

Social Change Platforms: Pitch Deck*

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

brought to you by

DATA MOTUS

+

Social Change
Platforms



*NOTE: this is a pitch deck for the black community; not for Venture Capitalists (VCs: see the Appendix for Proof of Concept related notes and details).

PROBLEM AND SOLUTION STATEMENTS

PROBLEM STATEMENT:

- **Current version of the web is centralized; no digital sovereignty exists**
- **Our political system is corrupt; diversity and DEI are being eliminated**
- **Lack of transparency in any process makes it tough for people to trust**
- **AI is taking over; eliminating jobs, creating no future for young people**
- **Access to opportunity is few and far between for communities of color**

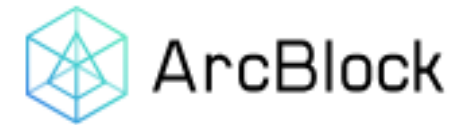
SOLUTION STATEMENT:

- **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:

EXAMPLE WEB3 PARTNER:



Mission Statement:

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

Mission Statement:

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

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.

Company Entity Type:

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

Company Entity Type:

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

Strategic Advantage:

Most comprehensive DID, Web3 and Decentralized AI platform available

Website:

www.datamotus.ai

Website:

www.socialchangeplatforms.com

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

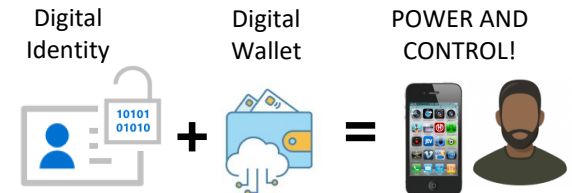
WEB 3 (read-write-own)

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

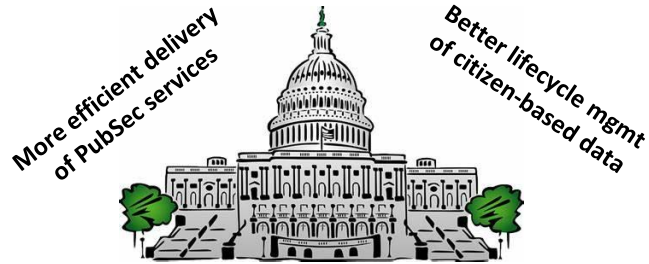
LEARN MORE!



DECENTRALIZED IDENTITIES: FOR EVERYDAY LIFE

What is a [Decentralized Identity \(DID\)](#)? - An open, trustworthy, interoperable, 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

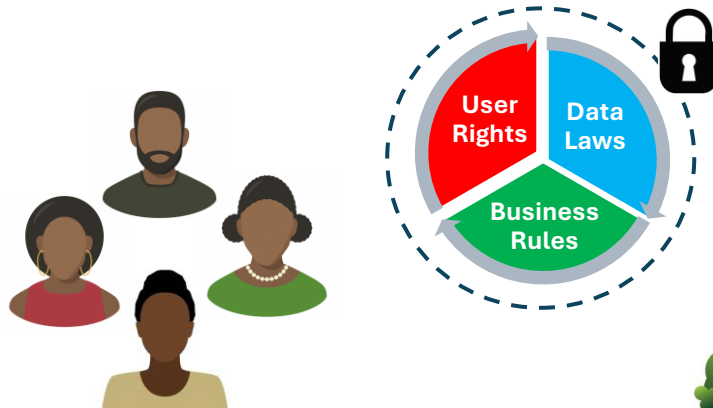
Our technology allows for the build-out of an auto-compliant data governance platform; helping government, businesses and consumers to be better protected:

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.

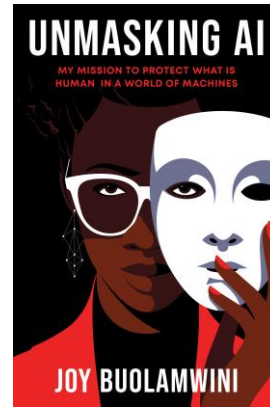
TECH AND SOCIO-ECONOMIC RELATED TOPICS



FACIAL RECOGNITION SOFTWARE ERROR RATES:

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

DIDs and Web3 can close this gap!



