

# VE3 Rob Pye Value Exchange 1 May 25 to 25 August 25

<https://app.clickup.com/t/8699x95rb>

## Email

robert.pye@ethosvo.org

## First Name

Robert

## Last Name

Pye

## Owner of this VE

[PERSON-20361] Robert Pye (Value Exchanger)

## Contributors to this value exchange

[PERSON-20490] Sir Ralph Wooddisse (Value Exchanger)

[PERSON-20489] Paul Jaques (Value Exchanger)

[PERSON-20375] Ahmad Muhammad (Value Exchanger)

[PERSON-20474] Jignasha Kanani (Value Exchanger)

[PERSON-20488] Will Ruddick (Value Exchanger)

[PERSON-20372] Sir Ralph Wooddisse (Value Exchanger)

[PERSON-20464] Michel Bauwens (Value Exchanger)

[PERSON-20369] Steve Latchem (Value Exchanger)

[PERSON-20469] Paul Jacques (Value Exchanger)

[PERSON-20362] Annabelle Lambert (Value Exchanger)

## People identified as possible future contributors

[PERSON-20370] Paul Sparkes (Value Exchanger)

[PERSON-20469] Paul Jacques (Value Exchanger)

[PERSON-20362] Annabelle Lambert (Value Exchanger)

## Work Navigator

[PERSON-20362] Annabelle Lambert (Value Exchanger)

## Wellbeing Mentor

[PERSON-20362] Annabelle Lambert (Value Exchanger)

## Signed an NDA

true

## Value Recognition Event

1747148400000

## Looking Back (Value Recognition)

-- last VE --

[PERSON-20419] See this link

## Pipeline

MoD - positive News. Trying to close. Confirmed going for £8m budget

Proposals into DASA / NATO / Lloyds / Ukraine (long shot?)

Small piece of VE work with **Jiggs Kanani of Lloyds**

Fundraising for **Michel Bauwens**. Exciting new development, Crypto wallet and "commitment pooling" And thanks to **Will Ruddick** for his support and enthusiasm on this.

Not much progress on Angels yet (meetings with **Rod Roman/Stuart Fletcher**)

**Paul Sparles** has been increasingly helpful in sharpening our revenue focus. We need this badly! Target £100k in the pipe for end of September.

## Product development

Delivering a few VEs. Process is maturing. **Michael / Michel / Advisors**.

We have developed Product taster decks

**Chris Voogd** been super helpful on asking impossible questions on the value proposition from the decks. Next VE booked for "life after EY" which will be insightful.

First thoughts on building a trust model.

Good Github pipeline now setup for new dev. e.g. PDF export.

Website re-arranged with simple setup. Value Recognition / Attribution page set up for the first time as a "how to"

Refined product road-map needed.

Github re-energised for CI/CD

## Marketing / BD

Progressive Economics conf / UCL / Ann Pettifor / Sri Lanka

Bauwens BRICS & Crypto links are exciting.

Macro economic perspective - also very exciting. The long view about USD debt sustainability. A more purist interpretation of Keynesian economics.

Thanks to **Ahmad** for his insights on email marketing and continued interest in supporting us.

## Family & Personal Wellbeing

August always regenerative. Time to think.

Will got a first from Durham (hatrick of firsts for the boys). Got a place in Oxford for Mathematical and Theoretical Physics Masters. He also got accommodation - which was a worry at some point.

Week in Malta Holiday - regenerative. Was very good indeed.

Thinking Sri Lanka jan 2026 short ski holiday. Feb 2026

Maria met the King!

personal wellbeing. I am working four days/week and 3 days on DIY. This has made a noticeable difference.

I am one month into "one meal a day" intermittent fasting. Feeling healthier for it. Have lost a bit of weight.

DIY: garden, patio, porch, kitchen, en-suite - lots and lots to do. Keeping me busy and engaged.

## The World

Trump, NATO - not quite the end of the World Order Yet!! The Trump TACO - aggressive then backs down.

Changed his views on NATO / Russian / Ukraine. All a bit surreal.

## Additional Value Recognition and Attribution (people)

### Pipeline

I recognise the non monetary value in our prospects (proposals). That **Sir Ralph, Steve Lachem** and **Paul Jaques** in particular have added to our MoD venture. That **Michel** in terms of fundraising for health and P2P. That **Vinay** for his trust in Ethos FOR Ukraine. That **Charith Gunawardena** and **Thiruni Kelegama** for conversations about **Sri Lanka** and above all else to **Annabelle** for pulling so many things together and for suggestions on outreach. To **Steve Latchem** for his AI guru hep, defence context and hyper responsive bid reviews!

