we do not find strong evidence of market inefficiency, we are able to make several observations on market learning. In particular, agents have more difficulty learning from "noisy" observations and appear to weight recent observations less than our statistical model suggests is optimal».

## V. (2005) HASTIE REID AND TATSUYA KAMEDA, «THE ROBUST BEAUTY OF MAJORITY RULES IN GROUP DECISIONS», PSYCHOLOGICAL REVIEW

MAY K. (1952). «A SET OF INDEPENDENT, NECESSARY AND SUFFICIENT CONDITIONS FOR SIMPLE MAJORITY DECISION»,ECONOMETRICA,20, 680–684.

BOYD, R., & RICHERSON, P. J. (1985), «CULTURE AND THE EVOLUTIONARY PROCESS», CHICAGO: CHICAGO UNIVERSITY PRESS.

BOEHM, C. (1996), «EMERGENCY DECISIONS, CULTURAL-SELECTION MECHANICS, AND GROUP SELECTION», CURRENT ANTHROPOLOGY, 37, 763–793.

MUELLER, D. C. (1989), «PUBLIC CHOICE II», CAMBRIDGE AND NEW YORK: CAMBRIDGE UNIVERSITY PRESS.

MUELLER, D. C. (2003), «PUBLIC CHOICE III», CAMBRIDGE AND NEW YORK: CAMBRIDGE UNIVERSITY PRESS", 5, 79-157

A decision made by a certain group (collectively) is considered more reliable inhuman society. The above articles research the methods and rules of making collective decisions. The simple majority rule is considered the most applicable method since it can be used in any form of human organizations. However, the simple majority rule is that the group decision function only satisfies these four terms: anonymity, neutrality, decisiveness and positive responsiveness, (Mueller, 2003).In addition to the simple majority rule, the principle of an executive decision by a leader is often applied which, however, can be reduced to the simple majority rule if the leader brings out the decision to a group that does not have certain rules. Rules for group decision making arelooked at in more detail in a study by Reid Hastie and Tatsuya Kameda from 2005.

«How should groups make decisions? The authors provide an original evaluation of 9 group decision rules based on their adaptive success in a simulated test bed environment. When the adaptive success standard is applied, the majority and plurality rules fare quite well, performing at levels comparable to much more resource-demanding rules, such as an individual judgment averaging rule. The plurality rule matches the computationally demanding Condorcet majority winner that is standard in evaluations of preferential choice. The authors also test the results from their theoretical analysis in a behavioral study of nominal human group decisions, and these essential findings are confirmed empirically. The conclusions of the present analysis support the popularity of majority and plurality rules in truth-seeking group decisions»..

## VI. (2007) HO, TECK-HUA AND KAY-YUT CHEN, «NEW PRODUCT BLOCKBUSTERS:

THE MAGIC AND SCIENCE OF PREDICTION MARKETS», CALIFORNIA MANAGEMENT REVIEW (PAGE 154); (2002) CHARLES R. PLOTT, KAY-YUT CHEN, HEWLETT PACKARD LABORATORIES, «INFORMATION AGGREGATING MECHANISMS: CONCEPT, DESIGN AND IMPLEMENTATIONS FOR A SALES FORECASTING PROBLEM», CALIFORNIA INSTITUTE OF TECHNOLOGY (12, 15 PAGES)

A review of the prediction markets reports that the first application of prediction markets was conducted by Hewlett-Packard in 1996 to predict the price and quantity of sales of their new products. Even though the number of respondents was relatively small, they were all selected specifically from different areas of commercial activity, therefore each respondent had different information about the upcoming event. In addition, no information related to products was disclosed to the public and, instead of names, the participants were assigned numbers for anonymity. As a result, the people who participated in the survey were mistaken far less often in percentage terms than the professionals representing Hewlett-Packard.

## VII. (2009) OSKARSSON , AN T. LEAF VAN BOVEN, GRAY H. MOLLELAND, AND REID HASTIE, «WHAT'S NEXT? JUDGING SEQUENCES OF BINARY EVENTS», PSYCHOLOGICAL BULLETIN

This article explains why people lean towards the balanced result of 50 / 50, relying on the law of large numbers. The annotation of the article states the authors' conclusions, which explains why the statistics of the answers received via the ORIS application will not strive for equilibrium.

«The authors review research on the judgments of random and nonrandom sequences involving binary events, with a focus on studies documenting gambler's fallacy and hot hand beliefs. The domains of judgment include random devices, births, lotteries, sports performances, stock prices and others. After discussing existing theories of sequence judgments, the authors conclude that in many everyday settings people have naive complex models of the mechanisms they believe generate observed events. They rely on these models for explanations, predictions and other inferences about event sequences. The authors next introduce an explanation-based, mental models framework for describing people's beliefs about binary sequences, based on four perceived characteristics of the sequence generator: randomness, intentionality, control, and goal complexity. Furthermore, they propose a Markov process framework as a useful theoretical notation for the description of mental models and for the analysis of actual event sequences».

## VIII. (2016) JOSEPH P. SIMMONS, LEIF D.NELSON, JEFF GALAK, SHANE FREDERICK, «INTUITIVE BIASES IN CHOICE VERSUS ESTIMATION: IMPLICATIONS FOR THE WISDOM OF CROWDS», JOURNAL OF CONSUMER RESEARCH

This article is about a few of the main conditions necessary to make decisions with the help of the Wisdom of Crowds.

«Although researchers have documented instances of crowd wisdom, it is important to know whether some kinds of judgments may lead the crowd astray.Whether crowds' judgments improve with feedback over time, and whether crowds' judgments can be improved by changing the way judgments are elicited. We investigated these hypotheses in a sports gambling context (predictions against point spreads) believed to elicit crowd wisdom. In a season-long experiment, fans wagered over $20,000 on NFL football predictions. Contrary to the Wisdom of Crowds hypothesis, faulty intuitions led the crowd to predict "favorites" more than "underdogs" against the spreads that disadvantaged favorites, even when bettors knew that the spreads disadvantaged favorites. Moreover, the bias increased over time, a result consistent with attributions for success and failure that rewarded intuitive choosing. However, when the crowd predicted game outcomes by estimating point differentials rather than by predicting against point spreads, its predictions were unbiased and wiser».

The ORIS.SPACE project ensures the impartiality of opinions and the lack of influence on the result from the respondent, since the likelihood that two familiar people will get the same picture, and that one of them will remember it and pass on information the about the answer to the other, is extremely low. Additionally, in the method used in the project, the remaining two interchangeable conditions are simultaneously fulfilled, these are competence and at the same time a complete lack of knowledge about the subject matter of the respondent.

## CONCLUSION 2:

THE ABOVE SCIENTIFIC WORKS CONFIRM THAT COLLECTIVE RESPONSES CAN BE MORE RELIABLE AND QUALITATIVE DESPITE THE LACK OF EXPERIENCE OF COMPETENCY IN THE SUBJECT OF THE QUESTIONS. THIS EFFECT IS ALSO STRENGTHENED BY THE ABSENCE OF PREJUDICE TOWARDS THE PROBLEM.

## IX. (1970) JEANE BAUDRILLARD «LA SOCIÉTÉDE COMSOMMATION:

SES MY THE STESES STRUCTURES»

«Objects are neither a flora nor a fauna. And yet they do indeed give the impression of a proliferating vegetation, a jungle in which the new wild man of modern times has difficulty recovering the reflexes of civilization. We have to attempt rapidly to describe this fauna and flora, which man has produced, and which comes back to encircle and invade him as it might in a bad science fiction novel. We have to describe these things as we see and experience them, never forgetting, in their splendor and profusion, that they are the product of a human activity and are dominated not by natural ecological laws, but by the law of exchange-value».

Modern society is a consumer society.People put the function of consumption at the center of their lives and live only for the sake of consuming, replacing real values by worshiping things and focusing on material needs. Baudrillard shows that the consumer society is getting rid of itself from within. The ORIS.SPACE project helps people understand the need for inner awareness and acceptance, and of putting this in place of excessive consumption.

**CONCLUSION 3:**

THE COMBINATION OF CONCLUSIONS 1 AND 2 HAPPENS IN THE ORIS.SPACE PLATFORM, AND THE BASIC PROBLEM OF THE CONSENSUS OF DEMOCRATIC VOTING OF ANY DAO (DECENTRALIZED AUTONOMOUS ORGANIZATION) IS SOLVED, ALLOWING FOR THE COMBINATION OF THE CONTRADICTIVE PRINCIPLES: THE PRIMACY OF THE MOST AND THE PROTECTION FROM CENTRALIZATION.

Thus, having been familiarized with the studies based on the research of the above phenomena, the ORIS.SPACE project offers users a platform of 'asymmetrical access to the subconscious' that uses two independent communication channels, the Internet and the Noosphere.

The reliability of the results were experimentally tested on football betting, when the obtained data were compared with the coefficients of bookmakers. Then the obtained results were filtered from the noise and the programming bots by the Modeling algorithms, a mathematical model that determines the quality of the responses based on the probabilistic approach of the Machine Learning algorithms (e.g. Bayes algorithms). The algorithm of the deep neural networks is used for data analysis and various phenomena modeling (psychological, social, behavioral).

# 03. THE GOAL OF THE PROJECT

Strategic goal: ORIS is a humanitarian experimental project aiming to build DAO.ORIS. SPACE, a decentralized community at an international level.

Tactical tasks:

- ORIS intuitive prediction mobile application development;

- promotion of the application to create a community that will become the basis of the DAO.ORIS.SPACE;

- building a scalable blockchain platform based on the ORIS application user experience;

- creating various services on the platform that use the existing profiles of the users.

The goal of the mobile application is to make the barrier between the conscious and the unconscious more transparent. Only by looking beyond this barrier it is possible to obtain genuine information, devoid of the influence of templates, frames and modifiers of consciousness.

The studied scientific works and experiments of groups of scientists from different countries allowed the team to create a mechanism for the broadcasting asymmetric access to the issue, using the Internet, telepathy, intuition and the Wisdom of Crowdseffect.

The analysis of the questions asked and the response to direct questions in the system results in forming anactual and reliable profile of the users of the ORIS.SPACE platform.

After that, all users of the ORIS.SPACE platform, the owners of profiles, will be given the opportunity to earn moneyby taking part in various marketing research, sociological surveys and simply answering questions in the system. All this will make it possible for every person to feel the value of himself and his existence, as he gets an opportunity to earn money by answering questions.

# 04. INTERNAL FINANCIAL EXCHANGES

If the person gives something to the platform he receives something back. To receive something from the platform the person must give something to it, an exchange of a certain value must take place.