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)



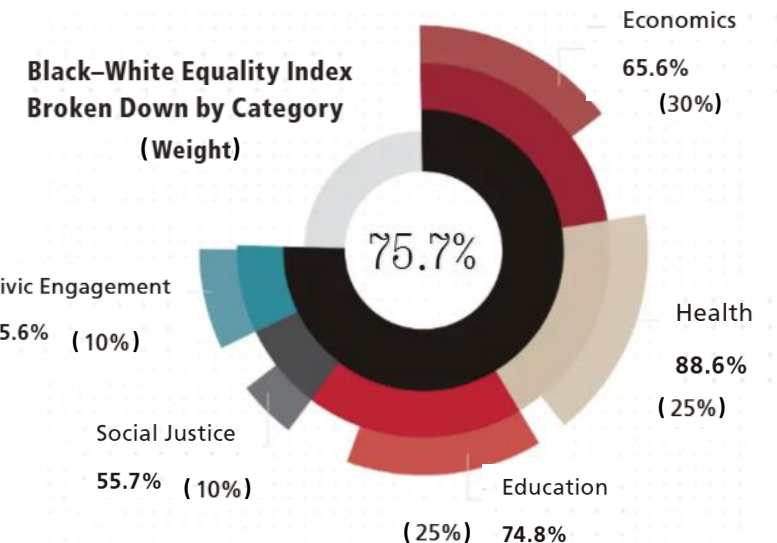
“Broadening inclusivity to remedy technology’s exclusionary past and affirm an equitable future.”



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

NO FUNDING for Black Women-Owned Businesses!

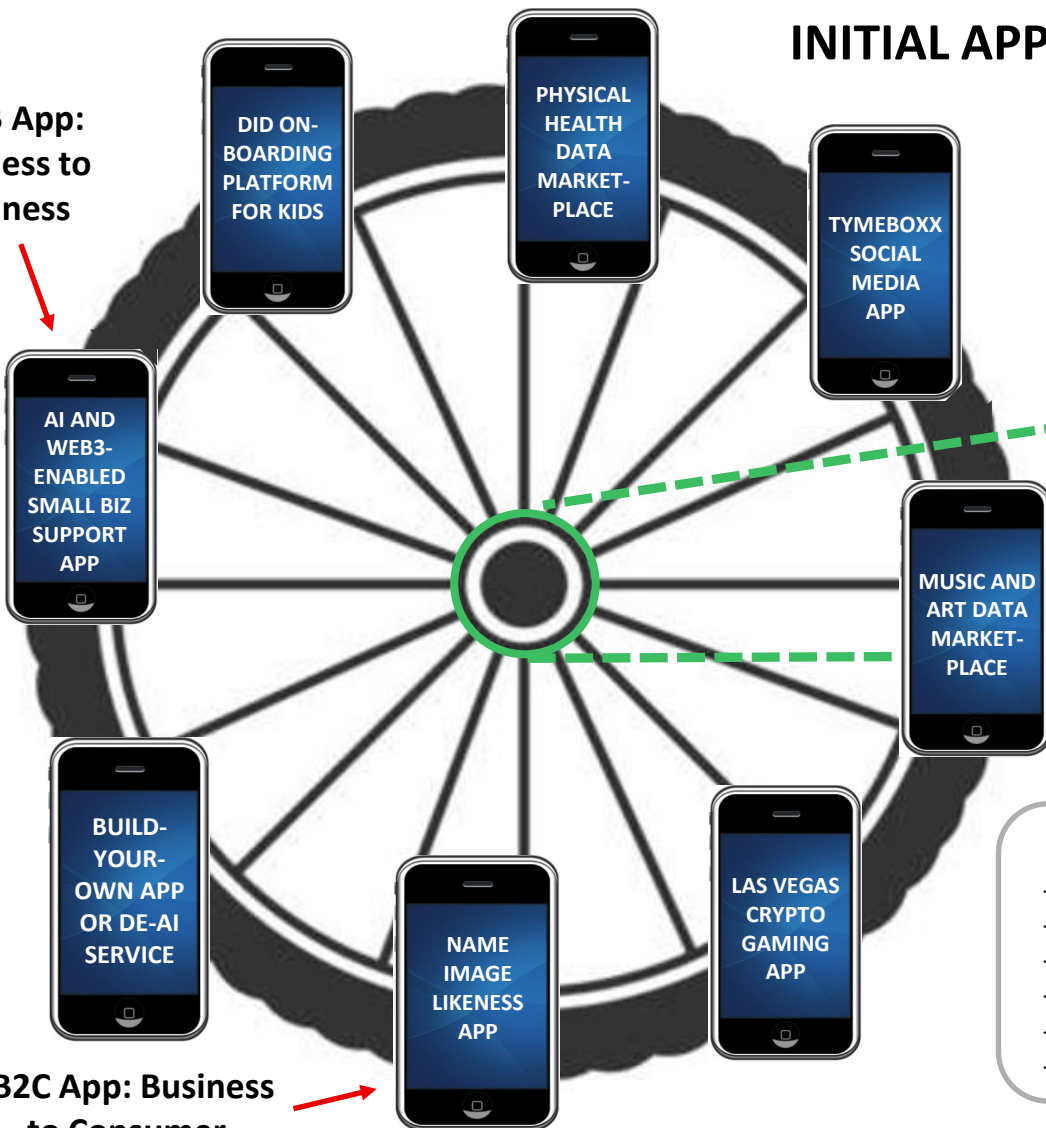
- **\$314 Billion** given out to U.S. startups in 2024
- BWOB's only **received only 0.34%** (6.2% of pop.)
- Yet they're the top-performing segment of the pop. (YOY rev. inc.: 30%; Asian: 25%; Latino: 21%; White: 18%)



