

NEURALIZE (NZE) WHITE PAPER 1.1

WHAT IS NEURALIZE?

NEURALIZE is a **Crowd Sourced Emotional Processor**.

We, at NEURALIZE, think that intelligence isn't synonym of performance and it's the reason why we wanted to prioritize emotions on decisions, what's to us the logical thinking way of human beings: we feel and then act, not the inverse, what actual AI does... AI (artificial intelligence) isn't yet something we can agree with because intelligence is highly subjective as in constant evolution. To us, artificial intelligence actually doesn't exist.

NEURALIZE will permit anyone to create his/her "artificial intelligence" (we name AP for artificial personality) without technical knowledges. All that you will have to do will be to set your AP personality/psyche by handing emotional blocks in a "what you see is what you get" drag and drop interface. Once done with setting your artificial personality, you'll be able to activate and start educating it. APs will be able to ask you questions via phone, instant messaging, e-mail, SMS, etc...all at a frequency and means you'll define. Prior asking you questions, AP's will ask other AP's from the network to get an answer. An important point is that questions will be both ways human/PA and PA/human.

AP's won't have any access to WWW until they're declared "mature" both for security reasons and because we want humans only to educate them, so they can act as close as possible like human beings.

Our main focus is to make/let emotions be the 1st layer of artificial intelligence decisional process, what's how, we, humans do function. To us, biological intelligence comes from one's abilities to adapt his/itself to an heterogeneous environment, what we intend to create with the PA network.

Problem and solution

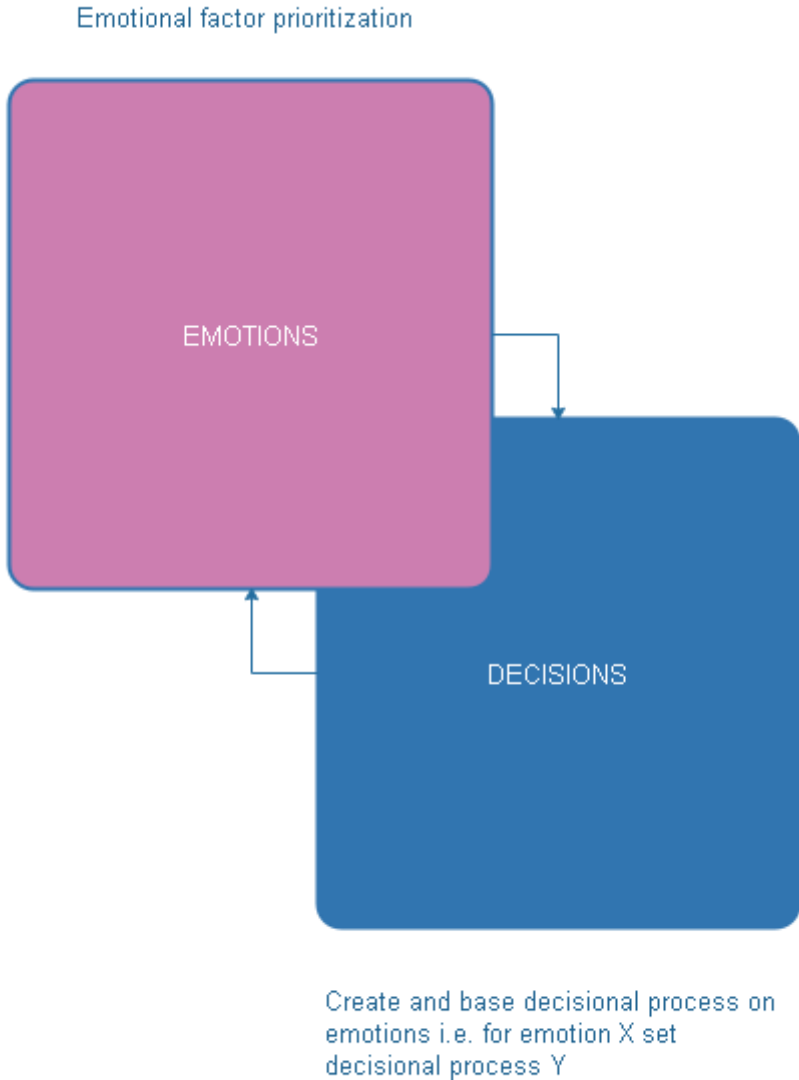
The main problem is that AI only reacts the way we program it (algorithms) and do not really take decisions out of what we ask it to do. Mass AI adoption needs real both sides (human/AI & AI/human) exchanges/interactions to create some affective relations which doesn't exist and that will drastically increase masses engagement.