The means of quantifying value within the ORIS.SPACE is Orgon.

Orgon, the term first introduced by W. Reich in the middle of the 20thcentury,is translated as 'life energy'. The basis of the ORIS.SPACE platform is the valueof people's profiles, which are in fact the basis of any activity in the world. At present, all commodity-money relations are set so the person feels like a cog in a large self-moving process of endless consumption. Within our project, there is an attempt to bring clarity into theprocess and show each person that his existence results in the rights to receive payment just by using his profile information and answering the questions asked.

That is why 90 percent of our project is provided by humanity itself, since our application creates this opportunity. The remaining 10 percent is attracted during the crowdsale.

It seems reasonable that the statistical distribution of the percentage of correct answers will vary for questions depending on the scale, geographical region, and field. To raise the accuracy of answers, groups of Linkers must be categorizedbased on the initial parameters of the question.

A personal rating is periodically calculated for each Linker, on which his reward level for each answer will depend. The rating depends on the accuracy of the answers that are given.

A Linker is any real person who uses the ORIS mobile application to obtain rewards in Orgon for answering questions in coded or direct form. Linkers are also given the chance to analyze information from their unique profiles. This information is accumulated through the use of the application.

A Prier is anyone who asks the Linkers a question, or who needs to analyze information from the Linkers' unique profiles for the purposes of market research, opinion polling, or to understand the state of the market.

Once the actual answer is known, the system calculates how accurate the Linker's answers were. Rating calculation method and algorithm are described in Applendix 3. Based on the ratio of correct and incorrect answers, an incremental coefficient is calculated. The expected values of the incremental coefficient are given in the following table:

| CORRECT / INCORRECT | COEFFICIENT |
| --- | --- |
| 50 / 50 | 0,00 |
| 51 / 49✿ | 1,00 |
| 55 / 45 | 1,78 |
| 60 / 40 | 3,16 |
| 65 / 35 | 5,62 |
| 70 / 30 | 10,00 |
| 75 / 25 | 17,78 |
| 80 / 20 | 31,62 |
| 85 / 15 | 56,23 |
| 90 / 10 | 100,00 |

✿ -The coefficients will change as the system is perfected.

For example, if a Linker regularly achieves a 50/50 ratio, then we are dealing either with a programmed bot or with a person who is not using their intuition. Accordingly, the correction coefficient and the Linker's payment will tend towards zero. If the Linker is in the 75/25 category, the upgrade coefficient will be 17.78. It is important to note that if a person regularly provides incorrect answers then it is evidence that his intuition is switched on, however, his answers need to be inverted. Each linker's personal activity cycles and polarity of subconscious activity are calculated, and these results determine his reliability coefficients.

The Linker's answer is affected by numerous factors, such as physical or emotional state, geomagnetic anomalies, as well as interrelation between location and activity of the nearest large celestial bodies (the Sun, the Moon, the solar system planets). Thus, if the received answers are analyzed in terms of their quality taking into consideration the historical data, we may significantly increase the prediction accuracy by applying various filters and the system correction coefficients. To hit this target, we use in our application the Machine Learning technologies.

In order to increase the exactness and accuracy of answers, the data received by the system is treatedwith the special filters subject to the ML applied.

All financial relations between linkers and questioners will be periodically updated in the course of testing the ORIS mobile app.

The team clearly understands that it is necessary to keep developing and implementing different methodologies in order to improve the quality of the linkers' answers and to raise their interest in participating in various studies and surveys.

The ORIS mobile application is essentially both a large scientific experiment in the field of social engineering and also a way of generating unique user profiles, that are themselves a new tool for doing business.

The correct use of these unique user profiles is in fact the basis of the ORIS.SPACE project's business model, which going forward will offer anyone who wants it the chance to access user profiles.

The team's main job is to explain to all users of the ORIS mobile application that their future earnings are based on thoughtful, honest, and correct behavior when using the app. By using various methods of training the intuition within the application and by answering questions and asking their own, users obtain the ability to know themselves, to understand their real wants, and to earn money by participating in a large number of studies.

# 05. PROJECT TOOLS

## 5.1. DESCRIPTION OF THE ORIS MOBILE APP.

The ORIS mobile application offers anybody who downloads it onto their smartphone the ability:

- to configure his own intuition in several different ways according to his preference;
- to answer questions asked by any other person in a coded form, and to be paid for doing so;
- to ask questions that interest him, provided he pays to do so;
- to complete a test (by answering direct questions from the system) and create his own value profile.

The originality of the ORIS mobile application comes from the fact that people obtain the ability to earn money going forward by using their own profile information.

Also in the ORIS mobile app:

- The questioner pays to receive an answer to his question.
- Linkers are paid for answering the question (many Linkers must answer each question).

The answer is presented to the questioner in the form of a statistical distribution of the linkers' answers (e.g., 37% Yes, 63% No).

When the event happens and the answer to the question becomes a reality, the questioner indicates which answer was really chosen.

Since the ORIS mobile application is not an infrastructure project, the cost of technical implementations is a small amount and is covered by the first and third allocation units. Part of the amount will be spent on research and experiments with large groups of people. These will keep improving the quality of responses given by the application and improve the quality of the profiles. To attract large groups of Linkers and continue to form a large number of profiles, it is necessary to use a largescale and aggressive marketing policy, and so the other part of the fund will be used to create a positive image of the system in society and to unite people under the idea of developing the intuitive knowledge of all mankind.

## 5.2. ORIS.SPACE PLATFORM

The ORIS.SPACE platform is a collection of decentralized elements, including the ORIS. SPACE network, services and programs that provide the functions necessary for the activities of the DAO.ORIS.SPACE community. A service platform that standardizes and implements API functions for accessing information in network chains will enable the implementation of basic and additional functions.

## DEFENSE AGAINST BOTS

One danger to the system is an attack by question-answering bots. They would provide no subconscious, just random numbers. The system will fight against this malignant phenomenon. Advertising just how we shall fight it is not a good idea, just as it is not a good idea to advertise the location of the ICBM launch tubes and the measures that are in place to defend them.

## EXTENDED SELECTION OF APPS

Once sufficient funds have been raised for theirdevelopment, additional apps will be developed:

OrisSport is a modification of the ORIS application with an extended catalogue of sports events, making it easier to ask questions about the results of sports events.

OrisAI is a modification of the ORIS application that uses artificial intelligence to increase the reliability of the system, which can be achieved by an automatic assessment of the scale and the complexity of the question, followed by a more accurate selection of people for the responding group.

OrisPsy is modification of the ORIS application with an extended psychological testing function.  Modern psychology is ready to provide marketers, sociologists and political scientists with new methods of testing, deciphering the test results and segmenting users. Application users will be interested in testing and building an extended and detailed description of their personality.

Oraculus is a gaming application based on the ORIS application, which allows users to pass game levels, fight evil and collect artifacts by responding to the questions.  Visual

THE **ETHEREUM** BLOCKCHAIN IS USED FOR MUTUAL PAYMENTS. THE **ORGON** UTILITY TOKEN CONFORMS TO THE **ERC-20** STANDARD



THE **ETHEREUM** BLOCKCHAIN
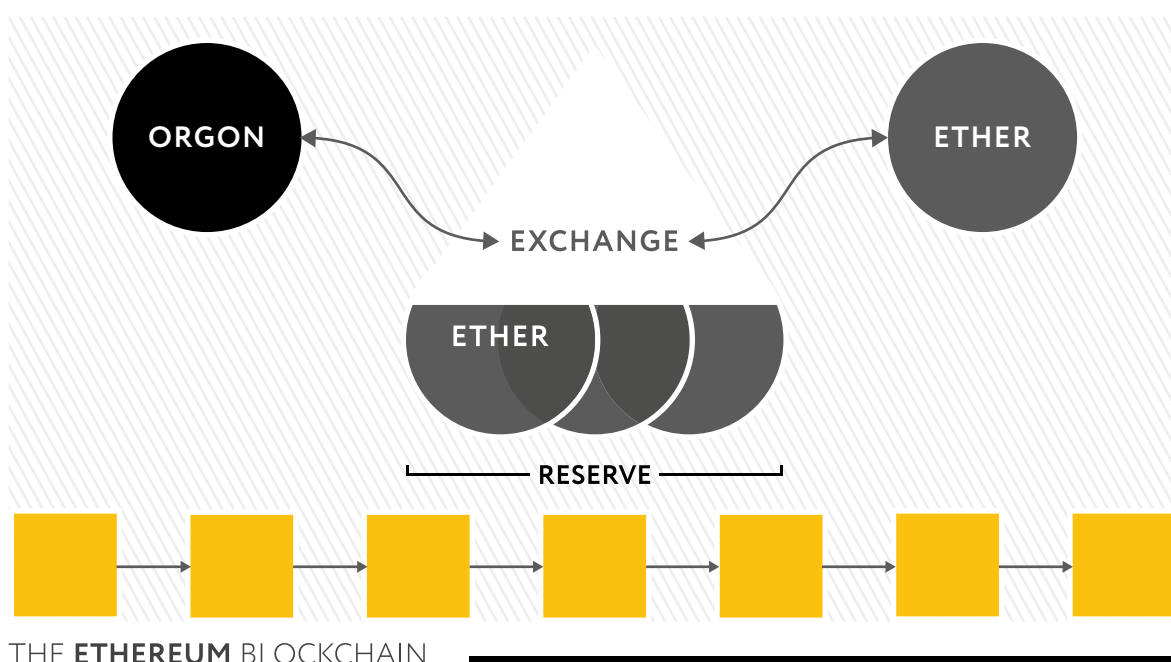
novel fans will appreciate this novel that takes the gamer through the back streets of a new virtual world.

## 5.3.    THE PUBLIC BLOCKCHAIN ETHEREUM

Orgon, the mean of internal financial relations, is the ERC-20 token based on the Ethereum public network. The smart contract that supports the permanent ratio of the quantity of released tokens and the reserve volume will secure the permanent liquidity of the token.

