

# ----- \\\_//----- Billion Dollar Program ----- -----

Greetings,

My name is MICHAEL C. COOK, I am the owner of SECURE DIGITS PLUS LLC, and I am an application developer, system engineer, and design artist, seeking an investment or contract to sustain operations related to RESEARCH AND DEVELOPMENT in reference to DIGITAL SECURITY, as well as the advancement of [FightingEntropy( $\pi$ )].

I previously submitted an investment appeal back in October 2020, I believe.

However 2020 was a rather EVENTFUL YEAR, and though I can elaborate on that upon request, I've already done a FAIR AMOUNT of that elaboration in my book, TOP DECK AWARENESS - NOT NEWS.

[https://github.com/mcc85s/FightingEntropy/blob/main/Docs/2022\\_0823\\_TDA\\_Not\\_News.pdf](https://github.com/mcc85s/FightingEntropy/blob/main/Docs/2022_0823_TDA_Not_News.pdf)

My work samples are on that GitHub project, a lot of it is experimental, but some of it is ready for production. My RESUME as well as a lot of my work samples and exhibits are in that (document/book). However, the goal of THIS document is specifically to elaborate on story elements and integrate them into the proposal.

Over the course of the last 3+ years since I started my company, I've been (drafting/designing) the building blocks, and slaving over the core components of what will eventually become the "Billion Dollar Program". The code name is [FightingEntropy( $\pi$ )] which ALREADY does a lot with NETWORK SECURITY, OPERATING SYSTEM DEPLOYMENT, and various other tasks that relate to SYSTEM MANAGEMENT and even a small taste of DATABASE INTERFACE (Cim)

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| - Fights ID theft & cybercrime, and the parties/people that commit these activities  
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| So for instance, ADVANCED PERSISTENT THREAT 29 AKA "COZY BEAR", is a group of hackers/homosexuals who attacked the FEDERAL GOVERNMENT approximately (2) months AFTER I submitted my LAST investment appeal.  
| 2020 FEDERAL DATA BREACH: [https://en.wikipedia.org/wiki/2020\\_United\\_States\\_federal\\_government\\_data\\_breach](https://en.wikipedia.org/wiki/2020_United_States_federal_government_data_breach)  
| These queers are based in RUSSIA, and they were able to commandeer the Department of Defense, Department of Commerce, Department of Energy, the National Security Agency, the Federal Bureau of Investigation, the Central Intelligence Agency, among many other agencies, as well as a large portion of the companies in the S&P 500.  
| APT29 has been CLOSELY WATCHING and MONITORING ME since before (01/15/2019), as the owner PAVEL ZAICHENKO APPEARS to be ASSOCIATED with THEM. I believe that MULTIPLE PARTIES here in the UNITED STATES, COORDINATED AN EXTREMELY SOPHISTICATED ATTACK with (APT29/COZY BEAR) at the SHOP that I used to manage, at:

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| COMPUTER ANSWERS | 1602 US-9, CLIFTON PARK NY 12065 |  
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| These hackers used a combination of sophisticated cyberattacks that exploited (4) different attack vectors...  
| 1) CVE-2019-8936, 2) DDOS, 3) WannaCry Ransomware derivative, 4) Phantom/Pegasus on my Apple iPhone 8+  
| I elaborate MORE on these things in my book, TOP DECK AWARENESS - NOT NEWS.  
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| - Single cohesive package that is cross platform and scalable, rather than multi-platform and using various distributors, though to be perfectly clear, multiple platforms such as UNIX, FREEBSD, and LINUX are used.  
| - Security and updates maintained automatically (like Windows Update, but with added functionality)  
| - Integrates APPLICATION DEVELOPMENT, VIRTUALIZATION, and NETWORK ENGINEERING dynamically  
| - Includes (GUI/graphical user interface) components for interactions w/ databases, website, system mgmt, etc. Components of the RETAIL application...  
| - Access to system requires 2 factor authentication,  
| [Factor #1]: BADGE/NAME TAG with a LANYARD  
| [Factor #2]: PROXIMITY SENSOR that is attached to LANYARD, and is TRACKED, but- does not leave the premises  
| - EVERY TERMINAL can be used to make updates or notes, and even conduct sales or order inventory  
| - EVERY TERMINAL saves a session for each operator to return to, regardless of the node  
| - IF the proximity sensor belonging to a user who has OPENED a session, has exceeded a specific distance, THEN, a timer countdown begins. IF it does NOT return before it reaches 0, the session will automatically lock itself and allow OTHER users, to use the terminal  
| - IF a user has left a session open, and has exceeded a specific distance, and a DIFFERENT USER approaches the terminal, OR, if it detects a DIFFERENT PROXIMITY SENSOR, the session will lock itself  
| (the last 2 are meant to specifically expedite the process of signing into a session for individuals)  
| - Having sessions tied to specific users allows each operator to have tangible metrics on their performance and efficiency, AKA micromanagement  
| - Any transaction is able to be transferred from any other, if for some reason a transaction BEGAN but hasn't been CONCLUDED, and the operator was distracted and left the terminal (for instance, phone calls)  
| - Integrates security appliances and Internet of Things (thermostat, lighting, alarm system, cameras, etc.)  
| - (ALL/MOST) networking equipment is VIRTUALIZED [routers, switches, firewalls] and every (connection/node) is ENCRYPTED WITH A SPECIFIC PRIVATE KEY (cause it'll use Active Directory) and the hardware ID on each NIC MAC  
| - Alerts generated whenever a device has a severed connection, or if the signature is invalid (anti-spoofing)  
- Steps recorder tracks every accounts' move, and generates a unique signature for each operator, effectively generating a digital signature or pattern... this is only reserved for forensics, and cannot be accessed by internal users

