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# OmniNews

new, important, unusual and interesting **about**  
crowdsourcing, outstanding people and outstanding companies

In the focus of this issue:

**travel**

**education**

**artificial intelligence**

**September 2019**



## Review of the issue - appeal to readers

Dear readers!

We conducted a survey of members of the OmniGrade expert community and asked them to evaluate in points from 1 to 10 the significance of certain opportunities that their expert status opens up.

The first place with an average score of 9.3 points received the answer "The opportunity to support the OmniGrade project". But the second place with an unusually high average score of 8.0 received an answer "The opportunity to acquire new knowledge, expand horizons, learn new profession."

We have made the appropriate conclusions and will try to help people acquire new knowledge, broaden their horizons and gain new (including only emerging) professions.



*Mikhail Treyvish, Founder, OmniGrade*

We devote the current release of OmniNews to three areas where you can find out a lot of interesting, useful and exciting information. They **are education, artificial intelligence and travel**. By the way, I also wrote a short article about the unexpected connection of artificial intelligence and crowdsourcing.

We talk about our three clients: **CAURI, KANZLER and Dzing!** and despite the fact that their activities relate to finance, retail and the fashion industry, we show that they can also relate to education, travel and artificial intelligence.

If you want to **become an expert** of these or other clients, please register on our website (in the upper right corner of any page) and then go to the page of the company of your interest. Or ask us any questions you have about them - we will surely answer.

We are starting to **introduce members of our expert community**. In this issue we publish an interview with John Brehcist and Tatyana Peresykina.

We hope that the eighth edition of OmniNews will be interesting, informative and exciting. And we will be very grateful to you for your feedback about it - as well as for any questions, ideas and suggestions for cooperation.

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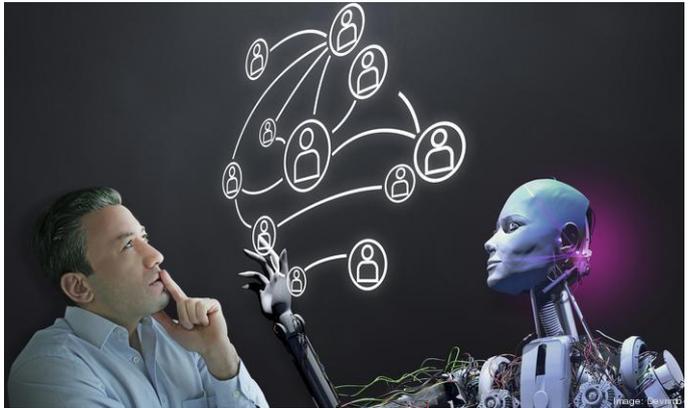
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# Artificial intelligence and crowd intelligence: inevitable symbiosis?

People write and talk so much about artificial intelligence that I will not give any facts and hypotheses about it in my article - everything is easy to google.

I note only that some people consider artificial intelligence as the key to the further progress of human civilization, and some, like Elon Musk, predict that artificial intelligence will destroy humanity.

I see no reason for such fatal forecasts, but nevertheless I believe that at least **two serious dangers** associated with artificial intelligence exist.



The first danger is that artificial intelligence systems will make **poor quality decisions**. What I mean? When a person makes responsible decisions in the field of robotics or biotechnology, credit underwriting or law (and many more, where, as is commonly believed, artificial intelligence will be especially effective), he uses not only his knowledge from the relevant areas (which, of course, any person, is limited of), but also builds on many personal memories and impressions. And the fact that in childhood a person collected stamps or bred aquarium fish can significantly affect his responsible decisions in politics, science, medicine, art...

And then there are travels ... There is a huge amount of research proving that the quality of decisions made by frequently traveling people is much higher than that of homebodies (of course, there are exceptions to any rule).

In addition, travel significantly affects creativity.

The explanation is simple: creativity is directly related to the neuroplasticity of the brain, that is, to its ability to adapt to new situations and sensory materials. "Travel experiences increase both cognitive flexibility and depth, as well as thought integration, ability to establish deep connections between disparate forms," says Adam Galinsky, a professor at Columbia Business School and author of numerous studies on the connection of creativity and travel around the world.