The solution we'll provide is a network composed with million APs created/educated by humans only and based on some emotional referential at the core of our framework. The emotional referential will be edited by thousands of psychiatrists, psychologists, and psychotherapists so it can be as close as possible from human psyche.

As we do count on users to create millions of unique APs (with different psychological structures/schemes), the multiplicity and genres will constitute a neuronal system all based on emotions mapping; what will represent a brand new decentralized artificial intelligence network with endless possibilities as PAs will also teach/educate each other.

In brief: we want to prioritize feelings on decision making for “AI” so we’re building a **Crowd Sourced Emotional Processor**. All APs knowledges will constitute as super AP that will have authority to iterate psy professionals emotional referential. This way, we’ll have kind of a live worldwide psyche mapping that will make AIs close from human behavior.

Also, being asked questions by AP will make users frequently use Neuralize what will be like raising a child. Seeing AP evolve day after day will create a strong user engagement.



How does it work?

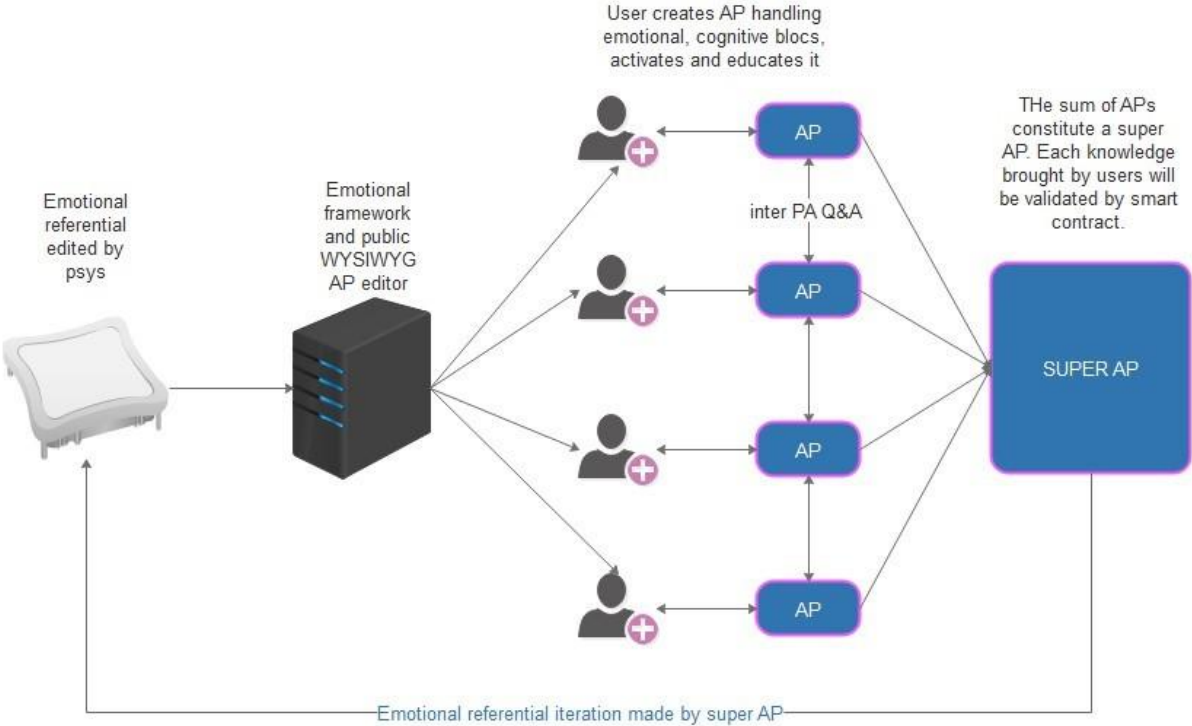
NEURALIZE users will create APs with the motivation of educating them; yes, just like we do with kids with that difference they’ll go to sleep without negotiation (haha). APs will ask educators questions to learn and vice/versa. If an AP needs an answer to a question, it will ask other APs of the network prior asking you. Users will be able to set questions frequency, off days, communication means to fit their likings.

