

**THE BIGGER MARKET PROBLEMS that our simple process will solve includes, but are not limited to:**

- 1. Trust:** As a personal, private, smart service, whose exclusive services include aggressively protecting one's personal identity – even from SMRC with unbreakable one-way encryption, this will promote personal confidence in adopting the use of beneficial social technologies, whose benefits and protection increase in value with continued use. The only way to protect one's social identity, is to have an in-depth persona profile (simulation) covering every topic they talk about in every public social media, validated by their social interaction with their closest friends and followers, where one's identity protection (encryption passphrase) is never shared with anyone.
- 2. Generosity:** 80%+ of people are interested in philanthropy being a part of all transactions or exchanges (including research), of any type. SMRC will allow people (everyone) to create a new level of personal and social value for their content, and for responding to sponsored research, w/o requiring purchase (*min. \$0.60/day for content; \$1-2+ for research. All for 100% personal charity and equal rewards*). By creating value for their everyday social content - from every media, along with profiling every charity /cause for their social impact, **SMRC gives everyone a reason to have a 100% personalized charity profile**.
- 3. Social Cognitive Surplus – revealing the hidden patterns and anomalies:** People should be able to generate value for themselves, their sponsors, and their charities from every bit of their everyday social content and all feedback, aggregated over time to: **(a) See the patterns and anomalies** of each person's greatest interests, **(b) Enrich / understand their precise relationship /influence with others** (based on the common themes of favorite interests and dislikes they share), and **(c) Find new material they each "WILL-LIKE"**, from: [i] any new high propensity interests of each person's anonymous social doppelgangers', and from [ii] sponsored research matching each person's qualified interests, making offers determined from these doppelganger interests, and personal tendencies.
- 4. The Most Valuable content:** As content and research are the biggest and most valuable assets on the net, developing a system that knows: how many people know about something (from all their interests), as well as how much each of those people want it – will generate the most valuable content in the world (when applied to tens of millions of people).
- 5. Most advertising today only generates a small response** as people are so inundated with ads that aren't 100% personalized to their current, qualified interests.
- 6. Monetizing from precise matching:** Current content monetization strategies do not know precisely what each person 'will-like', nor do they map the number of common related themes of interest that each person shares with each of their friends and followers. **As a result, most advertising today is invasive, based on what sponsors think people want, or want them to like.**
- 7. All content and traffic monetization strategies** should be founded on documented, un-bias (e.g. no surveys – based only what people say or notice), market profiling and interactive audience research - that is relevant, educational, emotionally engaging, altruistically – personally rewarding and never invasive.
- 8. Noninvasive:** 46%+ of the on-line community hates invasive advertising and rarely responds (<http://bit.ly/harrispollbadads>). Offering 2X + the response, noninvasive 100% personalized, selflessly rewarding promotion (precisely matched to each person's interests and self-qualified by each sponsor's requirements), would incentivize sponsors to not use invasive practices.
- 9. Loyalty based on support for each customer's favorite charity /cause:** 60%+ of people ([bit.ly/conecause10](http://bit.ly/conecause10)) will change brand loyalty, in exchange for vendors who support their personal favorite charity (**in 2012, it rose to 75%+**).
- 10. Too many charities:** It's not that there aren't enough people who want to support charity – there are just too many charities that don't generate real social impact (for the end beneficiaries). For those that do, which we keep transparent with our Social Impact Reports (<http://bit.ly/BCGStudy> - based on Boston Consulting Group Best Practices, SMRC will generate \$1-\$80 /person/day as 100% personalized donations and rewards, w/o requiring purchase.
- 11. A politically-neutral offering, to boost any economy:** As a corporate social responsibility, or a "people's self-tax" vehicle.
- 12. This will allow each person, in their own way, to improve society, based on their everyday social interaction with others;** and for responding to sponsors offering preview opportunities precisely matching each person's interests (WILL-LIKES), without any purchase required to receive rewards (Delivered noninvasively as a 100% personalized, on-demand report). **It's the ultimate 21st Century offer: giving action and value to the voice of the individual.**

