



Future of Storytelling in a Commoditized World



“The whole is greater than the sum of its parts”

Aristotle

”

MAYBE WE SHOULD CONSIDER GETTING BACK



**TO ROOTS OF MARKETING TO INDIVIDUALS
AND BRANDED ENTERTAINMENT?**

WHAT DO WE KNOW ABOUT
GENERATION Z, SO THAT WE
CAN GET THEM TO BUY STUFF?

SO FAR, ALL WE KNOW
IS THAT THEY HATE
BRANDS THAT TRY TO
GET THEM TO BUY STUFF.



EMPLOYEE GENERATED CONTENT



DRAMA



THE SELFIE SYNDROME

How social media is making us narcissistic

The diagram shows a profile of a person's head with a blue circle on the brain. A dashed line connects this circle to a hand holding a smartphone. To the right, there are two small icons of human faces, one above the other, connected by a vertical line.

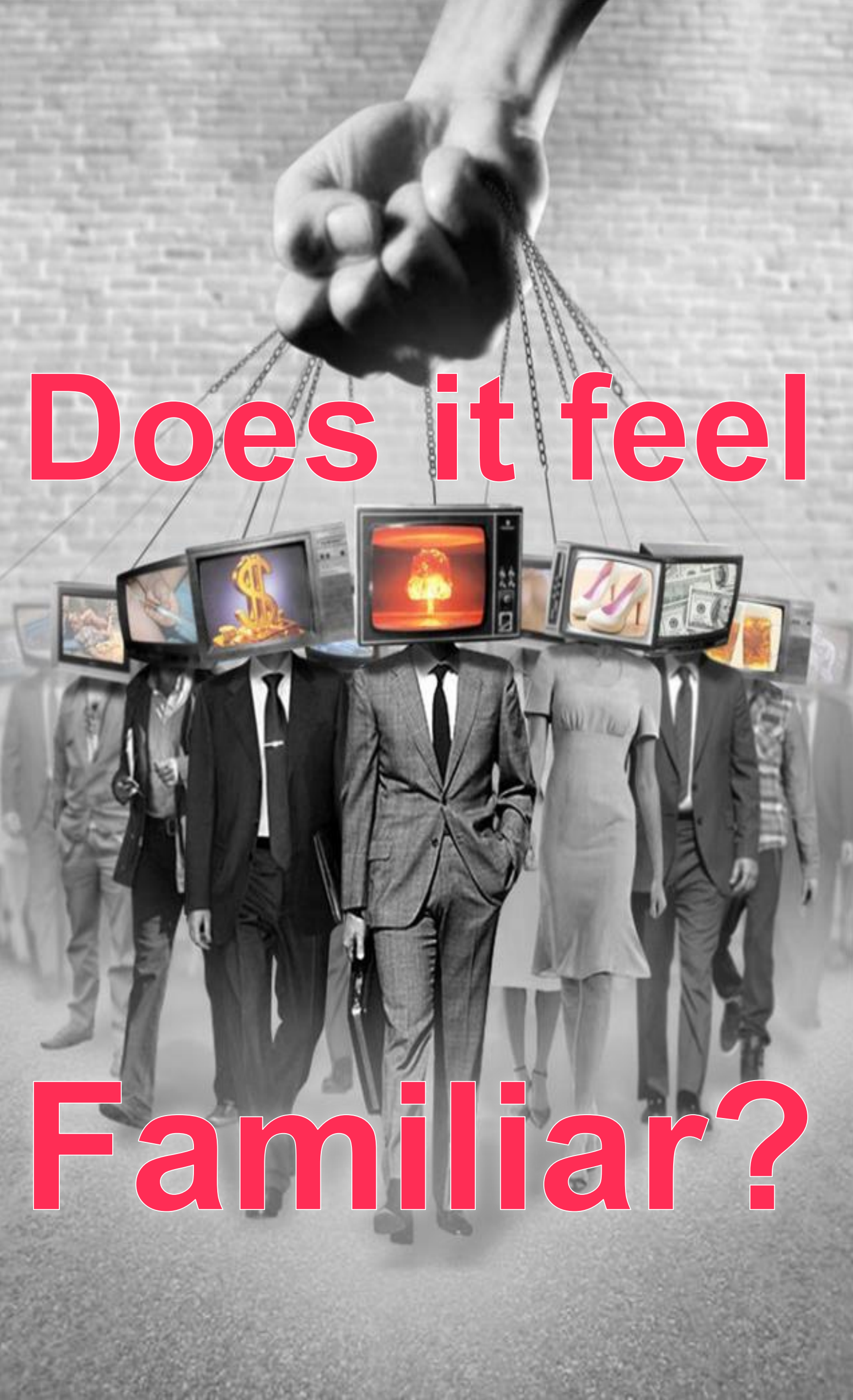
WHAT IS NARCISSISM?
Narcissistic personality disorder involves a preoccupation with self and how one is perceived by others. Narcissists pursue gratification from vanity and the admiration of their own physical and intellectual attributes

**Instead of enabling free forming of truly resourceful connections
social media apps set us in a show-business kind of relationship**



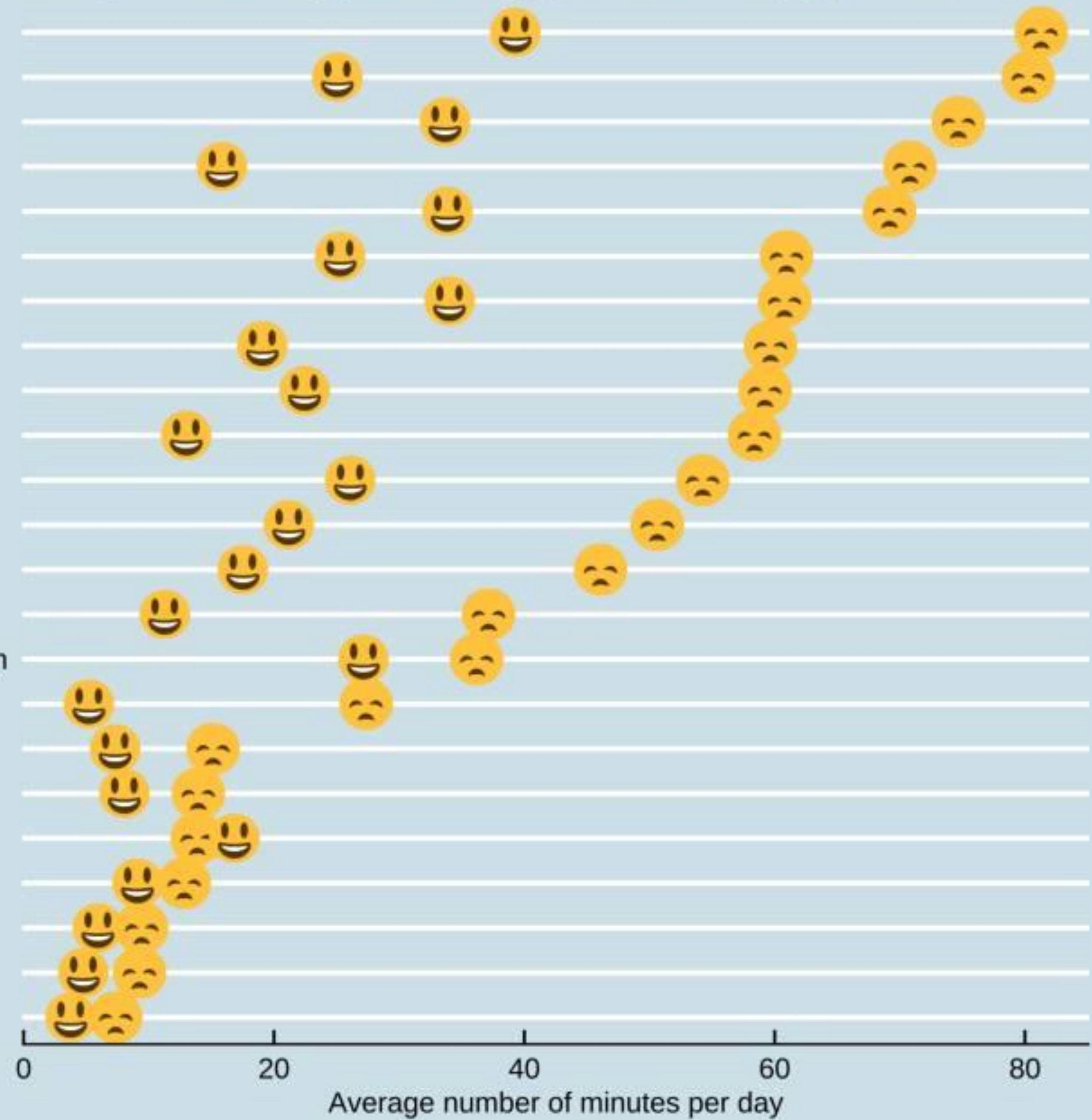
Streams of our lives created an uncontrollable market that blooms by being nourished by our