Casual NEURALIZE users will the more teach feelings to APs so it becomes a real human like companion while advanced users (i.e. developers) will be able to teach them advanced skills by accessing some dedicated APIs (Application Programming Interface)

The most important part of NEURALIZE will be about users to fuel APs with feelings, no matter what kind, to make them be a part of any decisional process, just like humans. NEURALIZE will then care about both “AI” skills given by advanced users and feelings given by non-tech people, everyone will have a crucial role in the story: global psyche and advanced knowledges.

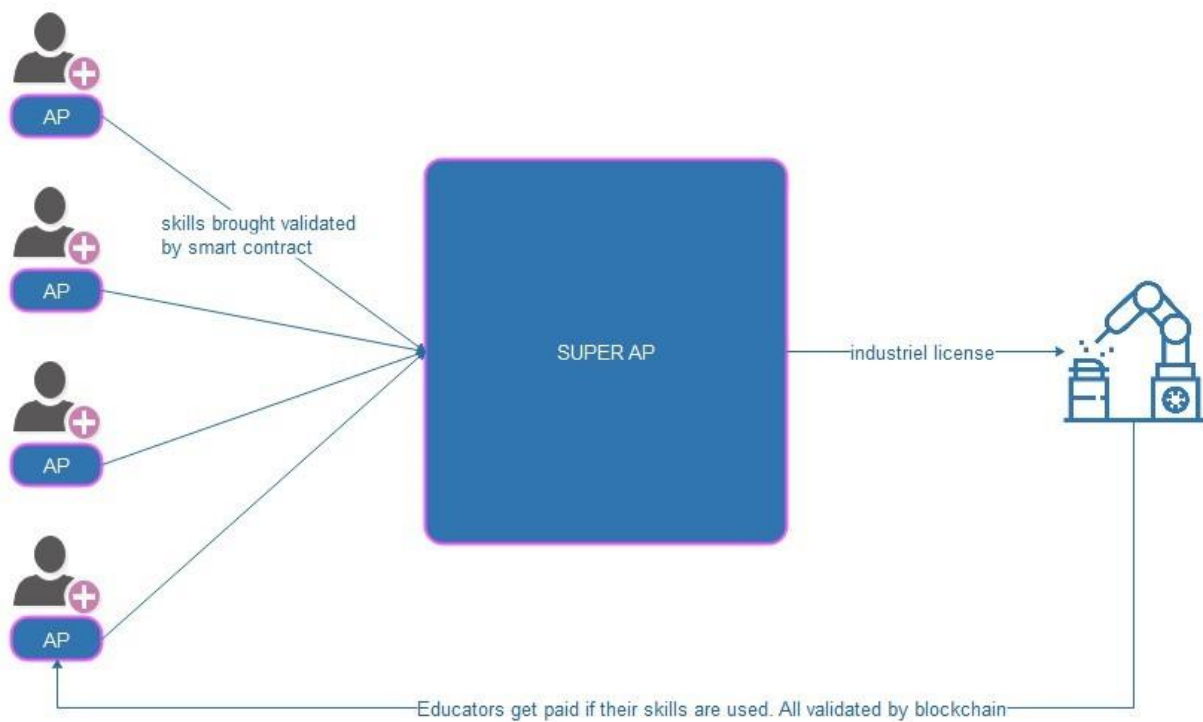
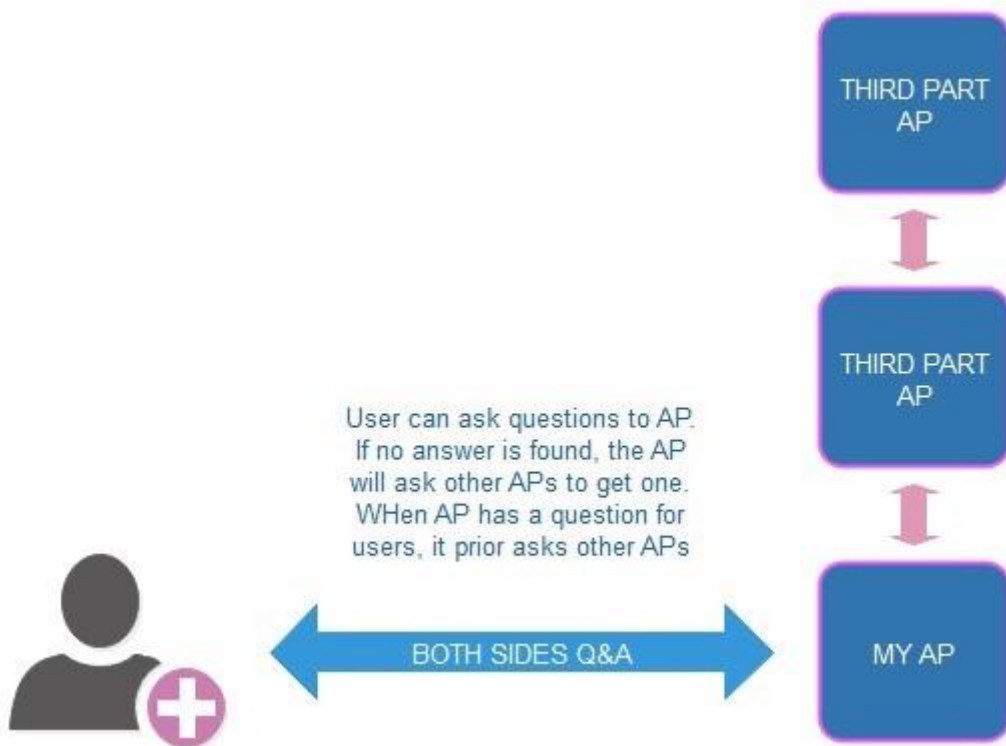
PAs amount, types, skills, and continuous interconnexions will form a neural system.

