

Web3 Startups - Pitch Deck

Building Socio-economic
Empowerment via a
'Black Brilliance in
Web3' Movement

brought to you by

DATA MOTUS

+

Social Change
Platforms

in partnership with



ArcBlock



PROBLEM AND SOLUTION STATEMENTS

PROBLEM STATEMENT:

- **Current version of the web is centralized; no digital sovereignty exists**
- **Our politicians are corrupt cowards; diversity / DEI is being destroyed**
- **AI is taking over; eliminating jobs, creating no future for young people**
- **There's no future in today's Web2 world; the people have NO POWER**

SOLUTION STATEMENT:

- **BUILD AND MARKET A MODERN 'EMPOWERMENT PIPELINE' IN BOTH THE PRIVATE AND PUBLIC SECTORS THAT ENABLES CREATIVE OWNERSHIP AND ALLOWS FOR THE BUILDOUT OF NEW SOCIO-ECONOMIC SYSTEMS THAT WORKS FOR EVERYONE; WHAT WE CALL *SOCIAL CHANGE PLATFORMS*.**

INTRODUCTION: COMPANIES AND KEY PARTNER

WHO WE ARE:



Mission Statement:

Web3 Startup focused on empowering the individual in the digital and AI world

Company Entity Type:

Wyoming-based LLC; the most advanced laws on digital asset management, Web3 in the country

Website:

www.datamotus.ai



Mission Statement:

Web3 Startup focused on empowering communities to build new socio-economic systems that work for them!

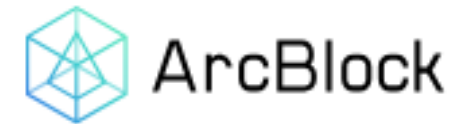
Company Entity Type:

Social Purpose Corp. of WA state; the world's first tech-based S.C.P.! (#1 commitment is to community)

Website:

www.socialchangeplatforms.com

OUR KEY PARTNER:



Company Intro:

Local company (Bellevue, WA) with the most complete solution for building decentralized applications; allowing for the empowerment of all creators and communities to build apps and AI that works for them.

Strategic Advantage:

Most comprehensive DID, Web3 and Decentralized AI platform available

Website:

www.arcblock.io

HISTORY OF THE WEB IN TWO MINUTES

THE PAST

(est. 1994)

What you get:

- Information

WEB 1 (read)

What you don't get:

- Interaction
- Convenience

- Birth of the web
- Basic HTML pages
- First use of email



dial-up internet



The Problems:

- One-way traffic
- Not portable

THE PRESENT

(est. 2004)

What you get:

- Interaction
- Convenience

WEB 2 (read-write)

What you don't get:

- Control of your data, a digital identity

- Birth of mobile apps
- Two-way data traffic
- Many web formats, AI



The Problems:

- No identity layer
- Centralized systems

THE FUTURE

(est. 2024+)

What you get:

- Control of your data, a digital identity

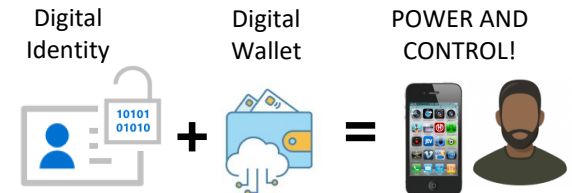
WEB 3 (read-write-own)

What you don't get:

- Harmful tech, corruption in gov't, lack of transparency

- Decentralized Identity; control over your digital self
- Use of Crypto, Digital Wallet

Decentralization = Digital Sovereignty!



The Challenges:

- Growing pains
- Global adoption

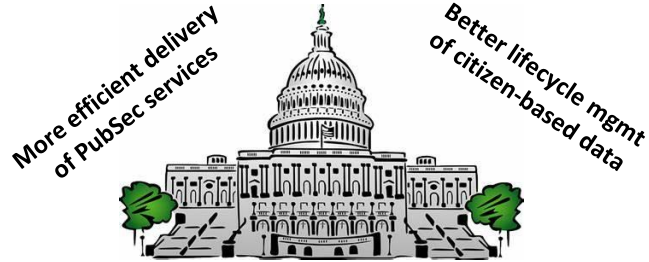
LEARN MORE!



DECENTRALIZED IDENTITIES: FOR EVERYDAY LIFE

What is a Decentralized Identity? - An open, trustworthy, interoperable, and standards-based identity solution for individuals and organizations, allowing users to **own** their digital identities and assets. It can seamlessly integrate into our lives, giving us complete control over how our data is accessed and used.