THE **ORIS.SPACE** BLOCKCHAIN

QUESTIONS    ANSWERS

ORGON

HASH SUM

THE **ETHEREUM** BLOCKCHAIN
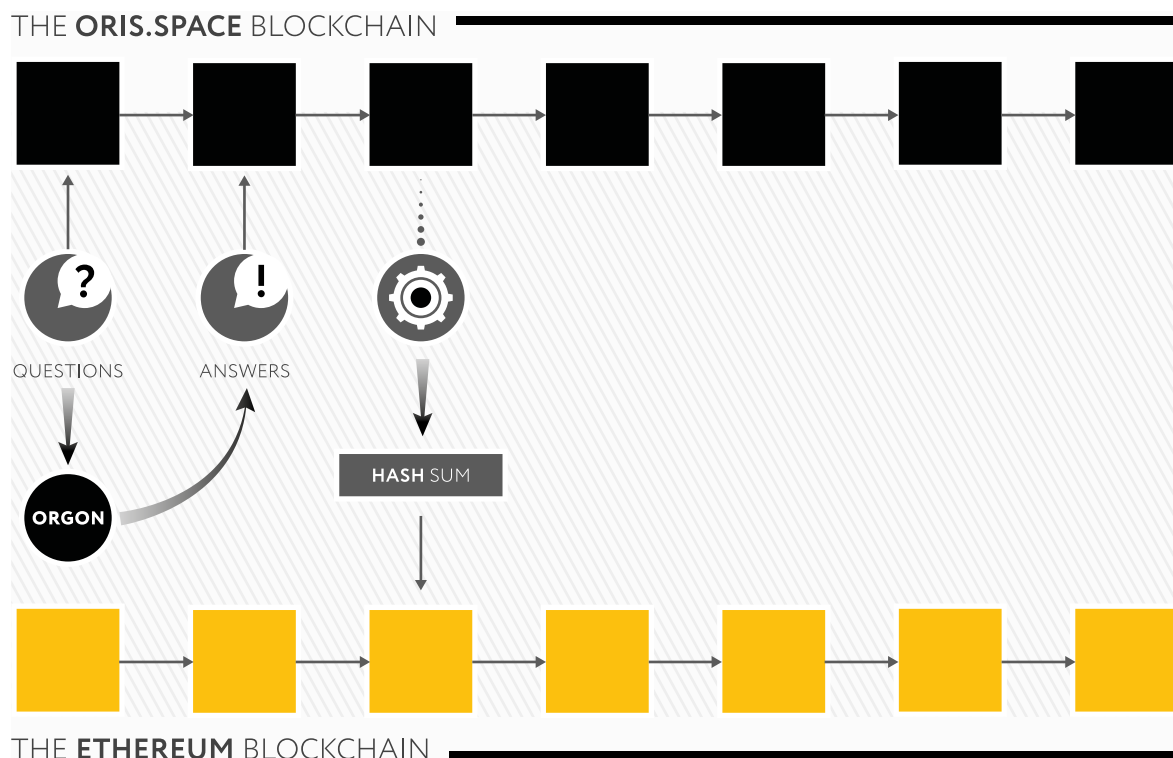
In addition, the public blockchain will be used for the anchoring process that is necessary to ensure the reliability of the information contained in the chains of the private blockchain.

## 5.4.    THE PRIVATE BLOCKCHAIN

The private blockchain is used to store questions, responses, depersonalized user profiles, service information and to ensure the existence of the DAO.ORIS.SPACE itself. This solution avoids overcharged commissions when writing information into chains. To increase the level of public confidence of the data in the private chains its checksums will be recorded in the transactions of the public blockchain (ETH, EOS, Waves, etc.). This will allow carrying out a public audit of the data without revealing it.  Also, the bind of a private blockchain with a public blockchain will show high speed performance. The private blockchain, with published API, will become a fundamental aspect of the ORIS.SPACE platform.  Lottery mechanisms will be used to provide protection from the monopolization of the private blockchain.

The efficiency of the decentralized network must be supported by its peer users. The DAO.ORIS.SPACE community has been created to form a community of users.

# 06. DAO.ORIS.SPACE

The **DAO**, a decentralized autonomous community, is the new paradigm of economic cooperation that is fundamentally different from the usual company with its decentralized structure and autonomy.

Decentralization means the company has a horizontal structure. The **DAO** does not have a sole proprietor or board of directors, each member of the organization is a full-fledged co-owner and has equal powers and unlimited access to information.

Blockchain is a tool that allows the existence of such a structure. Blockchain, in this case, is an electronic register of the company that is supported and certified by all users of the network.

Autonomy is ensured by the independence from the traditional financial and political institutions, and the replacement of usual money by crypto currency, since crypto currency itself hasa decentralized structure and most processes in it are autonomous.

Moreover, the **DAO** system makes corporate jurisprudence unnecessary because all interactions within and between the **DAO** are carried out using smart contracts. This isa software infrastructure that sets rules that are acceptable to most of the participants and provides simplicity in contracting andconducting transactions, etc.

**In its completed form DAO is not only absolutely autonomous, but also fully automated.**

While every traditional company relies on a network of legal, financial and political tools provided by public institutions, **DAO** uses an autonomous and horizontal digital structure.

Compared to traditional companies, **DAO** provides its members with more control over their own investments and the company's general course. But since the infrastructure of the **DAO** is based on the latest experimental technologies, decentralized organizations are more vulnerable to hacker attacks and software errors.

The existing model of society that is striving for the centralization of power and finance has entered the final phase of the conflict with modern technologies. Accordingly, to go beyond this conflict, it is necessary to change the model of internal relationships of community members. The most bloodless method in our opinion is building the **DAO**. On the one hand, conservatives do not have a sense of threat, and on the other hand, innovators deeply understand the opening perspectives.

Considering the above the goal of the **ORIS.SPACE** project is the creation of a full-fledged **DAO.ORIS.SPACE** democratic community (hereinafter referred to as the Community), a decentralized autonomous organization that unites participants in the **ORIS.SPACE** platform.

In fact, modern society for the most part is not yet ready to use the new paradigm of internal relationships. Therefore, we are trying to use the mechanism of asymmetric

access to people's subconscious and the intuitive Wisdom of Crowds (the wisdom of the crowd filtered from the emotional component and the impact of the media) in order to make the best decisions on certain issues.

DAO.ORIS.SPACE USER RULES

A member of DAO.ORIS.SPACE (hereinafter «Member») is a real person who has installed an ORIS.SPACE Platform Client and registered with the ORIS.SPACE Platform and who possesses OrisLifeCoin Tokens—the unit of account on the ORIS.SPACE network. All members together constitute the DAO.ORIS.SPACE Community.

OrisLifeCoin Tokens (hereinafter «OLC Tokens») are digital units of account that are generated and disbursed by the ORIS.SPACE Platform to members' balances to ensure the operation of the ORIS.SPACE Blockchain network, which is the basis on which the ORIS.SPACE Platform functions.

To support DAO.ORIS.SPACE, once ETH 72,500 has been raised for the contract reserve,

$$\begin{cases} ORGN = 0.9999 \times ORGN_0 \times \left\{ 1 - F\sqrt{1 - \dfrac{ETH}{ETH_0}} \right\} \\\\ ORGN_{DAO} = 0.0001 \times ORGN_0 \times \left\{ 1 - F\sqrt{1 - \dfrac{ETH}{ETH_0}} \right\} \end{cases}$$

during the second phase of the JP protocol the sum of 0.01% of the amount of released Orgon will be allocated to the community budget at the moment when an exchange between ETH and ORGN is carried out.

ORGN - Number of ORGN tokens,

$ORGN_{DAO}$ - Number of ORGN tokens credited to the DAO as commission

ETH — number of ETH,

F – reserve coefficient,

$ORGN_0$ – number of Orgon in circulation,

$ETH_0$ – number of ETH in the reserve.

The $_{DAO}$ commission rate in ORGN, which is equal to 0.001%, may be altered after 24 months by a collective decision of DAO.ORIS.SPACE. The commission is credited to DAO.ORIS.SPACE, and during the first 24 months it is spent in accordance with the financial plan. After 24 months, spending decisions are made by DAO.ORIS.SPACE.

To become a DAO.ORIS.SPACE member you must agree to the community rules and install and run the software. When it is run for the first time, you will receive a private BLOCKCHAIN address and the ability to put questions to a vote and to vote on DAO

decisions. Decisions are taken by a majority vote, assuming that the quorum has been satisfied.

Users vote on decisions using Oris Life Coin (OLC), the accounting unit of the private BLOCKCHAIN. OLC is credited to a member's account for supporting the operation of the private BLOCKCHAIN. The amount credited is determined by

- time of active work on DAO.ORIS.SPACE,

- the percentage of supported information,

- and a lottery decentralization coefficient to protect the blockchain against monopolization.

- mechanism of addressing the collective unconscious throughasymmetrical access to the subconscious.

During the first 24 months, self-regulation rules are in force with the key parameters that were established at the time of the system launch. Going forward, the key parameters to the rules can be altered by voting.

# 07. WAYS TO INCREASE THE CAPITALIZATION OF THE PLATFORM

As a result of using the ORIS mobile app, a unique User Profile is created on the basis of the answers that are given: this profile lies at the heart of the PERSON: VALUE ideology.

The individual value profile is assembled from:

- the user's activity and productivity in the role of Linker;

- reliability of the information provided by Linker on the date, time and place of birth according to the methodology currently being developed;

- reliability of Linker's answers to the questions of the test, compiled on the basis of the algorithms of Machine Learning.

As a result, each person obtains the ability to discover his own inner potentialand thereby improve his quality of life, without needing to «swim through the whole internet».

By answering Evolutionary Spiral questions and entering precise data concerning his day, time, and place of birth, each person can learn:

- about his own genuine, multi-faceted nature;
- about the patterns of how he expresses his nature in the life process;
- how balanced and productive his life is.

He also obtains the ability to use:

- a powerful resource for gaining self-awareness;
- an information resource for self-change and the improvement of quality of life
- contact with his intuitive nature.

Information about the self allows a person to express his innate capacities more effectively in the life process, to raise his level of self-confidence, to raise his quality of life, to develop himself and to achieve his goals with a greater likelihood of success.

By working continuously with the ORIS mobile application and studying personal profile information, the person obtains an understanding of how to take the right decisions on the full range of questions that arise in life: it's as though he had found his own personal instruction manual. Thus, it is very important to answer all direct questions in order to obtain reliable information about yourself. Here it is important to realize why you are answering the test questions.

In addition, the ORIS mobile application gives you the chance to earn money by answering questions in a conscious and honest way.

But none of the existing systems grants profile owners the full scope they need to earn money from them. Our main goal is to explain to all users of the ORIS mobile application

the future possibilities that will open up for them if they behave conscientiously in the application by providing reliable answers to direct questions, undergo intuition configuration, and give thoughtful answers to coded questions.