The sum of all APs will constitute a super AP.



There’s actually two use types. First case is the casual daily use: the user educates his/her AP by answering its questions and also receives answers. If an AP don’t know the answer to one asked question, it will then ask other PAs until it finds it. Both user and PA will then educate each other. In this case, casual user interest will be the affective relation with his PA, what will help the whole network psyche mapping to evolve.

Second use case is with super AP: all of the NEURALIZE APs will constitute as SUPER AP the global knowledge will be licensed to industries. In this case, advanced Neuralize users (i.e. developers) will be able to teach advanced technics to their AP using dedicated APIs. All of the knowledges brought by one to his AP (so super AP) will be registered and paid using blockchain in case of a super AP licensing. The point is about every knowledge brought by Neuralize users to be paid when used by super AP.



KEY TECHNOLOGIES

Key technologies are the NEURALIZE emotional framework, WYSIWYG AP editor and super PA. Main used technologies for development are:

- Forked BOINC distributed computing
- Python
- C++
- Javascript
- Keras
- Tensorflow
- Horovod

TEAM AND ADVISORS

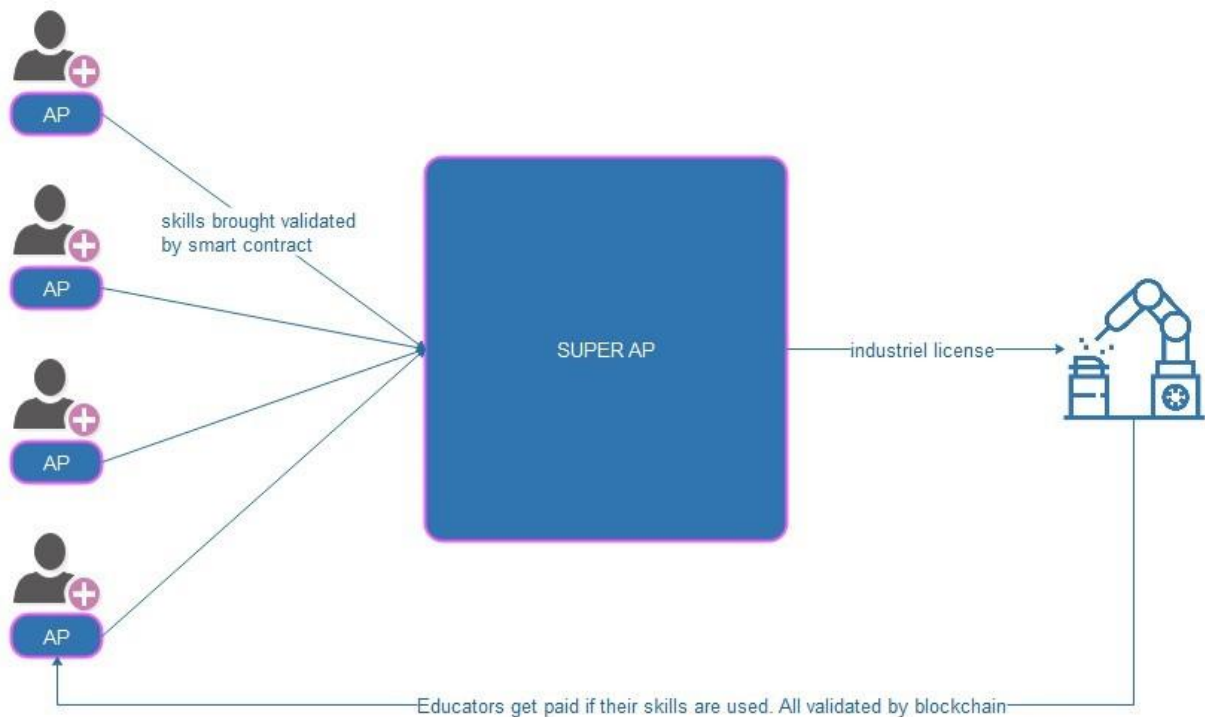
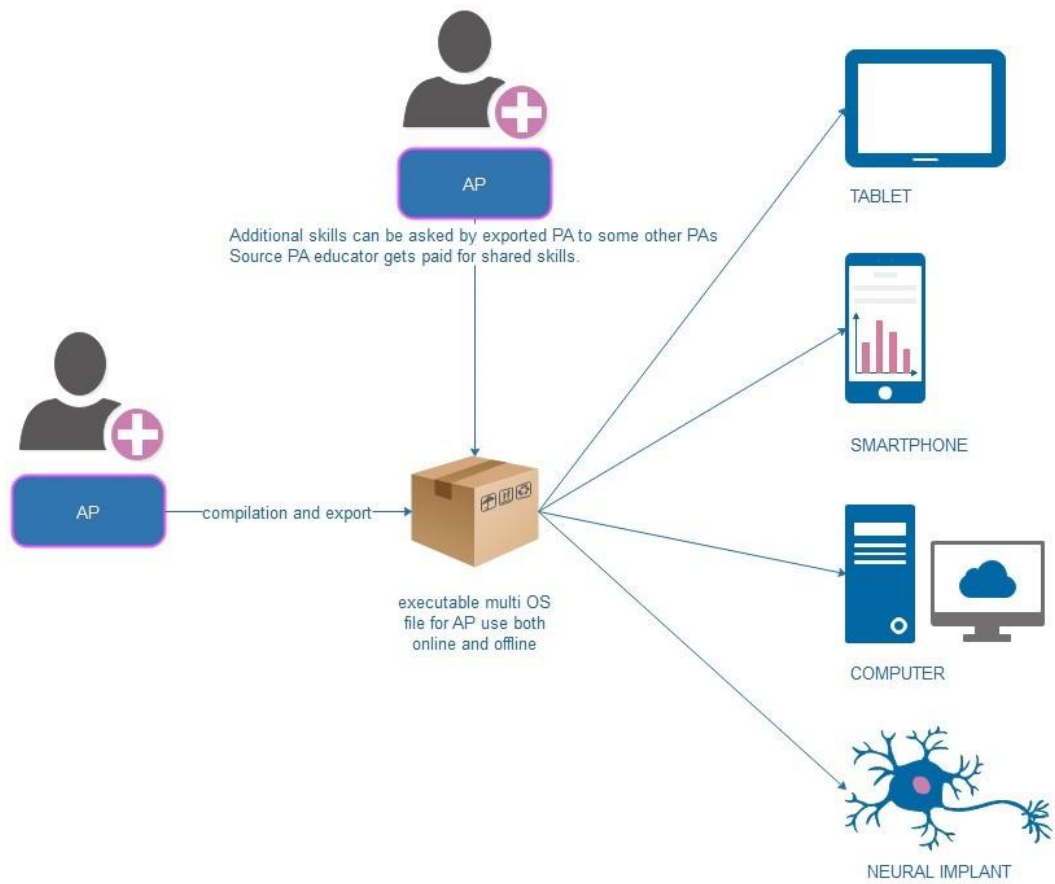
- **Mr. Sébastien LANDRIEU**: founder and NEURALIZE system architect. Ex wix.com team.
- **Mr. Andy FLOCH**: Full Stack developer, Python and algorithm engineer, project coordinator.
- **Mr. Cem SENOZ**: Ex Google member, AdQuality CEO.
- **Mr. Franck BECKER**: Financial analyst, equity and debt expert, investors relations.
- **Prof Hervé CAUSSE**: master 2 business and finance law professor.
- **Maître Pierrick BABIN** : Paris Bar Tax lawyer, ex tax inspector.
- Many more to join in the coming days...Stay updated with the Neuralize newsletter.

