

**From Following to Connecting**

**From Passive to Active**

**From Scrolling to Experiencing**

Alice: "Would you tell me, please, which way I ought to go from here?" "That depends a good deal on where you want to get to," said the Cat.

"I don't much care where—" said Alice. "Then it doesn't matter which way you go," said the Cat.

"—so long as I get SOMEWHERE," Alice added as an explanation. "Oh, you're sure to do that," said the Cat, "if you only walk long enough."

*Alice in Wonderland*

By design, we've arrived at a point where we never wanted to be.

We are endlessly scrolling our lives away.

Faster. Each. Day.

We're unhappy because of it. We've lost agency because of it. We're addicted, and lonely. And the benefits of being connected are being outweighed by the costs.

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Companies have gamed human psychology so we consume more...and more...and more. More videos. More scrolling. More posting. More liking. As organizations compete for our attention and our time (the most valuable asset that exists), incentives grow to keep people on platform...scrolling...scrolling...scrolling.

We're doing this internet thing wrong.

We've let screens detach us from the physical world.

We've turned engagement into addiction, endlessly pushing static content we forget about tomorrow—an infantile use of the world's greatest invention.

We've developed an unhealthy relationship with the way we connect to each other. We're lonely and ever more distracted. Most social networks, optimized to offer experiences through a screen and keep people scrolling, pulled us farther apart.

It's time for an evolution of how we use the internet. It's time to take back control. It's time to minimize distractions and become part of a solution for improving health and well-being. It's time to respect the intention of the people who use technology in a purposeful way - instead of competing for their attention. It's time to stop scrolling and start doing.

**BUILDING A NEW TYPE OF TECHNOLOGY:**

## **LIVING IN HARMONY WITH THE REAL WORLD**

To solve this problem created by technology, we must build systems that help us to reconnect with each other and the world around us. The most powerful technologies of tomorrow are not just for escaping the real world. They are for engaging with it.

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Technology doesn't have to be the whole of the experience; rather, it can inform and guide people to opportunities they can continue entirely off-app or with an app serving as a subtle but meaningful part of their experience.

At ChalkNotes, we are not alone in thinking and building a future where technology will: a) connect people and places in the real world instead of separating them behind screens; b) enable anyone to create and promote active experiences; and c) create harmony between our physical and digital worlds, where neither competes for our attention without intention.

Upon witnessing a yearning for technological change, we were inspired to create ChalkNotes, a technology to help people meaningfully connect with communities and each other through on-location experiences.

Others are building solutions to promote emotional well-being through e-commerce, mindfulness, productivity, and a myriad of other technologies focused on improving the human condition. We celebrate this movement and hope to accelerate its rooting.

## **IT IS TIME TO RETHINK HOW WE USE OUR SCREENS TO CONNECT BETTER.**

The screen is the facilitator...not the experience.

The screen helps you locate...not do.

The screen is your guide...not the venue.

The screen shall be for reference, not dependence.

We will no longer be captives to the screen.

We're calling for an evolution. We will be joined by people working in the current attention economy. Working in traditional methods of business. They will bring their willingness to focus on eliminating distraction and using technology in a healthy way. Together we will redefine our digital world so it is in harmony with our physical world. We will use technology to enhance our lives, but we will stop living on our phones. We will choose engagement over addiction, meaningful connections over following, and doing over posting. We will create a world where our attention follows our intention, and where third parties respect this and stop stealing our time.

If this sounds like you, join us.

Join us in building a future where the world is our canvas, and connections to place, people, and ourselves matter most.



# LET'S RECONNECT( ) WITH PLACE

Terroir: sense of place.

Used to describe the sum total of the characteristics of a particular region from which a wine originates. It is considered impossible to separate the land from which it is grown from the process which transformed it. In fact, when done correctly, the process is said to be complete only when the full sense of terroir can be expressed. It is in this wisdom we must reconnect with our world. It is all around us and can (and does) impart so much.



## <Center>Around Place</center>

Today's technology has ensured we can never be lost. But we are rarely present. We've all had the experience of using our phones to navigate to a place and having no memory of how to get there again, or how we even got there in the first place. The human mind has evolved to remember things as a collection of episodes. It uses place as an anchor for memory, but technology typically deprives us of this meaningful context.

Everything you've ever seen, done, or felt has occurred somewhere. *Where* matters. Place provides the social fabric from which we can all connect. It is where history was forged and culture was formed. Yet, for decades, digital has sought to make experiences in the world more appealing through a screen rather than actually being "there." That has been one use of technology, but lately it seems to be the only use.