Eventually, OTHER aspects will be included, though these are the main components of the billion dollar program that the people reading this document might find INTERESTING and COMPELLING. Many of the components that your corporation currently uses, are pretty bulky, draw a fair amount of power, and are clunky, not very seamless, and requires any branch to call in to the service desk to submit a ticket.

That's not to say that the equipment isn't doing the job...? But sometimes I think about a guy I once worked for, Brian Kovelman. I'll expand on several tangents and then return to the main point I made above, in discussing a system that I built in August 2017 at: Computer Answers, 1602 US-9, Threadripper Mark I.

Brian Kovelman is a man who owned and operated a restaurant in Albany called Mild Wally's. Mr. Kovelman and I ALWAYS had some sort of DISPOSITION, or rather, he always had a DISPOSITION toward ME, which caused me a fair amount of anxiety whenever I was around him, at least when I FIRST started working for him back in 2004 or 2005 at Mild Wally's.

Mild Wally's CONSISTENTLY had the best wings in Albany for many years, and received a SERIES of awards for it.

It has been many years since I've worked with Brian. One of my noteworthy accomplishments when I worked there, was that I was able to break his best delivery drivers' daily sales record by ACCIDENT one night. He called me the next day, because he thought that there was some sort of MISTAKE, or some type of FLUKE... because it was the highest number that anyone at that shop had ever brought in. So, you would think that was a GOOD thing, but for some reason... he seemed kinda PISSED about it.

Like I said, I'm not badmouthing Mr. Kovelman at all, but the dude had an unspoken RESENTFULNESS or DISMISSIVENESS toward me, and when combined with how I managed to outdo him... it caused his disposition to become quite clear to me.

That's not to say that Brian and I didn't get along, because that's not true - we did. I believe the disparity between him and I, was that I've always been the type of person who LOOKS for things that nobody else bothers to CHECK or DO, in order to do my job more EFFICIENTLY or QUICKLY. But also, I don't think that he knew WHY I was delivering pizzas in Albany when I lived in Clifton Park.

Well, it's because my father, Michael Edward Cook was a cab driver working for OK Taxi on October 23rd 1995, and was murdered by (3) black kids named Tyrell Crawford, Clifton Williamson, and Zontell Gordon. I'll elaborate on THAT by request, but the relevance is that ... I wanted to know my way around Albany.

That is the main reason why I started working in Albany, for I Love NY Pizza, 552 Central Ave, Albany NY.

Brian seemingly misjudged me, and thought I was some sort of ridiculous idiot, and this is the mentality that a lot of people have toward me. It goes by the terms PREJUDICE and DISCRIMINATION, though those terms are probably a fair jump above what was really going on in this guy's mind. I have to consider that the PREJUDICE people treat me with, is resultant to my Autism Spectrum Disorder, and how people judge others by their APPEARANCE, REPUTATION, or PERSONALITY, rather than by PRINCIPLE.

I'm gonna get back around to what is most important about Brian Kovelman in a moment... but, I should come right out and say it. After my father was murdered, I was bullied, emotionally abused, beaten up, picked on, cheated, lied to, hurt, and blamed for things I never did, QUITE A LOT. My father wasn't alive to teach me about how to find the toughest/coolest dude in the room who made the mistake of deciding it'd probably be OK to go ahead, and do these things to me... walk up to them, and then, break their fucking legs in front of EVERYONE in that room, with no warning whatsoever.

That's a metaphor, by the way. I don't walk into rooms and start breaking peoples legs ... I've never broken anybody's legs either, by the way.

I'm just sayin', it's a pretty good strategy to discuss if you want to TEACH people how society is shaped and molded to underestimate people ALL THE TIME, especially people they shouldn't be underestimating at all... as well as to earn everyone else's respect.

I'm integrating HUMOR with a METAPHOR, to describe the RESISTANCE I face, and that I'm well aware that it exists.

If something were to ESCALATE to something THAT SERIOUS, it would take TIME and DETECTING A PATTERN. I know how to detect PATTERNS, especially when people use PSYCHOLOGICAL MANIPULATION techniques in order to retain their ALPHA MALE status. There is an entire chapter I've dedicated to discussing PSYCHOLOGICAL MANIPULATION in my book, TOP DECK AWARENESS - NOT NEWS.

So, when people try to point at me and giggle, and say stuff like "TEEHEEHIEE, DUDE THINKS HES HOT SHIT-!" That's a perfect opportunity to find the toughest dude that's pointing and laughing, and then just break his legs. People won't be laughing after that, will they...? Nah.