PUBLIC



- Cel phone GPS tracking (i.e., in time of pandemics)
- A few critical data points (for taxes, voting, services)
- Employment verification, public services-related data

My Digital Identities
(public, private sectors)



We can create two forms of digital identities:

WE CAN IMPLEMENT ALL LAWS INTO EACH DIGITAL IDENTITY; MERGING PRIVATE AND PUBLIC SECTORS

- First right of refusal (must ask you to give prior approval to share your data with a 3rd party)
- The right to obtain a copy of your personal data
- The right to update or delete personal data held by a business or its service provider(s)
- The right to not be discriminated against (ex. price)
- And more rules; as they are implemented into law

ABLE TO PERFORM RIGHTS-BASED REQUESTS
AND UPDATE YOUR PROFILE IN REAL TIME



100% secure, accessible
only by you (MFA services*)

PRIVATE



- All privately generated data (shopping, web history, etc.)
- All device-related taxonomy
- All social media-based data (sentiment and profile info)
- Image-based content (scan)

*Multi Factor Authentication: a second layer of security for accessing one's data or an application.

WHY WEB3 IS IMPORTANT: IT'S A WIN-WIN-WIN

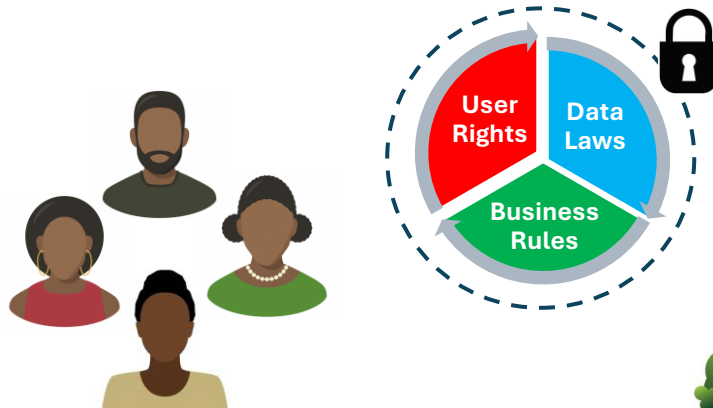
Our technology allows for the build-out of an auto-compliant data governance platform; helping government, businesses and consumers to be better protected:

GOVERNMENT: able to offer a complete solution to the public as part of any data privacy laws they pass; and save millions in administrative and support costs (and a key part of a solid re-election strategy).



NOTE: THIS BLOCKCHAIN DATA GOVERNANCE SERVICE IS A FOUNDATIONAL ELEMENT TO THE 'HUB AND SPOKE' MODEL AND ALL RELATED APPS THAT WE CREATE. IT CAN ALSO BE THE 'TECHNOLOGY TEMPLATE' FOR ANY NEW STATES CRAFTING THIS TYPE OF LEGISLATION.

CONSUMERS: able to perform self-service requests from any connected device, based on the data privacy laws on the books; giving them much more control over their digital identity.



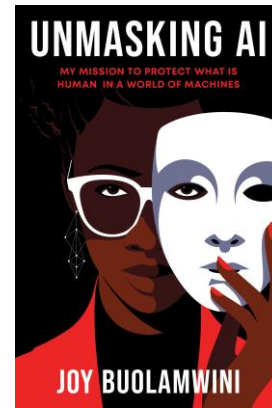
BUSINESS: able to become compliant on all data privacy laws once this platform is implemented; saving them millions in support costs and possible fines, and providing their users with an added convenience.

TECH AND SOCIO-ECONOMIC RELATED TOPICS



FACIAL RECOGNITION SOFTWARE ERROR RATES:

- Black Women: 34.7%
- White Men: 0.8%



National Urban League

“How long will it take to be on par with white America?”

