

I am.

by **infobeing**

The Web 3.0 Social DApp that brings blockchain decentralization to all by solving the problem of meeting new people.

The IAM Token:
The cryptocurrency deriving its value from unleashing human potential.

Cryptocurrency Presale November 23rd, 2017

I am.

CONTENT

- 3 | Why *I am*?
- 4 | How does *I am* unleash human potential?
- 5 | Features
- 12 | User story
- 15 | Roadmap
- 18 | Team
- 19 | The IAM Token
- 20 | Token Details
- 21 | Conclusion



INTRODUCING

I am by Infobeing

I am is the decentralized application (DApp) and cryptocurrency that provides freedom and abundance to all. We take Ethereum to the mass market with a scalable platform that brings the promise of decentralization to life.

I am enables people to effortlessly meet, form new relationships and business connections, make contracts and agreements, work together, create, and conduct financial transactions in freedom. *I am* unleashes human potential by bringing all these elements together into a beautiful, easy-to-use, well-designed, unstoppable and massively scalable DApp and mobile app.

IAM is the utility token that serves as the standard currency for all transactions on the platform. The Token Presale begins November 23rd, 2017. This may be the only chance to buy the IAM cryptocurrency prior to the launch of the DApp.

The *I am* by Infobeing Foundation is a 501(c)(3) Nonprofit. Our charter is to provide unlimited opportunity to all through Ethereum and other open source, blockchain-related software.

Why *I am*?

The centralized social and economic model is no longer the only option. People are seeking something more—freedom and fulfillment in addition to material abundance.

I am is that other option—ultimately providing millions of people with access to greater fulfillment. While most of the pieces required for the largescale shift toward decentralization are already in place, what is missing is a scalable platform that brings it all together while also bringing people together. *I am* is more than a DApp; it is the portal into a fully-functioning alternate economy and new social order.

What is an economy? Firstly, an economy requires a currency.

We are issuing our own cryptocurrency token called IAM (according to the ERC20 standard).

An economy also requires a way for people and organizations to trade currency in exchange for the provision of goods and services. This piece, too, already exists in the blockchain ecosystem in the form of software wallets. There is still one piece missing: an economy is more than money being traded in exchange for goods and services. What has been largely forgotten until *I am* is that an economy is mainly about people.

Value is not created by money alone nor by trading. By itself, money doesn't do anything. Value is what happens when people create something for, build something for, or provide a service to other people. IAM is the world's first currency that derives its value directly from human creative output. Demand for the IAM Token is directly tied to the dormant human creative energy that the *I am* DApp and mobile app unlocks.

When we look at cryptocurrencies today, we have a situation in which the value is largely detached from the creative output of people. Infobeing brings the blockchain to life by easily connecting people to each other in a fully-functioning economy that is more efficient than capitalism.

Project contributors and token buyers (Funders) are to become the founders of a new, more enlightened global economic system. We are setting people free to realize abundance in their lives by becoming who they are. In return, you are rewarded financially with IAM Tokens. IAM is a utility token that is the standard currency for everything that happens *I am*. IAM is not an investment or security; rather, a true cryptocurrency.

The IAM token is also required for access to the Alpha and Beta versions of the DApp (targeted for early 2018).

How does *I am* unleash human potential?

I am provides unlimited opportunity to all by solving the problem of meeting new people. Our DApp offers an effortless way for people to meet and connect with compatible people so that they can create value.

Today, people relate to each other primarily in the more trivial, material realm. We craft a professional identity. We cultivate good looks and a unique fashion sense. We try to impress each other through material possessions or through status and fame. None of this matters for the obvious reason that none of these things about me are valuable to you. If value or meaning is to be found in any relationship, it is clearly found someplace else. With *I am*, relationships start with the identification of what matters.

Today's Web 2.0 social media uses that which is objective and easily observable as the basis for connecting users together. Because the users of traditional social media remain focused on the material realm, however, relationships remain superficial and content remains trivial. Nothing valuable happens there. Nothing is created there. The fact that today's social media is meaningless is not the fault of users; rather, it is inherent in the platform design. People are growing frustrated with today's social media because 1) content is superficial and irrelevant, 2) it is difficult to form new relationships, and 3) it is difficult to do anything meaningful or important.

What truly matters—that which is most important to you and valuable about you—is that which is non-material, invisible, and unobservable.