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At ChalkNotes, we've reimagined what a map can be and what it should do for us. It will help us navigate time as well as space, providing experiences, not just destinations. It will provide a place to join, meet, plan, navigate, act, connect, discover, and explore, ushering in a new way for interconnected groups of people to connect better.

We want people to create personal landmarks by interacting with their environment. Enable every individual to designate their landmarks and share as they see fit. Most online content today is designed simply to be consumed, i.e., it is devoid of the context that gives it a deeper meaning.

Merriam Webster:

**land- ,märk -**

a place of unusual historical and usually aesthetic interest  
*especially*: one that is officially designated.

By providing content that is precisely tailored to specific places, ChalkNotes will leapfrog static delivery methods. It will furnish a deeper, richer, more memorable experience to restore balance and harmony between our digital and physical worlds. This evolution of how we deliver messages on location promises to transform the use of mobile technology in a way that may help to define the fourth wave of the internet: the internet of you.





// Technology is just a tool, no different than a hammer or a chisel.

// What we use it for is what matters.

# CHALKNOTES TECHNOLOGY

## i. CHALKNOTES(THEORIGIN);

It was shortly before spring 2020. New York City schools had just announced they would close and wouldn't reopen until fall. Ethan and Phil, founders of ChalkNotes and both fathers, would be raising their girls at home until further notice.

As winter's grip waned, people wanted to head outside but were unable to connect in person with their friends and loved ones. All around Ethan and Phil's neighborhoods, children's chalk drawings started appearing all over sidewalks and driveways. Messages assured friends and neighbors they could be together in the same space, even if not at the same time. These notes in chalk inspired Phil and Ethan to consider the crucial importance of place, of having the right information at the right time for the right reason, of agency (which was in short supply during the lockdown) and, most importantly, of community.

Ethan and Phil began ChalkNotes as a project to help people safely connect with places and each other. While people were feeling lonely, Phil and Ethan wanted to help scale messages of love and support across the world.

Sharing communal experiences is especially important when we're apart. When you ask people what they miss from a pre-Covid world the answer is usually an experience of some sort. As large in-person gatherings and events are a thing of both the past and the future, the world needed a platform that seamlessly turns digital content into real-world experiences - from multi-stop adventures to single memorable notes - and does it all while enabling people to practice the safety protocols that work for them.



## ii. DIGITAL NOTES RETRIEVED AT REAL WORLD LOCATIONS

ChalkNotes enables communities to create, tag, and share digital notes tied to specific locations. We have built a web app for partners (people and organizations who create, maintain, and manage communities), and a mobile app for joining communities and taking part in experiences.

Digital notes are containers of information linked to real-world coordinates. Notes are comprised of widgets that enable content to be put into context at their locations. New widgets can be added and combined for richer experiences; they are limited only by human imagination. Our initial suite of widgets includes text, gifs, photo and audio. Audio is an especially important mechanism to connect to a place and engage all of your senses.

## iii. createdBy: COMMUNITIES

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Community is one of the most important and fundamental human constructs. A community is a space where people are united by a common theme or interest. ChalkNotes is a platform that empowers people to find like-minded individuals and share location-bound messages and experiences. ChalkNotes communities are as diverse as the people and entities who create and interact with them. From towns to tour guides, influencers to musicians, retail establishments and so much more, the possibilities are endless.

Communities of geologists, realtors, musicians, museums, parks, and artists have conceived of location-based concerts and tours, orientations and trainings, supplemental coursework, exercise experiences and works of fiction that take place block-by-block.

#### iv. INTERWOVEN + DIVERSE CONTENT

By putting all communities on one platform, people can experience the world from various points of view. Notes from diverse creators can be stacked on top of a single location to make a lattice of interconnected experiences. It is through our differences that we strengthen our empathy for others and connect in surprising ways.



#### v. OPENING EXPERIENCE CREATION TO EVERYONE BY ANYONE

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Every organization and group knows it needs a digital strategy to remain relevant, but there are currently few choices for delivering a digital experience on-site.

Many turn to apps, which are a poor choice because:

- 1) they are too expensive/difficult for a non-technology company to build and maintain;
- 2) they poorly meet the needs of the organization;
- 3) many people are resistant to download single purpose apps;
- 4) some groups are too small to even consider the option of creating an app.

By housing multiple communities on one platform, ChalkNotes offers an app alternative that is far better for the vast majority of experience-based organizations and groups. Simultaneously, it reduces clutter on people's phones by serving as a one-stop shop for engagement and activities outside the home.


## VISION

Connect better with where we are.