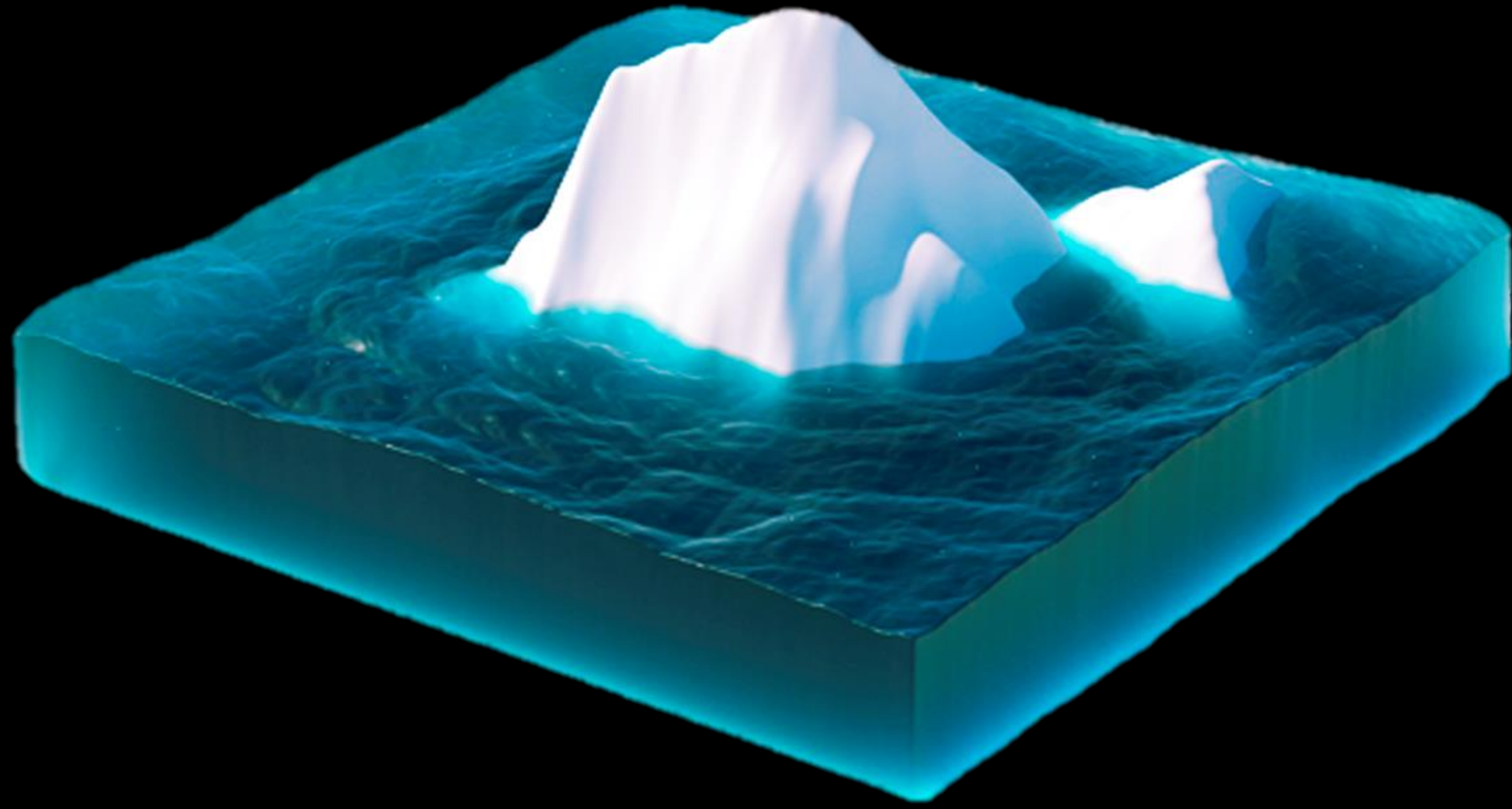
Vanity.



Daily time in app for happy and unhappy users

- Netflix
- Phone
- YouTube
- Settings
- FaceTime
- WhatsApp
- Snapchat
- Safari
- Facebook
- Messenger
- Instagram
- Messages
- Twitter
- Photos
- Home & Lock Screen
- Moment
- Notes
- Mail
- Google Maps
- Spotify
- Music
- Camera
- App Store





**Wearable
Technology**



**Artificial
Intelligence**



**Accentric
Networks**



WHAT IF YOU COULD JUST ASK FOR WHAT YOU WANT TO SEE RIGHT NOW, AND ALL YOUR SOCIAL FEEDS RESHUFFLE TO TELL ABOUT IT?