THE DEPLOYMENT MODEL: 'HUB AND SPOKE'

INITIAL APP PLANS FOR THE BUSINESS* AND CONSUMER# SECTORS

*B2B App: Business to Business



#B2C App: Business to Consumer

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

HUB TECHNOLOGY: INCREDIBLE DIGITAL POWER

NOTE: contact Steve LeMay for details on this technology (an NDA is required to sign before viewing).

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

'MY TECH' Means:

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

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

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 TECH LEAD



RESOURCE NAME(S) TBD

We are currently looking for someone with experience in the Web3, IAM#, DID and AI spaces; and a passion for bringing that tech to young creators.

Identity Access Management

THE UX GUY



[Ogbonna Mills](#)



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



[@Omills74](#)

[@MillsOgbonna](#)



THE AGENT



[Steve Banks](#)



[@sbanks_bsv](#)



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

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

OUR TECH; GTM# APP IDEA:

1 B2B API Social Media Solution

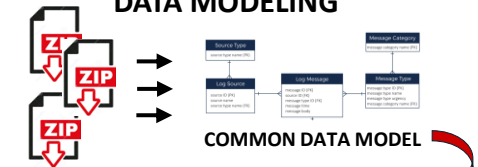
WE PLAN TO ADD MANY MORE DATA SOURCES (TIKTOK, SHARED DRIVES) AND OFFER IT UP AS A B2B CLOUD OFFERING, COMPLETE WITH BI, NLP* SERVICES AND BUILT-IN AI

*Natural Language Processing

DATA EXTRACTION



DATA MODELING



DATA ANAYTICS



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: ➔

#Go-To-Market

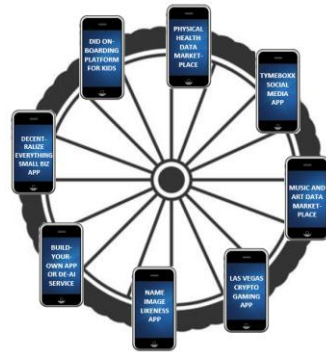


HEALTH DATA MARKETPLACE



WHY WE NEED YOU: THE CREATIVITY (UX) LAYER

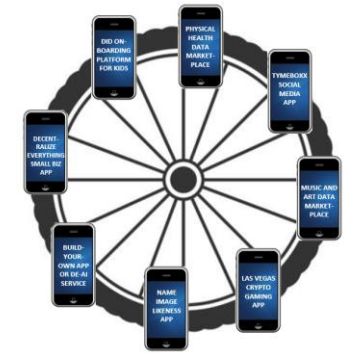
LAYER 3: THE APPS AND DID SERVICES



'Hub and Spoke': Private Sector



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



'Hub and Spoke': Public Sector

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.