At least 30 years (at current growth rates)

<https://stateofblackamerica.org/reports/2025>

BLACK IN AI

(Founder: Timnit Gebru; formerly of Google Search)



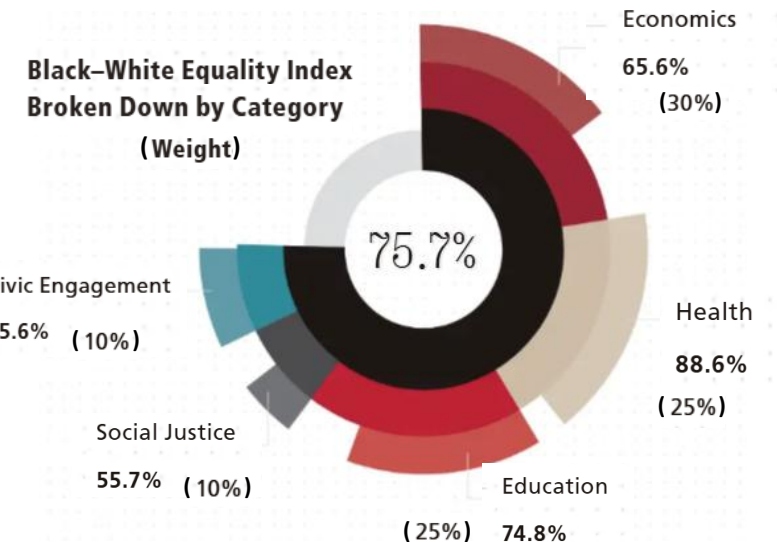
“Broadening inclusivity to remedy technology’s exclusionary past and affirm an equitable future.”



J. Pahlka is working to prepare for advanced gov't svcs in the age of AI, Web3

NO FUNDING for Black Women-Owned Businesses!

- **\$314 Billion** given out to U.S. startups in 2024
- BWOB's only **received only 0.34%** (6.2% of pop.)
- Yet they're the top-performing segment of the pop. (YOY rev. inc.: 30%; Asian: 25%; Latino: 21%; White: 18%)



THE DEPLOYMENT MODEL: 'HUB AND SPOKE'

EXAMPLE APP DESIGNS FOR TODAY'S WORKSHOP

**OWN YOUR CREATIVITY!
EMPOWER YOUR COMMUNITY!**

HUB TECHNOLOGY: INCREDIBLE DIGITAL POWER



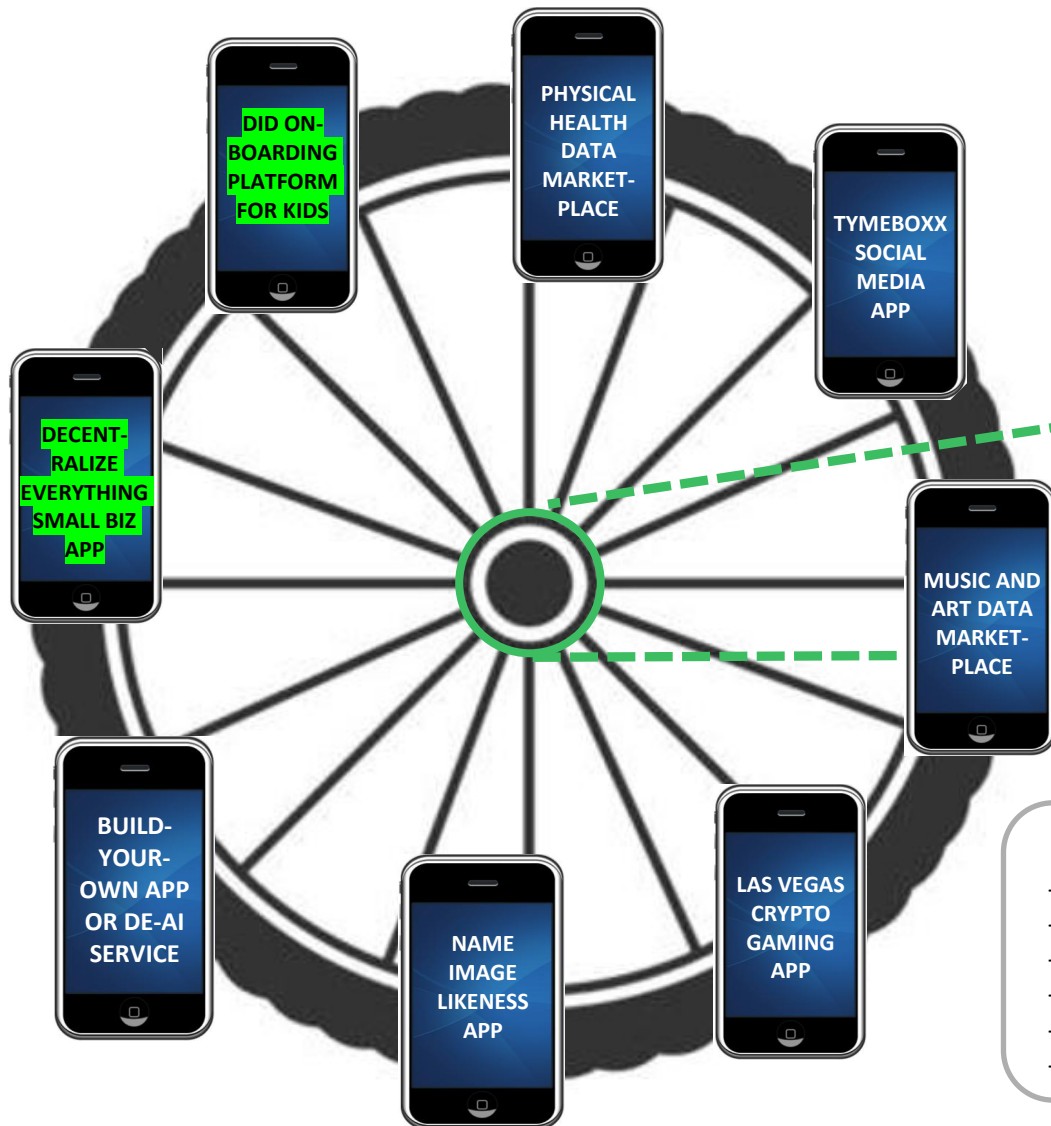
*Learn much more about this incredible technology at www.decentralized-id.com