If you don't start asking your own questions more often

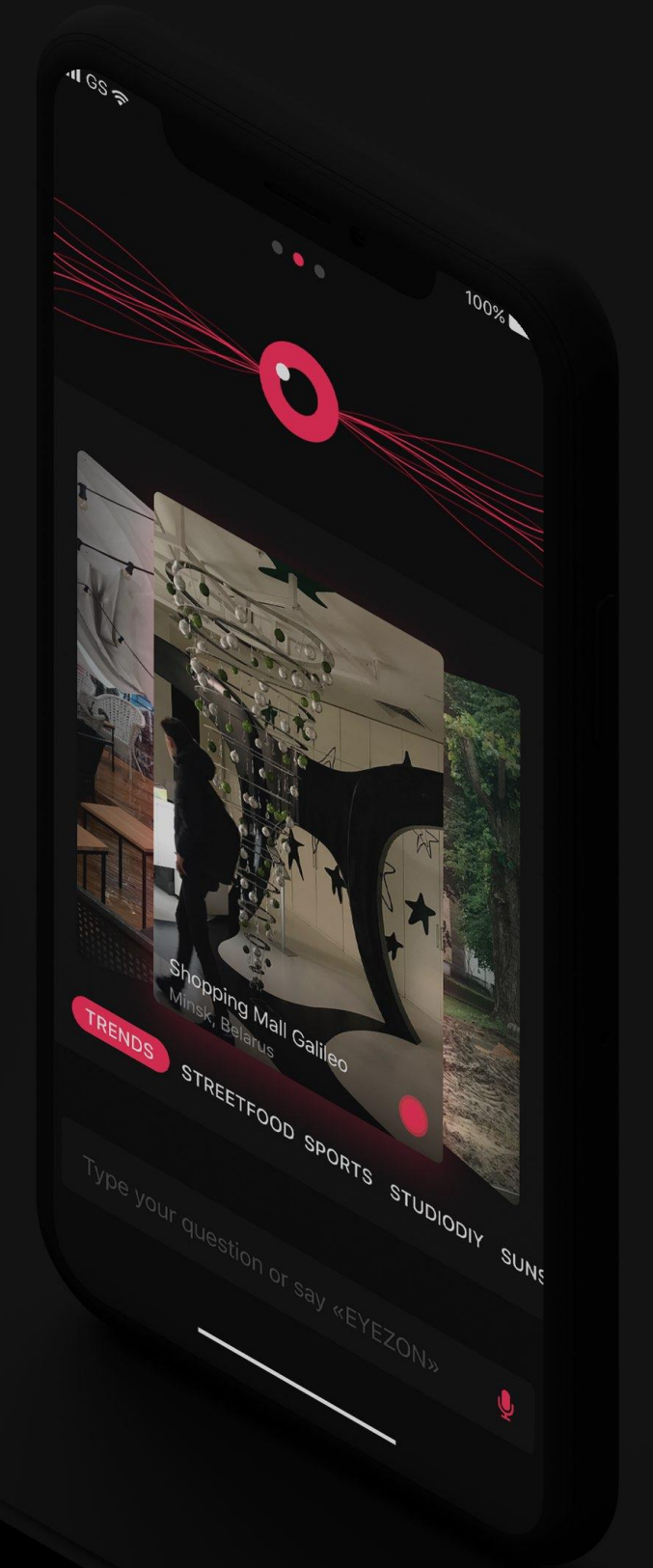
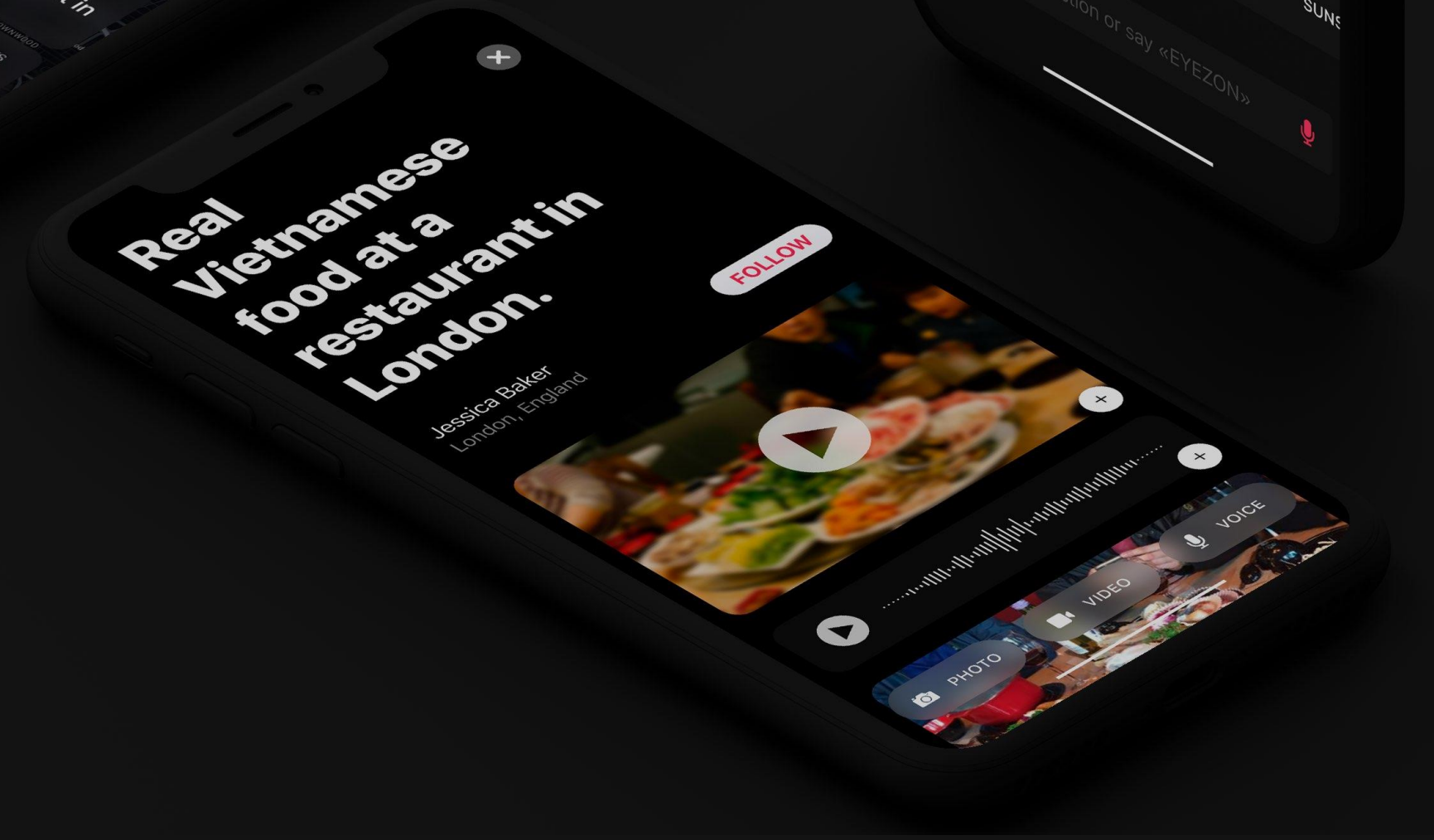
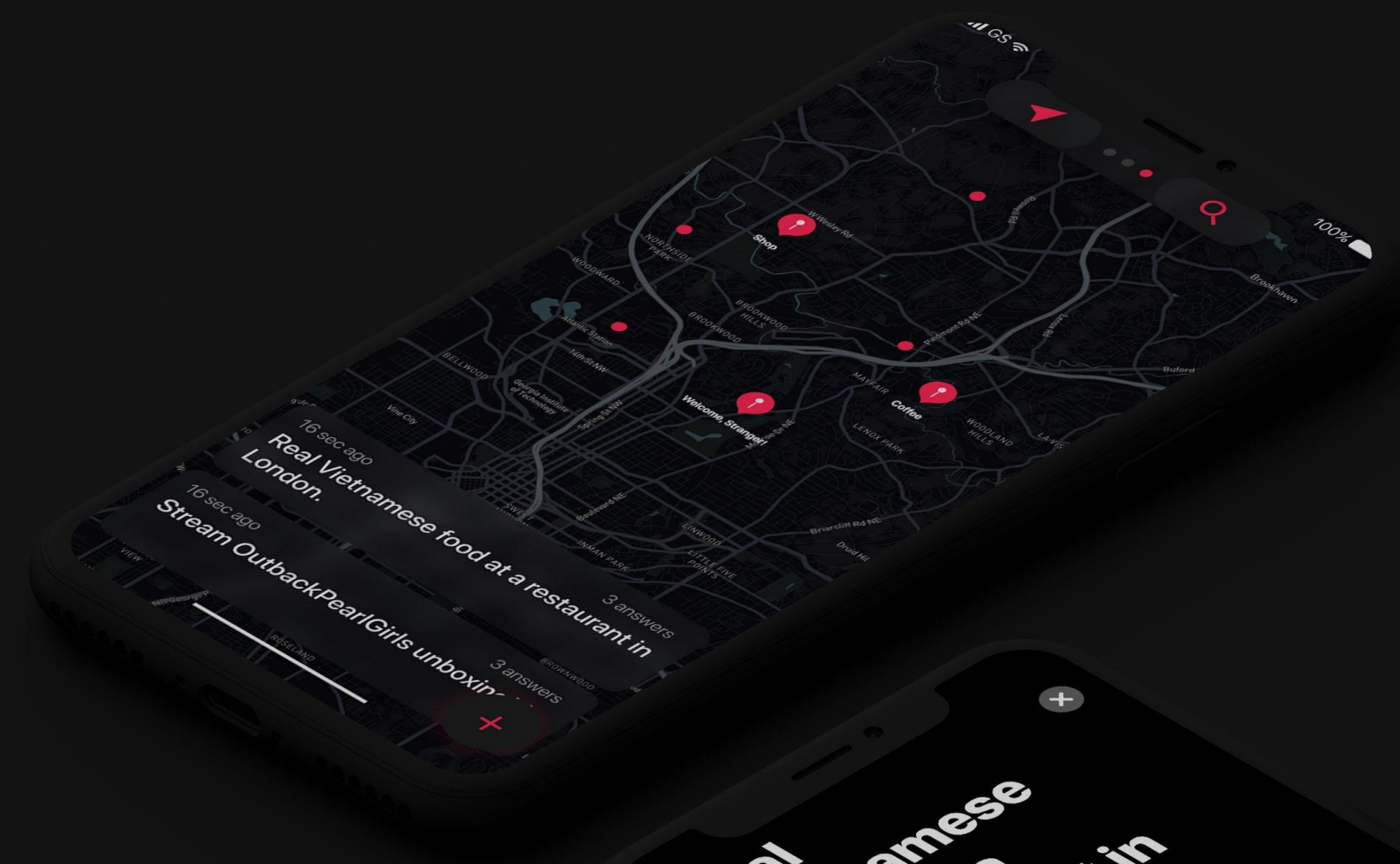
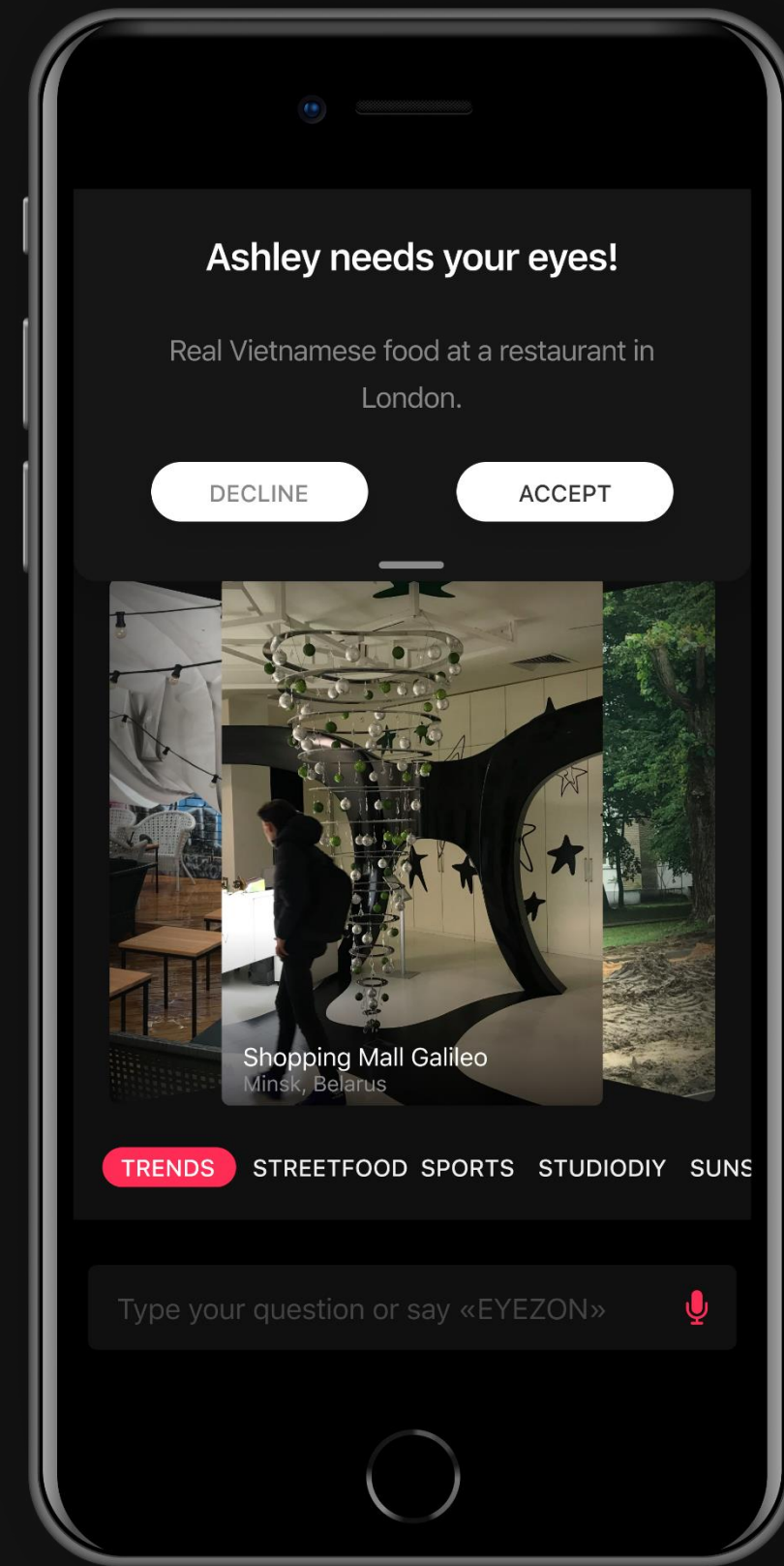
algorithms & AI will turn you into an answerer of theirs.