And no machine learning can replace travel experiences!

In other words, although decisions made by individuals may be based on much less knowledge in specific subject areas, in some ways artificial intelligence will never surpass human intelligence.

And if we are talking about a community of people ("crowd") with different life experiences, mentality and hobbies, without a symbiosis with their intelligence (let's call it **crowd intelligence**), artificial intelligence systems will produce bad (or, say, not the best) solutions.

And there is another threat coming from artificial intelligence, which is also stopped by the development of crowd intelligence - this is **the loss of the meaning of existence** in a large number of people. A person is called to create and think, and if at some point in time it turns out that people are no longer confident in this mission, it can cause an increase in depressive states, massive health problems, rising crime, increasing social problems. Participation in the work of communities (crowds), about which I wrote above, is a cure for such a threat. Moreover, participation in the crowd can significantly help to increase people's self-esteem, since each

member of such communities has a greater right to make a mistake (because in a situation where one of the community members offers the wrong solution, there is always a chance that someone else will offer the right one). Having the right to make mistakes liberates and increases the chances of finding truly brilliant solutions.

In short, I believe that artificial intelligence has a great future. But only in symbiosis with crowd intelligence. And the development of crowd intelligence, the search for the most optimal approaches to its use is our main mission, task, path and area of interest. And we welcome all allies and partners who are also very interested in it.

## Life of our clients: Interview with CEO of CAURI

**Question:** What financial and non-financial company do you consider to be an example for yourself and why?

**Answer:** In the financial world, **Wirecard** is an impressive example for us. (<https://www.wirecard.com/>). In fact, it is a group of companies, which includes the bank specializing in the payment industry. They were able to achieve impressive results in a fairly short time.

And if you take a non-financial company, I would call **Southwest Airlines** (<https://www.southwest.com/>). I think that this example should be commented. It seems that we have very different industries. But in fact, both in the payment business and in the air transport business, it is very important to make a universal product with a high level of quality. And a high level of security. Southwest Airlines looks attractive due to its course for sustainable development, which implies no stops in improving the business (but also the absence of unjustified and ill-considered jerks). I am impressed by the fact that Southwest Airlines seeks not to compete directly with other players, but to look for new niches in the market. Another important point is a very high degree of involvement of Southwest Airlines employees in the company's business, their careful selection and development of their entrepreneurial thinking. And last but not least is a reasonable approach to costs, which implies both the absence of unjustified costs and "saving for the sake of saving."

And another company that I really like is **VALVE** (<https://www.valvesoftware.com/>). We have a lot in common: IT-sphere and teal approach to business ([https://en.wikipedia.org/wiki/Teal\\_organisation](https://en.wikipedia.org/wiki/Teal_organisation)). We see a very big perspective in it.

**Question:** Which museums of the world are the most interesting from the point of view of the founders of CAURI?

**Answer:** Two museums are my absolute favorites. If we talk about art, it is **Musée d'Orsay** (<https://www.musee-orsay.fr/>).

And in terms of technical museums **Technik Museum Speyer** (<https://speyer.technik-museum.de/>) is out of competition for me.



**Question:** Is the centuries-old history of cowry seashells reflected only in the name of CAURI or does it somehow influence the style of business? If so, how?

**Answer:** When thinking about shells images of the sea, sunny weather, lightness arise. I would like the style of business to resemble these images.

**Question:** Now many banks provide Internet acquiring services on their own. Why would a potential client prefer acquiring from CAURI to acquiring from the bank servicing him?

**Answer:** For banks, Internet acquiring is almost always a secondary business. This is not surprising, because for a large universal bank, income from Internet acquiring is at best a fraction of a percent of the total income flow. As a result, this business is not in the focus of management attention, no one count on it seriously. As a result of this state of affairs, the decisions of banks are very simple, in a sense, primitive and narrow in terms of a set of services and techniques of execution. For small clients, this may be normal, but medium-sized clients want greater **flexibility and higher quality** which can only be provided by companies that seriously focus on the payment business.