What inspires you? What are you hoping to accomplish? What are your plans and goals? What true knowledge and wisdom do you have to offer? What are you trying to buy or sell? What are your sexual preferences? Your passions? Dreams? Fantasies? Talents? What are your spiritual beliefs? What does love mean to you? This is the stuff that matters—the stuff that nobody can see if they walk past you on the street or look at your social media profile today.

When we fail to connect with each other in ways that matter, then that which is truly valuable about us remains locked-up, unexpressed, and the potential of our lives is unrealized. *I am* is a way for the right people (and only the right people) to connect with you on the basis of what matters to both of you.

Today, it is easy to express what matters. You can publish an ebook, write a blog, or post something meaningful about yourself on Facebook... but it will usually fail to reach the right audience and nothing real will happen in the realm of being and doing. That's because there is currently no way to elegantly, systematically connect with other people.

Infobeing is the virtual economy designed for everything that matters. We unleash that which is otherwise invisible and unobservable into the realm of being and doing. This is what we refer to as the consciousness revolution. Just as the industrial revolution gave way to the information age, the information age is giving way to the consciousness age. *I am* by Infobeing is huge leap in a new direction. Here's how it works.



Features

***I am* Statements – Meet the right people effortlessly**

At the core of the *I am* DApp is a powerful algorithm that matches people together based on compatible Statements. *I am* Statements are natural-language sentences structured as follows:

I am [Verb] [Description] [Where] [When] [Price].

For example, a user might submit the following structured sentence:

I am [offering] [custom-made, hand-painted skateboards] [for 15 IAM].

Or another example:

I am [meeting] [a male salsa-dancing partner to travel with me to a festival in Puerto Rico] [this summer] [who lives in Chicago].

No matter how unique you are, or how unusual and specific your *I am* Statement, our algorithm matches you with exactly the people you need to meet—people who have submitted compatible, matching *I am* Statements. Those who have not submitted matching *I am* Statements have no way to see yours. Therefore, you are revealing yourself only to the right people while avoiding contact with the wrong people. You can be yourself and there is nothing to fear.

For example, our user who is selling hand-painted skateboards would see the matching *I am* Statement of another user who has submitted the following:

I am [purchasing] [unique skateboards with original hand-painted art].



Imagine the user experience. You simply enter a sentence describing what you are doing in the present moment. You are then instantly matched only to the other users who fit with you perfectly. You communicate through a secure, encrypted channel (included in the application), you come to an agreement (Smart Contracts functionality included in the application), and you make payments in IAM, Ether, Bitcoin, or any other method you choose (functionality include in the application).

Let's describe our unique *I am* Statements functionality in more detail. Once again, each Statement starts with *I am*. This phrasing puts the user in a “present moment being and doing” state of mind. The other parts of the structured sentence include:

Verb
Description
Where
When
Price

Verb

The next part of the structured sentence, following *I am*, is the Verb. The Verb is a multi-select field offering the following constructive, action-oriented options:

Offering
Purchasing
Working
Hiring
Meeting

These 5 Verb options encompass the full range of how users relate to each other on the DApp. “Offering” is broad enough to encompass the selling of a product, renting something, or even lending. “Offering” Statements only match with the “purchasing” Statements submitted by other users.

“Working” is used to describe the type of work you are looking for. “Working” Statements only match “hiring” Statements submitted by other users.

“Meeting” is the catch-all Verb option which is used for all non-financial, non-economic *I am* Statements. “Meeting” Statements only match with other

offering — purchasing

working — hiring

meeting — meeting



Description

The next part of the structured sentence is the Description. In this field, users describe what they want in their own words. The more descriptive one can be in the formulation of a coherent sentence, the more potential matches and more accurate those matches.

Only matches based on Verb, Location, and at least some Description keywords are then sorted using a standard keyword-based search engine and revealed on the wall of users with matching Statements.



Where

Users also have the option to add a specific geographic location to the I am Statement. If you want to meet someone only in a specific location, you add this. If not, the default is “anywhere” (which matches with other “anywhere” wants).



When

Statements requiring that an event take place at a particular time can include a specific date / time. Examples of Statements require a date / time element include renting real estate, providing rides, and hiring based on work availability.