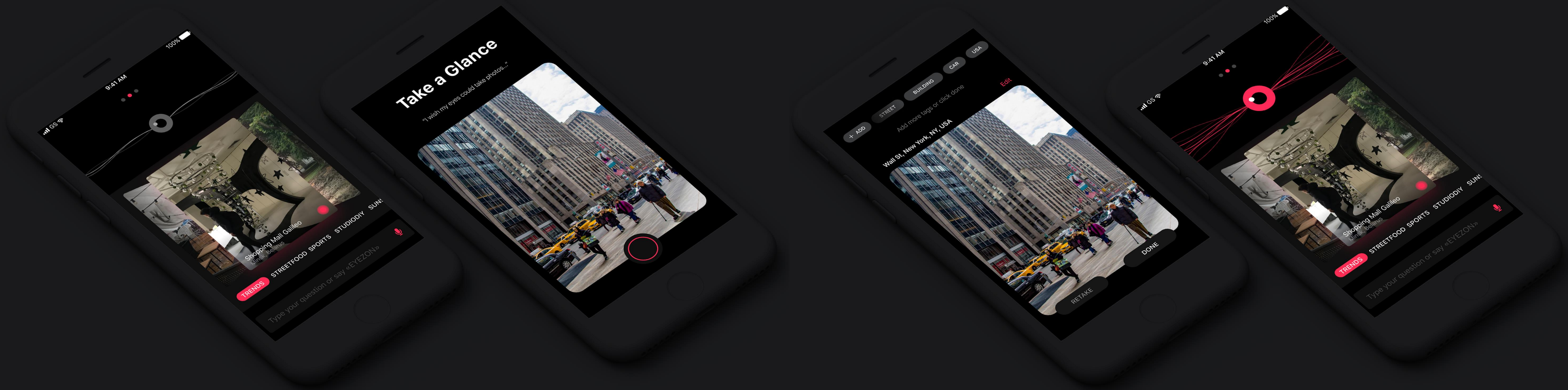
WHAT IF YOU COULD PUT YOUR FINGER ON WHAT TRULY MOVED YOU AND IMMEDIATELY GET A TOTAL STRANGER STREAM YOU MORE OF IT?

**WHEN THINGS GET COMPLICATED, JUST
IMAGINE THAT “THERE’S AN APP FOR THAT”**

LIVE

Time to expand **on-demand** info, knowledge & entertainment to **social content sharing!**





Have a peek into what total strangers around the globe see about what you're interested in right now, by simply asking the app in your natural language.