*User Experience

LAYER 1: THE TECH


(Example: ArcBlock)

DApp Infrastructure: ArcBlock enables **Decentralized Apps** 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:

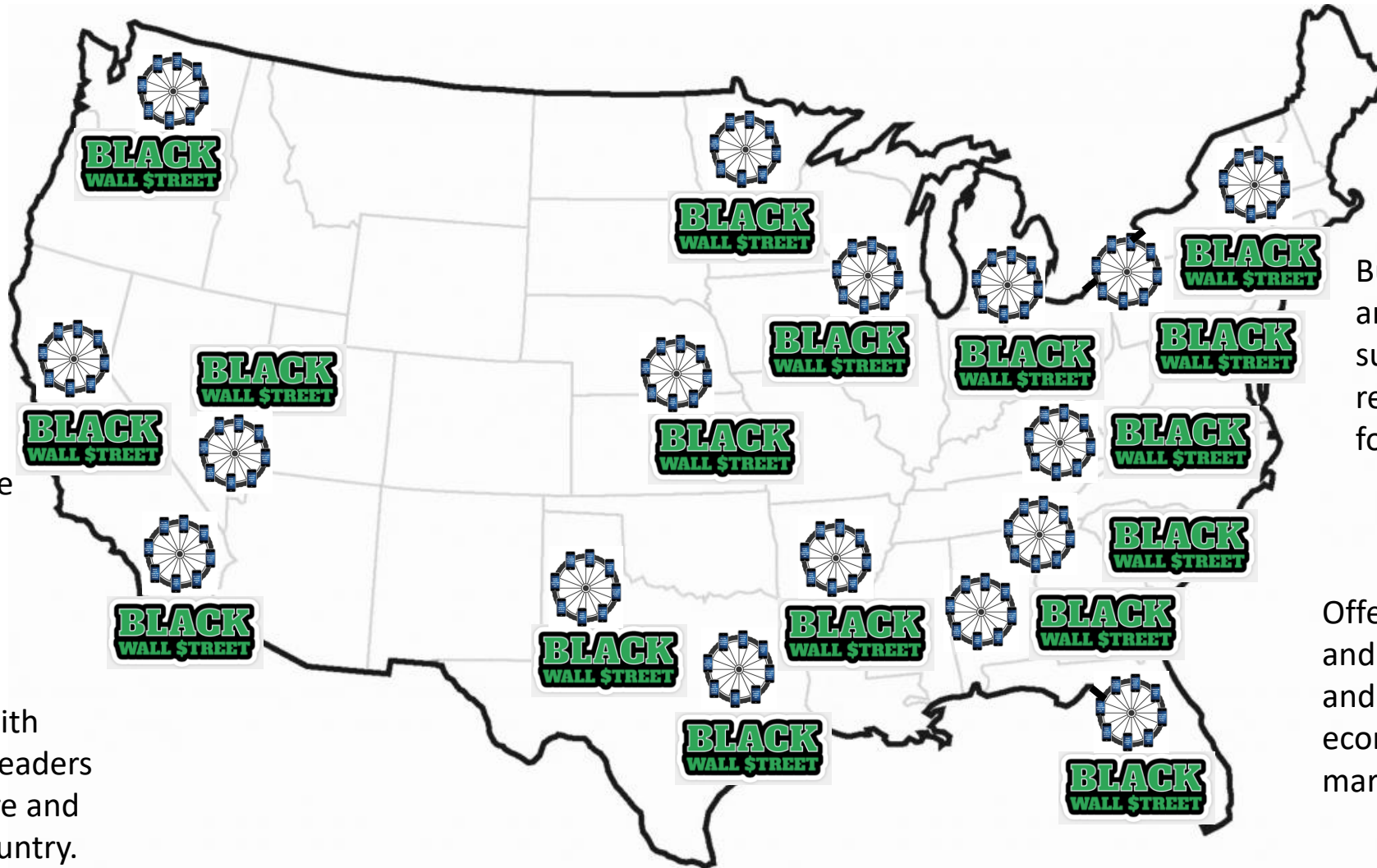
Build 'Hub and Spoke' tech out in Seattle; DIDs plus some apps.