However, there's a SMARTER option than that, and YOU'RE READING IT ... That option, is to do what I did to Brian Kovelman.

You see, to him, I realize in hindsight, he's worked with a lot of people, so he's had to make quick assumptions about ALL of those people. He did what most people do, made a careless assumption that I'm a fuckin' joke, and thought that I wouldn't last very long. A lot of people do this.

So, just like when I APPLY to places, and I tell them that I have MORE EXPERIENCE with COMPUTERS and NETWORKING, than MARK ZUCKERBERG, the CEO of Facebook...?

Well, sometimes people like to giggle to themselves OR each other, when I make bold statements that they believe are from someone DELUSIONAL. But, here's how I can PROVE what I just said...

| <3FG20K>'s Shopping Maul : [https://web.archive.org/web/20220000000000\\*/planetquake.com/bfg20k](https://web.archive.org/web/20220000000000*/planetquake.com/bfg20k) |

That's a website I had hosted on PlanetQuake back in May 2001 when I was 15. The site existed PRIOR to that, until PlanetQuake accepted my submission for their platform to host my site. The earliest entry on PlanetQuake was (4)

months before the World Trade Center was attacked on Tuesday, September 11<sup>th</sup>, 2001.

On that website, I made LEVELS for a game called QUAKE III ARENA while attending SHENENDEHOWA HIGH SCHOOL. So, when I said I had more experience than MARK ZUCKERBERG, and people started laughing when I said that... if those people review that link...? ... they'll stop laughing pretty fuckin' quickly.

While you can't just go around INSULTING people that think this way (cause you'll have no time to do anything else), you most certainly CAN focus on doing this to CERTAIN people, and then, continue developing and refining the insult so that they can't even PRETEND like they didn't hear ya ... when they think this way.

For instance, I kept doing that to JOHN PICKETT, whose brothers are JESSE PICKETT, and DANIEL PICKETT, and they are the former owners of the NFRASTRUCTURE CORPORATION, which I worked for in 2010. My father and JESSE PICKETT had some type of ASSOCIATION that I was unaware of when I was hired in 2010, which can be seen in this document:

| 07/21/89 | Jesse Pickett 785-3221 | <https://drive.google.com/file/d/1y05kPm-CjvIALi6r8CNPMLIRnXvMtPpD> |

The reason WHY I kept doing that, is because I BELIEVE THAT THEY HAVE BEEN COMMITTING ESPIONAGE TO ME FOR YEARS. Relative, but side point.

I have to consider insulting guys like the Pickett brothers, when I SUSPECT that THEY have quietly blacklisted me for some NEFARIOUS reason, or if I believe that they had a hand in deploying Pegasus to my smartphone prior to January 15th, 2019. I'll elaborate on that by request.

In reference to Brian Kovelman, I never needed to insult him at all, even if his attitude toward me was constantly rather insulting. That's just it. I WORKED MY ASS OFF for Brian, never STOLE anything from the guy, SET RECORDS, did my best to STAY BUSY, filled in MULTIPLE ROLES and even DID THE SAME WORK AS A MANAGER, but the dude never once considered offering me a job as a MANAGER.

Why...? He's always had some PREJUDICE toward me, and I've never really understood it unless I think about it being a measurement of PRIDE. At which point, it makes perfect fuckin' sense, actually.

One time, I was told to take a food delivery to the same street that my father was murdered, PLUM ST., and I REFUSED to deliver it. Everyone thought I was just being a dickhead, or trying to skip the delivery queue.

I told them, that's where my father was murdered, I don't want to go there. Well, word had made it's way back around to Brian, and it was the first fuckin' time that this dude seemed to drop all elements of prejudice whatsoever, and this dude looked at me and expressed sorrow in reference to my father, and it felt incredibly sincere. Most of the time, Brian was evasive or sarcastic, which caused me to feel like I had to walk around on eggshells around this dude. However, I think THAT was the moment where Brian began to understand why I was the way I was.

And that's just it.

A lot of people in society act a lot like Brian did, UNTIL, they understand what has made me the way I am. Now, Brian didn't let his guard down, because honestly, I think the man has gotten fucked over by so many people... that he has to be rather RESERVED toward EVERYBODY. And he's not alone because I'm certain that MANY business owners feel this way. So, earning somebody's RESPECT is one way to earn their TRUST, as well.

However, sometimes people can CHARM their way into somebody's hearts, by riding on their PERSONALITY and APPEARANCE, while keeping their fucked up principles very secret and unexpressed. That means, earning someones RESPECT the EASY WAY causes them to automatically be TRUSTED for some strange reason.

I'm not gonna say that Brian was perfect, because he sure as hell wasn't.

But, I know for a fact that I earned this dude's respect the HARD WAY.

There were things about the dude that I think about when I compare and contrast other employers or bosses.

Not (1) fucking time, did this man EVER fail to pay me what I was owed for my worked hours or labor.

It's just NEVER happened.

