

ZEDEC ALLIANCE CONFIDENTIAL

REDHILL

THE AMPLIFIER - Strategy & Narrative Partnership

Executive Summary

Redhill is invited to serve as the strategic communications and narrative partner for the Pangea Alliance, crafting the market positioning that transforms revolutionary technology into global adoption.

Your Role: You are THE AMPLIFIER. The technology is ready. The alliance is formed. Now we need the world to understand why they need it. The narrative strategy begins now.

Why Redhill

- **Singapore Hub:** Strategic positioning for Asia-Pacific market entry
- **Disruptive Tech Expertise:** Experience with category-defining narratives
- **Government Relations:** APAC regulatory pathway knowledge
- **Crisis Management:** Prepared for skeptic/establishment pushback

Strategic Challenge

The Narrative Problem

The GlyphMap J.D.R. challenges multiple paradigms simultaneously:

- Claims EMF shielding (will face skepticism)
- Claims frequency healing (will face regulatory scrutiny)
- "Infinite compression" protocol (will face engineering disbelief)
- New device category (requires market education)

This is not a product launch. This is a paradigm shift campaign.

Strategic Scope

Phase 1: Foundation (Q1-Q2 2025)

Deliverable	Purpose
Positioning Framework	Define the "Bio-Scalar" category
Messaging Architecture	Stakeholder-specific value propositions
Skeptic Response Playbook	Pre-prepared rebuttals with scientific backing
Regulatory Strategy	FDA/CE pathway for "wellness device" positioning

Phase 2: Launch (Q3-Q4 2025)

Deliverable	Purpose
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Media Relations Campaign	Controlled disclosure to tech/health media
Influencer Seeding	Biohacker/wellness community adoption
Conference Strategy	CES, Web Summit, Biohacking Congress presence
Thought Leadership	Michael Curzi as visionary positioning

Phase 3: Scale (2026+)

Deliverable	Purpose
Global Expansion Playbooks	Region-specific messaging adaptation
Enterprise/Government Entry	B2B/B2G positioning for scale
Brand Architecture	ZEDEC master brand + sub-brand strategy

Financial Terms

Partnership Structure	
Monthly Retainer	\$25,000
Annual Retainer	\$300,000
Success Bonus (Launch)	\$100,000
Equity Option	0.5% of ZEDEC equity

3-Year Engagement Value: \$1,000,000+

Performance Metrics

Metric	Year 1 Target	Year 3 Target
Media Impressions	50M	500M
Share of Voice (Bio-Scalar)	80%	60% (as category grows)
Conference Speaking Slots	5	20
Thought Leadership Articles	12	50

Key Messages to Craft

Audience	Core Message
Consumers	"A phone that heals you while you speak"
Investors	"\$1.2T market, zero direct competitors"
Engineers	"The physics are non-negotiable"
Regulators	"Wellness device, not medical claim"
Media	"The end of the smartphone era"

Next Steps

1. **Discovery Call:** Deep dive on technology and vision
 2. **Audit:** Competitive landscape and narrative vulnerability assessment
 3. **Strategy Proposal:** Detailed 18-month strategic communications plan
 4. **Retainer Agreement:** Formal engagement commencement
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"The narrative strategy begins now."