Price

Price may also be added to the I am Statement. The buyer may express the price as an up-to amount, so that only sellers whose price falls below the limit will match. Note that the buyer sees the price already converted to the chosen default currency and marked-up to cover gas, fees, or other costs.

Why *I am* Statements functionality is a significant breakthrough

Today, there is no elegant system that automatically connects people based on matching / complimentary needs or wants. Despite all the technological and social advances of the Internet and Web 2.0, meeting and forming relationships with new people remains frustratingly difficult. Until now, there has been no way to know who a person is on a deeper level. In today's centralized economy, this is likely by design.

Centralized institutions maintain control by ensuring that people are relatively isolated and dependent upon them. It is only when we are isolated and disconnected that we turn to institutions—even as they inevitably fail to meet our deepest human needs.

The media teaches us to fear and to distrust other people even as we are continually exploited by institutions. So, rather than connecting based on our unique skills and abilities...rather than our lives becoming an expression of our unique reason for being...rather than waking up each morning and doing what excites us, we have been taught to sacrifice our lives for the benefit of self-interested institutions.

It is no coincidence that social media sites make it difficult to meet new people and to do anything meaningful with those people. Web 2.0 allows us to browse profiles based on likes and make small-talk, but we are offered no systematic way to meet new people so that we can do something, create something, or become something. Web 2.0 is designed only to provide trivial entertainment and distraction so that we can be advertised to—not to create anything of value or to do anything important.

The centralized economy will continue to remain relevant long after the introduction of the *I am* DApp—and for many people the status quo is just fine—but, for the rest of us, Infobeing offers a chance to become more fully-alive and to do something important. *I am* by Infobeing makes it possible to do whatever you want to do with anyone you want to meet. Nobody can stop you. You are free.

I am Statements are unstoppable because they use blockchain technology and are associated with the user's anonymous address. Because there is no centralized server, the DApp cannot be attacked or shut down. We have every right to connect, to communicate, and to do things together. With *I am*, now we can.

Following is an overview of the other main features of the *I am* DApp.

Secure, Encrypted Communication

I am users who meet and then choose to interact with each other do so using secure, encrypted communication via the desktop DApp and mobile app. We will partner with a third-party vendor to offer secure data and voice communication.

Purpose-driven Smart Contracts

As users meet each other, begin communicating and negotiating, and then ultimately come to an agreement, they will need the ability to create Smart Contracts.

Through Smart Contracts, users will agree upon the terms of a transaction, delivery timeline, price, and any other necessary details. When both parties come to an agreement, they sign the contract and the transaction is confirmed. Upon the delivery of an order or the fulfillment of an obligation, there is a mechanism for verification—which may, for example, trigger an automatic payment.

To build trust and accountability into the system, we publicly display the number of Smart Contracts that a user has engaged in as well as the percentage of contracts successfully fulfilled. This is one of many measures we are putting in place to facilitate trust, even as users may choose to remain anonymous to each other.

Smart Contracts will also be used to mitigate risk with respect to high-

value, complex transactions. For example, a speedboat owner may wish to generate extra income by renting her boat. This exposes her to the risk of theft. To mitigate this risk, a Smart Contract could be put into place that allows her to reserve a large deposit from the renter (a sum that is beyond the agreed-upon price of the rental). The deposit is held for the duration of the rental, and then immediately unlocked when the boat is returned. In this way, users with a large enough IAM balance will be able to rent cars, homes, and make other higher-value transactions.

Our team has deep experience working with Solidity Smart Contracts, which will be heavily-utilized throughout the DApp and mobile app.

Built-in Software Wallet & Exchange

We will integrate software wallet, payment, and crypto-exchange functionality to handle the storage and trading of IAM and to facilitate transactions in IAM and other cryptocurrencies via the desktop DApp and mobile app.

Decentralized Identity & Reputation Management

We will leverage a 3rd party, decentralized Identity and Reputation management solution. It is critical that, as the platform scales, advanced mechanisms are in place to protect users from those with mal-intent.



Why Blockchain?

For *I am* to satisfy the demands of a consumer user base of millions, it needs to be built on proven, scalable technology. Attempting to do everything (including *I am* Statements and matching algorithms) with existing blockchain technology may be difficult to scale.

To respect user privacy, *I am* requires that we make maximum use of a blockchain architecture because it must be decentralized, secure, and unstoppable. Beyond this, blockchain technology is required because a cryptocurrency is required to track the value of the good karma we create with this project.