The dude was IMMACULATE when it came to FINANCES and keeping his restaurant MOVING, ROLLING, and STOCKED UP. The dude probably doesn't APPEAR to be one, but I believe he is a GENIUS, though... truth be told, I believe he could've made a much larger impact on the world if he had TAUGHT other people how to be more like him, rather than to remain so GUARDED... because even though he HAD a following, I believe he could've had a larger network of people to expand his franchise store into multiple locations, not unlike how Papa Johns or Dominoes did.

That's just it.

Brian had TRUST issues, and it limited his success.

However, perhaps that was a decision he WILLINGLY made.

A few years ago on Superbowl Sunday in February 2019 AFTER I had started my company, Secure Digits Plus LLC ... I stopped at Mild Wally's for some slices of pizza.

I'll get to what I said to him about his SOFTWARE, POINT OF SALE DEVICES, AND DATABASE that managed the tickets for his kitchen bulletin system/KBS, in a moment. He didn't have a FULL KBS, they used paper tickets. I was thinking about how to go about building one though.

I'm gonna elaborate on Mild Wally's, being the place with the best wings in Albany... on a fuckin' Superbowl Sunday...? Heh. Much like the marines had to watch for those friggen aliens in the movie, Alien...?

You're talking about everybody needing to stay frosty the entire shift, a bundle of nerves and stress at any given moment. Phone starts ringing...? That's an alien xenomorph poppin' out at ya, shoot em down, soldier. Just kiddin'.

Precooking the wings about halfway, is a lot like overloading in programming. Doing some work AHEAD of time, to make things much more efficient.

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[illegible]

Spinners, Juniors, and I think Sadie's and Washington Tavern...? They were all OWNED by the same dude, and his name was Tony.

Me : Where the hell do YOU work, driving around in a friggen Hummer, bro...?  
Kevin : \*chuckles\* Heh.  
Dude, I work at friggen Spinners.  
Me : Never heard of this place...

I'm talkin', like, people will spitefully throw a \$5 tip at va on practically every order.

Regardless, Spinners being as awesome as it was, STILL MAXING OUT AT SECOND PLACE...?  
That's what I mean when I say that Brian Kovelman was a fuckin' genius underneath all of those layers he wore, to keep his business running and his family in good hands.

A long horizontal chain of 15 trapezoidal units connected by horizontal lines. Each unit consists of a solid trapezoid with a dashed line above it, forming a single continuous structure.

I'm hyperbolizing a few things to make the story sound cooler.

That's who this dude Brian Kovelman was, simply put. Anyway ...

...and that was the last time I saw Brian Kovelman.

But in that moment, there was a bittersweet and eerie utter silence. I didn't realize that'd be the last time I'd ever go to Mild Wally's, because Brian later closed the store.

The truth is, I was embarking on a new chapter of my life, and closing out the one where I supported Brian's legacy, though... that chapter where I once worked for him had been closed for quite some time. Because, I was the type of dude who would order a Philly steak while being stuck in Albany Med.

He just so happened to be the driver one time I randomly placed a delivery order. If there's anything I can say about Brian, he was the type of business owner that LITERALLY knew how to do every job, and if he needed to fill in as needed ...? He was there.

Person : HEY BUDDY, WHATS GOIN ON...?  
Guy : Uh, not much...  
Person : I DON'T KNOW IF YOU CAN HEAR ME...  
AM I TALKING LOUD ENOUGH FOR YA...?  
Guy : Buddy, you're like, yellin' in my face...  
Person : WHAT'D YOU SAY?!!?





Getty near New County (gone), Stewart's Vosburgh (built after I started), Bubbles (box), Stewart's Main, Cumberland Farms, CVS, Stewart's Park Ave, Rite Aid, Citgo, Getty (near bridge), Deer Run Campgrounds (box), Penny's (box), Price Chopper, head to Stillwater, Mobil, Stewart's, head to Malta, Citgo Rt. 9, Mobil, some place in the plaza behind Mobil, Stewart's Rt 9, CVS (where Fleet Feet is now), Price Chopper (Kendall Way), head to Round Lake, Sunoco, Citgo, Stewart's, Rite Aid, done. That was 0122.

I remember driving along Route 67, and then eventually taking the back roads down Elmore Robinson road, onto Cold Springs Road, and in those days the fuckin' road was ALL gravel.

In fact, I remember one day, Tony at Spinners asked me:

Me : About \$800.00

Tony : \*surprised\* Oh.

[illegible]

Regardless, Tony was caught off guard because he knew I was a very valuable driver, and he wanted me to work more hours. Fact of the matter is, Saratoga County has been my home, since 1987.

Eventually, I was driving between Mechanicville and Malta on the back roads, when suddenly the trees were being torn down. It took a long time for that place to be built, because the cover of the Times Union had story after story that discussed this place and whether it would HAPPEN, or NOT HAPPEN, or SORTA HAPPEN... but, it happened, as it's been over and done with for many years, and the greatest thing this place is responsible for, is the AMD Zen architecture. (I'll get to that)

I met the mother of my kids, and we ... had kids. So, I started to focus on my technical aspirations. Then, I was hired at NFRSTRUCTURE after a 3 minute interview with Matthew Caldwell and Dennis Schilling.

Mr. Schilling was wicked impressed with some of the questions I was asking... so was Matt Caldwell. And so, within the first (3) minutes, they said "You're hired." Cool.

