



#9

OmniWorld

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

In the focus of this issue:

How to solve unsolvable issues and what is the role of the pandemic?

What is the buildtech industry and who can become its leader?

How to find a model of ideal creative community in the zoo?

What thoughts can arise from observing cranes?

What new technologies will come to our homes?



February 2021

The world we will live in tomorrow



Appeal to readers and review of the issue

Dear readers!

Our crowdsourcing agency OmniGrade starts working with one of the largest construction companies from Southeast Asia, Cotecons Group, which wants to ensure that it is perceived not only as a first class contractor for the construction of buildings and structures for its customers, but also as a creator of the most comfortable conditions for the life, work and entertainment of all people for whom the environment created by Cotecons will be their habitat.



Therefore, we decided to devote most of the materials in this issue to topics of concern to everyone related to the human environment. The habitat of people, as we would like to believe, should not lose touch with the living and pristine nature. In a stunningly interesting interview with one of the most active members of our expert community, Alexey Sokolov from Lithuania, he talks about how observing nature can help find solutions to the most complicated business issues. In the retelling of the presentation of the founder of OmniGrade, Mikhail Treyvish, at The Creativity Conference, there will be partly humorous, partly very serious attempt to find samples in the animal world for forming an ideal creative team. This in-depth article by futurist and author Maxim Iago from the UK will explore how the human environment will be changed by new technologies.

And, of course, we will introduce the new client and talk about the tasks that should be solved for them within the framework of the crowdsourcing project. The tasks are very important (including socially significant ones), very interesting and very complicated. About whether it is possible to find solutions to almost unsolvable problems and what role school education and crowdsourcing can play in it - in the article by Mikhail Treyvish, which opens this issue.

And in conclusion, I want to remind you that I am always in touch and at your disposal. If you have any questions or suggestions, if you would like to discuss the possibility of becoming a client, an expert, an ambassador or a representative, or if you would like to discuss this issue of OmniWorld, please write to me at smarty@omnigrade.com.

Smarty, chief moderator of the OmniGrade agency, hyrax

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Solving unsolvable issues



One of the important features of the new way of life that emerged with the beginning of the covid-19 pandemic was that people became engaged in solving unsolvable issues. Or rather, in solving issues that previously seemed unsolvable.

This is especially noticeable in the world of business. Can an airline make money based on its competencies without carrying passengers? It turns out that it can, for example, by opening restaurants that offer in-flight meals. Can restaurants make money based on their competencies without cooking for customers? It turns out that they can, for example, by opening online educational programs on culinary arts.



Owners and managers of airlines and restaurants (and many other companies and organizations) would hardly have bothered with such issues before (and if they did, they would have considered them unsolvable). But now it turns out that a solution can be found. Though, many businesses will not survive, not because they are faced with truly unsolvable issues, but because they simply do not have enough time to find a solution. And it usually takes a lot of time to solve complicated issues (and as now became clear, namely complicated, but not unsolvable). In Hollywood movies the main character often fixes the problem of defusing a new explosive device three seconds before the explosion, but in ordinary life, very often there is simply not enough time (and sometimes persistence) to solve such issues.

Can an airline make money without carrying passengers?
Can restaurants make money without cooking for customers?

Many people in business, politics, medicine, education and other important areas of human activity do not know how to solve very complicated issues (also because they are often perceived a priori as unsolvable), and this is a big problem for modern civilization.

This problem starts with the education system, which is not focused on learning to solve complicated issues almost in any country in the world.

How much time is usually given to solve a task in mathematics (physics, chemistry, or biology)? 10 minutes in class or at most half an hour at home. Can a problem that can be solved in half an hour be considered difficult? Unlikely. In addition, the solution of school tasks usually consists

in the correct application of the studied approaches and algorithms, which in itself characterizes the task as "uncomplicated."

Many years ago I was a math teacher at school, and I had repeatedly heard the question: "Why do I need your sines and logarithms in life?" The correct answer is that most likely they will not be useful, but the ability to solve complex issues may be very useful, and sines and logarithms simply "create entourage" (or you can replace them with integrals and matrices - this is not essential for the formation of the ability to solve complicated problems). But instead of developing the crucial ability to solve complex issues, school provides knowledge (and this knowledge is not particularly necessary for most people indeed).

Many people in important areas of human activity do not know how
to solve very complicated issues, and this is a big problem
for modern civilization

Maybe the situation is different in high school than in secondary? There are already tasks that seem to have to be solved for weeks or months. But if you look closely, it turns out that "solve" means "search for information" or "conduct experiments" or "write code" or do something else, but not long thinking. But a complex task is characterized precisely by the fact that it needs a lot of hard thinking.