The described functionality will be delivered via Ethereum, other blockchain technologies, or potentially other P2P technology as long as 1) there is no central server that can be hacked, monitored, or shut down, and 2) it can scale to 100's of millions of users. We are evaluating every possible third-party technology, including Ties.DB, BigchainDB and others.

Now is the right time to begin developing the *I am* DApp and mobile app. An entire ecosystem of complementary technologies is currently being funded and created. The early ICOs were all about infrastructure, but now is the time to create a consumer application that brings the promise of Ethereum to the masses. We are forming close relationships with third parties who are focused on building complementary technologies and will make use of existing third party, blockchain-related technologies.

User story

This section describes *I am* from the user's perspective.

Value Proposition

Users will download the *I am* DApp and mobile app for the following reasons:

- To meet the right people without effort.
- To earn cryptocurrency, doing what you love, on your terms.
- To connect with people who want to meet you and accept you.
- To share what you care most about with only the right people.
- To live your dreams.
- To give what is uniquely yours to give.

User Base & Size

Our user base includes any person in the world with a computer or smart phone. *I am* is a breakthrough, must-have app for anyone who seeks additional income, opportunity, meaning, fulfillment, or human connection of any kind.

The size of the user base should not be evaluated only in terms of the number of people, but also by the value each of those individuals bring to the community. Consider the immeasurable amount of creative potential that exists, dormant, inside of each person on this planet. Is there a limit to the value a person can create if finally given the chance?



Pain Points

Today, meeting the right people is frustrating and difficult for two main reasons:

1) There is no way to search for people based on what they want and who they are. We are forced to guess about a person based on meaningless criteria such as looks, relationship status, career history, title, and location. This inability to “see what is real” about a person from the start is the cause of “spam” in all forms. Today, we routinely bother hundreds of people to find that one.

2) When we do begin a conversation or relationship with a new person today, we almost inevitably find that we are not compatible. Today's inefficient process of meeting and getting to know a person causes a great deal of frustration. As the material world becomes increasingly fragmented, it has become nearly impossible to find people who we have anything in common with. We must, instead, begin to connect on the basis of what matters.

The process of meeting people has become so frustrating that most of us try to avoid it. The problem is that this limits us to the small circle of people who we already know. If we remain unable to easily connect with the right people in the larger community, our potential impact remains limited. Progress is made through vision and hard work, but true success is realized through human connections. New growth requires new connections.



Use Cases



Alternative Solutions

Today, no systemic solution exists to optimize the process of meeting new people. When a person seeks collaboration, customer prospects, job opportunities, or anything else involving another person...he or she must rely on some of the following:

- Costly marketing campaigns that target mostly the wrong people
- Social media sites like LinkedIn, where it is difficult to know what a person is looking for and progress is slow and tedious
- Spam email or cold-calling
- Networking events, which are costly, difficult, and stressful to navigate
- Web searches, which are a great way to find information and to connect with organizations, but not designed to meet individual people

- Dating sites, requiring great effort and providing only surface-level introductions
- Fate, which is probably as good as any of the methods mentioned above

Today, meeting people is inefficient and fractionalized. No easy-to-use system exists as a single place to meet people who can fulfill any and every need. You might use commercial sites like eBay or Craig's List to buy and sell, Match.com for dating, Facebook or Tumblr to express your creative side, email for business prospecting, LinkedIn for jobs, etc., etc.

How much of our time and energy is wasted in the process of trying to connect with the right people? How frustrating it is to shuffle between dozens of different networking platforms, and yet none of them give you any insight beyond that which is trivial.

What if there were one place where you could start meaningful relationships, where you could skip the small-talk and go right to the point of what matters with almost no effort? What if the user experience was beautiful, entertaining, and meaningful? With *I am*, we solve the problem of seeking so that you can be who you are and do what you want to do. This is the path toward freedom and abundance.

Roadmap

Cryptocurrency Presale

Prior to the November 23rd Presale, the focus is on presenting the vision, solidifying the Partner team, and establishing relationships with Funders.

