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OmniNews

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March 2018

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Hyrax Smarty meets the Yellow Dog

2018 on the lunar or Chinese calendar is the year of the yellow dog. The yellow color of the symbol of the year reflects its belonging to the elements of earth. Along with earth in the Chinese tradition there are four more elements - fire, water, wood and metal, each of which corresponds to its own color. The dog is the eleventh sign of a twelve-year cycle.

Astrologers advise in the year of the dog to be active, friendly, boldly take on new affairs, build and develop relationships.

Some startling and little-known facts about the symbol of the year

Dogs are smart animals. They can memorize up to 500 words and gesture commands. They count to five. And the most intelligent dogs think like five-year-old children. Dogs see dreams. It is interesting that dogs distinguish 500 000 smells (man - only a few thousand). The pattern on the tip of the dog's nose is unique - it's the equivalent of human fingertips. A nasal print uniquely identifies any dog. Dogs, like people, can envy, be jealous, suffer from seasonal depression. When communicating with people or other dogs, a hormone of joy oxytocin is produced. In addition, dogs can laugh - it's like a multiple snort. Hearing it even in the recording, any dog starts to wag his tail and play.

Hyrax Smarty and all OmniGrade crowd welcomes Yellow Dog! Wish You all the best in the new 2018 year!

2018 Year of the Dog

The union of the dog and the hyrax is a new trend of the new year

Fluffy moderator Smarty from the agency OmniGrade, as you know, is a hyrax - no less remarkable animal than a dog (for example, according to one version Spain is named in honor of hyraxes). But Smarty will tell more about himself some other time, and now he wholeheartedly welcomes the yellow dog and wishes it to favor the positive, successful and joyful 2018.

The Magnificent Ten of Legend New York

We have a new client - Legend New York!

Legend New York - these are *three great cities*:

- New York - where the project idea was born
- Berlin - where the design of the salons was created
- Moscow - where the first salon was opened

And many other cities in which Legend New York beauty salons will open their doors in the framework of the development program created with the help of crowdsourcing.

Legend New York is *four (so far) parallel services* for clients (simultaneous hair, head, hands and feet care), allowing to save time and get special pleasure. And this is the key feature of the unique Legend New York technology

Crowdsourcing for Legend New York begins with *three extremely complex and interesting questions*:

- How to build a branching global chain of Legend New York salons through franchising?
- What could be the premium format of Legend New York salons?
- How to ensure that customers from other cities and countries come to Legend New York salons on purpose?

3 + 4 + 3 = 10. The first chain of beauty salons in the world, which claims a leading role in the global beauty industry - is getting into the top ten!

You can read about Legend New York, support Legend New York or take part in finding answers to the questions at: http://omnigrade.com/legend-new-york

The milestone

We close the old page of OmniGrade's history and open a new one. This is partly due to the positive recent news (new client Legend New York) and the launch of the project "The FutureBook"), partly – to the reflection of the path that we have passed.

How can we describe the history of our development? There were three different OmniGrade.

OmniGrade 1.0

This is the stage of our development, where we tried to provide services to clients by ourselves, in the field where we were tough professionals.

OmniGrade 2.0

We came to the understanding that services should be provided to clients together with the crowd (their supporters and voluntary experts), and at the beginning we did it in a non-systemic and chaotic way.

OmniGrade 3.0

Having learned a lot, including on our own mistakes, we offer more harmonious concept of the practical use of crowdsourcing.

This concept is aimed at the future and there are three important components in it.

The first - the world of the future, is described in the FutureBook and helps people and companies understand in what environment they will live and develop.

The second are the companies of the future. These are our clients which with the help of crowdsourcing find solutions to the problems unsolved through traditional approach and thereby create opportunities for breakthrough in the near future and world leadership in the more distant future.

And the third are people of the future. These are those whom we call experts. Since in the future most of the usual professions wither away, the key opportunities to form the agenda for a new stage in the development of human civilization will be found by people who have broadened their horizons through participation in our community and have developed the ability to participate in

diverse innovative projects (which represent our clients) at the same time.

And we really need help and support to OmniGrade 3.0. in order to bring benefits to the companies of the future and to the people of the future that they deserve.

Future Book

The FutureBook is a unique global project, initiated and supported by Universal crowdsourcing Agency OmniGrade.

What is the FutureBook?