Caldwell : Fuck yeh, dude.

Schilling : Now \*points\* THAT'S what I like to see somebody doing, BEFORE they even have the job.

Schilling : Might have to make this temporary position he interviewed for, a full-time position.

Caldwell : \*squinting\* ...can we actually do that ...?

Schilling : Fuck yeh, dude.

If \*pointing\* this dude's just gonna just show up, and flat out impress the fuckin' daylights out of an ALREADY quite impressive, tough-as-nails, son of a bitch like me.?

\*Scoffs\*



Matt never flaunted his certifications like that, however, I did notice them on the wall. If you want to prove how legit you are...? Put your certifications on a wall, and just show people. That typically does the job. It's a notion that says "I officially know what the hell I'm doin'. So ..."

Imaging laptops and desktops, in the orange walled cybersecurity batcave, and if I wasn't in there...? I was in the warehouse, repairing a rolling inventory of desktops, printers, point of sale stuff, and whatnot for the Adidas Reebok Corporation of North America. Sometimes I'd try to troubleshooting PROBLEMS with their software, but I wasn't a DEVELOPER quite yet. Ultimately, every machine typically required a FULL WIPE/RELOAD of the operating system, Windows XP.

That shit was incredibly time consuming.

That's what became the goal at some point.

In the grand scheme of things, maybe it wasn't meant to be.

As for being able to map out SUSPICIONS and detect SABOTAGE...? Well, that's the power of not being a dumbass. Seriously.

I can tell ya, RUSSIANS LOVE TO COMMIT SABOTAGE, and even KILL PEOPLE, TOO.  
And, if they do... you can't go to the police and tell them or anything, because they won't believe a fuckin' word.  
Not unless you're Uncle Pennybags and you walk around with a top hat and a monocle...  
THEN they'll believe ya, cause they know that you own those hotels on Broadway and Park Place.

Was it a guy that just got lucky by quietly deploying a keylogger in a very convenient location...? Or, was it a RUSSIAN SPY with unrivaled CTRL+C followed by CTRL+V skills, one who became SO JEALOUS of EMPLOYEES PERFORMANCE, that it just LOOKS like it was a measure of pride, when in reality... nah. That sumbitch was sent on a mission to support the Russian flag. If it IS the latter...? Expect everyone to have been BAMBOOZLED.

What that means is that even though you're not privy to the WAY in which either of these guys wipes their ass when they take a shit...? Doesn't matter. You can still sorta figure out whether one is a proud business owner, or a fuckin' spy from another country. One way to REALLY tell the difference...? Is to check whether or not they can DO any of the WORK in ANY of the positions... in the company.

However, being someone such as myself...?  
You'll speculate that idea pretty fucking quickly, when some things start to go terribly wrong for no reason.  
The truth is, things don't go terribly wrong for no reason... Typically, things go wrong for a fuckin' reason alright.  
Was it someone who was just too proud to admit something...? Well, that's not so bad... it can be expected in some cases.  
Or, was it some cocksucker on a mission of disillusionment...? I gotta say, there's a fuckin' HUGE difference.

One day in August 2017 at or about the date of the Great American Solar Eclipse, I got a call from Dwayne.

Dwayne : \*calls me\*

Me : \*answers\* Sup fuckface.

Dwayne : Not much man, keepin' in touch with yourself...?

Me : \*chuckles\* Always.

Dwayne : Yeh...

That's what I THOUGHT, dude.

Me : Obviously I'm just kiddin'.

Dwayne : I had a call come in.

Guy needs some shit done.

Wanna do it...?

Me : Sure.

Dwayne : Alright, dude's got a problem with Office, or Outlook.

Needs somebody to fix it for him.

Me : That's... a piece of cake.

Dwayne : I know, right...?

Me : What's his name, address...?

Dwayne : You got a pen and paper handy, or you want me to text ya...?

Me : I can write it down.

Ready when you are.

A long horizontal chain of 15 identical trapezoidal units connected by horizontal lines. Each unit consists of a horizontal top bar, a horizontal bottom bar, and two slanted sides. The units are connected in a linear sequence, with the bottom bar of one unit meeting the top bar of the next.

Guy : So, you said that (1) computer could replace all of those computers in there...?  
Me : Yep.  
Definitely.  
Guy : Sounds interesting.  
Me : Yeah, well, this chip that I've been waiting for 10 years, to come out...?  
Guy : ... yeah...?  
Me : Well, the consumer grade chips just came out in like, February.  
And I bought the best one they had (1800X), and it performs beautifully.  
Guy : Oh, wow.



AMD Threadripper 1950X,  
MSI x399 Gaming Pro Carbon  
64GB DDR4  
1TB NVMe SSD  
2x Nvidia GTX 1060s  
A cool kickass case...  
\$6500. Might've missed a couple components, but we've added things to this guys machine over time.

Dude literally held the record, for being one of the most miserable bastards...  
...in the history of miserable bastardhood...  
...at being one of the most legendary miserable bastards that ever lived.

Well, this dude would NEVER disappoint anybody who stopped and asked themselves that question. Because my god, this dude was consistently on point.

That isn't something you want to be highly skilled at being. just so we're clear...