Product Development

Product development begins on January 4th, 2018 when the team comes together from around the world for the project kick-off. Key milestones are as follows:

2018

Desktop DApp Development Roadmap

February 1 st , 2018	Alpha 1.0 - Software Wallet & Content for Donors & Contributors
June 1 st , 2018	Alpha 1.1 - I am Statement Prototype
September 15 th , 2018	Alpha 1.2 - Smart Contracts & Communications
November 15 th , 2018	Beta 1.0 - fully-functional Desktop prototype

Mobile App Development Roadmap

February 1 st , 2018	Mobile Architecture & Roles / Responsibilities Defined
February 15 th , 2018	UX Design complete
June 1 st , 2018	Mobile Alpha 1.1 - Software Wallet with I am Statements integrated
October 15 th , 2018	Mobile Alpha 1.2 - Smart Contracts & Communications integrated
November 15 th , 2018	Mobile Beta 1.0 - fully-functional prototype

2019

March 1 st , 2019	Desktop DApp released to public
March 1 st , 2019	Mobile Apps released to public

User Acquisition

I am generates widescale awareness our founder, Mark Manney as a leader and teacher who is helping to lead the massive shift made possible by blockchain technology.

The consciousness revolution, made possible through decentralization, is humanity's shift away from ego-centrism and materialism. While this is made possible through the *I am* platform, it also requires an awakening. This is a shift from fear to openness, from judgement to acceptance, from limitation to abundance, and from dependency to personal accountability.

We are creating a fully-decentralized economy, which is a new way of organizing society. Those who are able to thrive in this state of freedom and abundance are those who have aligned themselves with certain timeless truths. This consciousness revolution is built on several pillars:

■ *Awareness of your true identity.* You are not your body, nor your accomplishments, nor your possessions, nor your thoughts, nor your life situation. Your "I am-ness" is something deeper, invisible, and timeless.

■ *Abundance in wealth, love, or in any other area* comes not through demands, negotiation, or coercion. Your abundance starts with giving—and the highest form of giving is to create.

■ *The past and future aren't real.* The now is all there is and all there

ever was. To live in a state of *I am* is to focus your state of being in the now.

■ *Acceptance.* Accept other people as they are. Also accept what is happening as something that is happening and then react to it naturally.

■ *Freedom.*

These and other timeless truths originated long before the rise of centralized power. The shift toward decentralization requires a shift in human consciousness; where we move beyond the values, beliefs, and behaviors that were useful during the industrial age and the information age.

This is not just about technology, it is about people. This is a shift that is already happening, but *I am* is the way to accelerate this movement past the tipping-point. This is an opportunity to "promote" our project starting now. Mark Manney is prepared to serve the broader blockchain community by offering articles, talks, leadership, support, and presence. More importantly, he is positioned to reach beyond our community to ultimately take the full capabilities of Ethereum mainstream.

The success of our effort to connect with the blockchain community, Web 3.0 developers, and the mainstream will have a real-time effect on the price of the IAM Token and even Ether, even before the *I am* DApp and mobile app are released.

Some of the funds raised through the Presale will be used on PR to position *I am* and to promote awareness of this movement. We have a lot to talk about (beyond just a DApp) and this starts now. This launch strategy will help us to reach critical mass upon launch and will boost the value of the IAM Token pre-launch.

Launch and beyond

I am will be launched to the public during the first half of 2019, at which time the user experience is beautiful, the decentralized architecture is scalable, and our public following is such that we are assured to reach an immediate critical mass.

The most critical success factor for *I am* or any social media is the ability to reach critical mass. The more users we add to the network, the more value each user gets from the network. Beyond releasing a killer app, we are leading the consciousness revolution—a movement about ideas and lifestyle more than anything else. Therefore, it is not necessary to wait until the application is ready for us to begin acquiring a “user base”. By the time of launch, we will have had 18 months to create buzz through media appearances, articles, social media and other channels.

Embedded into the *I am* user experience is a profound, deeply personal experience that begins even before

our users meet anyone. The installation process is filled with meaningful quotes. The user setup process is profound. What can be more fascinating and enjoyable than defining that which matters most to you? What can be more exciting than doing so with the expectation of meeting exactly the right people and finally living your dreams?

Even before users begin meeting people, *I am* impacts their lives profoundly. To define who you truly are and what you are doing is to align your life with the power of intention. Even beyond what happens in the DApp, this has the power to change lives immediately and profoundly.

We intend to love our users by making their lives more meaningful, fulfilled, exciting and rich. This is an ongoing relationship.