**Question:** What song CAURI founders and managers associate with the business?

**Answer:** I would call the song "the Way Home" performed by the Belarusian guitarist Didyulya (you can listen to it here: <https://youtu.be/38SojldVeLQ>)

It is light, bright, positive. And it's truly international, as it is a beautiful melody without words.

In the addition to the interview we asked Nikolai to share his **opinion on OmniGrade crowdsourcing service**. He said:

Using OmniGrade service is a completely new experience for our company. We saw our business from a new perspective: the solutions offered by experts are largely non-standard for the industry and we had not previously thought of. In addition, we were pleasantly surprised by the depth of the elaboration of proposals, many of them formed the basis of the technical specification for development.

These are just some of the questions asked in the interview. The full text of the interview can be found at: [https://omnigrade.com/ru/visions/cauri/comments?rc=14340#comment\\_14340](https://omnigrade.com/ru/visions/cauri/comments?rc=14340#comment_14340).

## New adventures of the shell or the results of the first stage of the crowdsourcing project with CAURI

The results of the first stage of the crowdsourcing project: new target industries and customer categories found.

- Museums

- Condominiums and communities of homeowners
- Online education and Edtech companies
- Crowdlending platforms
- Factoring companies

New industries approved by CAURI. The steps aimed at their development outlined.

Results of the first stage of the crowdsourcing project: proposed additional services.

- Soft collection
- Control over the target purpose of payments
- Tracking of the execution of clients' requests and orders
- Analytical support

New services approved by CAURI. The steps aimed at their implementation outlined.

The decision to establish the official Advisory Board of CAURI made. It will include:

- recognized professionals from strategically important industries and areas of activity for CAURI;
- voluntary experts, the most active in the crowdsourcing project CAURI, invited on the recommendation of the operator of the project - universal crowdsourcing Agency OmniGrade.

Issues for the second stage of the crowdsourcing project:

- continued identification of new promising industries and additional services;
- search for original and effective measures for marketing promotion of CAURI;
- development of a plan to build a competitive business for cross-border transfers of individuals;
- development of a means to create added value for consumers of CAURI clients;
- expanding the community of voluntary experts and supporters of CAURI (the crowd).

## Not just the family budget: prospects for the development of the service for controlling the purpose of payments

One of the services recommended by the crowd to CAURI and approved for implementation is **monitoring compliance with the conditions limiting the purpose of payment of clients** (of course, only with the consent of the clients themselves).

Let us dwell on it a little more.

Banks and payment systems almost never offer such services to corporate clients, although one can find similar proposals for private clients. For example, Canadian neobank Monzo offers control over the compliance of payments with the approved family budget.

Meanwhile, there are at least three categories of corporate clients for which such service can be very relevant.

1) Companies for which control over the target purpose of payments can be carried out on behalf of and in the interests of their creditors - primarily non-banking financial companies (factoring, leasing companies, etc.), as well as crowdlending platforms.

2) Companies for which control over the target purpose of payments can be carried out on behalf of and in the interests of their beneficiaries.

This can be absolutely any company that is not in the direct operational management of the owners.

3) Organizations for which control over the target purpose of payments can be carried out on behalf of and in the interests of their participants.

For example:

- condominiums and communities of homeowners and / or land participants;
- cooperatives;
- professional, industry, etc. associations;
- endowments (especially created by graduates of educational organizations).

All this taken together is a **gigantic market** with companies and organizations of various sizes, including a very large one. Let us take cooperatives. For example, the two largest Swiss retailers Migros and Coop, included in the Forbes 500 world list, owning hundreds of stores (as well as restaurants, language schools, travel agencies, fitness clubs, etc.) are just cooperatives.

In short, the introduction of this service opens up very large horizons.

## From Fintech to Edtech

One of the new key tasks for crowdsourcing, approved by CAURI, is to find the right approach to market development in the field of educational technology (edtech).