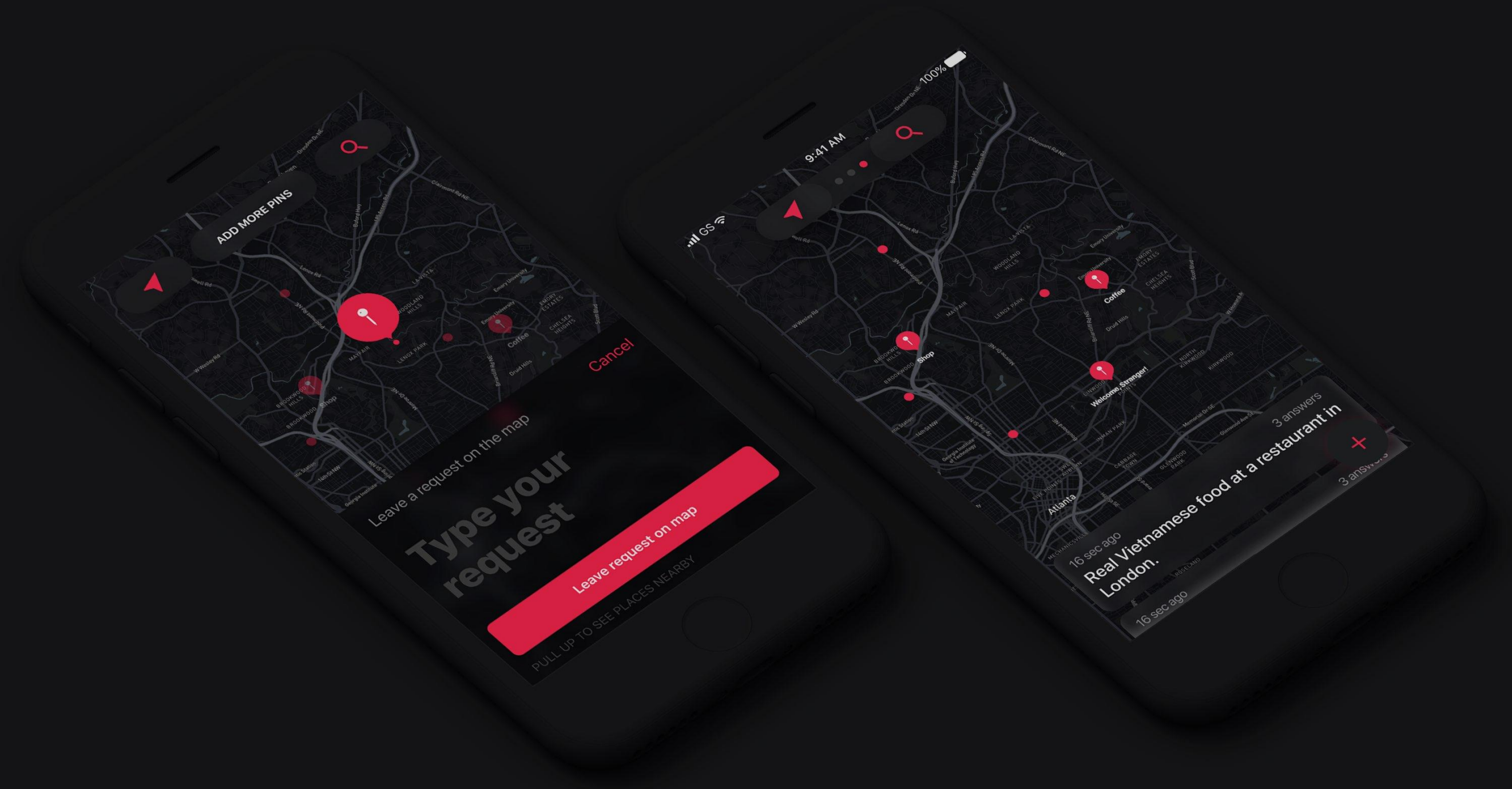
Tag any of your photo or a story with @myglance in any SM you fancy and be immediately searchable in real-time by any user that looks for exactly what you are up to right now.

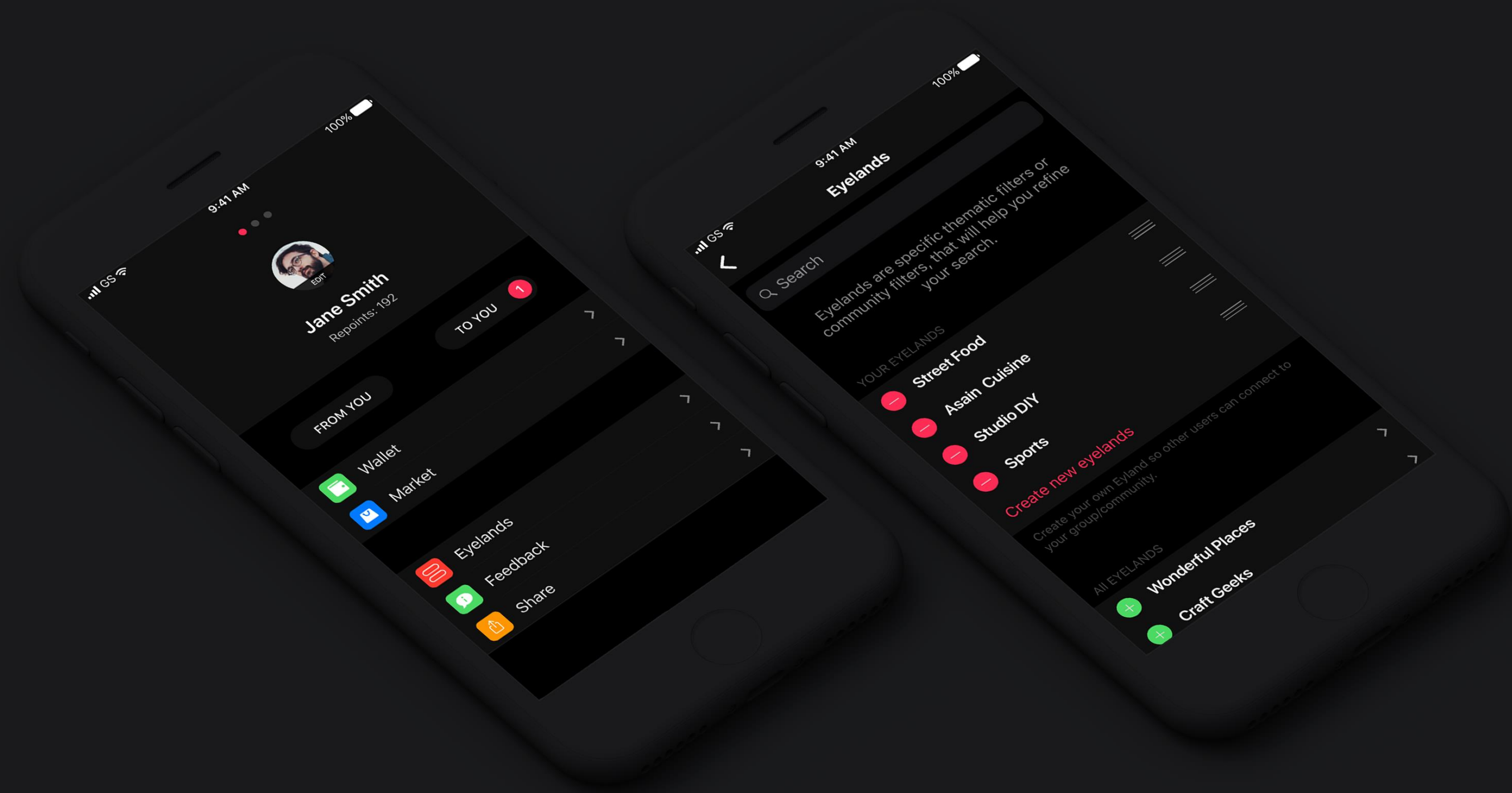
Or give them a short Glance from the app for AI to auto-tag content and whereabouts of your entry making it searchable by anyone who needs your eyes and mind on the spot now.

Ask and be asked for a live-stream with one tap on the button, or leave your quests pending in places of your interest and automatically trigger those that can answer them.