Ongoing platform operations will be funded through fees collected via the built-in IAM exchange, where users trade IAM with other cryptocurrencies.

Terms and conditions are outlined in the Term Sheet, available at www.infobeing.com.

Team

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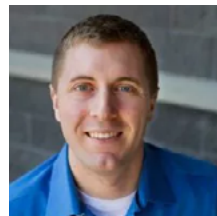
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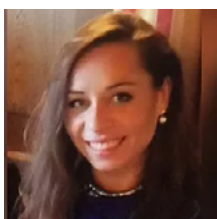
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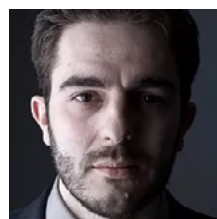
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The IAM Token

The I am by Infobeing Foundation is not a business. The IAM cryptocurrency is not an investment or security. It is the utility token required for the optimal functioning of the *I am* DApp. Alpha & Beta releases of the DApp are available only to donors and project contributors. As we move through the development lifecycle, Funders will also have the exclusive right to receive software updates, to test new functionality, and to provide feedback that shapes our strategic direction.

Buyers will submit Ether or US Dollars in exchange for IAM Tokens. Up to 50% of the Token Supply will be made available to buyers during the Presale and any other pre-launch fundraising. Another 30% of the Token Supply will be rewarded to Partners upon the successful launch of the *I am* platform according to a 3-year vesting schedule that begins on the day the product is released to the public. The remaining 20% of the Token Supply will be reserved for unanticipated expenses and special purposes, upon the unanimous consent of the Partners.

As the *I am* DApp is launched, IAM Tokens are the currency for user-to-user transactions on the platform. In this way, we provide flexibility as well as a strong incentive to use IAM as the primary currency and a true measure of the value and utility we are providing users through the DApp.



Token Details

Organization	I am by Infobeing Foundation (United States Not-For-Profit)
Fundraiser Target Amount	We are grateful for all contributions and will execute on the vision with whatever amount provided.
Idea	Foundation charter is to provide spiritual guidance and unlimited opportunity to all through Ethereum and other open source, blockchain-related software.
Team Members	Final Partners to be accounted prior to Presale.
Timeframe	Presale begins Nov. 23rd, 2017 and continues until partners agree to put fundraising on-hold.
Token Type	ERC20
Total Coin Supply	100 million
Blockchain	Ethereum
Miners Reward	0
Tokens for Sale	50%
Partners	30%
Other	20% IAM reserved for other purposes.
Token Price	Funding is accepted as follows: 1 ETH = 300 IAM or \$1 USD = 1 IAM Presale terms and conditions are negotiable.
Resource	www.infobeing.com
Minimum goal	Yes, blind to public. If fundraising minimum is not reached, all contributions are refunded.
How funds are held	Smart Contract & USD in Foundation Bank Account
MVP	Q1 2018

Conclusion

If we continue to do things the old way, we will produce the same old results—companies designed to serve the needs of centralized institutions. Infobeing brings the blockchain to life by delivering the promise of decentralization.

What was once a promise now becomes a reality. By adding *I am* Statements functionality to the blockchain ecosystem that is being created, people are instantly free to connect with humanity. They can offer their unique skills, passions, talents, and energy to exactly the right people.

I am opens the door to unlimited opportunity and freedom. This is not just an app; rather, a portal to a new economy of freedom and abundance. It is a global community of enlightened people ready to connect and to do amazing things together.

Ethereum derives its value from Smart Contracts functionality and from its usefulness as a decentralized global computer. Filecoin derives its value from storage space. IAM, on the other hand, is the world's first cryptocurrency that derives its value directly from *human potential*. This is a cryptocurrency based on human energy, innovation, passion, skill, and hard work to increase exponentially in value.

This is going to succeed because we are driven calmly by vision and not

reacting to fear. We will act responsibly and ethically, we will operate with a spirit of giving and cooperation, but we will not be deterred from our mission. Ultimately, the value of what we create, measured in the value of IAM, will be determined by what we are willing to give.

If you believe in freedom and in the creative potential of people to accomplish great things, please consider joining us as a Partner, Funder, or unofficial supporter. This is our choice to be free.

We are more than consumers.

We are more than our jobs.

We are more than citizens of a country.

We are unstoppable.

We are free.



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