The global market for online education, which, by some estimates, should reach a total turnover of **\$ 250 billion** next year, is perhaps the most interesting and creative industry market on Earth.



And how diverse it is! Edtech projects concern both pre-school education, school, higher and professional education and language teaching ... It also includes MOOC-platforms (from Massive open online course) with more than 30 million listeners (or viewers?) (despite that there are about 150 million “usual” students in the world — that is, 20%).

MOOC platforms are created in cooperation with Universities (including Harvard and MIT), commercial companies (including, for example, IBM or the well-known retailer Marks & Spencer), international organizations and government agencies.

In short, the market is incredibly large, diverse, interesting and relevant for everyone (we are sure that all OmniNews readers (or their families) are learning something now). The task of crowdsourcing is to choose the “**direction of the main blow**” and to form the **right strategy and tactics** for its development.

## Presenting the expert: John Brehcist

**Question.** John, could you please tell us about yourself and your professional experience.

**Answer.** In one sentence, I work as a consultant, analyst, author, lecturer, conference host and presenter.

I’ve had twenty-five years of sharp-end, real-world receivables finance experience, plus ten years board level consulting. In that time, I’ve worked with many clients in many countries.

Examples include being a Non-Executive Director within a range of finance businesses and other positions have included Consultant Advocacy Director of Factors Chain International (the global trade organisation for the Receivables Finance Industry) and being Coordinator of EU Federation for the Factoring and Commercial Finance Industry trade organisations.

Much of my time is spent with individual businesses; as a Strategic Adviser to both fintech and traditional finance operations in emerging and developed markets, as an “Agony Uncle”, problem solver and mentor to many CEOs and Management Boards, developing with them close, high trust relationships dealing with sensitive and business critical issues.

I’m also known for being an analyst and author, e.g. of a ground-breaking Whitepaper on the EU receivables finance Industry, the editor of a unique EU receivables finance Legal Study and I am a frequently published magazine columnist.

I am also often a speaker, panel host and compere of receivables finance Industry Conferences.

Last but not least, I am a lecturer, course creator and trainer in novice to post-graduate level education in the receivables finance Industry.

**Question.** What can you say about your project and plans of its development?

**Answer.** I deliver all these functions through my business vehicle, Roundwindow Consultancy Services. Nearly all my work comes from recommendation and personal introduction.



Accordingly, always delivering high quality service and maintaining the satisfaction of clients is critical to my reputation and ongoing business. You are only as good as your last assignment!

Because there is only one of me, I've often been asked would I like to develop the business and take on partners to deliver even more. There is of course an attraction to this approach; a greater variety and range of skills would of course mean more opportunities.

But I find that one of my key market differentiators is precisely that I offer a confidential one to one service; that my clients know exactly who they are dealing with and can put their trust in. So, for now at least, I will continue to accept the volume constraint that being a "one-man band" creates.

**Question.** What do you think about crowdsourcing, OmniGrade and our clients?

**Answer.** Without doubt, external consultants like Roundwindow require a significant investment in time and money. And not all consultants will have the necessary expertise in all areas of a business. How then can someone access good quality advice? How do you find a good adviser in any case?

This is where crowdsourcing and Omnigrade come in. Here you can access the knowledge and skills of a very broad range of experts, drawn from many backgrounds, countries and cultures.

Working in this way creates opportunities for accessing completely new ways of thinking, to seek tangential analysis, an ability to look from the outside in. It offers opportunity for input from people who don't have the same preconceptions of what can and can't be done.

In short, it's a unique way to gain a fresh perspective on your business or venture, both for now and in the future; I'd recommend the approach to anyone.

**Question.** What experience and feelings do you get as an Omnigrade expert?

**Answer.** As an expert I'm constantly impressed by the quality of the businesses using the service; it takes a special type of business leadership to make itself open to the advice and challenge of the crowd.

But in a highly competitive world, business leaders need to move and adapt quickly; crowdsourcing gives them a key tool to help them make such important decisions.