**AI will match any
quests that you
couldn't get live
stream on right now –**

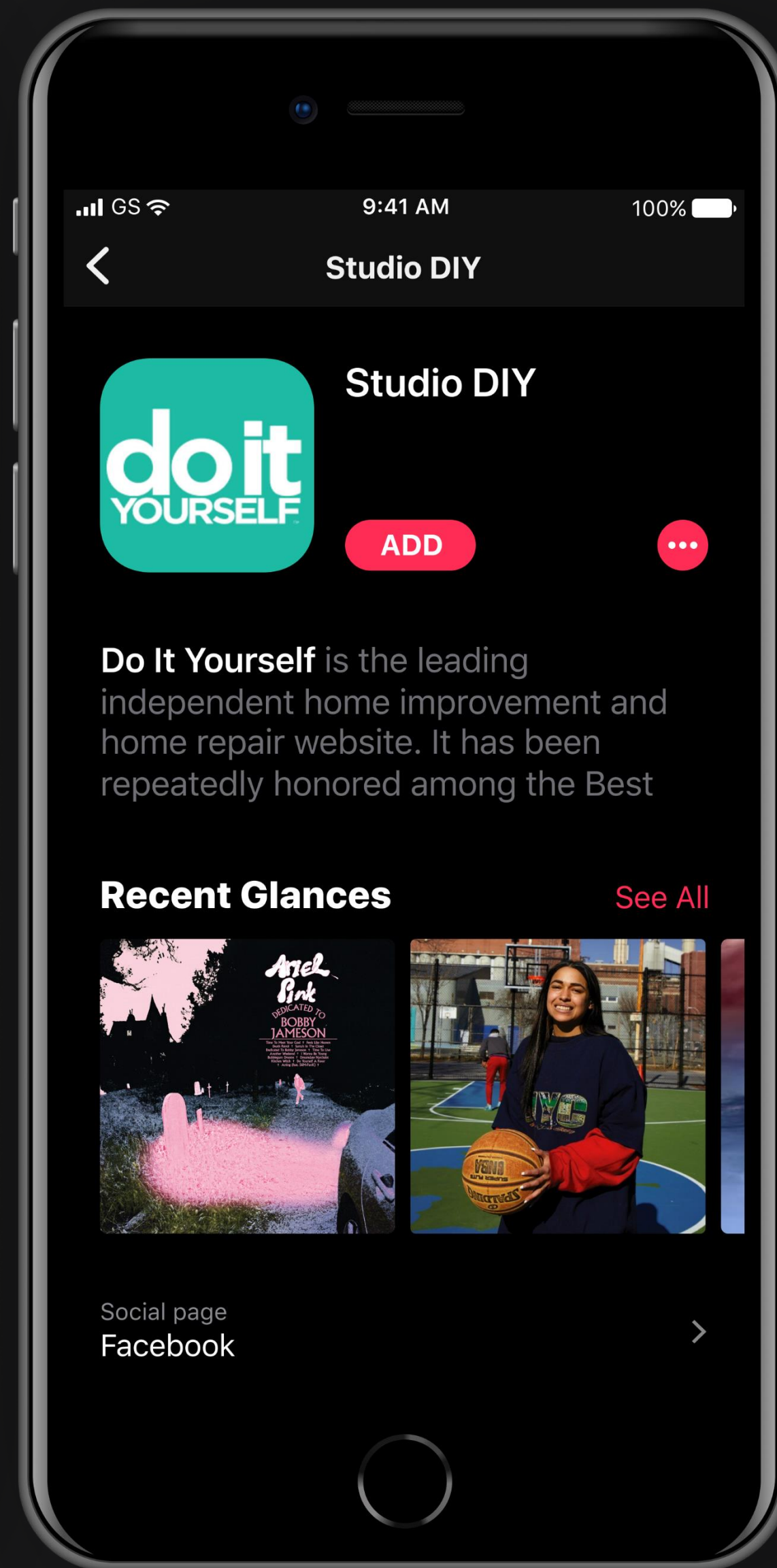
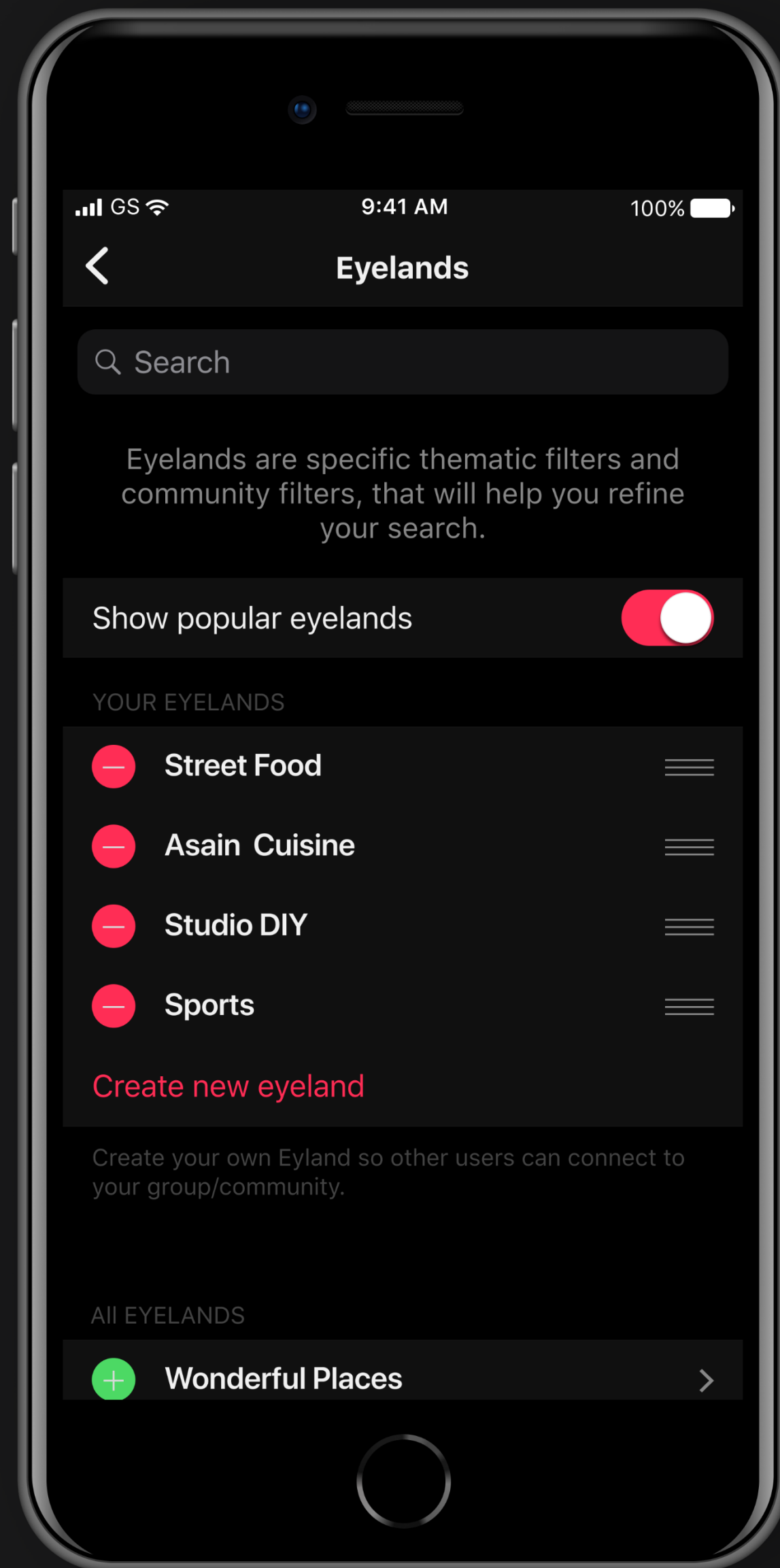
**by matching Glances
and whereabouts of
other users during 24
hours – and it will
notify you when you
have a match or an
answer to your quest.**