Anyway, as I was attempting to submit an order for the parts, the system wasn't allowing me to submit the order for the parts as (1) order. Nah. Had to submit like, several. So, I had to calculate the percentages for EACH PART, rather than by the INVOICE, and then submit them each INDIVIDUALLY, all because Cliff and I had a chat:

Me : Cliff, you're a miserable bastard, dude.  
Cliff : Whatever bro.  
I'm miserable.  
I'm not gonna stop being miserable, because it's what I live for, dude.  
Me : Oh, I know, buddy.  
Trust me.  
Cliff : I'll bet you wish you were as miserable as I am...  
Me : Nah.  
Cliff : C'mon bro.  
Don't lie, you do...  
Me : Nah.  
Are you gonna help me submit an order for these parts in the new CRM...?  
Or, play with your dick all day...?  
Cliff : I don't do that ALL day, dude.  
Me : I was just kidding.  
Cliff : Yeah, well, we could do things the EASY WAY, and it'll be done in seconds...?  
But, that's fuckin' stupid, dude.  
Why would anybody wanna do something simple in such little time...?  
You wind up only doing work for a few minutes, rather than for like a half hour or an hour.  
Makes a big impact on your paycheck, dude.  
Me : Uh...  
Cliff : OR... we could do things the much more COMPLICATED way, and then, take like a half hour.  
Or you could even stop right before you're done, go make a sandwich, come back, stare at the screen,  
until a full hour has gone by...?  
And THEN, click the SUBMIT button.  
Boom.  
You just did an hour worth of work.  
That's what I'd do, and YOU should too.  
Me : Can I do it the like, EASY WAY...?  
Cliff : \*voices trails off\* Oh, if you wanna do it the easy way, go ahead, see if I care...  
Me : Yeah, well, HOW...?  
Cliff : Hev, I wouldn't even know where to begin, with the easy way, dude.

He's going to INTENTIONALLY DRAW THE PROCESS OUT... so that he can get paid more money to do that. This process is called "milking the clock", and really, America has a lot of people who are HIGHLY SKILLED AT THIS.

And DURING that rate of \$900.00/hr., I'll be FLYING RIGHT PAST IDIOTS LIKE CLIFF... waving. Cause I just made a lot more money than that dude in a hell of a lot less time. And, I was able to UPSELL the dude into something that was not even built yet.

Regardless, the lesson I've learned through all of this is this...

Some people confuse the terms SUCCESSFUL and AMBITIOUS. I won't get lost in the differences between them here, but I have written about it casually in my book.

I used to hustle when I worked at Mild Wally's. It was HANDS DOWN, the (1) job where I basically performed every god damn role at the store, and THAT is the reason why I was able to smash the best delivery drivers record, whereby causing Brian Kovelman to call me, and ask me how I pulled it off. I mean, I ALSO DID THE SAME THING AT COMPUTER ANSWERS, but at Mild Wally's I worked with a team that APPRECIATED what I was doing, in being an effective team leader, and knowing what to do, how to do it, being able to stay on top of things, and just... getting it done.

Sometimes, even when I EXPLAIN to people that I do this EVERYWHERE I WORK...? They may put up some RESISTANCE or be DOUBTFUL, because... those are incredibly rare attributes. I could rattle off a number of reasons why people would put up that much resistance... but ultimately it all comes down to the PRESENTATION.

The most favorable outcome at Mild Wally's was clearing the order queue, and smashing the sales records. Several guys would drive around delivering, the rest of the staff stayed in the store. Typically Mild Wally's would pull in like, IDK, on a really good night, maybe an excess of \$5,000.00 more or less. I don't think that was TYPICAL, however.

The two industries, RETAIL and FOOD SERVICE, are NOT very similar in many respects. However they do have SOME similarities.

So, at Mild Wally's, you wouldn't ever tell a customer on the phone "Yeah, it'll be there in about 10 minutes" after they just placed an order. Because, I don't think even the customer would believe that... much in the same that you





[illegible]

Well, this caused them to feel the same emotion as the customer in the skit above, where he originally wanted (1) large sausage pizza, but BECAUSE of the WAY that I PLAYED around with his EXPECTATIONS...? That order became (3) large pizzas, and not just (3) regular large pizzas, either.

(1) buffalo chicken, (1) the works, and (1) with sausage and onions...

They were TOLD what to EXPECT...? But also, they had a PRECONCEIVED NOTION of what to EXPECT...

And then, AFTER their EXPECTATIONS were ALTERED...? This caused a change in their BRAIN CHEMISTRY, and therefore altered the workload as well.

It comes down to social interactions and it's sort of the same thing that happens between a parent and a child. Or even between a girl and a guy when they're hitting it off.

So for instance, if I go to Burger King, and I get a Whopper with cheese at the drive thru window, I'm expecting that it will only take like, IDK, 5 minutes if no cars are there. If there are, maybe 10 or 20 ... depends on how busy it is. But if the dude on the drive thru says:  
"DUDE. IF YOU BUY A WHOPPER... I'll throw in an extra one. for FREE."

However, EXPENSES were very different.

SOME expenses overlap, such as rent, power, and labor.