Sometimes the questions posed can be highly strategic, other times the discussions can become quite operational. For me, it's important to be able to stand back and look at what's critical for a business. So I may not respond to all the questions, but I hope that when I do, my thoughts can make a difference!

# Introducing omnicient: KANZLER

## Vision of future

In 2030 KANZLER is the largest seller of men's clothing and accessories in the world and the most popular brand in the world among men of the middle class. For at least half of the customers, KANZLER is the main source of their wardrobe refresh. At the same time, KANZLER is widely known for its female audience, becoming an important source of gifts for men. Kanzler sales are distinguished by a very high degree of diversification across countries, sales channels and product groups, that protects KANZLER's business from major market risks.



## How it all began

The history of KANZLER began in **1995**, when a group of entrepreneurs organized the supply of clothing from Turkey to Russia.

In 1998, the initially **multi-brand men's clothing stores** "Elegant" began to open, and the sale of outside brands gradually began to be replaced by clothing of its own production.

At first, there were several own brands, but KANZLER brand appeared in 2002 won in tough but fair competition.

By 2011, all stores "Elegant" were also **renamed to KANZLER** and the chain began to grow rapidly (about 20 stores opened annually), and as a result in 2019 the number of stores exceeded the first hundred.

In 2013, after entering the market of Kazakhstan, the KANZLER chain of stores **becomes international**.

Along with the rapid growth and geographic expansion the KANZLER **range of shops is expanding**, which in addition to clothing now includes a variety of accessories, bags and wallets, shoes and perfumes - in short, everything a man could buy for money to feel confident and comfortable.



Another male trait in KANZLER's activity is **sports**. KANZLER has created one of its collections in collaboration with International SAMBO Federation FIAS. KANZLER is also a sponsor of one of the leading basketball clubs in Europe - CSKA, and, moreover, soon will sign sponsorship contracts with well-known football and hockey clubs.

By the way, in the season of 2019 the CSKA basketball club became the Euroleague champion, defeating Real Madrid in the semifinals and Anadolu Efes from Istanbul in the final.

And KANZLER also hopes for large-scale and convincing victories in its field. We will follow the continuation of its history.

## Tasks for the first stage of the crowdsourcing project

- The task of forming the unique selling proposition.

- The task of developing KANZLER CLUB.
- The task of finding new services and monetization channels.
- The task of developing the most effective plan for international expansion.
- The task of developing the concept of new types of men's clothing.
- The task of effective promotion of the online store.
- The task of identifying the most promising partners for development (including co-branding programs).
- The task of developing a brand philosophy and marketing program based on it.

## Is clothing a new gadget?

KANZLER business is closely related to the concept of "men's fashion".

In society, there are doubts about the validity of this term, because it is believed that most men are not interested in fashion. But is it true? In fact, a lot of men keep an eye on and follow the fashion for gadgets: smartphones, tablets, cars, watches after all. And if (or rather: as soon as) due to the fundamental technological changes (which are called **Fashion industry 4.0**) clothing is perceived as a special gadget, we will see a global and sharp raise of interest in men's fashion.



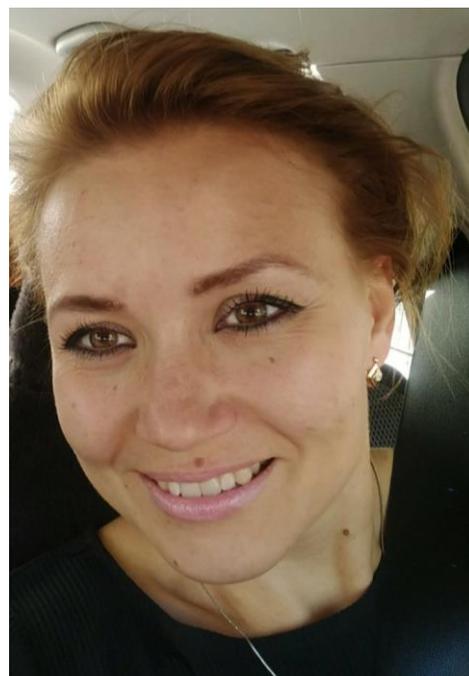
In the meantime, a few facts about how technologies related to **artificial intelligence** come into the fashion industry.