**No hidden settings
and complex privacy
customizations!**

**Each aspect of the
experience is fully
transparent and
changeable with one
tap on the button.**



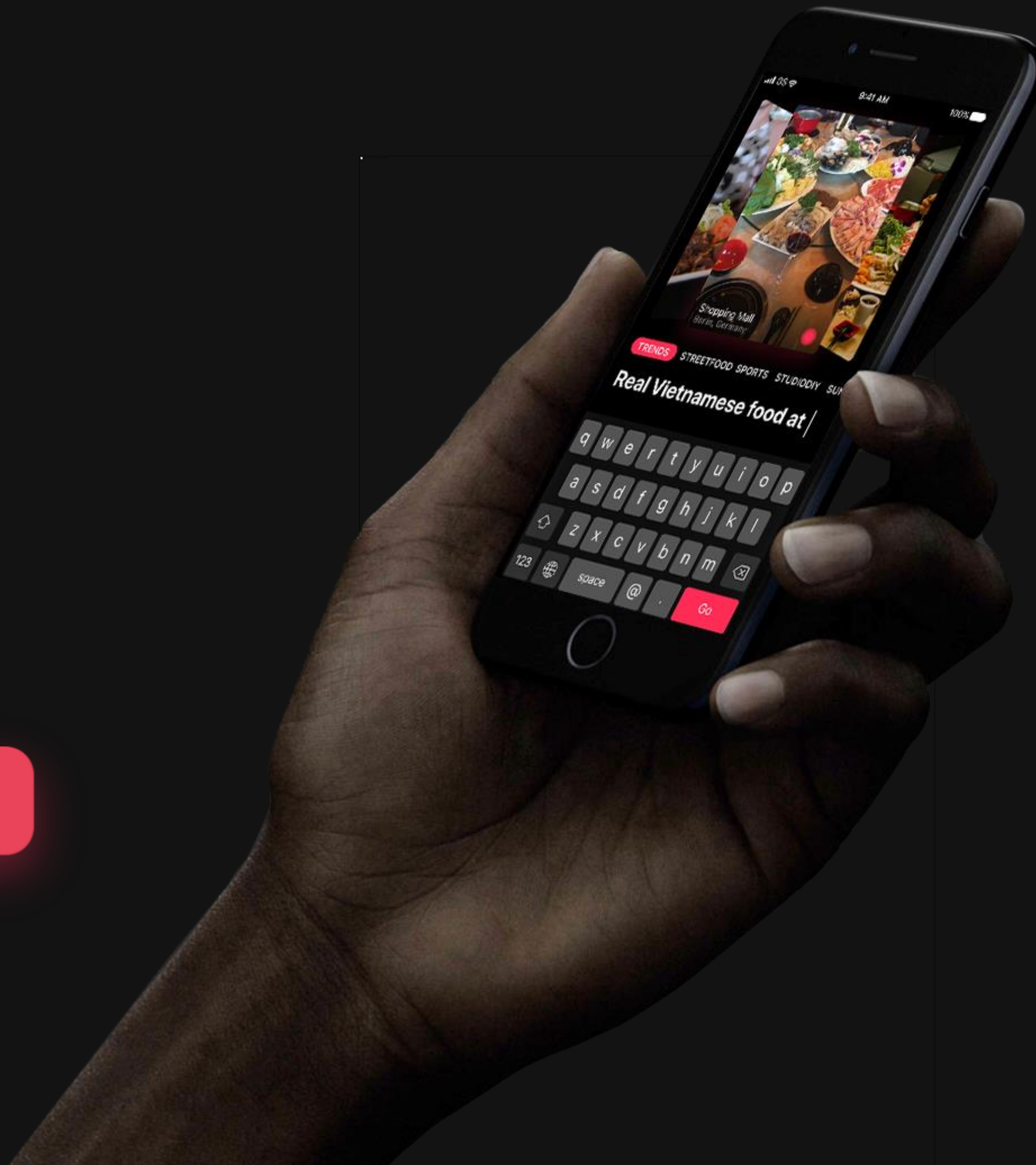
Customizable communities that work like AI driven content filters.

You can connect any of them to use it as a shortcut to specific Glances that you're mostly interested in.

Also – you can create your own brand filter & connect any number of users to it!

**Share genuine lifestyle
information with people**

FIND IT!



**Give and receive help
with everyday issues**

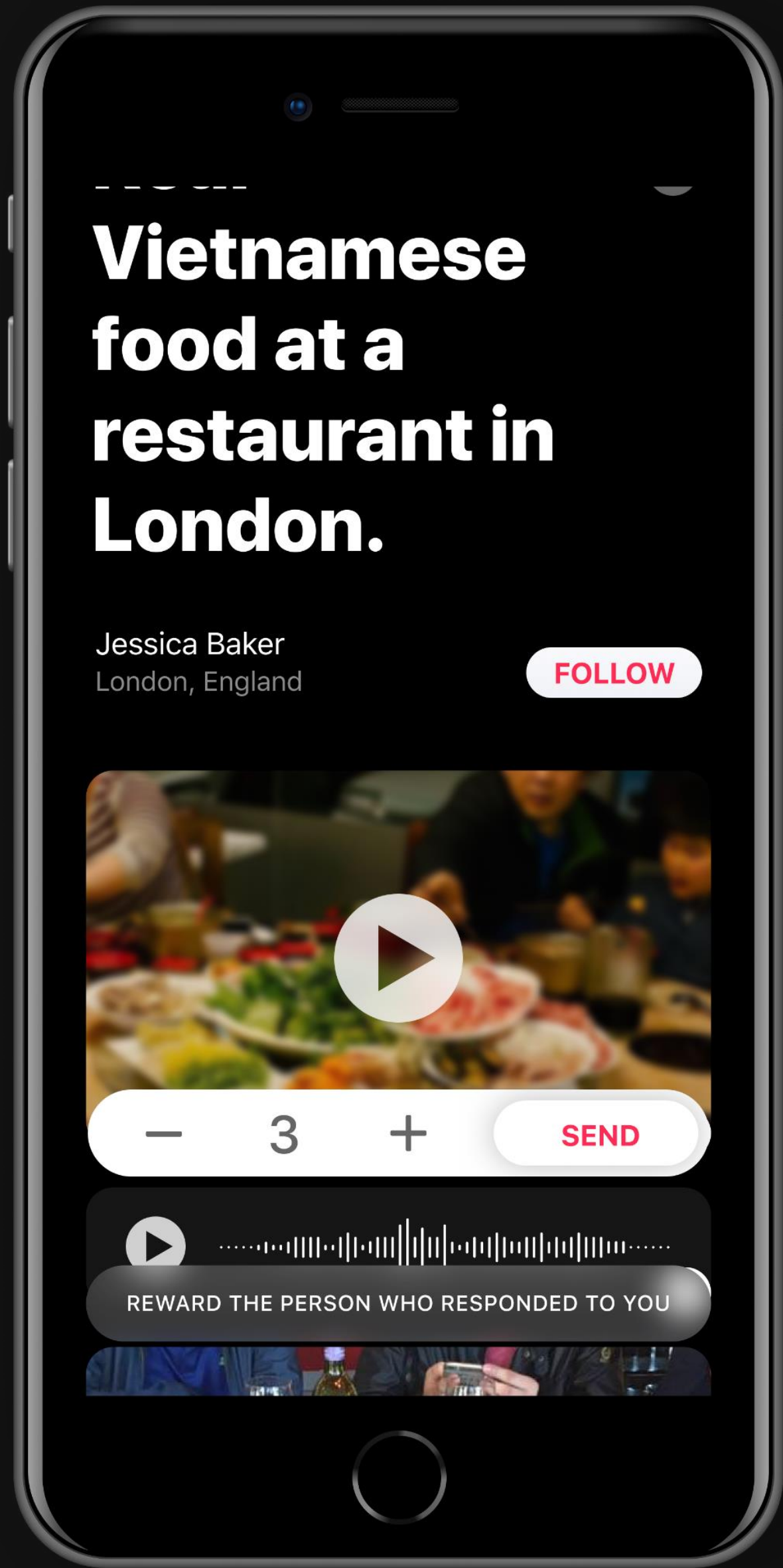
CHECK IT!