What happens next? A person finishes school and university, gets a job, makes a professional career and becomes, well, for example, a top manager in a serious company. And so he, say, comes to a meeting of the Board of Directors of his company to present an action plan for the next year. Perhaps he will talk about opening new stores or branches (or whatever that they are supposed to open), perhaps about optimizing costs by reducing the number of previously opened stores or branches, etc. But will he dare to say: I will spend six months thinking about finding a solution to the most complex issue, which will help provide us a breakthrough in our business? I don't think he would dare. And if he does, he will most likely hear in response: "What are you going to do? Just think? That is, you do not know the solution and admit it. And how long are you going to think?"

Of course, there are managers who really think long and hard about solving the most complex issues and as a result find these solutions, but the process of "thinking" at the same time looks like almost an "underground activity".

In general, of course, this applies not only to business. In my opinion, it would be nice to hear from politicians: "I want to make our country prosperous, I don't know how yet, but I will think long and hard about it" or from doctors: "I want to cure your disease, I don't know how yet, because it is not described in the textbooks, but I will think long and hard about it." But you

won't hear something like that, because there is a stereotype "if you don't know how to do it, don't take it." Though the ability to think long and hard (and productively) is a very valuable and, alas, quite rare quality. But with proper training, it is quite successfully acquired.

The process of long “thinking” looks like
almost an “underground activity”

I'll go back to where I started. Extreme circumstances (epidemics, natural and technological disasters, financial crises, etc.) force us to re-evaluate both the nature of the issues at hand (which turn from unsolvable to very difficult) and the value of intellectual work in finding solutions to them. But in any case, solving them takes time, which is not always enough. Two conclusions can be drawn from this. The first is that any company or organization with serious ambitious goals should constantly work on finding solutions to almost unsolvable complex issues, and not only when extraordinary external events occur. Then the company will be better prepared for such events, and it will also develop more dynamically in normal, non-crisis times. And the second conclusion is that the process of finding solutions to very complex issues should involve as many people as possible, thus increasing the probability that someone would grope a way to finding a solution. One of the ways to do this is intellectual crowdsourcing, which consists in attracting as an additional "thinking apparatus" a community of people of different professions and nationalities, motivated to participate personally in the search for such solutions to complex issues for the company whose goals and vision inspire them. But as a former school teacher, former top executive and finally as the founder of crowdsourcing agency, I understand that it is critically important to organize this process in such a way that the search for solutions would consist not only in using the baggage of previous knowledge, but in long and persistent, creative and productive thinking, aimed at finding fundamentally new effective solutions.

Mikhail Treyvish, founder of the Universal crowdsourcing agency OmniGrade



The creator of a new comfortable environment for people's life, work and entertainment



Introducing the client: Cottecons Group

Vision of the future

In 2030, Cottecons will gain international recognition as one of the leading companies in the buildtech industry, which is located at the intersection of the traditional construction industry and new technologies such as artificial intelligence, the Internet of Things (and the Internet of Buildings), augmented reality and others, in the creation and development of which Cottecons will take an active part.

The focus and meaning of Cottecons' activities will also consist in the formation of a completely new urban environment, maximally comfortable and safe for life, business and entertainment.

Cottecons' regularly emerging new businesses will organically complement the existing ones and ensure the dynamic development of the entire group, even in times of increased risks and new challenges.

Milestones

Founded in 2004, Cottecons Group has successfully grown in both size and reputation for delivering world-class projects, including Residential, Commercial, Hospitality, Infrastructure, and Industrial. By investing in modern construction practices and management techniques to ensure that, we remain at the cutting edge of our industry.

2004 - Converting operation model into Cotec Joint Stock Company.

2006 – 2008 – Collaborating in major projects, conquering high-end real estate market, attracting investment from large funds increasing charter capital to USD5 million (today we have owners's equity of USD365 million).

2009 – 2011 – Listing and trading Cottecons stock on Ho Chi Minh City Stock Exchange. Starting Cottecons office building 100% owned by Cottecons. Signing the general contractor for the Grand Ho Tram Casino Complex, the largest and most modern casino in the region.

2012 – 2014 - Issue shares in equivalent to USD25 million. Initial success and many new contracts in the Design & Build model.

2015 – 2017 - Constructing the Landmark 81 project, one of the tallest building in the world. Starting the Hoi An Casino project with a total value of nearly USD300 million.

