



secrecy.plus

nonconformist | secrecy +ve | totalsurveillance-compliant

complexify.me

done simply well



“There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. **There are things we don't know we don't know.**”

Donald Rumsfeld, 12th February 2002

What if Donald Rumsfeld was wrong?

What if we could **uncover the unknown unknowns**?

And what if we did it by seamlessly combining **the speed of modern AI** with the **power of human intuition**?

The Neo-Terrorism platform for expert humans

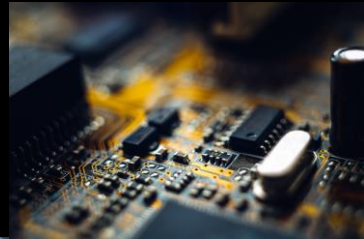
An intuitive ideas capture and validation platform
which makes it possible for humans to better anticipate Neo-Terrorism

What is Neo-Terrorism?

Terrorism which cannot be predicted
from past events

crimehunch.com/neocrime | crimehunch.com/terror

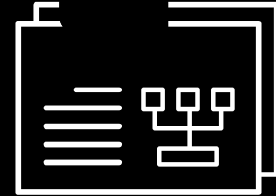
How predicting terrorist acts currently works



Analytical tools such as artificial intelligence assess huge amounts of data, delivered every day from many sources across the globe.

They contain datasets of past patterns of behaviour which they are programmed to use, in order that they can help human beings understand potentially dangerous situations better.

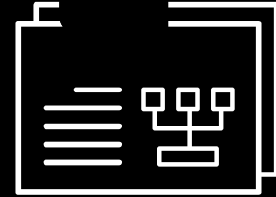
It's then the job of the expert humans to take calculated risks – intuitive decisions, very often – with respect to the best ways forward.



We will never dispense with AI, sentiment analysis, machine learning, etc. It's a growth industry, and may even deserve to be – even *after* the lessons of 9/11.

Plenty of work is being carried out with the above, but in all cases the achievements of such systems rely exclusively on using past patterns – and tech's number-crunching strategies – to identify potential future acts of terrorism.

In doing so, are we doing everything we can to stop future terrorist acts? Not only the old terrorism we have seen before, but also the Neo-Terrorism whose patterns we have not – to date – been able to anticipate reliably.

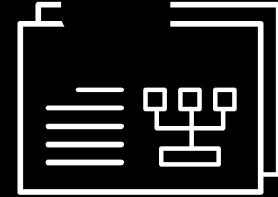


What does the Neo-Terrorism platform focus on instead?



We work with people inside your organisation to identify Neo-Terrorism better using the platform.

The Neo-Terrorism platform captures experts' thoughts as well as upskilling such specialists in the process, encouraging them to understand the creative processes that lead to Neo-Terrorism, delivering actionable insights speedily and accurately.



Why is intuitive ideas capture and validation so important?



Humans are the strongest link in awfully creative criminal activities.
Why, then, should we consider ourselves *the weakest link in security and related?*

www.secretcy.plus/fire

After all, 9/11 happened because humans
used tools as terrible extensions of
themselves.

www.secretcy.plus/fire

It wasn't prevented by systems
that have humans as extensions of
machines.

www.secretcy.plus/fire

Why use Experts?

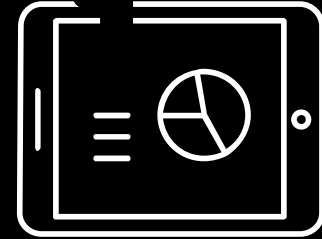
If machines are enough, why do we still use expert human beings?

And if experts can do something which machines cannot, shouldn't we also focus on ways of capturing more of what such experts do – what they are already paid to think, but often cannot share efficiently?

Why capture and validate Expert thought with the Neo-Terrorism platform?

Maybe they don't speak our language; maybe we don't speak theirs.

Or maybe we are happy to give credence to our own high-level expertise – but prefer (effectively) to ignore the expertise of 5,000 other employees: 5,000 other experts whose ideas never get to predict the Neo-Terrorism which they should.



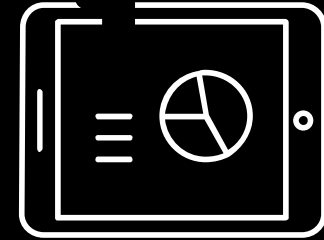
Why capture and validate Expert thought?

An expert is not paid to crunch numbers – anyone can be trained to carry out what is essentially a repetitive task, with little imagination required.

An expert is paid to have ideas sooner than anyone else; to anticipate trends before machines can; to predict the future so his or her organisation has the edge over the competition – in this case, has the edge over Neo-Terrorism.

But an expert often finds it difficult to efficiently share their ideas with other experts *and* laypeople.

The Neo-Terrorism platform makes this all possible: inclusively *and* efficiently.



How the Neo- Terrorism platform works

STEP 1:
**User application
download**

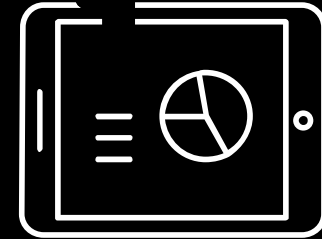
The app is compatible with smartphones and tablet devices, enabling your experts to carry out expert-thought sessions on the move and in any environment.

STEP 2:
**Expert-thought
capture and
validation session**

An Expert-thought session is recorded by the app and people in the room. Data can be recorded in any way people prefer: text, video, photos, etc.

STEP 3:
Report

Decision-makers view the session's data – once processed using internal analysts and automated AI systems – and are now able to make rapid and accurate decisions in an emotionally intelligent and security-savvy way.



Key takeaways



Intelligently capture Expert-thought sessions to anticipate and predict neo-terrorism from the inside out. Capture ideas *and* feelings about danger in a tangible, shareable way.

CAPTURE



By harnessing human thinking and AI together, we can learn more about our operational environment, and the dangers posed for our citizens and workforces.

EVIDENCE



VALIDATE

Enhance, expand, upskill and deepen the knowledge we have of creative criminals and their special ways of thinking.

And at the end of this journey lies a world free of crime and loopholes.

Mil Williams

**Founder of Secrecy Plus and
Complexify Me**

positive@secrecy.plus

+44 7916 750897