1.0 Executive Summary

John Marshall Group Inc. was created a few years ago as a way to license technologies I've developed professionally. My realm of expertise is internet based decentralized networks. I find my motivation in the amazing decentralized networks around us. For example, our bodies consist purely as a decentralized mesh of cells. Another more abstract example is society, which is a decentralized system where humans are the basic components. Now the internet in conjunction with software gives us the ability to create our own decentralized systems. Unfortunately the complexity of decentralized systems has left our vision into the potential of such networks a little cloudy.

The common thread through all decentralized systems is that they are self-regulating and able to adapt. Using the internet as a medium we are just beginning to build complex decentralized systems. I started in 2000 by writing a client for the Gnutella network which is a system for sharing files. As the network became more complex, it was harder for new developers to add Gnutella into their applications. I saw the opportunity to build a Gnutella component, which I called GnucDNA. It lowered the bar of entry for developers and also stabilized the network with a common foundation. It became an important part of many very successful applications such as Morpheus, iMesh and i2hub.

I am always collaborating over the internet, and developing GnucDNA involved people all over the world. When I worked developing Morpheus there were managers in LA, coders in Moscow, designers in Indiana, and myself in New Hampshire. In most cases people are still using email as their main tool to collaborate. Email, and other collaboration tools work alright for small scale projects, but start to break down as the scale increases. Even though there were many people willing to work on GnucDNA, they went unutilized because email, forums, and chat rooms only worked so well.

Coordination is the main problem. When a project grows in size, authority needs to be delegated. The organization needs to become self-managing and able to adapt to internal changes. These are the same characteristics as a decentralized network. So this is the problem I began to solve four years ago. I put college on hold for a year, went back for two more, left again, and during the entire time I was designing and re-designing a solution to this problem. From the network, to the protocol, to the interface, each component has gone through countless iterations. My goal is an application that lets people build their own self-managing, adaptable, and scalable organization for use over the internet.

The need is real. If today I gave you 1,000 people around the world with computers and said, "Use them to do X." How would you do this? It just isn't possible without putting a lot of overhead into operations. The software I'm developing is called De-Ops for Decentralized Operations. And with De-Ops the scenario I just presented becomes possible without the overhead. The question becomes, "What would you do with 1,000 people?" Why not 10,000, or even a million. This is what self-management can achieve, and it's possible in a form that is more secure, adaptable and resilient than ever before through decentralized networks.

The internet has significantly improved the way we communicate. But the methods in which we organize and coordinate are not much different than they were 20 years ago. De-Ops strives to become the first tool to do for coordination, what email did for communication. Imagine using De-Ops to form a hierarchically structured organization with 10,000 individuals instantly. Almost immediately your organization can begin work in an efficient manner that takes accountability for every member, while giving them transparency to the internals of their own organization. Data, communication, and planning lay over the hierarchy as inherently secure and compartmentalized services.

There's no need for walls with a De-Ops organization. The complexity is greatly reduced as the application takes over the role of security and authentication. It eliminates the need for VPNs, complex firewalls, and IT overhead. This advantage makes De-Ops an attractive solution for anything from mobile command centers, to global organizations who wish to become more flexible with their people. Decentralization eliminates the need for expensive servers, and adds a layer of fault tolerance not possible with centralized solutions such as anything web-based.

As I mentioned before De-Ops has gone through four years of research and development. Most of the systems have already been designed, and a good number have been built, even a full scale simulator. My company is looking for investment so that we can do this project right. I have taken projects from nothing to commercial quality in the past, but this project is bigger and the markets it can be sold in are wider. Corporations, individuals, and the government will all find different aspects of De-Ops valuable to their organizations.

The business plan is methodical, broken into interlinked stages for all aspects - development, sales, and marketing. We plan a slow, but steady growth through individuals with a Standard version. Using their success as a gateway into larger organizations with a Professional version. We are competing in overlapping market segments, both collaboration and directory services. As well as new market segments such as public coordination and disaster management. Our product itself is unique enough not to have direct competition upon release, and the technological bar is set quite high for potential competitors.

I invite you to read the business plan over. Also to talk with me about how the software works and the ideology behind it. With many years of research and development, there is still a lot that couldn't be fit in. I am searching for an investor who wants to be part of something truly innovative. Someone who can understand our technological vision and complement it with a more experienced business vision. I am seeking around 500k to bring the final version of this product to market in under a year. It's a great opportunity to invest in something that is really going to change the scale of collaboration over the internet.

Thank you for taking the time,

John Marshall
john.m.marshall@gmail.com
603-305-8887