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 and leaders to expand the software and services across the country.



STEP 4:

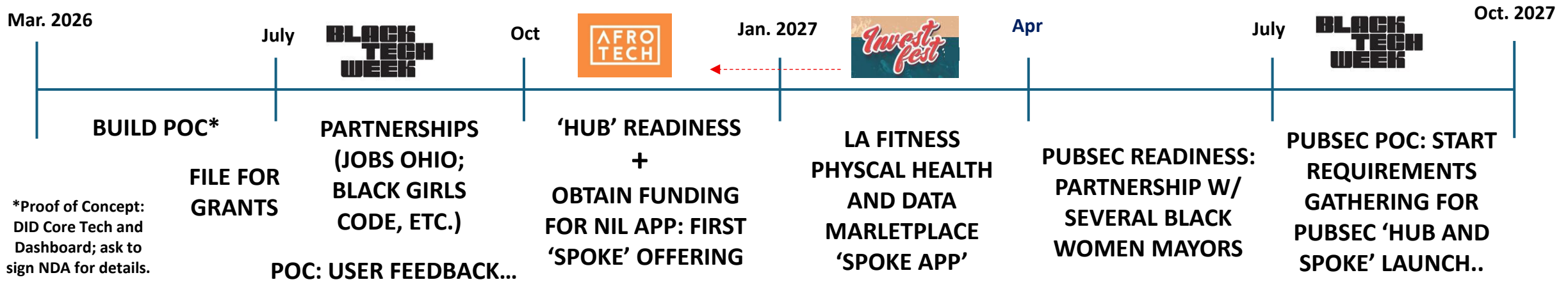
Build financial services and products that will support SaaS offerings; rebuild Black Wall St. for a Web3 world.

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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 Chief Empowerment Officer
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steve@socialchangeplatforms.com
 425-591-6076 (cell)
 Location: Seattle, WA
www.socialchangeplatforms.com

Ogbonna Mills
 Chief Marketing Officer
ogbonnamills@gmail.com
 Location: Seattle, WA

QUESTIONS



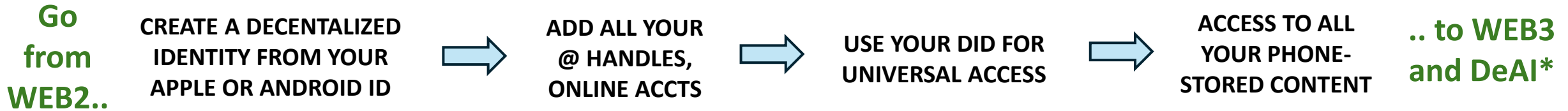
Madhup Verma
 Business Development Lead
madhup@vteamlabs.ai
 Location: Bellevue, WA

www.datamotus.ai

www.vteamlabs.ai

APPENDIX: PROOF OF CONCEPT SUMMARY

THE VISION: BUILD A DID SERVICE THAT SERVES AS A CONDUIT FROM THE WEB2 TO THE WEB3 WORLD; TRANSFORMING SMALL BUSINESSES AND PERSONAL CREATIVITY



PERSONAL OR BUSINESS DID CAPABILITIES:

DID DASHBOARD: MANAGE PROFILE(S), AI SERVICES / TOOLS

(vNext) BUILD APPS, LEVERAGE DID SERVICES IN THEM

PULL YOUR CONTENT FORWARD, POST IT

SET UP AI SERVICES (AGENTS) BASED ON YOUR DID DETAILS

CREATE USE TERMS AROUND YOUR DATA

ADDITIONAL CAPABILITIES:

