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# The Philosopher Space

#NOTthepanopticon



+ the 21st century printing-press of the mind



# How much will our world turn upside down, if we create The Philosopher Space?

It's designed to be the most personal printing-press of our most profound intuitive thoughts.  
So ...

No business models will be left untouched.

No company can escape. No business sector. No artistic act. No medical procedure. No legal system. No national security or defence establishment.

No power structures of any kind will remain unchanged.

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# What happens if we *don't* create The Philosopher Space?

Someone else already has. The biggest brains in  
#it #tech already use their own, secretive, tools.

If we don't create our own, we'll never really win at anything  
again.

Because although it's already being used, we won't ever have as  
easy access to it as those who invented it.

So unlike the wheel, we do need to reinvent it.

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How do we know it's already  
being used?

That's easy. We just have to look  
at the next slide.

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This is how we know The Philosopher  
Space is real:

There is only one European  
Internet-based company in the  
World Top 30.

[https://en.wikipedia.org/wiki/List\\_of\\_largest\\_Internet\\_companies](https://en.wikipedia.org/wiki/List_of_largest_Internet_companies)

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# What's the lesson of the previous slide?

It's not up to other nations' corporate players to ensure a level playing-field. That's not their job.

They have a responsibility uniquely to their shareholders and other stakeholders. Not to us.

Instead, it's up to *the rest of us* – now we realise how they've done it.

Up to us to play catch-up – and then some more.





# Examples of modern printing-presses: from Amazon.com to Kindle

Amazon started out as a bookseller – just  
online:

"Book sales represent less than 10% of Amazon's revenue today, but that's still 10% of a massive annual income -- \$280 billion and climbing. Publishing experts expect more changes on the way as Amazon applies its market power and data-driven decision-making to an industry where both factors tend to be in short supply."

<https://searchaws.techtarget.com/feature/Amazons-impact-on-publishing-transforms-the-book-industry>

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# The printing-press of e-books: Amazon Kindle

Then Amazon created the Kindle: a closed - and therefore hugely profitable - ecosystem of e-books. With this, Amazon really began to integrate printing with what it sold:

"The sale of physical books dropped precipitously and steadily in the intervening years. According to Nielsen Bookscan, print sales dropped 9 percent in both 2011 and 2012, while digital sales were on the rise. By 2010, Amazon was selling more e-books than hardcovers — in the two years prior, e-book sales rocketed up a staggering 1,260 percent."

<https://techcrunch.com/2017/11/19/a-decade-of-amazon-kindle/>

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# The printing-press of digital content: Amazon Web Services (AWS)

In 2006, Amazon created its cloud service AWS. AWS is a classic example of just how profitable a printing-press/distributor can get:

"Amazon said Thursday that revenue from its cloud-computing business grew 37% year over year in the second quarter, speeding up from 32% growth in the previous quarter.

The latest results further solidify Amazon Web Services' grasp on the market for tools businesses, school and governments use to run applications and websites using computing infrastructure located in faraway remote data centers. AWS held 41% of the market in 2020, more than double the second-largest contender, Microsoft, according to estimates from technology industry research company Gartner."



# Invention vs innovation: more on the integrated printing-press/distributor of the mind

One thing to remember: *The Philosopher Space* is not a new invention. It's an innovation.

It's already being used – in some way or other.

What we plan to do is push it way further and actually go ahead and commercialise it in as many sectors as possible.

Our defensible position is clear: all big #it companies long ago chose not to sell it. Instead, they preferred to use it for their own innovations. Perhaps not technologies or platforms as such – but certainly the idea: totally hermetic tools of creativity and business modelling.

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# The advantages of being second- or third-to-market

Innovations are usually second- or third-to-market. The risk is less, and this is why ours is less risky too:

1. It uses repurposed technologies, in the first instance. And its MVP would be fully operational. Go-to-market operational. Within ten months.
2. Even so, it has a robust and resilient defensible position. Essentially, it's cheap to build and hard to copy (this is our secret sauce – and we're going to tell you in a minute "how").
3. It's a printing-press, pure and simple. Digital, that's true. But a printing-press all the same.
4. And its potential for growth exists in every sector on the planet. Just like Amazon books, Amazon Kindle, and Amazon Web Services.



# So how can we be so sure our defensible position is so defensible?

We argue the following:

1. If the biggest #it #tech companies use *impervious spaces to preserve their secret projects* when they begin to take shape, why wouldn't they use the *same spaces to humanly imagine the projects before they become real?*
2. If you don't have access to such places, you'll always be feeling inhibited from the total freedoms you could otherwise fly with. *Your ideas will never be as good as those who can hide.*
3. The outcome being, nobody with something functionally analogous to *The Philosopher Space #NOTthepanopticon* would ever give it to a competitor - never mind make it available to everyone, to make a much better world much sooner.





## What's next?

We'd love to discuss technologies, numbers and possible projects with anyone who's happy with our desire to locate in Ireland.

We won't locate anywhere else, so if we can't locate here, it won't happen.

But do remember one thing in all of this: when an economic area like the EU believes in ethical foundations to surveillance and its reach, it's almost always going to suffer economically from those who refuse to act in the same way.

If you're eager to surveill, you're just as capable of not being surveilled.  
And espionage is just as easily economic ... as a case of James Bond.





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## Contact:

Mil Williams, Founder of The Philosopher Space  
mil@betterbiz.me

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