### Product development

For **Ahmad** for extensive education on email marketing. For **Michael Haupt** for trusting us with the VE process and for helping us with experimenting. Leading to a new VE summary and strapline. To **Jigs** for helping us with expanding the permeability of a line between an individual and employer. To **Michel** for his work over the years in helping us to understand the potential of P2P governance and value. To **Ann** who has helped us clarify a brighter future for movements, debt forgiveness and a better macroeconomic context by a more original interpretation of Keynesian economics (fiat money to be used for sovereign people and planet benefit). To **Stewart** for support on the format and content of the taster deck. To Chris Voogd on the intro but more significantly for his incisive thinking around the taster deck. To **Paul** for his support on revenue focus and always being there for us. To Bill Skelly for his thoughts on Route to market and partnerships. Most of all to **Annabelle** for always being a step ahead of me!

## Marketing / BD

To **Ahmad** for being so happy to help and teaching us things he has learnt about email campaigns and approaches. To **Ann P** - same reasons as above. This is both marketing strategy and product development.

To **Michel** for reminding us that BRICS and Crypto are much more progressive in some ways than the West.

### **Family & Personal Wellbeing**

Mostly to **Sarah**: For continued support and getting excited about the DIY and home and holiday and 4 days working pattern evolutions. And after a little prompting, also the OMAD pattern!! For enjoying all those moments together. Esp the holidays and rare moments when we are together.

To my boys for getting on with life in their stride, for taking all that is on offer, for being different.

### **The World**

Especially to **Andy Stern** for showing us that unlikely coalitions are possible (Dems and Republicans around living wages in the US capable of enabling human flourishing). To **Ann Pettifor** for once again for opening up the links between top down and bottom up in an accessible way for us.

## Number of Days input since your last VE

90

## What is your mission?

### **changes in bold**

How can we learn to love all beings like they were our most cherished? How will future generations prioritise loving and caring for all humans and the planet with the same intensity as their own or organisational interests? How will we look after our own wellbeing better? How will each voice be heard and valued equally? These questions guide my journey without the expectation of arrival!

My mission is to challenge, question and excite consciousness linked to the above (Chief Poker!). How we can create social and environmental value as the core for all work. Everything we do. Paid or otherwise. Trust, Collaborate. Moderate. Align. The best way to do this (strategy) now seems to be to "Rebuild the Commons"

### **through people**

My strengths seem to be in innovation and starting things and in providing energy for others to follow. I love the "in-between spaces" between boundaries such as organisations, psychology, anthropology, sociology, technology, social value, individual interests and economics. I am a doer who loves what we call action-research. I love working out loud, open data, open knowledge, networks, blockchain, Tech (open source, Linux, Docker, Github) and what it means to lead oneself in a networked society.

Anger as a result of disagreement is not my best self. Misalignment and disagreement however can lead to knowledge and so how to be peaceful and kind in pursuit of knowledge is an essential skill to master. **I am still an apprentice.**

I take on responsibility naturally. However, Too much responsibility can lead to too much stress. I strive to moderate my innate drive to work too hard and not have enough balance.

The meaning I derive from my family together with the social value I exchange with those I meet and working with provide the most value for me. I recognise that my health and my time at Ethos over the past 26 years has been a

gift that I cannot take for granted. I will make wellbeing activities a part of my routine. **I need to prioritise this.**

I recognise that the world may not improve much in the round during my lifetime. That's OK. Spiritually, I am at peace with that. "It is what it is". I am nevertheless restless in my quest for promoting system change in an energetic and excited way. Maybe some small thing I do will have a positive effect on a future generation? I'm not looking for instant gratification.

We live in uncertain times. I believe I have a contribution to make and will strive to do so.

## Time and Money

I need to do a personal financial audit. Still thinking that we do not need such a massive house and garden now Sarah and I are alone. Having not taken anything out of the business for the last 6 months I cannot see that doing the same for the next 6 months would be psychologically a good thing for me. So by next VE would like to get that back on track somehow.

## Number of days you think you will devote to this Value Exchange period

90

## Permissions

true

## Comments on VE Collaborators for this period

I would say that out advisors and annabelle have been the main stay. I will build the links.

## Comments on VE collaborators for next period

Looking forward I would say more seniors to give us MOU kind of air cover within a context and more franchise owners (product/project managers) to work in a local context and sell a product. Dunno who so perhaps a mapping exercise would be good?