As a result, by analyzing profile information obtained through the use of the ORIS mobile application and making it available to marketing and polling agencies as well as research institutions we shall have an absolutely new market with the new opportunities for human development. Existing services that are based on user profiles utilize the information they possess for their own profit without considering the interests of the profile owner.
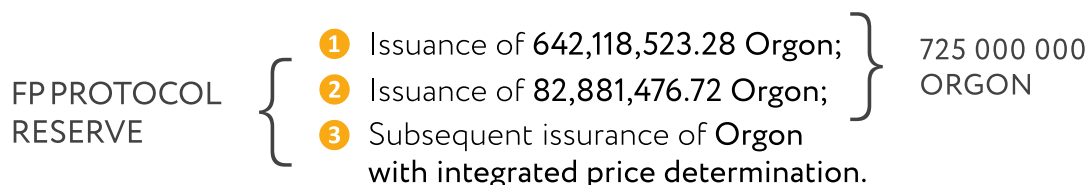
The ORIS.SPACE platform does not place a middleman between agencies wishing to conduct a piece of research and the research participants. All the funds that are planned to be spent on collecting information will be distributed among the survey participants, which will significantly reduce the cost of these studies.

Taking this into account, our team is confident that the unique profiles created through use of the ORIS mobile application will be in demand among various different agencies.

The annual volume of market research work in 2016 came to $67.9bn. One percent of this amount is $679m, and this is the minimum amount that we can naturally expect to be redirected into our project after it is launched.

# 08. INFORMATION ON THE TOKEN AND CROWDSALE SYSTEM.

Our Orgon tokensis released in three blocks, just like the project fundraising stages themselves:

**FP PROTOCOL RESERVE**
1. Issuance of **642,118,523.28 Orgon;**
2. Issuance of **82,881,476.72 Orgon;**
3. Subsequent issurance of **Orgon** with integrated price determination.

**725 000 000 ORGON**

**THE FIRST BLOCK consists of the release of 642,118,523.28 Orgon, which are distributed as follows:**

- **Multi-subscriber wallet K1 = ORGN 100,000,000;**
  - **Founders = 57 127 814,10;**
  - **Investors = 15 427 500;**
  - **Team = 27 444 685,9;**
- **LFCN Contract (Community) = ORGN 100,000,000**
- **Referral program contract K2 (invite a friend, receive Orgon) = ORGN 50,000,000**
- **Multi-subscriber wallet K3 (Bounty) = ORGN 7,250,000**
- **ORIS contract (For payments to the first linkers) = ORGN 384,868,523.28**

The first block of tokens is being placed with a view to forming a loyal community of investors and researchers. It began in January 2017. The basic task of the community is to unite small and medium investors to participate in the project, and above all to facilitate testing of the ORIS mobile app.

## DISTRIBUTION
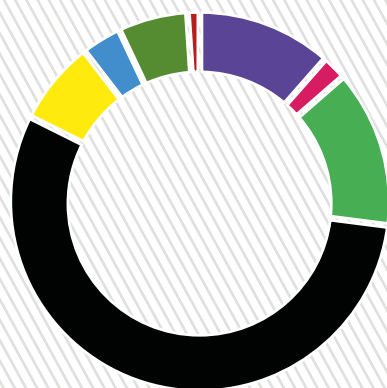


- ICO 11,5%
- PRE-ICO 2,1%
- COMMUNITY: 13,8%
- DEVELOPMENT: 53.1%
- FOUNDERS: 7,9%
- TEAM 3.8%
- REFERRAL DIVROGRAM: 6.8%
- BOUNTY: 1%

A total of 100,000,000 Orgons have been allocated to the community in the form of an option at a price of ETH 0.0008 to be exercised within 9 months after the close of the ICO, with a ban on reselling the option at a price below ETH 0.0008. Funds obtained from sales are spent on research work, prototype development, application development, private blockchain development, and marketing and advertising.

By placingthe 100,000,000 Orgons throughourpartner,the Global Intellect Community Multi-Level Marketing Company,the necessary funds will be created for the following project requirements:

- prototype development;
- mobile application development;
- research work by SigmaLabs;
- private blockchain development;
- marketing and advertising.

**The originality of the approach to raising funds for the ORIS.SPACE project is that different, but once incompatible, forms of attracting investment are simultaneously used to reduce project risks:**

- **Direct investments;**
- **MLM;**
- **ICO (all funds remain in the FPP reserve)**

**THE SECOND BLOCK—THE CONDUCTING OF THE CROWDSALE**—involves the placement of 82,881,476.72 Orgon at a differentiated price in order to raise ETH 72,500: this is the first phase in the two-phase FPP (Fair Price Protocol) contract. All of the ETH obtained through the crowdsale will be placed in the FPP contract reserve when it is launched.

**DIFFERENTIATED PRICE TABLE FOR THE CROWDSALE:**

| Raised funds in ETH | Tokens placed in ORGN | ETH/ORGN price |
|---|---|---|
| 10 000 ETH | 12 500 000,00000000 | 0.00080 |
| 10 000 – 20 000 ETH | 12 195 121,95121951 | 0.00082 |
| 20 000 – 30 000 ETH | 11 764 705,88235294 | 0.00085 |
| 30 000 – 40 000 ETH | 11 363 636,36363636 | 0.00088 |
| 40 000 – 50 000 ETH | 11 111 111,11111111 | 0.00090 |
| 50 000 – 60 000 ETH | 10 869 565,21739130 | 0.00092 |
| 60 000 – 70 000 ETH | 10 526 315,78947368 | 0.00095 |

| 70 000–72 500 ETH | 2 551 020,40816327 | 0.00098 |

The FP protocol carries out buy and sell transactions with the Orgon token in order to maintain permanent liquidity and fair price management.

We have selected the following parameters for the contract:

- Reserve currency **ETH**

- Reserve coefficient **0.1 (10%)**

- Initial integral price **ETH 0.001 to 1 Orgon**

$$PRICE = \frac{BALANCE}{NUMBER \times F} \qquad P_{ORGN} = \frac{ETH_0}{ORGN_0 \times F} \qquad ETH = ETH_0 \times \left\{ 1 - \left\{ 1 - \frac{ORGN}{ORGN_0} \right\}^F \right\}$$

$P_{orgn}$ – ORGN price

**ORGN -** Number of ORGN tokens,

$ETH_0$ **-** number of ETH,

**F -** reserve coefficient,

$ORGN_0$ **-** number of Orgon in circulation

$ETH_0$ - number of ETH in the reserve

**THE THIRD BLOCK:** after raising a reserve of ETH 72,500, the second phase of the FPP contract will begin: this is based on the principle of integrated price determination. During this phase the FPP contract can automatically sell ORGN for ETH. The price of each trade is determined by the contract using an integral calculation based on the laws of supply and demand, and it depends on the overall size of the issue of Orgon, on the reserve coefficient, and on the store of ETH.

All subsequent investors, alongside those who want to conduct various research projects and communicate with users of the ORIS mobile app, will buy Orgon from the FPP contract, thereby securing a rising price in accordance with the rules of the protocol.

Nine months after the end of the ICO, or when the total issuance of half a billion tokens has been reached, anyone who wants to will be able to sell Orgon to the FPP contract and obtain ETH in exchange.

Since the ORIS mobile application is not an infrastructure project, not much needs to be spent on its technical realization: it can be covered by the first and third blocks of issued tokens. Part of the funds will be spent on scientific research and experimentation involving large groups of people, which will make it possible to keep raising the quality of the answers provided by the application and improving the quality of profiles. Attracting substantial groups of Linkers will require a large-scale and aggressive marketing policy,

so the other part of the funds will be used to create a positive image for the system with the public and to rally people around the idea of developing the intuitive awareness of humanity as a whole.

Structure for spending the commissions received when raising the third block of investments.

- **30% on project development for the platform and the app,**
- **20% on coding the platform and the app,**
- **10% on infrastructure hosting fees for the next two years,**
- **10% on infrastructure administration for the next two years,**
- **30% on marketing**

# 09. ROADMAP

**2015 — 2016**

- An idea to create a blockchain project was born;
- Cooperation with TechGarden, IoT, FinTech, BlockChain.
- Researching new blockchain-based solutions;
- Searching for solutions to make users interested in working in the prediction and forecasting system;
- Development of the algorithm of the deterministic search engine Kaz.One;
- Patents for the development of the algorithm for deterministic data retrieval.

**2017**

- BTC mining experiments;
- Visiting blockchain conference in Moscow;
- Development of the ORIS concept;
- Development of the financial model;
- Preparing the first version of the white paper;
- Building presentation materials;
- Preparing for ICO;
- Registering domains;
- Visiting the conference in Kazan;
- Second version of the White Paper;
- Beginning community work – prototype model testing;
- Filming marketing videos;
- Participating in the conference in Moscow and Almaty;
- Prototype model testing. Announcement;
- Participating in the conference in Kiev;
- Prototype model, α–version of mobile app;
- Participation in the conference in Moscow;
- ß-version of the application for Android;
- DAO memorandum, α-version for IOS;
- Obtaining a patent for development;
- Collaboration with Sigma Labs;
- Creation of the novel «JPProtocol».

**2018 (Q1)**

- Expand the functionality of the mobile application;
- 1000+ registered beta testers for the application;

- Effectiveness Confirmation of the intuition reference algorithm;

- Development of a method for questioning and obtaining answers for general use;

- Filtering, services and API: geo-targeting;

- The system of answers automatic validation has been developed. As a result of testing the system of automatic validation based on the results of football matches we could confirm the efficiency of the method;

- Implemented the mechanism using the Wisdom of Crowds for more accurate forecasts;

- Participation in the CryptoEvent Conference in Almaty.

## 2018 (Q2)

- Bounty campaign Partnership with the TokenGo platform;

- April 19th - Start of ICO

- Release of the Orgon token on the Ethereum blockchain unit with ERC-20 support;

- Design, testing and auditing of a smart contract (JP Protocol);

- ß-version of the ORIS.SPACE platform;

- Designing a mathematical model of the Orgon token ecosystem;

- Processing the quality of respondents' answers using a mathematical model based on the probabilistic approach of the Machine Learning algorithms;

- Joint workshops with Sigma Labs.

## 2018 (Q3)

- Creation of Standalone Node;

- Use of deep neural networks algorithms for data analysis and simulation of various phenomena;

- Formation of additional services for qualified users;

- Active cooperation with representatives from the scientific community (cryptographers, psychologists, marketers and sociologists).

## 2018 (Q4)

- ORIS application full functionality implementation.

## 2019

- Possibility to sell Orgon tokens to the JP protocol for obtaining ETH;

- Access for developers of third-party applications on our platform;

- External AI Services.