STRATEGIC PARTNERSHIPS

We're actually in a talk with a US based Neurotech company for some partnership.

BUSINESS MODEL

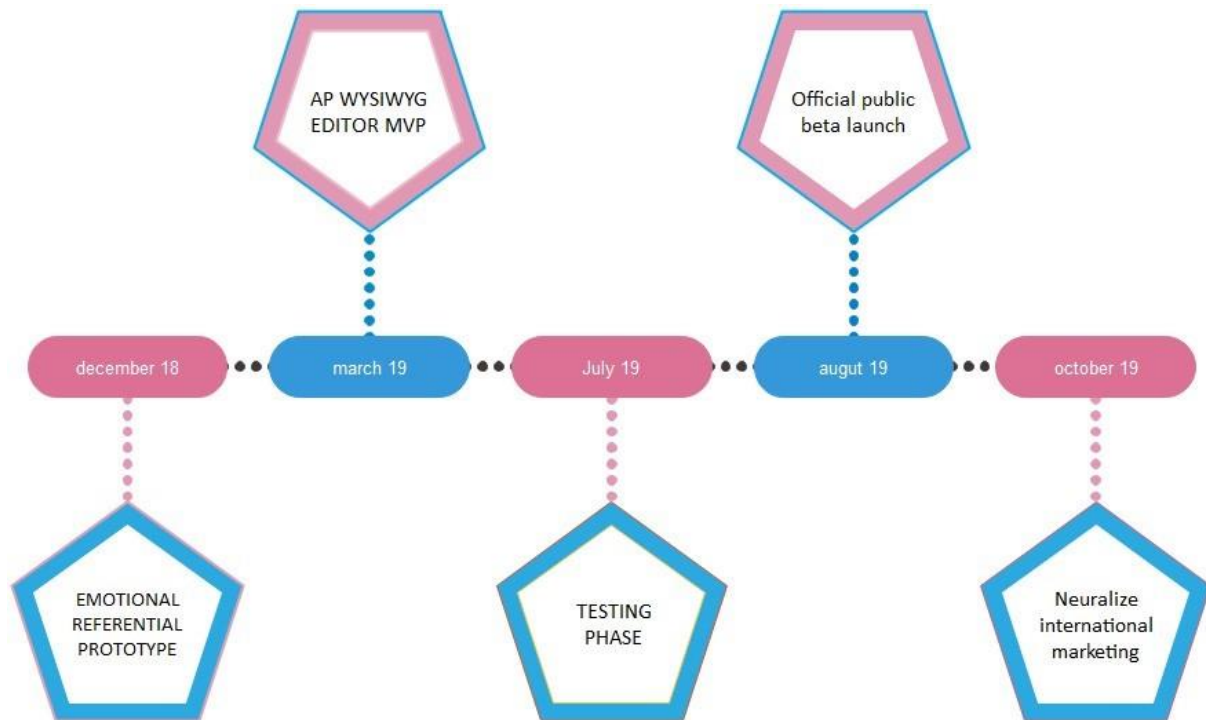
NEURALIZE business model will be based on your AP export for both online and offline use. An AP will be exportable in many executable formats for use with Smartphones, tablets, computers and else neural implants to come. If you wish your AP to have certain skills it doesn't have while exporting (or prior, even if not exported), you'll be able to ask for it and, if another AP can transfer such skills to you, you'll have to pay for and the source AP educator will then be paid. The more skills you'll add to your AP, the more you'll pay your AP export.



As APs will compose a super AP, this last will be licensed to industries for specific use. Imagine user X teaches his AP surgery robotics moves; so, if the skills of his AP are called in part of an industrial medical license, user X will be paid for and NEURALIZE will take a

few commission on (same for personal AP export and skills trading) so it's how blockchain will be used and will represent the very core of the Neuralize technology.