The world-famous "trendsetter" in the e-commerce world, Amazon has received the US patent for **on-demand apparel** manufacturing technology, which is officially described as a system that uses special software to pre-collect and analyze various requests for creating new clothing lines from all over the world and then issuing a certain "effective plan" for accelerated serial production of these products.

Following this, Amazon introduced the new multi-functional device Amazon Echo Look, combining hands-free camera and **computer style assistant** and working in conjunction with Alexa - the company's voice platform equipped with artificial intelligence.

In addition to Amazon, attempts to penetrate the fashion market with new IT has been taken by another Internet giant, Google. In cooperation with the German online company Zalando it has recently launched new project Muze, an experiment to create a self-learning neural network that will try to "understand" various "aesthetic parameters" and to create computer **prototypes of new items of clothing and shoes**.

## Presenting the expert: Tatiana Peresyphkina



**Question.** Tatyana, could you please tell us about yourself and your professional experience.

**Answer:** I was born in a small northern town Salekhard, the only city in the world located at the 66th parallel (exactly on the Arctic Circle!). Until the age of 17 I lived there - in the land of permafrost, stunningly beautiful nature and fascinating northern lights!

Studying was easy for me, and after leaving school I entered the Law Academy in Yekaterinburg without exams as a medalist, where, in 2003, thanks to the assistant professor of the Department of business law S.I. Vinichenko began to research the **topic of factoring**. This direction subsequently had a strong impact on my life - the topic was relevant and new, and so drawn into that the next decade of my life was closely connected with it - both professionally and personally (because I met my husband at work :)

And for 15 years I have been working in various areas of business - factoring experience has gradually become history, the practice has been supplemented by various legal issues of the everyday business life of my clients - contracts, claims and courts, interaction with supervisory authorities, the last 2 years - foreign economic contracts and exciting IT- right.

Some time ago, I started a collaboration with a gazelle company operating at the intersection of education and the event industry in more than 250 cities around the world. Now I am engaged in the creation of the **legal architecture of international business** and the construction of legal protection systems for the property and interests of the MOZGO group of companies (the creators of the game Mozgoboynya).

**Question.** What are your thoughts and feelings about crowdsourcing, OmniGrade and its clients?

**Answer.** OmniGrade crowdsourcing project is very close to me in spirit, participation in it gives me the opportunity to make the world a better place. To be honest, I can't come up with a simpler and more effective way to **reach out to the business** that I care about!

I also like to solve real trouble-shooting cases along with the smartest **people we would hardly ever meet** with in ordinary life.

Every new business that starts updating in the format of omnisourcing becomes close and important to me, I begin to feel confidence in it and constantly think about how to make it better and more profitable ...

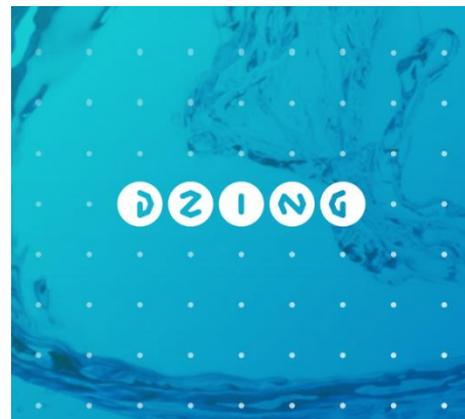
**Question.** What did participation in the project as an expert give you? What emotions did it cause, what conclusions did it lead to?

**Answer.** Expert work at OmniGrade has long been a part of me. I like when my decision is implemented by the company and makes people's lives a little better!

# Introducing omnicient: Dzing!

## Vision of the future

In 2025, Dzing will be a global innovative financial service offering payment services to dynamic, modern, mobile and entrepreneurial people in all countries of the world, where online customer identification is possible. Dzing services will be used by at least 5 million people of different nationalities and social groups. Dzing will also be a unique family service providing related financial services (for example, by issuing partner payment cards with the possibility to conduct transactions in 30+ world currencies) to children, parents, grandchildren, grandparents, brothers and sisters and other family members of their respected and valuable customers regardless of how far apart they are (even if they live in different countries and even continents).