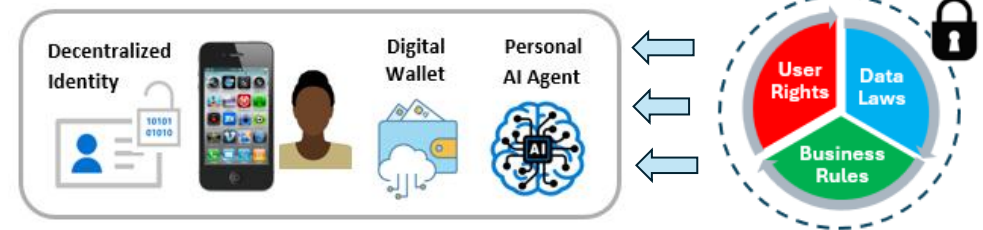
ENTREPRENEUR ENABLEMENT FOR YOUNG CREATORS IN WEB3

AI AGENTS: AUTO-CRAWL KEY SITES, RESPOND TO RFPs

ADVANCED SMALL BUSINESS SERVICES VIA PARTNERSHIPS

AI-DRIVEN CHECKLIST AND REMINDER / SUPPORT SERVICES

DIDs = 100% CONTROL; DIGITAL SOVEREIGNTY



No matter what app you go to, your rights and digital assets are protected; based on the terms of use YOU set for your data.

*Decentralized AI: ability to leverage all the best AI models / LLMs, creating personalized agents that are not harmful.

APPENDIX: POC REQUIREMENTS SUMMARY

PRODUCT DISCUSSION SUMMARY*

***NOTE:** the following details are AI-generated minutes from a working session we had on discussing the buildout of the POC.

- **Unified Digital ID Creation:** Simplifies onboarding for personal and business profiles, leveraging existing data sources like Apple and Google.
- **AI-Driven Content Tools:** Automates scheduling and sharing, pulling user content with permissions, avoiding social media API limitations.
- **DID Dashboard for Control:** Users can manage social profiles post-creation, with tailored AI tools for personal or business needs.
- **Partnerships for Cost Efficiency:** Plans to use AI app-building platforms for development, negotiating pricing to maintain margins.
- **Community Inclusion Focus:** Aims for broad demographic appeal, emphasizing digital autonomy and engaging underrepresented communities.
- **Scalable Ecosystem:** Rapid user acquisition strategy includes partnerships and incentives, targeting thousands of new entrepreneurs within a year.

APPENDIX: POC REQUIREMENTS SUMMARY (CONT.)

Product Strategy and Development (1 of 6 Key Topics)

The team focused on building a simple, unified digital identity (DID) creation process that supports both personal and business profiles seamlessly.

Unified DID Creation with Dual Use Case Approach was emphasized to avoid complexity by making the personal and business DID creation process nearly identical, using a toggle to switch contexts

Both personal and business profiles can leverage existing data sources like Apple, Google, and LinkedIn accounts.

Ogbonna Mills stressed keeping handles generic across personal and business, making profiles agnostic to type.

The core idea is to create a single conduit that eases onboarding and expands usability.

Simplifying this will help target mostly sole ownership businesses, aligning with their primary user base at TABOR.

AI-Powered Content Crawlers and Scheduling Features were identified as critical differentiators for the platform

Personal content such as photos can be pulled directly from device storage (Google Photos, Apple Photos) with user permission.

The system would track metadata like posting timestamps to avoid duplicate social media posts.

AI agents could automatically select, schedule, and push content to multiple social channels simultaneously.

This approach bypasses the need to directly interface with social media APIs, mitigating platform limitations.

DID Dashboard and Post-Creation Customization was highlighted as essential for user control and feature access

Users should be able to add or remove linked social profiles dynamically after DID creation.

Separate UI pathways for business and personal users should offer tailored AI tools (e.g., business proposal generation, personal content curation).

A slick, intuitive dashboard will support evolving user needs and encourage broad adoption.

Integration with Existing App Creation and Monetization Platforms was discussed to accelerate development and lower costs

The team plans to leverage AI app-building platforms like Famous AI or Lovable for app creation and hosting.

They intend to layer on DID services, AI crawlers, and data governance on top of these engines.

Pricing models and partnership terms with these platforms will be negotiated to keep costs low and maintain margins.

This piecemeal approach allows flexibility in choosing best-in-class services for various platform components.

APPENDIX: POC REQUIREMENTS SUMMARY (CONT.)

Market Positioning and Business Model (2 of 6 Key Topics)

The discussion reflected a vision to democratize digital identity and entrepreneurship via an easy-to-use platform that appeals broadly to all people.