**Be a visual savior in times
of utter emergency**

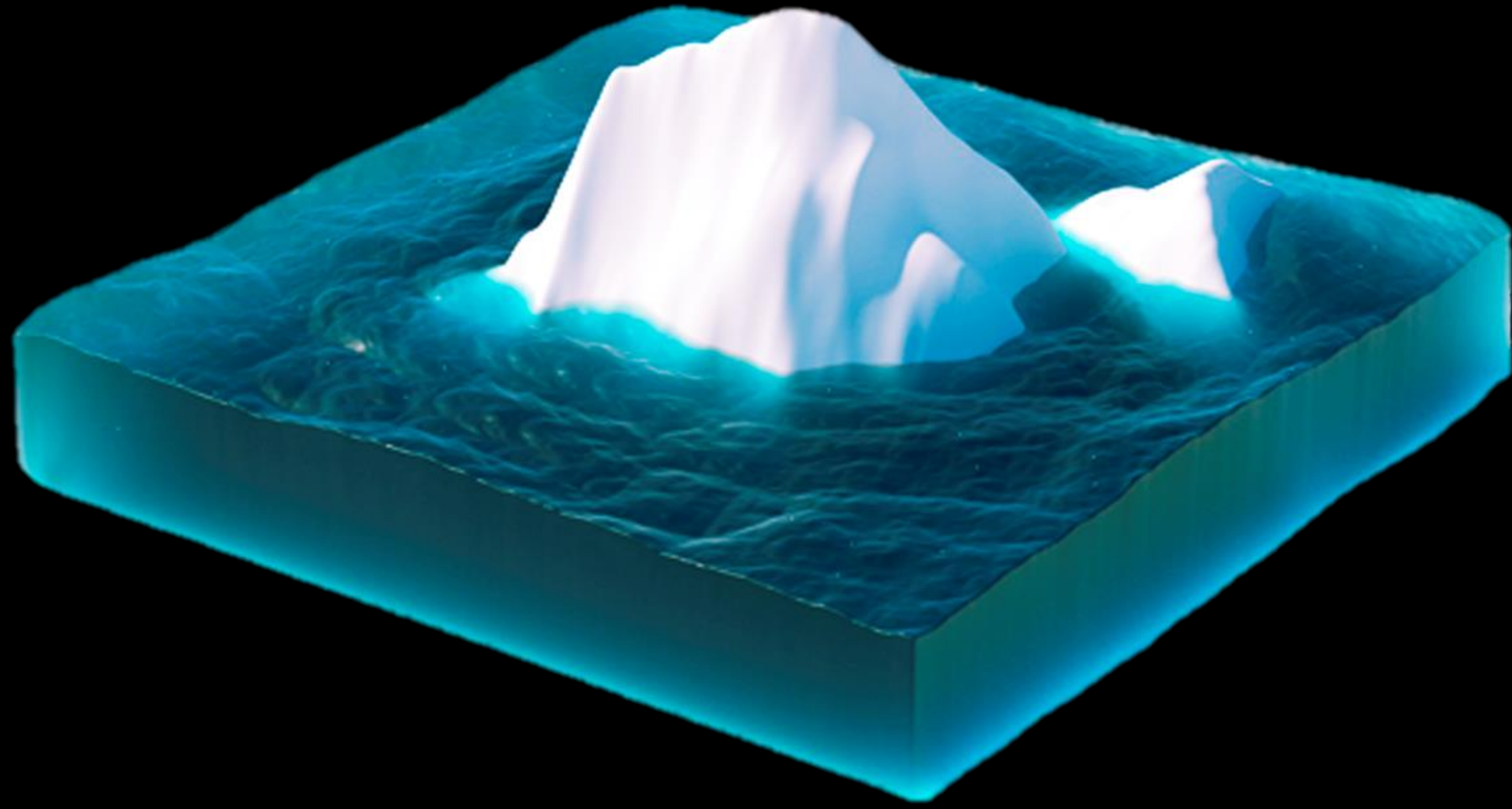
HELP!





Traction as a common effort – for a common benefit! +1 REP





**Wearable
Technology**



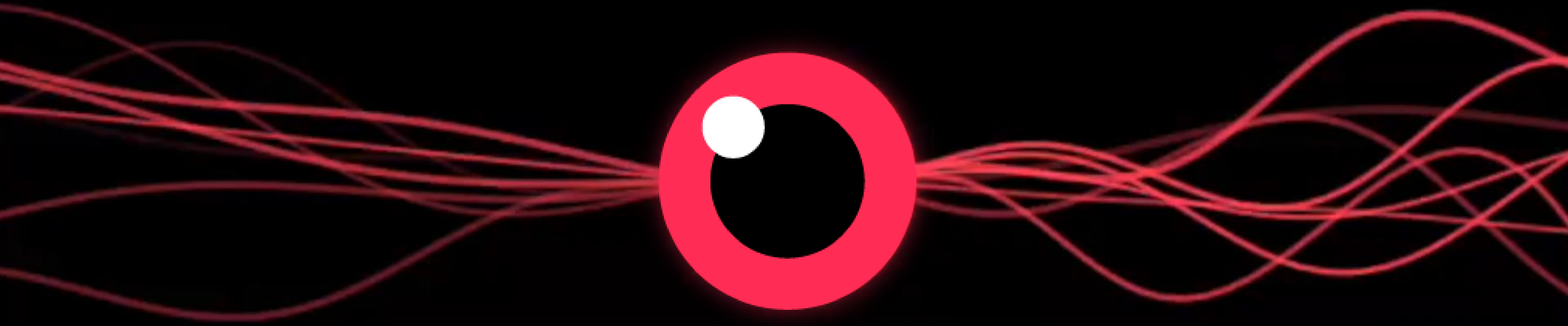
**Artificial
Intelligence**



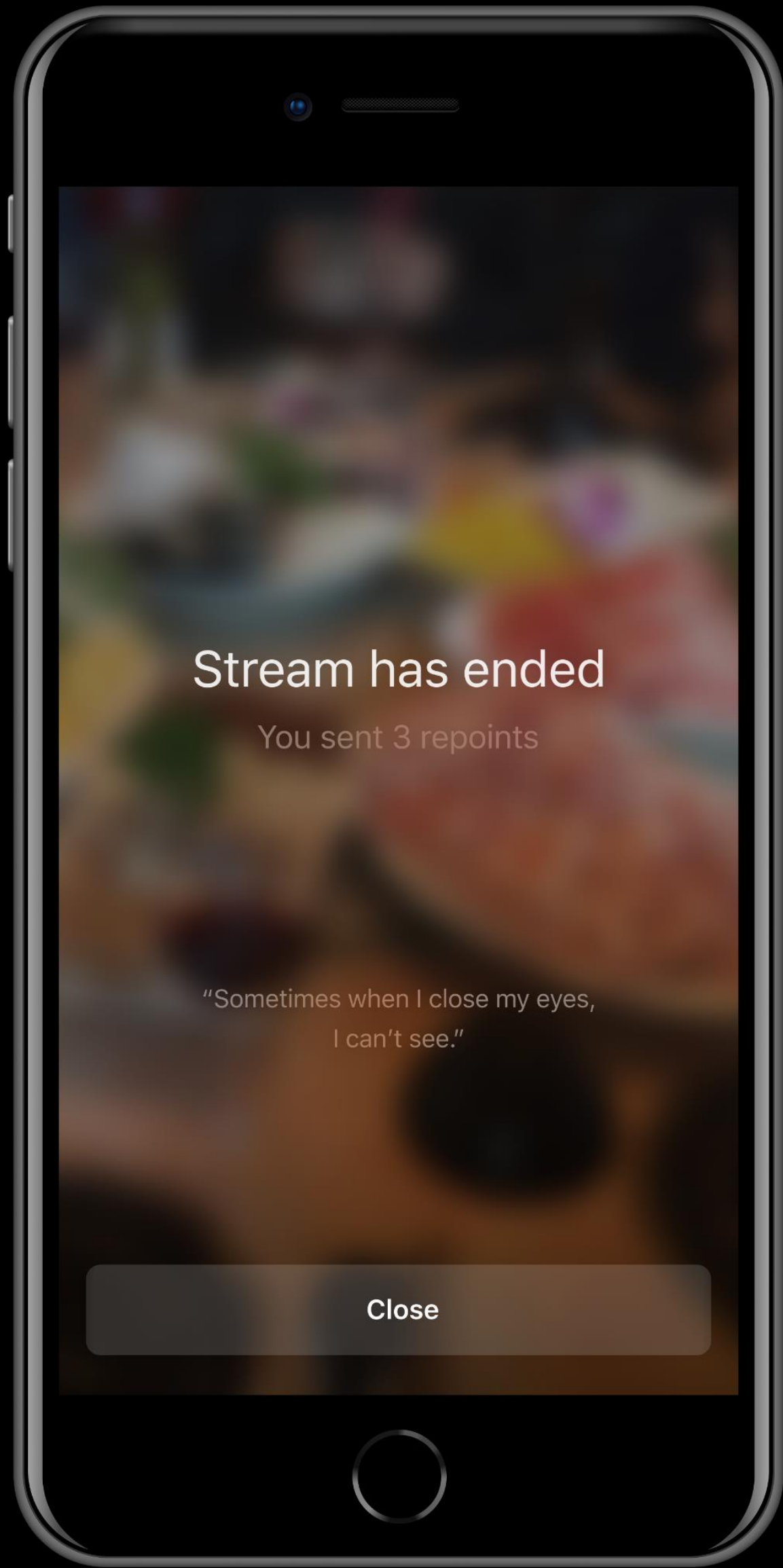
**Acentric
Networks**







eyezon



I's to see.

www.witheyzon.com