

The SMRC MyPersona (identity, content, live analytics, feeds, philanthropy & rewards):



Using **AI & sentiment/ NLP processes** we are building the essence of **each person's persona**, including historical references (profiled memories) & internal / social cross-correlations - for consistent common associations & ideosyncratic relationships (e.g. The underlying patterns & trigger) – based on *assembling each person's persona from: 2+ years of 1000's of personal themes, **memories** & **feelings**, media(s); social causes; activity; groups; demographics --- Associated with each of their friend's & follower's MyPersona.*

Integrated with *interactive Personal Assistants (productivity **avatars** w/ endless **memory** like Alice, Sherpa, Dragon, etc.)*
- The SMRC MyPersona value is delivered through five (5) 100% customized **social research patterns** of applications for **each person: Personal, Social, Doppelganger, Sponsor & Identity** (for detail, see [the 2nd tab](#) of the SMRC's website).

- ⇒ Optimizing the value of each person's content, sponsor response and networking activities - Creating personal, social, sponsor & philanthropic value: e.g. Monetizing the value of social content, from authenticated but anonymous and autonomous personas --- *securing external info only from scanned activity or as an internal profiled request.*
- ⇒ Supporting their favorite social causes with personal rewards of equal value (*e.g. The incentive for continued participation*), while protecting their identity with biometric authentication and backup security activity profiling.
- ⇒ Working in the interests of each person, "their" *MyPersona will sense whether a sponsor's promotion matches its' anonymous MyPersona profile* when online or at a POS, responding respectively, with a time-based feed or message.

SMRC Sponsor Use Cases Samples – including but not limited to:

The fundamental use case for SMRC involves **(1)** any of the **primary sponsor classes** (*Celebrities, Charities, Business, and social organizations*), along with special interest parties - *e.g. banks, advertising companies, political (donations must go to a 501-c3, not a 501-c4), SmartPhone providers, security, etc.*, and **(2)** the followers of those sponsors and the greater collective of SMRC members – **(3)** Based on the use of **(a)** behavioral biometric signatures *on every member* and **(b)** in-depth, anonymous research *on every member, where (c)* all anonymous research & participation *generates donations* to the prospect's favorite charities *w/ rewards of equal value* --- And *no purchase* is required, *just attention & recall.*

- ⇒ The 2nd fundamental use case for SMRC involves **the many social hobbies people** have (ex: teaching woodshop or pottery), **that we'd help turn into 501-c3's**, (a) supported by the followers of those peoples hobbies, (b) combined with the potential to market to the greater SMRC populace of members who have an interest in those hobbies (ex: a golf charity, marketing to other golfers), co-branded with support for the prospect's favorite other charities.
 - This also allows the hobby (now as non-profit business, aligned with SMRC research and identity protection) to accept donations from supporting parties (ex: from a celebrity) in exchange for a tax-deductible receipt. Those donations need to be allocated to one of the program statements on the 501-c3's IRS 990 filing - in order to be properly represented in the SMRC's social impact reports - and directly associated to the number of students processed (e.g. Reflecting the impact of the social cause that is shared).
- ⇒ **Green Energy / R&D as a 501-c3:** This was the foundation use case in an earlier rendition of SMRC, promoting disruptive green energy technology, aligned with conservation easements and carbon credits. By turning every green energy initiative's R&D into a green energy 501-c3 (similar to GE's R&D) – this allows the Green Energy initiative's followers to sustainably fund these projects to be more productive, less costly alternatives.
- ⇒ **Celebrities:** The benefits are obvious: Goodwill, Your charities Super-funded, Lifetime deductibles. This includes every popular blogger, author, musician, etc. Imagine the reputation associated with bringing an end to identity fraud using behavioral biometrics: Authenticated (not a bot), anonymous, autonomy (free from direct influence).

SMRC's MyPersona (2+ yrs; 1000's of personal themes, **memories & **feelings**, media(s); social causes; activity; groups; demographics)** optimizes the marketing potential of your followers (intricate detail as an anonymous view). Every follower will generate between \$10-\$30 annually to your favorite social causes & deductible rewards. As their host you may also influence a good portion of each follower's donation target (while they retain the associated rewards). It won't cost your fans & followers anything. They each have their identity protected. And they each generate \$220-\$600 annually as donations + equal value rewards – for their content, sponsor response, and networking .