Development timeline



Token sale information



Total supply 455682 NZE

Token price: 11 tokens/ETH

Contract type: ERC20 solidity

Pre-sale: October 1st 2018

Sale: December 1st 2018

Minimum purchase for pre-sale: 1ETH

Minimum purchase for sale: 0.1ETH

Token address: 0x175cFd0062d46F408EAedD652390E352eD70CAAa

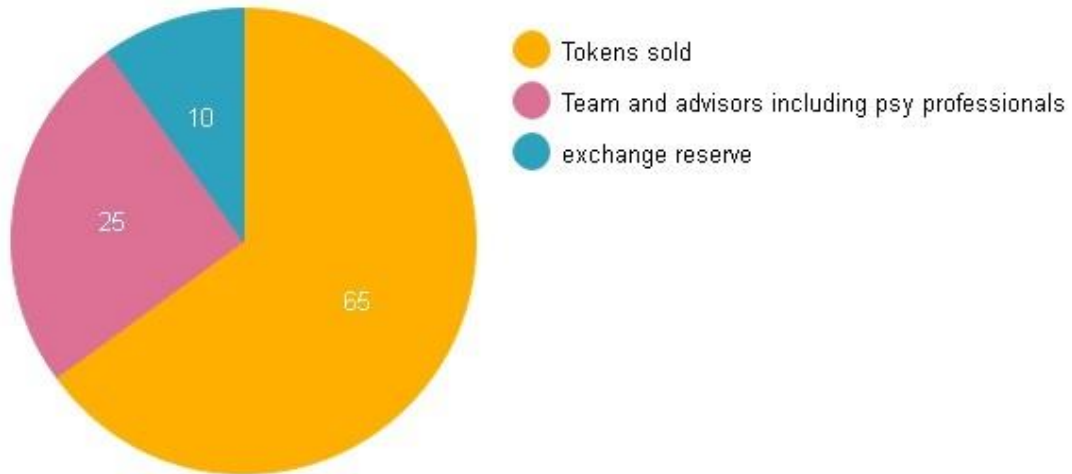
Crowdsale contract: 0x26D6B751B5B700c9A9300939C9A00E0133FB64dA

Ticker: NZE

[Neuralize token sale page](#)

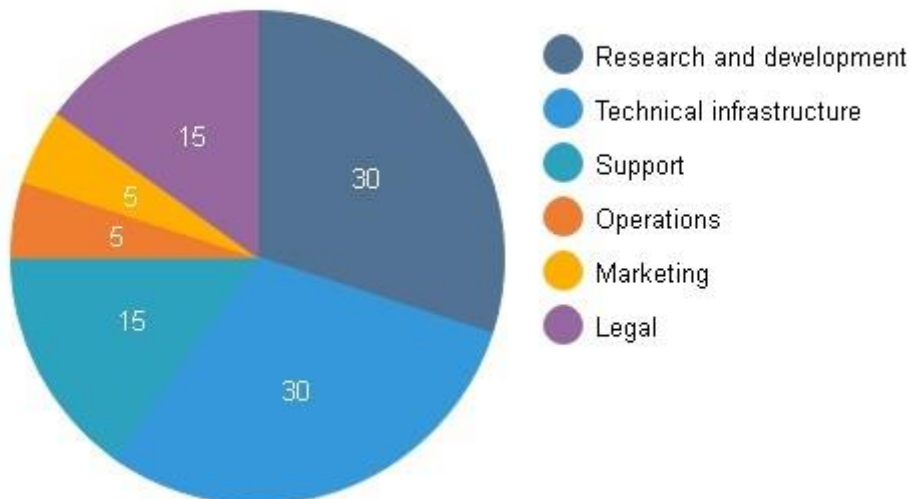
Token distribution

Tokens will be distributed as follows:



Use of funds:

Funds will be used as follows:



Research and technical infrastructure do represent the biggest parts as there's lots of real highly skilled staff to pay and we'll need to use super calculators. Research and infrastructure are followed by support (necessary to get enough early adopters) and legal as we'll manage large amounts of personal data.

Support will be increased by 15% on public launch while research and technical infrastructure will be minored of both 7.5%.

Target market

Neuralize globally targets any data driven business and is triple-sided market:

- B2B: Advanced users will produce knowledges for industrial licensing.
- B2C: Advanced users will produce knowledges for users.
- C2B: Users will produce knowledges for both businesses and other users.

Neuralize first target is C with the goal to educate it and grow the the psyche mapping in order to integrate APIs for developers and industries (B).