## MISSION

Create a world-class creative suite for delivering on-demand, on-location, flexible experiences that integrate digital and real worlds so they co-exist in harmony. For people: A digital guide and experience engine co-locating experiences and communities. For organizations: An easy and accessible means to harness technology to achieve their missions, and an alternative to building an app.



A photograph of a stone staircase leading up a hillside. The stairs are made of large, flat stones and are flanked by a rough stone wall on the right and a pile of rocks on the left. The background is filled with lush green foliage, including ferns and other plants. The lighting is soft, suggesting a shaded area.

**“By using technology more consciously and developing a healthier relationship with our devices and apps, we can learn how to let them support our lives, rather than rule them...and [learn] how to use technology in ways that increase happiness.”**

**-Pamela Pavliscak**

## From Following >> to >> Connecting

Even before the pandemic separated us, we were feeling alone. Social isolation was leading to increases in disease and early death.

Author, explorer, and educator Dan Buettner wrote an article in 2005 for National Geographic in which he identified Blue Zones, areas of the world with the highest concentration of centenarians. Common trends for longevity include being active, having purpose, and being part of a strong community.

Outside of Blue Zones, loneliness is becoming a health crisis. If technology connected more than half the population to the internet, why is this happening?

Social media, in its current form, has created a false sense of communities. It wasn't always like this, and it doesn't have to stay the course. Over time, social media companies focused on sustaining attention and turned to gaming human psychology to hold us captive to scrolls and commoditizing our profiles. This did not take away the fundamental desire for community, but it did convince many people that they were no longer going to find it through a screen.

So how do we use technology to create a sense of community? Of shared purpose? Of the feeling of belonging to a group in a meaningful way, instead of passively following?

A community begins with a shared understanding of what it means to be part of that group. This means a shared interest or a shared location. This commonality enables people to connect before they even meet. This shared understanding can be thought of as a boundary - the total sphere of activity and interest that binds an assembly of people together. These boundaries are established by the communities themselves in ways that make sense for them. It's