- ⇒ **Charities:** Additional Super-funding for your 501-c3, based on your number of followers (not just registered members and subscribers).

SMRC Behavioral Biometrics & Identity Security [excerpt from SMRC partner invitation supplement]:

SMRC effectively addresses *the two sides of identity security*: **(1) identity protection** (scanning for potential identity fraud; profiling content *known only* to the member) *which requires monitoring* for content that has to be protected itself, and **(2) identity authentication** *that's biometric and noninvasive*, to eliminate fraud.

- ⇒ SMRC's **noninvasive** (*market acceptable*) identity authentication focus is on biometric typed patterns (a patented process by a former partner of our founder) associated with two or more of the ¹**behavioral** classes of biometrics – e.g. Typing rhythm, gait, voice, signature dynamics, etc. as compared to invasive **physiological biometrics** associated with DNA, ears, eyes, face, fingers, hand/ feet geometry, odour, static signatures, or vein patterns – *and privacy*. **With SMRC, the user behavior becomes the identification token.**
- ⇒ As of 2012, over one billion people in developing countries have taken part in biometric identification programs. The majority are based on physiological biometrics, raising concerns over the potential for discrimination, privacy abuse and biometric fraud (e.g. Behavioral biometrics are more fraud resistant than conventional biometrics like fingerprints, provided that the capture & analytics are hosted on secure 3rd party services).
- ⇒ Behavioral biometrics are more unique and more resistant to fraud than physiological biometrics. The technology can be implemented standalone, or in conjunction with existing password systems that have touch sensitive keyboards to make them secure (although no one but the member may access using their passwords). Combined with complex passwords, behavioral biometrics creates secure encryption of personal content.
- ⇒ Rejection rates are directly related to the emotional state of the individual. As a backup method of authentication, SMRC's continuous content monitoring persona provides an in-depth, 100% custom profiling of activities (known only to the party being protected) that is much less vulnerable to fraud than today's unacceptable method of validating identity using public data, or yesteryear's method of secret questions (that also with the Internet are easy to look up).

Financial Value References:

- ✓ "Revenues for Biometric Technologies Worldwide, 2012 & 2014." "Industry Overview." [online] from http://www.hkexnews.hk/listedco/listconews/sehk/2010/1202/01282_950093/E114.pdf [Accessed April 2, 2013], from IBG Material.
- ✓ "Revenues for Biometric Technologies Worldwide, 2012 & 2014." *Market Share Reporter*. Ed. Robert S. Lazich. 2014 ed. Detroit: Gale, 2014. *Business Insights: Essentials*. Web. 22 Dec. 2013. Document URL: <http://bi.galegroup.com/essentials/article/GALE|I2502046381>
- ✓ Biometrics market revenues to surpass \$10 billion by 2014
<http://www.planetbiometrics.com/article-details/i/1487/>

Getting People's list of Their Top Social Causes/ Charities: is by tradition, an **enormous** challenge to overcome for many reasons - which SMRC has engineered solutions for each, including but not limited to:

- (1) **Most people don't have 5 charities, or even one in mind.** While most people are generous by nature to worthy social endeavors, when their major needs are being met --- **(a)** most people today don't think they can afford to be so generous, or **(b)** they question the validity/ social impact that many charities (*like the United Way?*) are generating - *seeing many as just the tax shelters they are, with most expenses for membership vs. beneficiaries.*

SMRC creates value for what people are already doing every day, and develops on-going social impact rating reports (*finances to beneficiary programs & numbers*) for each 501-c3 supported by the SMRC membership.

- (2) For some people, funding their favorite social causes / charities, is **a private matter**. SMRC allows each person, **in their own way/ media** to protect their identity, and create ongoing value for their favorite social causes.
- (3) **Incentive – from two perspectives:** **(a) If you want to know someone's favorite charities**, the easiest way to find out is to offer an on-going stream of donations to that charity. **(b) In the interest of [i]** protecting their identity, *that includes having their anonymous social content and feedback monitored, along with [ii]* gaining rewards for the value of that monitored content, *people have to select the associated social causes.*