The ones that didn't overlap at all at Mild Wally's were rather miniscule, because dough, cheese, and tomato sauce is like, pennies on the dollar.

Computer Answers, the cost of parts, time to order and receive them, would take multiple days, and sometimes even weeks, the best way to turn something that would take a lot of time and not generate a large profit, would be to SUBSTITUTE other end results.

Computer Answers was an easy place to convert a customer who had an issue with his email, into a sale for \$6500. Whereas, good luck finding any fuckin' way to do that at a restaurant without doing CATERING. CATERING is worth a fair amount of money, but it requires a lot of TIME, and PREPARATION.

All of these things I'm comparing and contrasting, ARE NECESSARY TO DO WHEN DEVELOPING APPLICATIONS. Because, I'm defining PROPERTIES and FORMULAS and LIKELIHOODS or PROBABILITIES... However, the ultimate end goal, is to produce a PROFIT.

There's really nothing difficult to understand about PROFIT being the REASON why a BUSINESS would do business. However, when it comes to MAXIMIZING EFFICIENCY or PROFIT...? Research and development is rather CRITICAL, and THOROUGH.

Do companies spend a lot of money on RESEARCH and DEVELOPMENT to do what Cliff Miller did...?

Well, to be perfectly honest, SOME OF THEM ACTUALLY DO.

So, companies MAY be reluctant to spend money on R&D UNLESS, you've got a guy like Brian Kovelman who does every single role at a company he owns and manages. Basically an apples to apples comparison with a guy like Elon Musk.

Musk does this. He will walk up to every person in his company, and ask them what they're working on, and if they need help. I can't specify that with sheer certainty, however, the man is running (5) companies at the same time.

(1) of those companies sent an electric vehicle into space, on a refillable rocket that can land itself.

(1) of those companies is MORE PROFITABLE THAN GENERAL MOTORS... and specializes in making the fastest production vehicle in the world, and (0) of the cars they make use GASOLINE or DIESEL.

I write a lot about this dude in my book, TOP DECK AWARENESS - NOT NEWS.

I also write a lot about the other few top billionaires and I talk about HOW or WHY they became rich.

I can guarantee that each one of them would probably agree with many of the things I've written in this document. For the most obvious reasons.

I'm looking to ascertain an investment OR a sponsorship where I may be able to further develop a program that does the many various things I've rattled off in the beginning, however, I've also compiled a portfolio of work I've already done. It is on my Github project, and some of it is in my resume, which is also, in the book.

The truth is, sometimes an interesting prospect will just... show right up at your doorstep.

I suppose the REAL question is, how to write up the final portion of this document.

To be perfectly honest, I'm not sure how to.

A good story ebbs and flows, and just... keeps on goin'.

I wrote this entire document in a single day...

The toughest part about it is trying to figure out what to write as the last sentence of this document ...

The name of the document starts to make the ending all the more obvious. "Billion Dollar Program"

Someone would have to be flat out impressed, with a document, to warrant spending a BILLION dollars on something, just... on a friggen whim. But- just cause that's the NAME, doesn't mean I'm askin' for a billion dollars to build it.

If I threw a number on this thing, for how much I'm lookin' for...?

I think it'd rip the magic right out of this thing...

Truth be told, there's some really evil shit goin' on in the world, and I'm not gonna be able to do much to put a stop to any of it, without some type of investment from somebody.

I remember when working for the Hearst Corporation back in April 2009, when Hamilton News had bought out all of the contracts... and I remember going to work for the last night, seeing some of those people at each stop, lettin' em know that somebody else would be showin' up from there on out.

It felt a lot like that moment I left Mild Wally's for the last time, looking at that busy intersection that was eerily and atypically silent... I had no idea that it'd be the last time I'd see it, before Brian closed his shop.

It's really difficult to be able to expect the curveballs life throws.

But, at least I knew I had that last chance to let people know, that I was saying goodbye for one last time.

It truly was, bittersweet, sad, actually.

Cause there I was, being the guy that was always there, 7 days a week, all year long... I can hardly believe it's been about \*checks watch\* over 13 years since that night...

What I can say is this, a lot can happen in 13 years. In my case, everything became rather clear for me when I went to my fathers grave one night, in Calvary Cemetery... and saw a shooting star come down as soon as I was leaving. My father having been dead for almost 27 years, has ultimately changed my life in a rather permanent way. But, that night made my future absolutely fucking clear.

Sometimes I may come across as rough around the edges.

Some may even say I'm unmanageable, or like a bull in a china shop.  
Oh, I gotta tell ya, I'm manageable alright, so those comparisons fall short...  
It's just that SOMETIMES I have to put up with someone like Cliff Miller, who wants to milk the god damn clock...  
Cliff's a miserable son of a bitch if anyone ever saw one. So, I'm going to close out this document, by describing just how much of a miserable son of a bitch this dude, Cliff Miller, truly is.

He probably enjoys being able to stand up right smack dab in the middle of doing something WICKED important...? NOW he's gotta go make a fuckin' sandwich. Why...? Uh, cause the dude makes damn certain that he gets paid, to make himself that sandwich... It's not just any sandwich he makes, either. He doesn't stop there, either. Ohhhhhh no. Dude's gonna flat out, dab the corner of his mouth for EVERY BITE he takes. Why...? Cause... dabbing of the corner of his mouth, takes like another minute or two.