# I. APPENDIX

**PROTOTYPE ORIS MOBILE APP.**

At present, the prototype Oris mobile application is available for **Android** on **Google Play** and **App Store** for **iOS**.
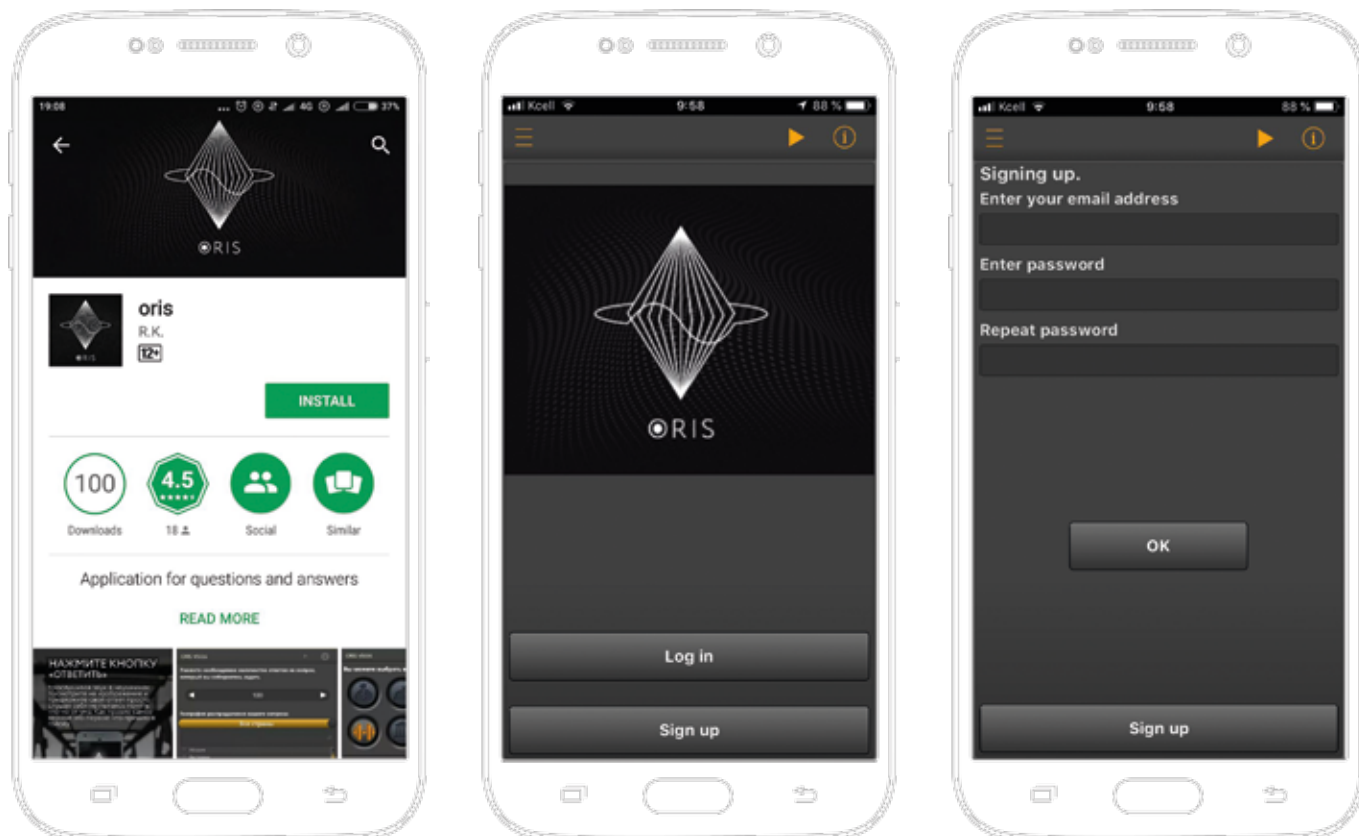
➔ You can sign up with the system by simply providing an e-mail address and password

PROTOTYPE ORIS MOBILE APP.
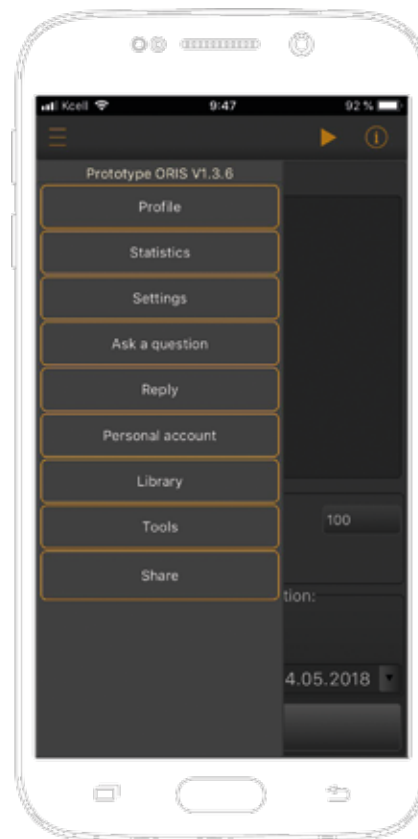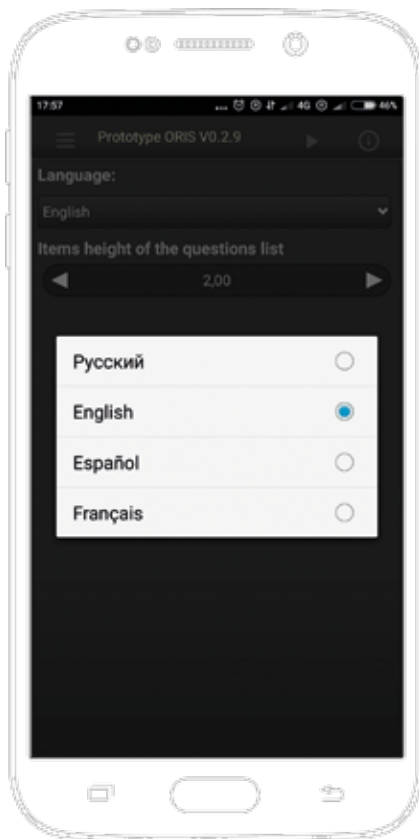
→ The program is currently available in four languages. Interface language can be chosen in Settings.

Available languages:

- **Russian;**
- **English;**
- **Spanish;**
- **French.**

Korean, Chinese, and Japanese will be added in the first quarter of 2018.

→ The app's main menu includes nine buttons

- **Profile;**
- **Statistics;**
- **Setting;**
- **Ask a question;**
- **Reply;**
- **Personal account;**
- **Library;**
- **Tools;**
- **Share;**
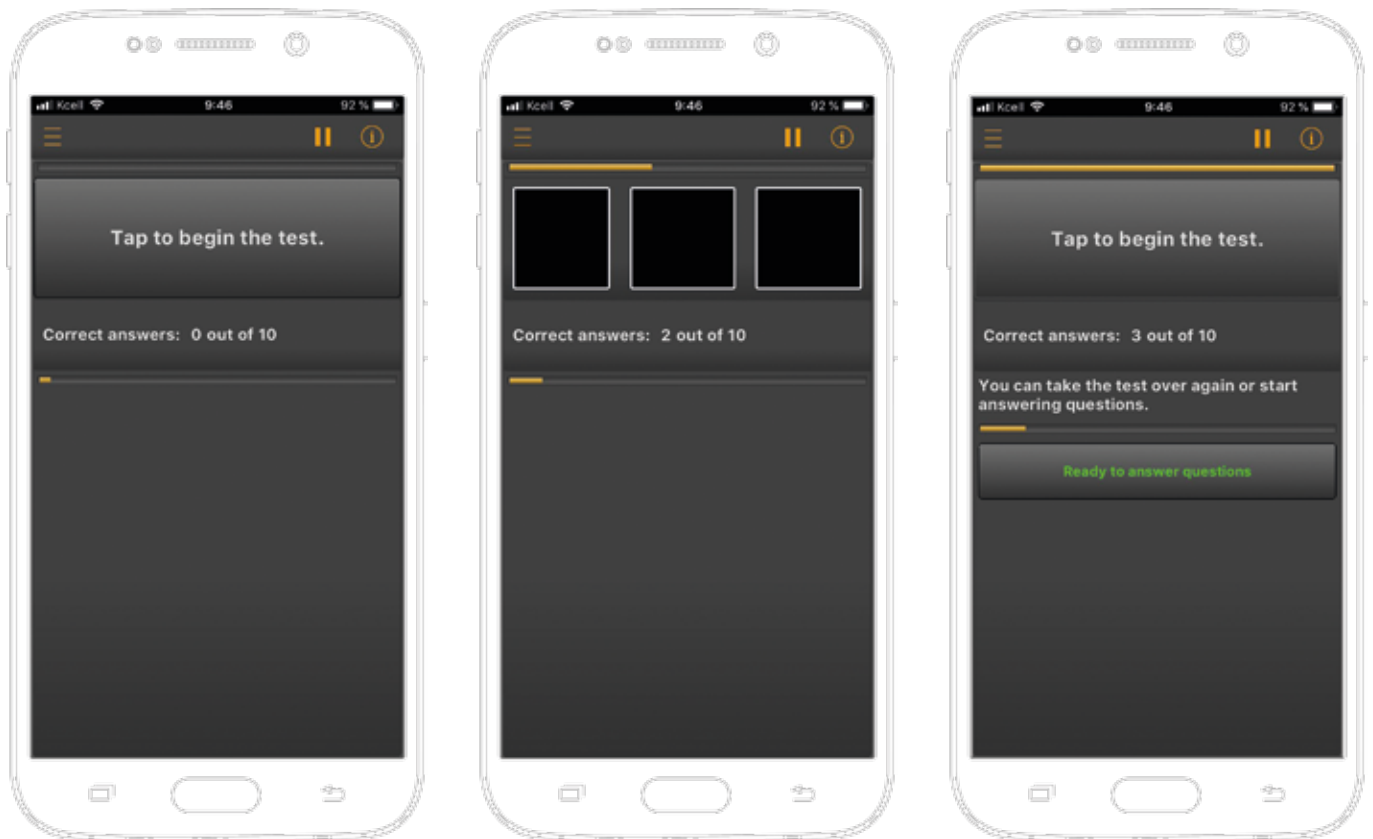
→ Before the user can begin answering questions, he has to go undergo a special procedure to train the voice of his own intuition and take a mini-test consisting of ten attempts to find where the zero is hidden
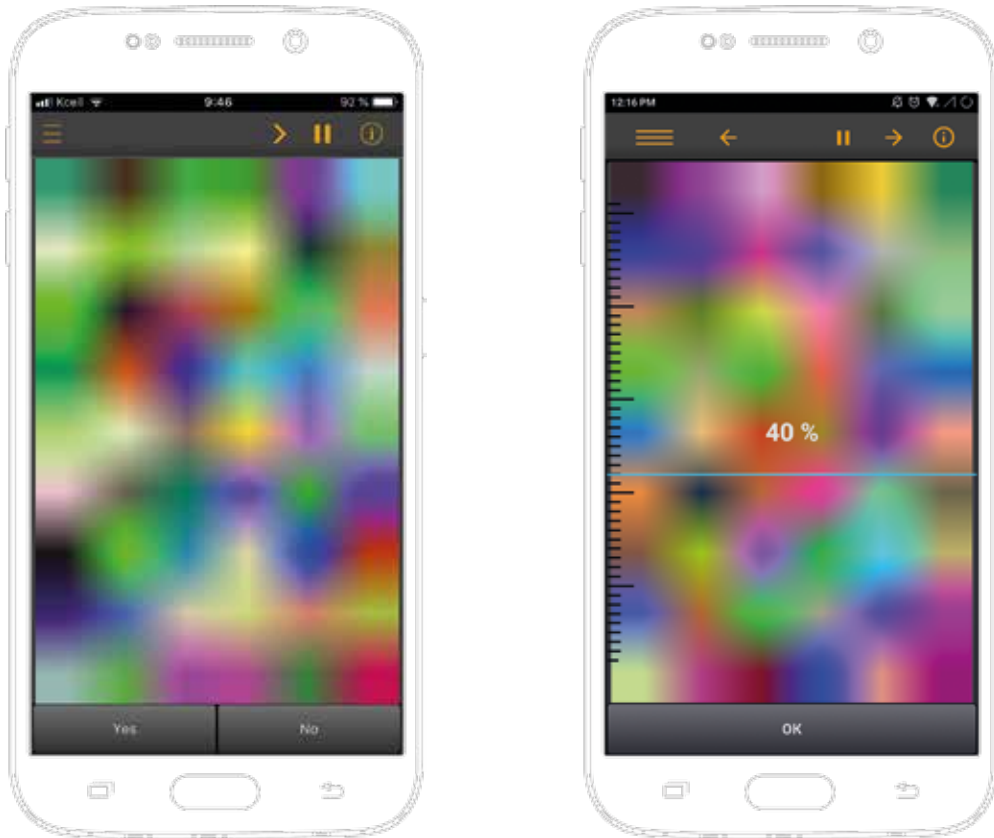
➜ The test can be taken an unlimited number of times. The answers consider the average of all attempts.