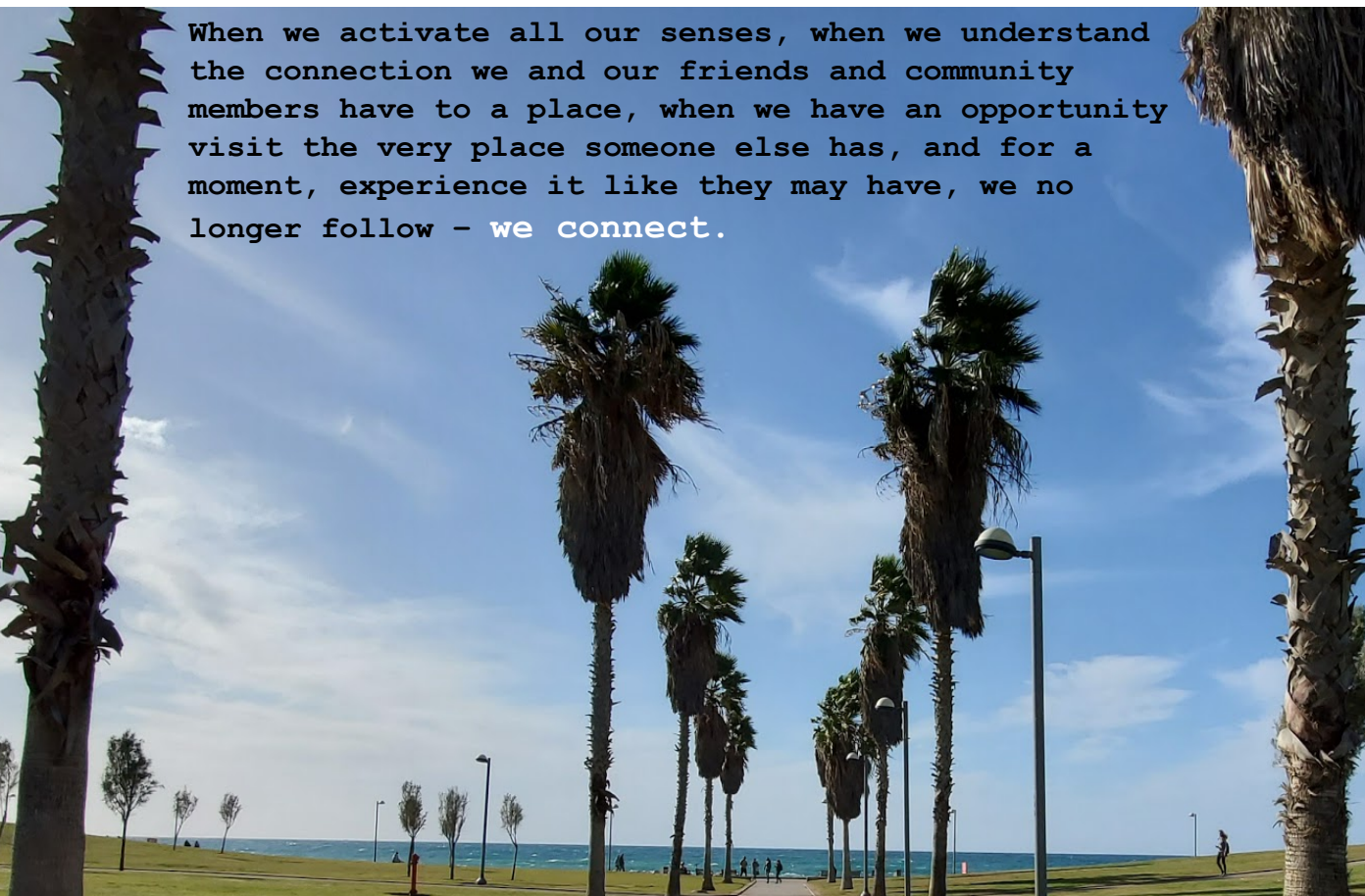


essential for communities to manage themselves. Without clear boundaries, or without ways for communities to self-govern, communities become stifled and unfulfilling.

Through the ChalkNotes suite of tools, a community can create whatever engagement it is seeking. From private, curated groups to open, public ones where members are free to create and share, communities have the tools to build what's right for them. We're making the act of creating as easy and accessible as possible, so technical ability will not limit what's possible.

There is nothing more powerful than connecting with place and engaging all of your senses. Smell, taste, and touch trigger memories and emotions, something impossible with traditional social media. Activating more or all of your senses when on-location is unavoidable provided the technology is built to fade into the background. That's why, in our first version, we focused so much on audio, a wonderful tool to convey information while freeing the rest of the body to experience a place.

**When we activate all our senses, when we understand the connection we and our friends and community members have to a place, when we have an opportunity visit the very place someone else has, and for a moment, experience it like they may have, we no longer follow - we connect.**



CULTIVATE MORE CREATING AND DOING,  
LESS CONSUMING

## From Passive >> to >> Active

Getting the right information to the right person at the right time in a way that is useable and actionable has been the challenge in technology for decades. Doing so optimized passive tasks, like scrolling, and resulted in people spending more time on screens where they can be more easily manipulated and monitored than in the real world. Choices were limited as information flowed to screens and kept people away from our natural surroundings.

Until now, choices were binary. Don't use tech. Or accept the addictive nature of it and attempt to use mindfulness techniques to control access, opportunity, and time management. Healthy emotional well-being requires a direct line between thought and action, between cause and effect. The non-binary choice is to design technology in such a way as to instill agency and clarity, built around intentions that help people to accomplish a goal and encourages an app to fade into the background until it is needed again.

We believe technology's best utility is to connect people and places in the real world instead of separating them behind screens. We believe entertainment will require people to actively engage in experiences. Unfortunately, much of today's technology has been optimized for sedentary consumption best done on screens and indoors.

The dangers of a sedentary life are numerous, including loss of muscle strength and endurance and increased risks of disease. An analysis of 13 studies of sitting time and activity levels found that those who sat for more than eight hours a day without physical activity had a risk of dying similar to the risks of dying posed by obesity and smoking.

A new category is emerging, one that focuses on actions and activities, that uses the outdoors as the venue, rather than the screen. It's called Active Entertainment.

Active entertainment combines physical effort with a fun activity and expects the participant to be involved. Often, physical effort doesn't require any special skill or practice (it could be as simple as moving through space). Active entertainment comes in two flavors: Activities that require off-screen actions (such as a walk to find something), and activities where physical activity is the primary purpose (such as an exercise class). Some activities combine the two flavors (cycling to art galleries in the Hudson Valley).

This shift is already occurring. Every year, AR/VR/MR get better at creating harmony between our physical and digital worlds. ChalkNotes is a key technology along the journey to live in balance and use technology to foster healthy emotional and physical well-being.

Humans are capable of building better technology to promote active use of our minds and bodies. It is imperative that we do so.

CUSTOMER EXPERIENCE MIGHT BE THE BIGGEST  
AREA COMPANIES CAN LEVERAGE TO DRIVE  
GROWTH. BUYERS ARE SHIFTING TO COMPANIES  
THAT PROVIDE A BETTER EXPERIENCE.