## How it all began

### Remarkable weekend in Paris

After all, I deserve a relaxing weekend getaway with my husband! -- so thought the young business lady Tatiana Orlova, arriving in Paris for the weekend.

Tatiana is a terribly busy working woman raising four children. Her life is a non-stop whirlwind, and she can rarely find the time to slow down. So she decided to pause for a moment and booked a luxurious 5-star hotel in Paris to spoil herself and her life partner rotten. Tatiana was doing a bit of shopping at Galeries Lafayette when she got a panicked text message from her babysitter, who informed her that her wonderful children (the ones who are still living at home) are refusing to eat anything that she cooked and are demanding pizza. The babysitter is very sorry, but she is running tight on funds, so she wonders if Tatiana could call Domino's and order two extra-large pies on her credit card? Tatiana really has no choice in the matter, so she spends the next 15 minutes waiting on hold and then ordering thin-crust pizza with olives, sausage, and extra cheese.



### Money issues again

This is not the only time Tatiana's serene vacation is rudely interrupted by money issues.

It's Sunday night. Tatiana is feeling refreshed and reinvigorated, but when she is settling her hotel bill, real life catches up with her fast.

"Pardon, Madame," says the solicitous front desk clerk, nearly whispering, "but your credit card has been declined."

And how this episode influenced the birth of the plan of a new unique financial service, which is destined to become a Dzing project, you can find out at: <https://omnigrade.com/en/visions/dzing/steps/31>.

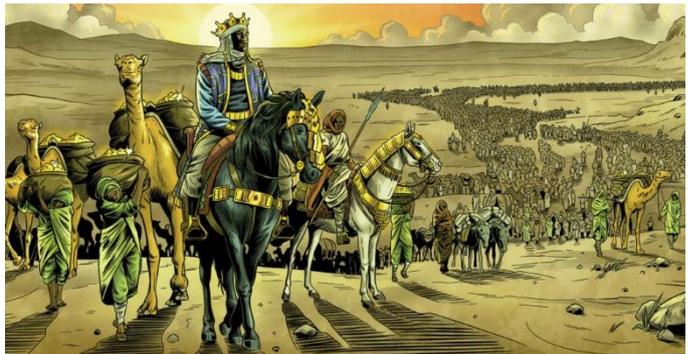
## Tasks for the first stage of the crowdsourcing project

- The problem of formation of unique selling proposition (USP) of Dzing for freelancers.
- The problem of formation of USP of Dzing for migrant workers and expats.
- The problem of formation of USP of Dzing for students.
- The problem of formation of USP of Dzing for urban professionals.
- The problem of formation of USP of Dzing for travelers.
- The problem of formation of USP of Dzing for business customers (SMEs).
- The task of developing a brand philosophy and marketing program based on it.
- Other suggestions for project development Dzing.

## The Wealthiest Man in the History of the World

With an estimated fortune of \$110 billion, Jeff Bezos, the founder of ubiquitous Amazon.com, may be **the wealthiest person alive** today. However, his name doesn't even crack the top 10 list of the richest men (yes, they were all men!) of all time. Neither does legendary investor Warren Buffet or Microsoft guru Bill Gates.

The unsurpassed "Richie Rich" in the history of civilization is believed to be Mansa Musa, who ruled the Mali Empire in the 14th century. His wealth is estimated at **\$400 billion** in today's dollars, even though most economists and historians agree that it's impossible to pin down the exact value. Some have, somewhat oxymoronicly, described it as "indescribable".



The ancient Mali Empire stretched through much of Western Africa, from the Atlantic Ocean to today's Niger, including parts of modern Senegal, Mauritania, Mali, Burkina Faso, Niger, Gambia, Guinea and Ivory Coast. Ruling the most auriferous region in the world came with its perks. Mansa Musa is thought to have controlled about half of the world's gold supply.