The book about the future, that is, how human civilization will look like in 20-25 years (the term of the generation change - 22 years according to Herodotus).

The book, created with the help of crowdsourcing - the most important source of the emergence of new masterpieces of human civilization in the future.

The FutureBook is somewhat similar to Wikipedia - perhaps the most prominent crowdsourcing project of contemporary world. However, if Wikipedia is the modern encyclopedia, which tells about the past and the present, the FutureBook contains different versions and scenarios of our future.

All the people on Earth can read the FutureBook, receive pleasure and benefit from its reading, as well as participate in its creation.

There are three ways to participate in the creation of the FutureBook:

- suggesting themes for new chapters;
- writing new chapters;
- discussing the published chapters.

Quotes from the first number of the FutureBook chapters

Trade of the future

«In 2040, the stores will have a new category of sellers - their role will be taken by the goods themselves. The Internet of things is a great tool for the kettle to show how it turns on and off, to compare itself to similar models in the market and to discuss the discount from the price. Consultants who had previously trained candidates for managerial positions in companies will now train kettles to interview customers.

After the kettle goes into the property of the customer, its program of behavior will, of course, change, and it will begin to serve its new master.»

The future of comfort

«Already by 2030, augmented reality devices will be used everywhere. Programs giving possibility to change the reality will be built-in in such devices: one will make the face of the partner more attractive or will change it to the face of the favorite actor, another "will construct" a pet and instead of a dog will see a smooth purple monster or a giant spider.

With the help of such technologies it will be possible to change the grey reality and download the AR-program for hiking. For example, the program "Barcelona" will allow residents of the snowy Tarko-Sale to imagine themselves walking along the European capital with a stunning architecture.

During the walk, they can look at architectural sights, admire the beauty of nature or feel part of

the distant world. Such AR-programs will greatly brighten the everyday life of the inhabitants of many cities, expand knowledge about the world and lift the mood. The inhabitants of Africa will see snow, and the indigenous peoples of the North - jellyfish.»

The furure of the family and school

«Editing genes and biohacking became popular more than 20 years ago, but not all the people were enthusiastic about the new-fashioned trends. Frankly, Tom had three moms, two dads and several brothers and sisters who had not yet decided which of the sexes to choose. By American standards, his family was progressive, but quite ordinary, but here in China, they quickly became local celebrities.»

Readers and writers welcome to the FutureBook: http://omnigrade.com/futurebook

Crowdsourcing and ICO

ICO (Initial coin offering) has become an extremely fashionable and large-scale tool to attract investments in a wide variety of projects. But in fact ICO is a kind of crowdfunding, that is, collecting money from an unlimited number of individuals.

How does this combine with our version of crowdsourcing, which is also a "gathering" of not less important resources from individuals, not money, but ideas and proposals for solving the most complex problems arising at the implementation of diverse innovative projects?

There are at least four reasons why crowdsourcing helps ICO.

First, crowdsourcing enriches the project with new ideas, that gives more chances for its successful implementation in the future and can be reflected in the White Paper and other documents aimed at investors.

Secondly, after the end of ICO, crowdsourcing will help overcome obstacles and meet challenges that will inevitably arise at each new stage of the project.

Thirdly, the very fact that the founders of the project use crowdsourcing shows their interest in the long-term development of the project and the achievement of its strategic goals. And this distinguishes such projects from one-day projects.

Well, the last. Crowdsourcing is not only ideas, but also a community of project supporters generating these ideas. But in addition to generating ideas, supporters are also turning into the agents of influence of the project, helping to find both investors and consumers and other business partners.

We began to trial the symbiosis of ICO and crowdsourcing in practice. And there is every reason to expect that the tests will be successful.

Conclusion

We are glad that you have read this issue of OmniNews. We hope the reading was interesting and pleasant for you. We will try to continue to provide you with fresh and interesting information.

If you have any questions or suggestions for improving OmniNews, as well as suggestions for publishing your materials, please email us at public@omnigrade.com and we will get back to you.

To learn more about Universal Crowdsourcing Agency OmniGrade, register and become our follower, an expert or supporter of omniclients or author of The Future Book go to omnigrade.com.

We also invite you to follow our LinkedIn page http://www.linkedin.com/groups/OmniVision-Community-4479541.

Best regards,
OmniGrade Team