- FORBES, AUG 2020

# Experiences are the best way to connect better

## THE PROFOUND DISRUPTION OF THE EXPERIENCE ECONOMY

The economy is rapidly being transformed from being focused on goods and services to an economy built around experiences. This transformation will change the world as profoundly as digital did in the last two decades.

Before COVID19, spending on experiences was growing four times faster than spending on goods.

During the pandemic, experiences, and the connections that came along with them, are what we missed most. The serendipity of memories, each unique but with shared elements that strengthen our relationship with each other.

After the pandemic, we will go on an experience spree, turning everything we can into an opportunity. Retail will continue its transition to theater. Hotels will become art galleries. Coffee shops will become new retail hubs. And retail hubs will be concert venues.

Why?

Because while shares and likes increase brand awareness, they often do nothing to build loyalty and trust. Those qualities require a connection. One of the most powerful ways to create a connection is through an experience where a brand and a customer share a moment together. When customers feel as if they are being listened to and respected, they turn into partners and advocates.



That's why shared moments are the future of commerce, fueled by easier ways to communicate and transact while on premises.

## THE INVISIBLE MADE VISIBLE

Organizations understand a digital presence to gain visibility into their clientele will result in better experiences and better relationships. However, the onramp to technology is long and expensive. Until now, the best solution was thought to be building an app, but that is not a viable panacea. People don't want single-purpose apps cluttering their phones for occasional use. Organizations don't want to build apps because doing so is expensive, falls outside their expert domains, and is difficult to maintain while remaining on trend. Platforms that co-locate communities and content serve organizations better than an app.

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We are drowning in data, and its growth accelerates every day. On the user side, people have to wade through vast amounts of information across multiple apps to find what they want. On the provider side, organizations struggle with analog opportunities for commerce, making it difficult to deliver the right message in the right way. By uniting connected customers to location, ChalkNotes is able to capture intent and unforeseen trends. The invisible becomes seen.

## EMPATHY IS KEY TO BUILDING THE RIGHT FUTURE

80% of apps control 80% of traffic, and the one that helps to develop good habits will be the one that wins the next decade. People want technology that works for them and helps them build healthy habits. They want to end perpetual distraction.

ChalkNotes created technology that lets people walk in the shoes of others and relive an experience created by authors and organizations they care about and want to connect with.

We built an app for brands, influencers, and organizations to interact with their audiences through on-demand digital experiences. People converse as they live the experience. No other social media offers this. ChalkNotes turns messages into adventures - and uses the Earth as the background for every conversation. Delivering the right message to the right person at the right time and location with the right intent is the most powerful of messages there is.

Experience fuels our understanding of each other. By viewing the world through the lens of someone else, or the perspective of a company, we can build more empathy. And the world could use more empathy right now.

**IT'S TIME TO SHARE OUR WORLD.  
EVEN WHEN WE'RE APART.**

## CHALKNOTES IS:

A creative suite for creating location-based experiences from self-curated content

A tool for activating communities with real-world experiences

An essential link between our digital and physical worlds

A tool for organizations to develop meaningful connections with their audiences

A curator of Communities

The best way to connect better

An innovative social map

## CHALKNOTES IS NOT:

A content producer

A curator of content

A way of collecting people

A tool for experiencing the world from afar

A way of disconnecting from the real world



We used to chase monuments.

Now we

**CHASE MOMENTS.**





# CHALKNOTES PRINCIPLES

## First, Place

We prioritize places over pages, where the digital will merge with the real and they co-exist in harmony on and off screen. The real world is our canvas, where digital will provide context to setting. Without context, content is fleeting and unmemorable. Place is the essential glue to connect best with the world and each other.

## Stronger Together

The world needs one aggregator platform where communities converge to co-locate people and activities to meet various interests, serving them more naturally than a collection of standalone apps with differing degrees of functionality. We make building communities and creating digital experiences seamless, easy, and accessible to anyone regardless of technical ability because organizations need technology to serve their missions.


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## Attention Follows Intention

People have expectations from technology. We must ensure it serves them instead of dividing and hijacking their attention. We need to elevate how we interact with the world by graduating from static posts on endless feeds to accomplishing goals and being active.

## CHALKNOTES :

A **single platform** to create, discover, and share location-bound messages and experiences...in the pursuit of helping us heal while connecting better with each other and where we are.



*It was all very well to say "Drink me," but the wise little Alice was not going to do that in a hurry.*

*"No, I'll look first," she said,*

*"and see whether it's marked 'poison' or not."*