According to BBC, Emperor Mansa Musa travelled in luxurious style. "The king reportedly **travelled with a caravan of 60,000 men**... He took his entire royal court and officials, soldiers, entertainers, merchants, camel drivers and 12,000 slaves, as well as a long train of goats and sheep for food." (BBC News, 2019)

We here at Dzing are really, really sorry that we came around a few centuries too late for the Emperor. We can only imagine the unspeakable nightmare it must have been paying his staff in gold bars. We bet that Mansa Musa would have adored our Partner Cards for the ability to set spending limits and control his employees' expenses (not to mention his entire family). The Emperor would also have loved to send money worldwide through Dzing instantly and cheaply – this method of delivery for sure is more efficient than camel caravans carrying tons of gold.

The good news? Dzing is sure to be around to assist anyone who dares to take aim at Mansa Musa for the title of wealthiest man in history.

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*The article provided by Dzing Finance.*

## Slow Travel - what makes travel deep and memorable

One target group of Dzing! Clients are urban professionals, another - travelers. And when urban professionals become travelers, they more and more often choose the slow travel approach - something that helps **to take a break from the hectic pace of life** in modern megacities and "recharge batteries."

At its most simple, this approach centres around three **rules for travel**. Slow travel is the first time that combines these rules - **enjoying the journey, connecting with the locals, and caring for the environment**.

Slow travel was inspired by the 1986 **slow food movement** that developed in protest at the opening of a fast food restaurant in Rome, right next to the Spanish Steps. Slow food was designed to promote local, traditional, food and this extended to both the way food was produced and served.

Slow travellers take inspiration from 19th-century travellers like Théophile Gautier, who **rejected the "cult of speed"** (at the time everyone was travelling by this new-fangled contraption called a "stagecoach"). Today, travellers are also rejecting speed and embracing journey-centric travel like road trips, train journeys, travel by boat, by foot, coach or even donkey.



The idea being that rather than dashing between famous landmarks, anxiously ticking things off a detailed itinerary, **travellers are better served** by spending time with the locals. By choosing slower forms of transportation slow travellers can see a place through the eyes of the people who live there, and gain a deeper knowledge of every destination.

And by the way, we at OmniGrade also feel **part of the slow movement**, as we try to create the right atmosphere for crowd to gradually dive into the client's tasks and slow, thorough and exciting search for their best solutions. In other words, slow thinking.

*In preparing the article, materials from booking.com were used.*

# Smarty presents friends: animals of emotional support

US Department of Transport has published new guidelines allowing passengers to bring the emotional support animals commonly used to help calm the nerves of anxious travelers on domestic flights.

Traveling with 'emotional support animals' has exploded in popularity in recent years. First it was a kangaroo, then an emotional support duck. Now a miniature horse has become the latest unusual animal to accompany a passenger aboard a flight.

On Thursday August 29th, a Twitter user by the name of Ewan Nowak posted a video to Twitter that showed the adorable tiny horse aboard a packed American Airlines plane.

While passengers are still stunned by the sights of miniature horses trotting on board aircraft, they're set to be much more common given new US federal government guidelines.

Emotional support animals (and people) are also needed in crowdsourcing since they provide creative atmosphere for the crowd.



In 2015, a snap of a flight attendant cradling a kangaroo on board an American plane went viral.

On a 2016 flight from Charlotte to Asheville, North Carolina, commuters were left stunned when a passenger brought his pet duck, Daniel, onto the plane.

*Based on Daily Mail (30 Aug 2019)*

## Important! We invite you to become the extraordinary and plenipotentiary ambassadors

We are creating a global crowdsourcing project and we **need dedicated people** who can help promote it in different regions and countries.

If you are interested to become our **ambassador** or want to know more about our project and this opportunity, please write to: [tre\\_mi@omnigrade.com](mailto:tre_mi@omnigrade.com).

# 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](mailto:public@omnigrade.com) and we will get back to you.

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*Best regards,  
OmniGrade Team*