The images show two different types of questions:

- **Binary yes/no**
- **How much**

The user can thus either choose between the Yes and No buttons or else move the slider up or down in accordance with his subjective interior feeling.
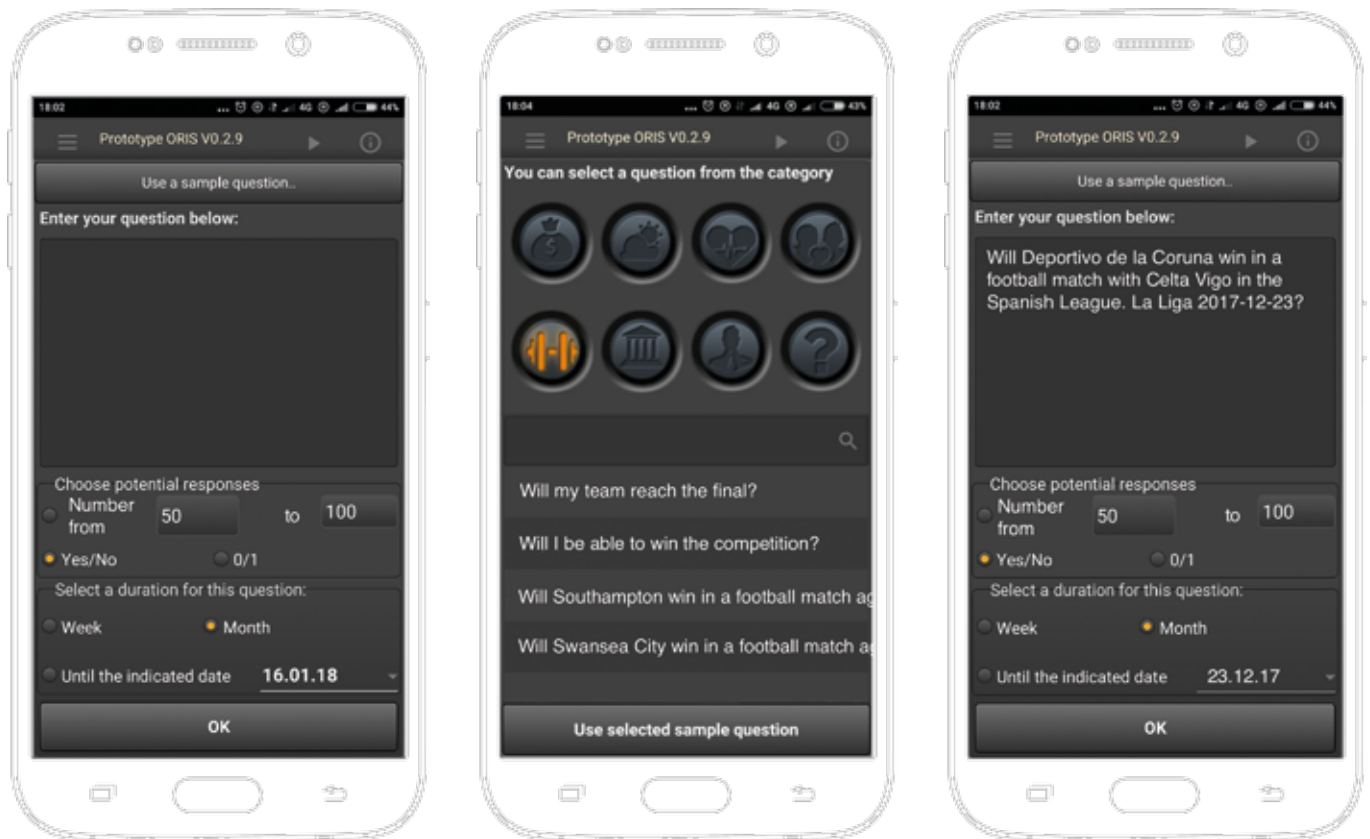
### → Ask a question

To ask a question, the user must complete a series of screens that help him perform this operation correctly. The application includes a set of standard questions that can be accessed using the Templates button. To obtain forecasts on the outcomes of sports events, the program contains lists of matches. In the example given below, the user selects the match he is interested in, chooses a Yes / No question, and specifies the date of the match. The date is required so that the question is not shown to Linkers after the event has started.

We indicate the number of answers we need to receive and the countries where the survey needs to be carried out. We attach the question to an image, which is then sent to Linkers.

## → My account

«My account» shows a list of questions.

In this case, a binary Yes / No question has been asked: Will Brighton and Hove Albion beat Watford in the English championship on 23 December 2017?

# II. APPENDIX

**WAYS OF INCREASING THE PLATFORM'S CAPITALIZATION**

The market research sector, both globally and in particular countries, demonstrates a definite annual growth trend

## GLOBAL MARKET RESEARCH TURNOVER 2013

**US$ 40,287** million

| | | |
|---|---|---|
| ● 4.77% | Latin America | **$ 1,920** |
| ● 0.69% | Africa | **$ 382** |
| ● 0.94% | Middle East | **$ 277** |
| ● 39.72% | Europe | **$ 16,005** |
| ● 38.98% | North America | **$15,705** |
| ● 14.9% | Asia Pasific | **$ 5,998** |
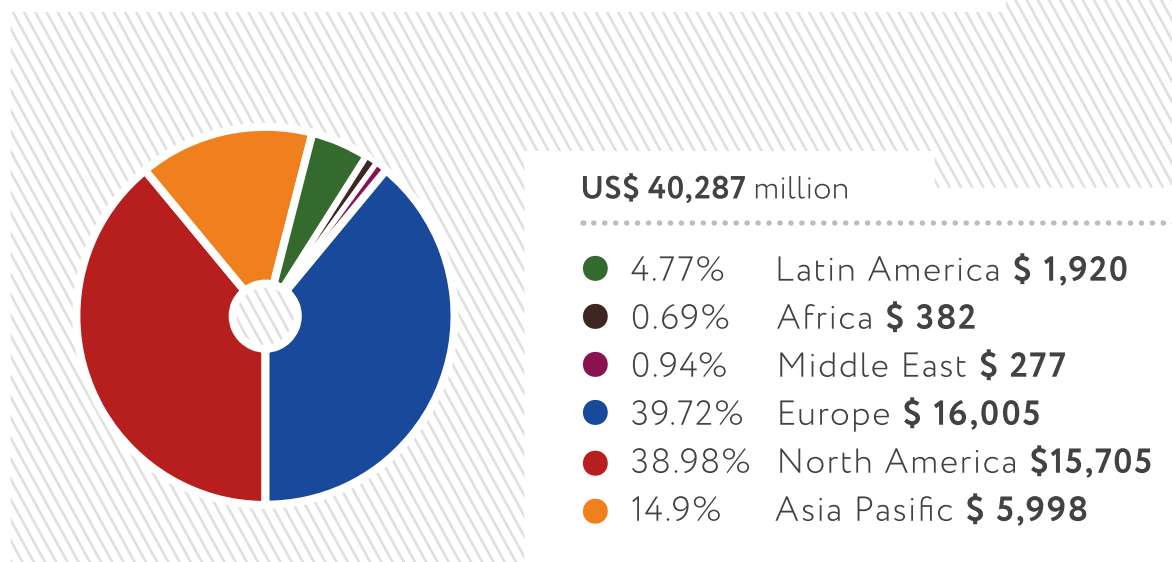
## TRENDS ON THE WORLD MARKET

| US$BN. | 2014 | 2015 | 2016 |
|---|---|---|---|
| Traditional Research | 38.2 | 38.3 | 39.7 |
| «New» Research | 24.4 | 26.5 | 28.2 |
| **TOTAL** | **62.6** | **64.8** | **67.9** |

There is also a notable increase in the level of interest in the new kind of research studies that are done online and therefore offer quick results.

For instance, in 2015 we first saw a drop in the market resulting from the start of competition between research agencies and major IT companies. Their competition, in which each company sought to be the first to pioneer new research techniques, did not reach a truly massive scale until 2015.