Dual Market Focus on B2C and B2B aims to capture both individual creators and small businesses with overlapping features

The B2C side focuses on creativity, education, and social media content management.

The B2B side targets small businesses needing AI-powered tools for proposals, RFP responses, and operational efficiencies.

Ogbonna Mills noted the B2B approach might be cleaner and more straightforward for proof of concept.

The platform is positioned as a super app that evolves with the user's needs from personal to business use.

Entrepreneurship Enablement as Core Differentiator was underlined strongly

The platform aims to empower users to become business owners by simplifying entity creation, business planning, and app development.

Steve LeMay stressed providing AI-driven business model, marketing, and sales plan support.

The system will offer actionable steps tailored to business types and user goals, reducing barriers to entrepreneurship.

This approach aligns with broader trends of decentralizing corporate power and encouraging self-sufficiency.

Community and Market Inclusion Considerations were raised to avoid alienation and encourage diverse adoption

The initial pitch targets large smartphone user bases, including African American communities, but aims for inclusivity across demographics.

Ogbonna Mills highlighted cultural adoption challenges and the need to position the platform as easy and attractive.

Messaging will emphasize digital autonomy, security, and future-proofing in a Web3 world.

Marketing will lean on clear, concise, engaging media such as short videos to explain benefits.

Monetization and Scaling Strategy involves rapid user acquisition and partnerships

The goal is to create thousands of new entrepreneurs within a year to generate sustainable revenue.

Partnerships with companies like Intuit, Adobe, and QuickBooks are envisioned to support business users.

Incentives like discounts for sharing DID templates publicly are planned to build a template library.

The team aims for a scalable ecosystem where users contribute to platform growth and customization.

APPENDIX: POC REQUIREMENTS SUMMARY (CONT.)

Technical Architecture and Infrastructure (3 of 6 Key Topics)

Discussions focused on building a flexible, modular system architecture that supports DID functionality, AI services, and decentralized app hosting.

Interoperability Between Web2 and Web3 Systems is a foundational technical goal

The platform will act as a gateway, allowing users to maintain Web2 benefits while transitioning to Web3 advantages.

Single sign-on (SSO) across existing social and business accounts is key for adoption and seamless experience.

APIs will pull user data from existing storage rather than relying on social media platform APIs.

This approach reduces friction and privacy concerns while enabling gradual migration.

Decentralized App (DApp) Development and Hosting plans include using progressive web apps (PWAs)

The platform aims to allow users to build and launch decentralized apps without centralized app stores.

PWAs will appear as icons on mobile devices but function as cloud-hosted web apps.

Partnerships with providers like Arc Block will support decentralized compute, storage, and wallet services.

This supports user data ownership, app monetization, and ecosystem decentralization.

Data Governance and Privacy Controls will be embedded into user experiences

Users will set rules for data sharing, terms of use, and notifications within their DID.

NFT tokens or similar mechanisms may represent ownership and permissions.

The system will require explicit permissions at signup for accessing data sources like iCloud or Google Drive.

Privacy-first design is critical to build trust and comply with regulations.

Template-Based Dynamic Models for Business Verticals will streamline DID creation

Industry-specific templates (e.g., finance, construction) will pre-populate relevant data points for users.

Templates can be public or private, with incentives for making them public to build a shared library.

This community-driven model will accelerate onboarding and customization.

Such dynamic extensibility supports scaling across multiple business types.

APPENDIX: POC REQUIREMENTS SUMMARY (CONT.)

User Experience and Adoption Strategy (4 of 6 Key Topics)

The team prioritized simplicity and ease of use as the main drivers for adoption and engagement.

Simple, Intuitive Onboarding Process is critical for user retention

Ogbonna Mills emphasized that the tech must be usable by average users, comparable to a “two-year-old” level. The signup flow will minimize complexity, avoid convoluted choices, and keep users focused on creating their DID. Clear, concise messaging and short explainer videos will educate users about the Web3 future and DID benefits. Early adoption struggles from other platforms reinforced the need for flawless UX.

