PRESS RELEASE

For Immediate Release

21 June 2025 — Global

IntentEX Publishes the World's First Protocol for Real-Time Licensing of Human Intent

21 June 2025 — Steven Alber today announced the public release of IntentEX, the first decentralised protocol that converts pre-conscious human micro-intent into a cryptographically sealed, time-bound licence that can be traded on-chain without compromising personal privacy.

By treating intent—rather than data, demographics or browsing history—as an economic asset, IntentEX inaugurates a new layer of digital infrastructure: a live marketplace where individuals license their fleeting cognitive signals directly to vetted buyers and receive instantaneous stable-coin payment, all while keeping raw data and identity on-device.

Key Documents Now Live on GitHub

- **IntentEX White Paper (June 2025)**

- **Technical Foreword — full protocol architecture**

- **2025 Declaration of the Consciousness Economy — formal definition of intent as the primary substrate of cognitive value exchange**

Each file is version-controlled, SHA-256 hashed and publicly timestamped to guarantee provenance and citation integrity.

Strategic Positioning

IntentEX sits at the convergence of:

- Edge AI & Federated Cognition — on-device large language models parse emergent intent in < 50ms.

- Zero-Knowledge Verification — zk-SNARKs attest that an intent exists without exposing user identity or raw context.

- Market-Based Incentive Architecture — a smart-contract order book clears bids in real time, returning up to 95% of licence revenue to the user.

"This protocol lets people create economic value without surrendering their data," said Steven Alber, Founder and Protocol Architect. "They license an encrypted representation of their intent—privately, temporarily and entirely on their own terms."

Scientific & Economic Foundations

- Edge-LLMs parse high-entropy behavioural vectors on-device.

- zk-SNARK Attestation generates sub-200ms proofs that the intent is authentic.

- Decentralised Order Book (built on Move-based L1) matches seller licences with buyer bids in < 200ms.

Buyers receive no personal data—only a short-term, cryptographically verified licence to act upon the relevant intent class (e.g., interest in EVs, insomnia remedies, career transitions). The protocol enforces strict data-minimisation and is architected for compliance with GDPR, CCPA and the EU AI Act.

Tokenisation Roadmap

Although no token is live, IntentEX is engineered for future integration of:

- Stable-coin Micropayments for instantaneous settlement

- Dynamic Floor-Pricing governed by users

- DAO Governance for ethical curation of intent categories and access controls

About IntentEX

IntentEX is an open, decentralised protocol that transforms live human intent into a licensable digital asset, enabling voluntary, privacy-preserving trade of cognitive signals at internet scale. It is the first building block of a Consciousness Economy—a market in which verified intention, not historical behaviour, coordinates value exchange.

Media & Contact

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