



Chreage.org

Content landscapes



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Password: Topoi

idriss.aberkane@polytechnique.edu

1. The problem

Global knowledge is doubling every nine years. This is why Barack Obama is courting top geeks (and even appointing some of them Secretary of Energy) and this is why South Korea has a full-fledged Ministry of the Knowledge Economy. Yet while the world's knowledge is growing exponentially, our ways to convey it remain linear. Now it doesn't take a supply chain guru to tell that when you are producing something exponentially and distributing it at a linear rate you have a problem. It's a big problem, and it's everybody's problem. For everybody online it means browsing knowledge is all but increasingly superficial. Stumbling upon relevant knowledge is also growing rarer, making serendipity harder to provoke. The truth is lists are not fit to display spectacular masses of relevant contents anymore. Today we need landscapes

2. The solution

Landscapes are ergonomic to the brain. They're the way it evolved to organize vast amounts of knowledge, and that's why from the Greeks to the humanists they were the polymath's favorite ways to organize contents. Landscapes tap into your episodic memory, the GPU of your brain. They distribute the knowledge load to your hippocampus and entorhinal cortex in a way that fits your brain like a glove. This is the fascinating thing with non invasive neurotechs : they allow you to tailor contents to your brain's very form.

3. Chreage.org

Chreage's only mission is to offer minimalistic, pure, simple and elegant landscapes of contents for everyday use. It's all zen, plugin-free, pure webgl, and insanely intuitive. And that's it! Microsoft flows production, Apple flows adoption, Google flows information, Facebook flows relation, Ted flows inspiration... and Chreage flows consciousness

4. The first cash flow

Chreage can instantly broaden the interface between contents and users for absolutely any industry (from retail to real estate to entertainment etc.). Yet it does not need to place advertisings either, which would be a rather inelegant solution anyway and would certainly not fit its precise design guidelines. However, since Chreage flows consciousness, and since being in the radar of users has a price nowadays, merely allowing the website of an emerging university to be mapped alongside that of a reputed and established one for example, is all but a reasonably sellable service. Chreage intends to generate revenue from its earliest stages of development by offering preferred placements among its content landscapes, with the precise policy of offering placement to emergent content holders alongside established ones, and this for any industry.

5. The team

Leadership

[Idriss Aberkane](#) is an *Ecole Normale Supérieure*-trained neuroscientist. He interned twice at the Department of Experimental Psychology of Cambridge University and was a Visiting Scholar in 2007 at Stanford University. He has been a lecturer in business administration at the Ecole Centrale Paris (Université Paris-Saclay) for four years and is an affiliate scholar of the Kozmetsky Global Collaboratory, Stanford University. He is 27 and will be receiving his third Ph.D in 2015.

Coding

[Xavier Bourry](#) is an *Ecole Polytechnique* (Université Paris-Saclay) trained engineer and one of the world's top 15 WebGL coders. Creator of the WebGL Academy MOOC and author of the book *Apprendre WebGL*, the publication of reference for learning WebGL in the French-speaking world.

[Jérôme Etienne](#), an *Ecole Normale Supérieure* trained software engineer is one of the world's top 15 Three.js coders. An expert in cryptography, he was in 2005 among the world's top 10 developers to handle the early crypto-currency protocols and has been among the earliest bitcoin security experts.