# TRENDS IN THE RUSSIAN MARKET RESEARCH SECTOR BETWEEN 2001 AND 2016

**Volume, $m**  **Including quantitative indicators**

| Year | Volume, $m | Including quantitative indicators |
|------|-----------|-----------------------------------|
| 2001 | 55 | 40 |
| 2002 | 75 | 55 |
| 2003 | 100 | 72 |
| 2004 | 135 | 100 |
| 2005 | 162 | 117 |
| 2006 | 186 | 138 |
| 2007 | 255 | 180 |
| 2008 | 355 | 255 |
| 2009 | 285 | 175 |
| 2010 | 300 | 185 |
| 2011 | 310 | 195 |
| 2012 | 315 | 205 |
| 2013 | 350 | 215 |
| 2014 | 375 | 230 |
| 2015 | 260 | 160 |
| 2016 | 290 | 180 |
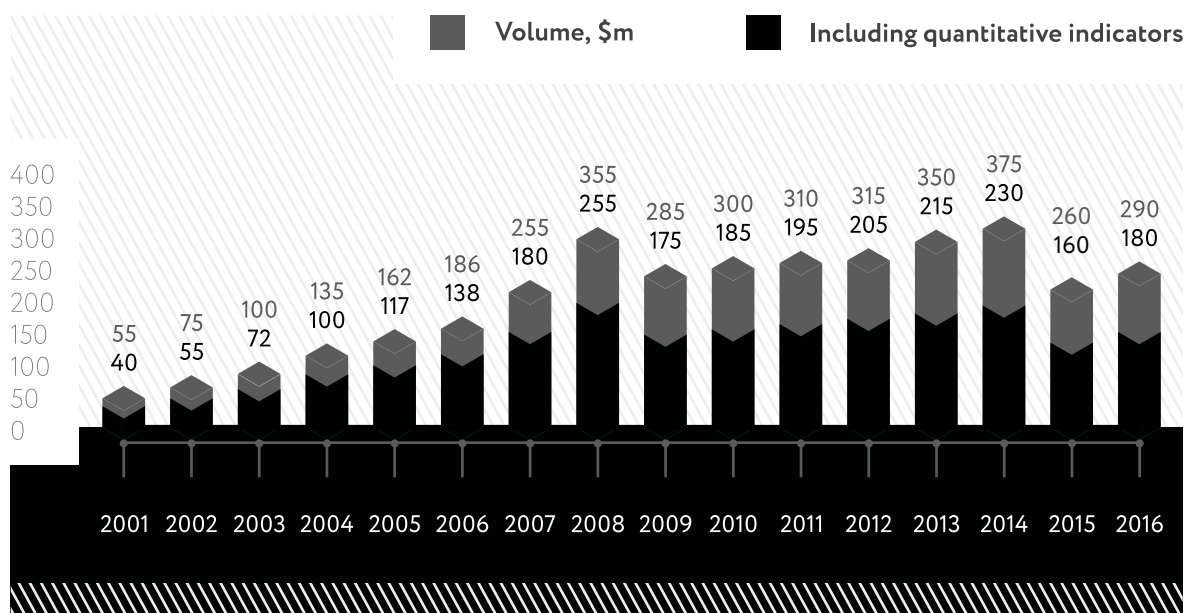
The dollar volume of the market research sector in Russia contracted in 2015 and 2016, but if the obtained figures are converted into rubles (even adjusting for inflation) it is noteworthy that there were no sharp drops: the market continued to grow.

## COMPANY EARNINGS IN RUSSIA:

| Position in the ranking | Company name | Income for 2014, in millions of rubles. | Income for 2015, in millions of rubles | Income for 2016, in millions of rubles |
|---|---|---|---|---|
| 1 | TNS | 3 188 | 3 132 | 3 361 |
| 2 | AS Nielsen | 2 541 | 2 995 | 3 178 |
| 3 | GFK Russia | 1 633 | 1 831 | 2 757 |
| 4 | Ipsos Comcon | 2 452 | 2 185 | 2 477 |
| 5 | Millward Brown A/R/M/I-Marketig | 803 | 763 | 708 |
| 6 | Romir | 310 | 330 | 526 |
| 7 | Magram Market Research | 148 | 178 | 233 |
| 8 | FDF Group | 89 | 162 | 229 |
| 9 | Tiburon Research | 86 | 117 | 191 |
| 10 | MASMI | 170 | 181 | 173 |
| 11 | O+K | 165 | 151 | 167 |
| 12 | Factory of Marketing | 93 | 118 | 153 |

| 13 | Wanta Group | 116 | 176 | 139 |
| 14 | Business Analytica | 204 | 169 | 134 |
| 15 | Online Marketing Intelligenece | 107 | 82 | 126 |
| 16 | Validata | 157 | 124 | 121 |
| 17 | Top of Mind | 64 | 83 | 107 |
| 18 | MarketSense | 98 | 84 | 87 |
| 19 | Mix Research | 143 | 82 | 84 |
| 20 | AC-Consulting | 95 | 73 | 83 |
| 21 | NAFI | 55 | 82 | 78 |
| 22 | Enjoy Understanding | 74 | 63 | 72 |
| 23 | Bojole Research | 62 | 61 | 66 |

According to a 2016 survey of 158 experts from 35 Russian cities, about 40% reported that their marketing budgets had increased. Spending on internet marketing demonstrated the biggest growth (46%), followed by sales promotion (28%) and consumer databases (21%). Some companies had also increased their spending on market research.

The development of Internet resources has enabled researchers to communicate with the audience of consumers across a new channel, which they can use to conduct quantitative and qualitative studies. The core of Internet research is linked with conducting surveys over the Internet. The obvious advantages and extra possibilities offered by this approach include attractive technical parameters, ease of working with respondents, the nature of the communication, and the ability to control how the survey is conducted.

# III. APPENDIX

## COMPARISON BETWEEN ORIS.SPACE AND OTHER PLATFORMS

«Competition is essentially a process of the formation of opinion: by spreading information, it creates that unity and coherence of the economic system which we presuppose when we think of it as one market. It creates the views people have about what is best and cheapest, and it is because of it that people know at least as much about possibilities and opportunities as they in fact do. It is thus a process which involves a continuous change in the data and whose significance must therefore be completely missed by any theory which treats these data as constant».

F.A. Hayek, 1946. «The Meaning of Competition». Reprinted in the edition: F.A. Hayek, 1948, «Individualism and Economic Order».

At present, the market forecasting sector is represented by projects such as Augur, Gnosis, Stox, Æternity, and Endor.

Augur's working principle resembles the process of trading virtual stocks: there is a forecast creator (market-maker), who defines the possible outcomes or «stocks», their proportions, and the level of commission for predicting any given outcome. The second type of user buys shares or sells them on an internal market, and a third type of user («oracles») express their opinions concerning the various possible outcomes and receive a commission fee for their work.

Gnosis offers users the same options as Augur, but one difference between these platforms is the fact that only one «oracle» makes the decision. In addition, Gnosis allows you to set an auxiliary token when you configure your «prediction market», and to change the parameters going forward: you can thus create additional markets for the «possible outcomes», etc.

In other words, both Gnosis and Augur—and also the Stox forecasting project, which came out in August—are based on something like the familiar concepts of betting and haggling. However, they add some new roles and make all interactions as honest as possible.

«Decentralized oracles» (or «smart machines») of the Æternity can predict the execution of the smart contract considering external phenomena from the real world. In fact, Æternity is not a prediction platform, since it uses oracles to process smart contracts, but it will once be possible to create an application that will predict the outcome of the events. The difference lies in the fact that the phenomenon of the Wisdom of Crowds is not applied.

| Feature | Oris | Gnosis | Augur | Æternity | Hivemind/Truthcoin | Endor |
|---|---|---|---|---|---|---|
| Feature | Platform and mobile applications of the social network | Platform for creating prediction markets | Platform for prediction markets | Scalable blockchain platform | Platform for creating prediction markets for the BTC users | Predictions Protocol |
| Scalability | Yes | Yes | Yes | Yes | N/A | N/A |
| Ecosystem | Yes | Yes | No | Yes | N/A | Yes |
| Using Profiles | Yes | Yes | No | No | N/A | No |
| Improving the quality of service over time | Yes | No | No | Yes | Yes | Yes |
| Voting for decision making | Yes | No | Yes | Нет | Yes | No |
| Multidimensional prediction markets | Yes | No | No | Yes | No | No |
| Creating applications on the platform | Yes | Yes | No | Yes | Yes | N/A |
| Application of the Bayesian Probability Algorithm | Yes | No | No | No | N/A | No |
| Application of the AI | Yes | No | No | No | N/A | Yes |
| Application of the Wisdom of Crowds | Yes | Yes | Yes | No | Yes | No |

ORIS.SPACE project applies Bayesian algorithm based on the article by D. Prelec, «A Bayesian Truth serum for subjective data», Science, (2004).

The approach shown in this article is to identify the most correct and honest answer devoid of bias and stereotyping among the mass of other answers: «Subjective judgments are an essential but problematic information source for science and policy — problematic, because there are no public criteria for assessing judgmental truthfulness. ORIS.SPACE presents a scoring method for eliciting truthful subjective data in situations where objective truth is unknowable. The method assigns high scores, not to the most common answers, but to answers that are more common than collectively predicted, with predictions drawn from the same population. This simple adjustment in the scoring criterion removes all bias in favor of consensus: Truthful answers maximize expected score even for respondents who believe that their answer represents a minority view».