Post-Onboarding Feature Discovery and Management will be handled via a clean dashboard

Users can easily add or remove linked profiles and toggle between personal and business DID modes. The dashboard will surface relevant AI tools and workflows based on user type and goals. This modular approach helps users grow their digital identity and business presence over time. UX design support from specialized firms is considered to create a polished user journey.

Marketing and Messaging Focus on Problem Solving and Opportunity

The core message centers on centralizing identity, controlling creativity, and protecting data. Videos will address the why and how of DID adoption, emphasizing user empowerment. Ogbonna Mills noted the importance of making the platform appealing to underrepresented communities while remaining broadly inclusive. The narrative will stress the inevitability of Web3 and the advantage of early adoption.

Encouraging Growth from Personal to Business Use Cases supports long-term engagement

Users starting with personal DIDs can seamlessly transition to business profiles as they grow. AI tools will assist users in building business plans, finding opportunities, and managing operations. This approach supports entrepreneurial mindsets needed in today’s shifting job market. Facilitating this smooth flow will help retain users and expand service usage.

APPENDIX: POC REQUIREMENTS SUMMARY (CONT.)

Strategic Partnerships and Funding (5 of 6 Key Topics)

The conversation included plans to secure funding and partner with technology providers to accelerate product development.

Engagement with AI Platform Providers for Development Support is a priority

The team plans to negotiate development cost sharing or funding with companies like Famous AI, Lovable, or Perplexity.

These partnerships would provide access to app-building engines and AI services.

A modest investment from partners (e.g., \$20k–\$50k) is seen as sufficient to build the proof of concept.

The ROI for partners is projected to be strong over 18-24 months due to user traction.

Investor Messaging and Deck Development will focus on clear, concise storytelling

Steve LeMay aims to develop a slick presentation combining Figma prototypes and short videos.

Key points include the vision for a single conduit DID, market opportunity, and the dual B2B/B2C approach.

The deck will be used to attract investors interested in supporting the platform build-out.

Collaboration with Matt for technical architecture and feasibility input is planned.

Potential Alliances with Business Software Companies were discussed

Partnerships with Intuit, Adobe, and QuickBooks could enhance business user offerings.

These alliances would provide integrated services for accounting, contracts, and business management.

The platform could position itself as the foundation for millions of new entrepreneurs.

This ecosystem approach increases platform stickiness and monetization potential.

Focus on Low-Cost, Scalable Solutions to Drive User Growth

Maintaining low user costs initially is essential to gain traction.

Incentives like discounts for sharing DID templates will encourage community participation.

The team views organic growth driven by ease of use and meaningful business impact.

The strategy includes showing measurable success stories from initial TABOR users to validate the model.

APPENDIX: POC REQUIREMENTS SUMMARY (CONT.)

Vision and Long-Term Market Context (6 of 6 Key Topics)

The meeting underscored a vision to transform digital identity management and democratize entrepreneurship via Web3.

Digital Autonomy and Web3 Adoption as Core Philosophies

The platform exemplifies the shift from fragmented identity to centralized digital autonomy.

DIDs are positioned as essential for privacy, security, and user control in the Web3 future.

Ogbonna Mills highlighted the inevitability of Web3 and the need for smooth adoption.

The messaging emphasizes choice: adopt early or be left behind.

Empowering Underrepresented Communities Without Alienation was a key cultural insight

The platform seeks to solve real problems faced by African American and other communities.

It balances targeted outreach with broad inclusivity to maximize impact.

Steve LeMay compared the model to a "digital Coca-Cola" approach aiming for universal smartphone users.

The entrepreneurial platform is designed to address systemic barriers to business success.

Decentralization as a Means to Flatten Traditional Barriers

The team emphasized decentralizing funding, app creation, and customer acquisition.

This approach reduces reliance on banks, VCs, and centralized app stores.

It supports an intuitive, accessible pathway for users to become independent entrepreneurs.

The vision includes progressive web apps enabling easy app deployment and monetization.

Building a Dynamic, User-Growing Platform with evolving templates and AI tools

The system will expand with its user base through crowd-sourced DID templates.

AI-driven customization and automation will increase platform value over time.

This dynamic growth model supports scaling from small personal users to large business entities.

The platform aims to become the default gateway between today's web and the emerging decentralized internet.