Then, the dude's obviously gonna be tired out from eating that sandwich.  
If he's eaten a sandwich he's made, and he's not like, ready to pass out for a while...?  
Then, that sandwich sucked ass. So, the sandwich has to be pretty damn good, in order for him to look at the work he's JUST ABOUT DONE WITH...? Until he thought "Time for a fuckin' sandwich, dude..." and then he's off to the races.

So, that's when the dude went and made one. Spent 38 minutes on the clock, eatin' the fuckin' sandwich he just made... The dude used artisan bread from a bakery ran by monks... at the top of the Himalayyan mountains.  
It's such a dangerous trek, that he'll only go there once a month, no more than that... but he does it.  
He'd never dare disgrace this bread either, by using some shit like Hellmans, or Kraft mayonnaise... Nah.  
Dude uses such a rare mayonnaise, that nobody even knows what it's called, and you can only get by ordering it through a special catalog...

He managed to convince a farmer at the very southern tip of South America, to sell him a pig that lived its' whole entire life, stress free. It was a real tearjerker for this farmer when it died of natural causes. However, from what I've heard...? Well, it's the most TENDER and DELICIOUS ham, in the whole world... Cause.  
It was the happiest fuckin' pig that ever lived. So, he'll only cut himself a razor thin slice of it, before he puts it right back in the freezer. That's all ya need with this fuckin' ham.

The cheese he uses...? It's straight from Italy, where entire families of people who own sprawling vineyards that span across an area equivalent to the size of Rhode Island...? Well, they make the best god damn mozzarella cheese on the fuckin' planet.

You might think this sandwich of his is ready, but- nope.  
Dude's gotta warm it up for a few seconds, but- no more than that. Nah.  
If it's only in the microwave for 9 seconds...? It's not ready yet.  
If it's in there for 11 seconds...? Well, the dude is gonna flip the fuck out because NOW, this RARE sandwich of his is fuckin' RUINED. All of this shit requires an extraordinary amount of time and effort to obtain. So ...

If he RUINS it, then he's gotta make the god damn sandwich all over again, and he doesn't like, PAUSE to say:  
"Maybe I oughtta clock out real quick, this is taking longer than I expected." He really should, but- you can't really tell a guy like Cliff what he SHOULD or SHOULD NOT do, because he'll tell ya to fuck off.

He won't actually say the words "Fuck off", either. But, you'll know that's what he's thinkin' by the awkward stare he starts to give ya with his eyebrows lookin' like a fuckin' question mark...  
"Clock out...? When I'm getting' paid to make myself a sandwich...? YEH RIGHT, I don't think so, bro..."

So, in reality...? Gotta wait for the dude to make his sandwich, dab the corner of his mouth, and HOPEFULLY... if it met all of his expectations...? There's a 50/50 chance that he's gonna wanna take a nap after that. So, we're talkin', dude might've done like 2 minutes of work on any given day...? Somehow found a way to expand it into a solid (4) hours.

Even then, just cause the dude woke up refreshed from his nap after making AND eating this deluxe sandwich of his...? Doesn't end there, my friends... Nah. The dude knows how to bullshit his way through anything... all while being such a miserable fuck... that, NOW he's gotta get a massage after THAT. It's relaxing, he puts the cucumbers on his eyes, and only allows a couple of masseuses to even touch him. If they're not available...? Then, he'll fuckin' clock out and take a vacation UNTIL they're available, and can give him the nice, thorough, quality massage he's grown to expect.

At which point, THEN, he will clock back in, see the 2 minutes of work he did however long ago... and then he'll hit the button he could've pressed however long ago... and now, he gets paid his full salary. The way HE sees it...? You're really not very successful, OR good at what you do, if you can't turn (2) minutes of work into a 40 hour paycheck.

Nah, nobody can really pull that off quite like HE can...? And, that's fine. Some places would just flat out, fire this guy in a heartbeat. But- not him. With him...? He'll actually have a conversation with the boss man, and OFFER the boss man a chance to have a sandwich just like his. He'll explain why it's such a rare sandwich, too.  
The boss man will typically stand there in amazement, because... when Cliff explains the build quality of this fucking sandwich...? My god, the boss man will then and there realize... "Well, who the fuck am I, if don't try it..."

And that's how Cliff gets everybody. I gotta hand it to him, I really don't know how the fuck he pulls it off.  
Sure, even though I described it all, down to a T...? I don't really know how he's able to make (2) minutes worth of work, worth a full weeks salary.

Me on the other hand...? I've had to learn a long list of things related to programming, graphic design, networking, software development, scripting, logic, aspects of computer science, pattern detection, psychology, business, comedy, and security... to be fair, making one of these sandwiches of his is probably A LOT MORE difficult, than all of that shit I just said. To put it bluntly...? Those sandwiches of his, are a fucking masterpiece. Like a friggen tapestry of concertos, written by the most skilled musical composers in history. Nobody's gonna beat this dude.