THE POWER IT WILL PROVIDE YOU:

- CREATE PERSONAL DATA GOVERNANCE RULES
- NFT MARKETPLACE (CREATE YOUR OWN CRYPTO)
- DECENTRALIZED ID PERSONALIZED DASHBOARD
- ABILITY TO CREATE BUSINESS, PERSONAL DIDs
- POWERFUL AI-DRIVEN APP, WEBSITE BUILD SVCS.
- PERSONALIZED WEB3 CAPABILITIES, SERVICES

'MY TECH' Means:

- My Credentials
- My Data, Creativity
- My Digital Rights
- My Apps, Sites
- My AI Services
- MY FUTURE!



WHY US: STRATEGIC ADVANTAGE WE BRING

OUR TEAM:

THE IDEA GUY



[Steve LeMay](#)



25+ years as a Tech PM for many NW clients; founder of Data Motus, SCP



[@badarsepanda](#)



THE UX GUY



[Ogbonna Mills](#)



20+ years experience at companies like Starbucks and Alaska Air Lines



[@Omills74](#)

[@MillsOgbonna](#)



THE BIZ DEV GUY



[Madhup Verma](#)



Founder and CEO of VTeam Labs, BlockNit; 28 years experience in the consulting space

THE RESOURCES



We have access to **hundreds** of top-quality app dev, test, Gen AI, Web3, BI* and blockchain resources available for contract hire.

*Business Intelligence

THE TECH GUY



[Matthew McKinney](#)



Vast experience in the Web3, IAM#, DID and AI spaces; formerly of OfferUp, Head of Growth for ArcBlock, Builder of Agentic Customer Ecosystems

Identity Access Management

THE AGENT



[Steve Banks](#)



[@sbanks_bsv](#)

Long-time agent, entrepreneur and top-talent finder of DI and DII athletes

OUR PLANS AND **TECH**:

1 B2B API Social Media Solution

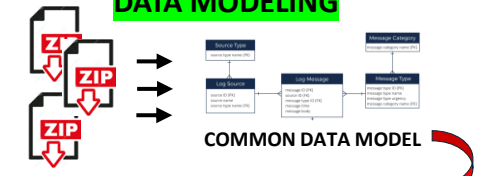
WE PLAN TO ADD MANY MORE DATA SOURCES (TIKTOK, SHARED DRIVES) AND OFFER IT UP AS A B2B CLOUD OFFERING, COMPLETE WITH BI, NLP* SERVICES AND BUILT-IN AI

*Natural Language Processing

DATA EXTRACTION



DATA MODELING



DATA ANALYTICS



2 Physical Health Data Marketplace

WE HAVE DESIGNED A **FORMAL OFFERING FOR LA FITNESS**; CREATING A NEW REVENUE STREAM QUICKLY FROM THE SAME TECHNOLOGY BASE, AND A STRATEGIC ADVANTAGE

WHAT THIS CAN LEAD TO:

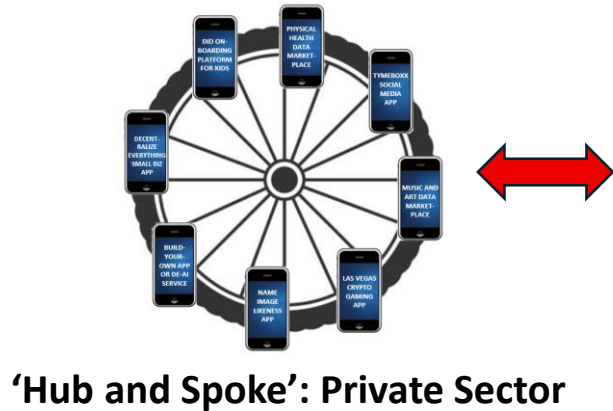


HEALTH DATA MARKETPLACE

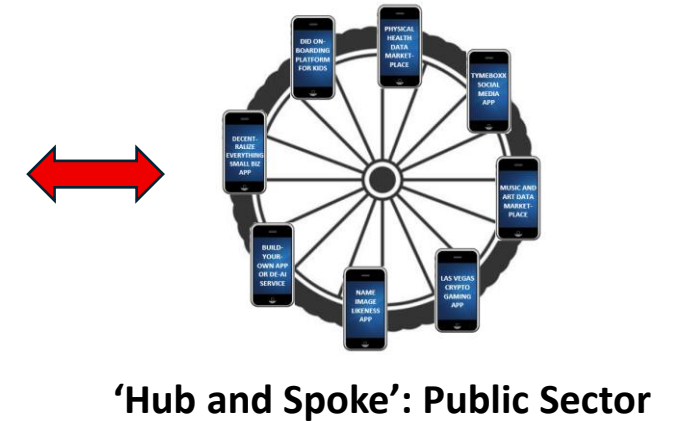


WHY WE NEED YOU: THE CREATIVITY (UX) LAYER

LAYER 3: THE APPS AND DID SERVICES



No matter what app you go to, your rights and digital assets are protected; auto-recognition based on where you go.



LAYER 2: THE UX

THIS IS CRITICAL; WHERE WE NEED YOU! Here is where you will provide us with your feedback to help build this 'Black Brilliance in Web3' movement.

LAYER 1: THE TECH

DApp Infrastructure: ArcBlock enables **D**ecentralized **A**pps to have a user experience comparable to traditional applications, but it also *empowers users to have full ownership of their own identity, data, and assets*; using a wide variety of Web3 tools.

Applications


ArcBlock offers an amazing set of app build and asset control tools!









See the details at:
<https://www.arcblock.io/content/collections/en/did-name-service>

 **NFT Studio**
Mint and manage NFTs

 **AIGNE**
The Agentic Ecosystem for AI Apps

 **Creator Studio**
All-in-one creator tool

 **Blocklet Store**
Discover & deploy apps

 **Payment Kit**
Effortless Crypto & Card Payments

... and much more!

USE 'HUB AND SPOKE' TO EXPAND NATIONALLY

STEP 1:

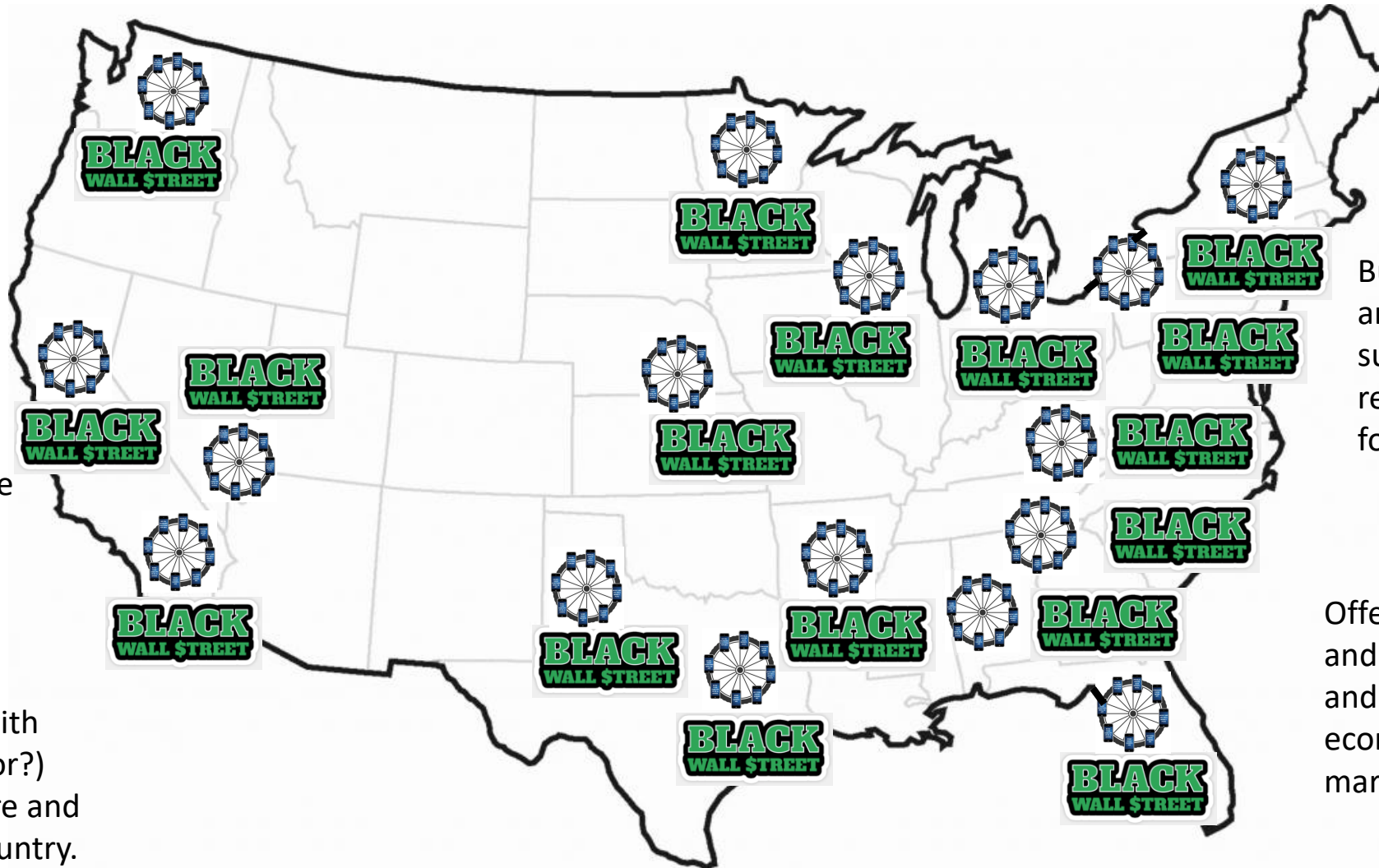
Build 'Hub and Spoke' tech out in Seattle; DIDs plus some apps.

STEP 2:

Built it into a formal SaaS* model, for resale to other U.S. markets; private and PubSec.

STEP 3:

Create partnerships with local non-profits (Tabor?) to expand the software and services across the country.



STEP 4:

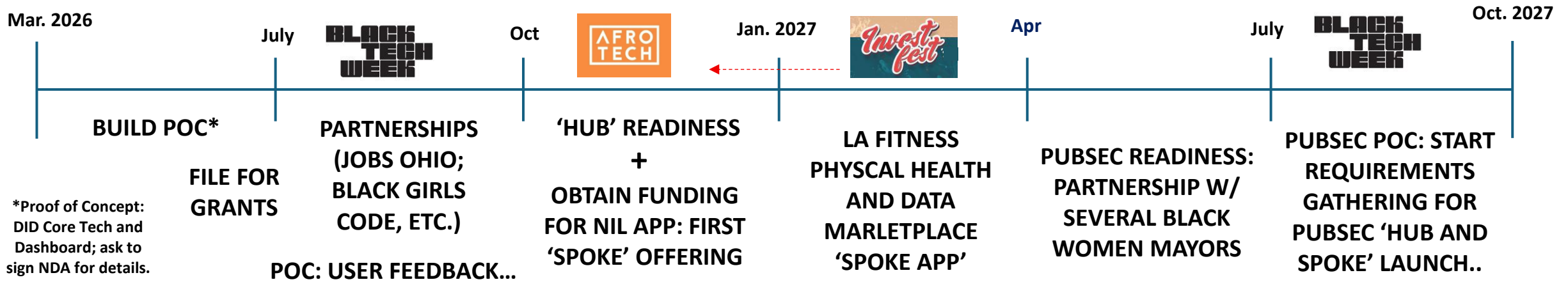
Build financial services and products that will support SaaS offerings; rebuild Black Wall St. for a Web3 world.

STEP 5:

Offer formal products and services to create and support micro-economies in every market; then go global!

TIMELINE, CONTACT INFO AND Q&A

TIMELINE (NEXT 18 MONTHS)



CONTACT INFO: KEY PEOPLE

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QUESTIONS



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