Application of the Bayesian algorithm to the ORIS.SPACE project:

$n_1, n_2, n_3 \ldots, n_k$ — parameter, $w_j$ — word / combination of words, $P$ — probability

$$P(n_K) = \frac{1}{K} \, , \quad \sum_{i=1}^{K} P_i = 1 \, , \quad P(n_K) = \frac{1}{K} < 1$$

Let's Probabilities of texts by $n_k$ given as $P(w_j)$, where $1 \leqslant j \leqslant i$

$$P(n_1, w_j) = P(n_1) \times P(w_j),$$
$$P(n_2, w_j) = P(n_2) \times P(w_j),$$
$$P(n_3, w_j) = P(n_3) \times P(w_j),$$
$$+ \qquad \vdots$$

$$\sum_{i=1}^{K} P(n_i, w_j) = P_{normal}$$

$$P(n_1 / w_j) = \frac{P(n_1, w_j)}{P_{normal}}$$

$$P(n_2 / w_j) = \frac{P(n_2, w_j)}{P_{normal}}$$
$$\vdots$$
$$P(n_K / w_j) = \frac{P(n_K, w_j)}{P_{normal}}$$

# IV. APPENDIX

## THE RESULTS OF THE EXPERIMENT

Table 1 shows an example of one of our studies on outcomes of the sports (football) matches for identification of more accurate forecasts using the ORIS application in comparison to the results of the bookmakers.

| Questions about the match | ORIS RESULTS | | Bookmaker's coefficient | OUTCOME |
|---|---|---|---|---|
| | W / O filter | W / filter | | |
| Will Rostov win the Rostov vs SKA Khabarovsk in the Russian Premier League on 04/15/2018? | 78 / 22 <br><br> + | 61 / 39 <br><br> + | 77.5% x 6.8% | ROSTOV - SKA <br> 2:0 |
| Will Manchester United win the MU vs Chelsea in the EPL on 02/25/2018? | 45 / 55 <br><br> - | 63 / 37 <br><br> + | 40.3% x 29.2% | MANCHESTER UNITED - CHELSEA <br> 2:1 |
| Will Real Madrid win the Real Madrid vs Girona match in the Spanish La Liga on03/18/2018? | 60 / 40 <br><br> - | 65 / 35 <br><br> + | 83.3% x 6.2% | REAL MADRID – GIRONA <br> 6:3 |
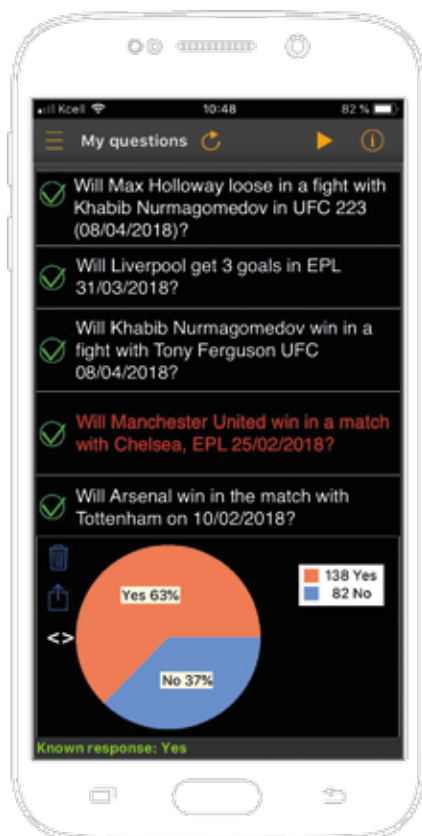


The results show that the responses in the application are reliable/close to reality without the match analysis, and with the help of the collective unconscious.

It is worth noting that bookmakers and analysts in this field have many years of experience and additional information from around the world, where these coefficients for bookmakers are built, which further supports the argument that using the Wisdom of the Crowd can produce reliable answers in any field.

Proceeding from the foregoing, we understand that the theory of the collective unconscious is actually effective. This is confirmed by a large number of studies conducted on the topic of intuition, archetypes, the collective unconscious and the Wisdom of the Crowd.

# V. APPENDIX

## THE TEAM

The founders of the ORIS.SPACE teamed up in 2012 to run the IT business. During years of joint work, they have executed various projects that implemented the following:

- **big data processing;**
- **distributed computing;**
- **neural networks.**

The ORIS.SPACE project team has copyrights (see the patents section) for developments that are the basis of the software products and are successfully used. In 2015, the team had an idea to create a next-generation search engine, in which the request could be processed simultaneously on many devices. The construction of the search index and the processing of the user's request for this index occurs using a neural network. The brake for the further development of this project was the understanding of the need for gigantic computing resources, with thousands of terabytes for storing information and restrictions on incoming Internet traffic.

After being familiarizedwith blockchain technology, having assessed the opportunities that have been discovered, it was understood that all the previous developments were ideally placed on the basis of the ORIS.SPACE platform and the ORIS mobile application.

In addition, many participants in the ORIS.SPACE project are actively engaged in various meditative practices, thanks to which there was a realization that the whole of humanity is connected by a common information space at a level that is not maintained by the mind.

### ALEXANDR KOLOKHMATOV

#### Founder

Alexander is a research engineer and a mystic, with 20 years of IT experience in banking. He has devoted the last 5 years to independent activities and the implementation of his own ideas. Blockchain technology allowed him to implement his ideas in the ORIS.SPACE project.

### GALIYA AKHMETZHANOVA

#### Founder

Galiya has a degree in economics and cybernetics, as well as 20 years of experience in the stock market. She is a businesswoman who has dedicated the last 5 years to IT projects. Blockchain has opened new possibilities for the application of all the accumulated experience which she implements at the ORIS.SPACE project.

### ALEXANDR OZEROV

**Co-founder**

A radio engineer with a broad-minded education in the field of information technology, Alexander has experience in document management systems design and has participated in managing a software development company. He is engaged in the strategic planning of technical development within the project and manages the design and development team.

### KUANYSH OMAROV

**Co-founder**

Programmer and economist with 15 years of experience in management and business development. Blockchain technology has allowed him to expand the possibilities of attracting investors to the startup project.

## THE TEAM

### ROMAN KABENKO

**Developer**

Roman is a software engineer with various interests. He has implemented automation projects that make life easier for people. Roman has been working for several years on the development and implementation of psychological programs.

### MEREY SARSENGELDIN

The Head of the Sigma Labs Data Analysis Laboratory
Associate Professor, Ph.D.

### MAMED SADYKH-PUR

**Brand manager**

Author of the ideological concept of the ORIS. SPACE.

### SAULE GABDULGAZIZOVA

**In-house Lawyer**

Saule specializes in the securities market. She is currently acquiring new experience and knowledge in the field of blockchain, addressing its development and application. Saule works on the elimination and minimization of legal risks.

### YELENA BLUMKINA

**Financier**

Specialist with many years of experience in conducting the financial affairs of several companies at the same time.

## ABULKHAIR SHAKHARZATOV

**Marketer**

A Master of Science in International Business with five years' experience in sales and marketing, Abulkhair was engaged in the promotion of travel companies, as well as organizing conferences in the field of retail banking. Here at the ORIS.SPACE project he implements a marketing strategy to promote the platform.

## PAVEL VINICHENKO

**Systems Administrator**

Pavel is responsible for maintaining and developing the company's IT infrastructure, including technical planning, means of communication and the CRM system management.

## ALBERT DIN

**Back-end Developer of the gic.life**

Albert is the back-end developer of the ORIS.SPACE project. His interest is in programming and working with the blockchain platform. He is an Engineer of Automation in Telemechanics and Communications. Albert has developed an automatic sight with the technology of homing, defining the friend-foe status using the three-dimensional geolocation and determining the characteristics of weapons and the number of cartridges.

## OLEG ABDRAKHMANOV

**Software Developer**

Oleg is the back-end developer, writes codes for the ORIS application, and owns a patent together with Alexandr Ozerov and Alexandr Kolokhmatov..

## DMITRY BADOVSKIY

**Big Data analyst, engineer-economist**

Author of the "Software for Technological Operations for Clearing of Economic Entities and the Budget", certificate of the state registration of the object of intellectual property No.227 dated December 29, 2001 of the Republic of Kazakhstan.

## SOFIA DIN

**Back-end Developer**

Sofia is a college student in the field of programming. She does analysis, editing and preparation of documentation for the project. Sofia is interested in the scientific confirmation of the Wisdom of Crowds concept and its capabilities, as well as in the influence of colors on the subconscious.

## YERLAN ZHANAKOV

### Web Developer

Yerlan's main tools are HTML5, CSS3, JavaScript, as well as CMS DLE, WordPress and OpenCart; he relies on a modular approach in his work. Each of his websites is built to be friendly for search engines and users by using up-to-date principles and methods of web development.

## KATERINA YERMAKOVA

### Front-end Developer

Katerina has designed the layouts for over 20 websites, changing her job from 1C programmer in the past to the front-end developer. She is now actively learning PHP.

## AIGERIM ALIMOVA

### Office Manager

Aigerim is responsible for the order and the comfort of everyday life at the office. She is the communication link for the team and an organizing guru. Aigerim is in the Project because of her interest in philosophical anthropology and innovative technologies.

## MARIAM BESKEMPIR

### ICO Analyst

Our representative of the Z generation, interested in mathematics and physics, Mariam is now responsible for the collection, analysis and the presentation of ideas and is the author of a visual novel. Mariam studied behavior models in artificial intelligence games under nonstandard conditions for two years and then, about a year ago, switched to blockchain technology and is actively researching this topic.

## YASMIN ALPIYEVA

### Marketing Manager

Yasmin has experience of working in various European companies and at the EXPO 2017 in Astana. She is responsible for the advancement of the ORIS.SPACE platform, as well as for the analysis of incoming information applicable for public relations purposes. Yasmin works on promotional tools for the Platform.

## IRINA OLSHANSKAYA

### Visual Novel Developer

Once for a joke Irina offered to create a manual for the application with the help of the "images moving on the screen", and suddenly everyone liked it. She became one of the developers of the concept of the characters which are still an integral part of the ORIS.SPACE visual novels.

## NURLAN NURGAZIN

### Gaming analyst

Nurlan is responsible for the analysis of the sports events results predictions, as well as for the reports with the responds statistics.

### ILDAR GERT

**Science Consultant**

Physicist, theorist and the author of the theory of molecular resonance, Ildar is the author of over 400 patents.

### OLGA SOKOLOVA

**Psycholinguist**

Olga is a consultant on science and the author of a unique methodology for learning foreign languages.

### AZIZ ZHAMBAKIYEV

**Cameraman, director, producer**

The author of films about the ORIS.SPACE project, the owner of the White Cloud Production studio.

### RAVIL MUKHAMEDIYEV

**Scientific Director of KazNRTU**

Professor of the FIT Chair of Kazakh-British Technical University, Almaty, Kazakhstan. The main scientific employee of the Department of Information and Computing Technologies of the Institute of the Ministry of Education and Science of the Republic of Kazakhstan. Professor of Natural Sciences and Computing Technologies, Department of the University of ISMA, Riga, Latvia.

### ANDREY POLTORATSKIKH

**Designer**

Andrey is an artist, creator of the Oris, Oris.Space and Orgon logotypes, as well as of most of the visual elements of the project.

### IRINA KUDRITSKAYA

**Psychologist**

Irina advises on psychology and human design. Irina is a certified psychologist, psychological diagnostics specialist, ICTA Coach, Theta Healer and an existential psychologist as well as a business consultant.

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# PATENTS



## C E R T I F I C A T E

### of State Registration of Rights to the Copyright Works

**No. 559**                                                                                    **April 3, 2017**

This is to certify that exclusive property rights for Copyright Works under the name **«AltInfo"** **(computer program)** have been registered in the Ministry of Justice of the Republic of Kazakhstan, whose authors are **Ozerov Alexander Gennadievich, Abdrakhmanov Oleg Grigorievich, and Kolokhmatov Alexander Sergeyevich.**

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An entry No.559 as of April 03, 2017 in the registry is available.

**Deputy of the Minister** /signed/ **E. Azimova**

Officially sealed

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