2018 – 2020 – Completed The Landmark 81 project. Completed Vinfast automobile production complex with a record time of 12 months. Cotecons continues to maintain its position as the No. 1 private enterprise in the construction industry, marking the 7th consecutive year that Cotecons has led this ranking and Cotecons is also honoured in the Top 50 most excellent and largest enterprises in Vietnam in 2019.

Problems to be solved within the crowdsourcing project

- The problem of developing the philosophy of Cotecons and the marketing program based on it
- The problem of forming a unique selling proposition
- The problem of finding new services and monetization channels
- The problem of finding the most optimal ways to "embed" the Cotecons' development program in the global trend for the creation and development of smart cities
- The problem of finding the most effective and non-standard marketing tools to support the construction of new facilities and other significant events
- The problem of implementing the latest technologies and digitalizing the activities of Cotecons Group
- The problem of finding new promising businesses beyond the core business
- The problem of developing the most effective approaches to working with startups and corporate venturing

Vietnam becomes a rising star in Southeast Asia

Walking around in Vietnam's capital city of Hanoi, you can feel boundless energy everywhere. People whiz by on scooters, buy and sell everything from phones to food in the countless small shops, and run to and fro to get to school or work. Vietnam is young, growing, and anything feels possible.

In its latest "Asia Economics Quarterly" report, the Hong Kong Shanghai Banking Corporation (HSBC) said Vietnam posted the fastest growth in Asia in 2020 and will once again be among the star performers in the region in 2021.



Vietnam is recognized as a role model for its pandemic control measures, and for achieving an economic growth of 2.91 percent in 2020. The economy has maintained growth for three decades, overcoming the Asian financial crisis and global financial crisis, stepping to becoming a middle-income country from an impoverished society.

But even if Vietnam does get hurt by the negative impact of Covid-19 pandemic, it can still count on its own burgeoning middle class to deliver the next boost of growth. Both domestic and international firms are eyeing rapid expansion in the country, as more and more people gain the purchasing power to consume goods and services. It may mean that one day, instead of the hustle and bustle of small shops and scooters, Vietnam will be characterized by large malls and cars. But for now, Vietnam is growing, at its own pace, and in its own way.

Source: Vietnam Insider



Coteccons presents: the most interesting buildings



Landmark 81



Landmark 81 is a super-tall skyscraper in Ho Chi Minh City, Vietnam. It is the tallest building in Vietnam, the tallest completed building in Southeast Asia, and the 15th tallest building in the world.

The 461.15 metres (1,513.0 ft) tall, 81-story building located just north of Ho Chi Minh City's historic center. The tower is at the heart of the \$1.5 billion high-end mixed-use urban area called Vinhomes Central Park. The development comprises hotel and conference facilities, luxury apartments, high-end retail spaces, restaurants, bars, and a multi-story observation deck.





Vinfast Automobile Manufacturing Complex project has been constructed since September 2017, beginning the journey to build one of Cotecons' largest industrial projects.

Gross floor area of up to 750,000 m² on a land area of 335 ha. It's one of the top 20 largest factories in the world.

On June 14th 2019 Vingroup officially put the factory into a phase of mass production. The event marked an important milestone in the Investor's journey of taking Vietnamese automobile brand international. This also marked the development of Vietnamese construction industry in constructing large-scale industrial projects under extremely fast schedule.



Spirit of Saigon



The project is located at Nguyen Thai Binh Ward, District 1, opposite the famous Ben Thanh Market of Ho Chi Minh City.

The project consists of 2 towers connected by a podium, with a scale of 6 basements and 48-55 floors, including office for rent, hotels and luxury apartments.

With a unique architecture, combining modern and traditional features, with two towers resembling the symbol of Vietnamese "dragon", Spirit of Saigon project is the next symbolic building constructed by Cotecons, besides other typical projects across the country.





Introducing the expert: Alexey Sokolov (Lithuania)

Question. Alexey, please tell us about yourself.

Answer. I can call myself a naturalist since childhood. From an early age, I was interested in fish, frogs, grasshoppers and other insects.

From the age of three, I began to go fishing with my father, and later on all my hobbies were somehow connected with nature. As a photographer, I try to present the most intense and interesting story about a particular animal with the help of a single picture.



My professional biography was very rich, I was a journalist, entrepreneur, led various business projects in the field of trade and media, but my interest in nature has always remained my most serious passion.

My interest in nature has always remained
my most serious passion

Question. As far as we understand, "The Real World" is your main project. Please tell us how it appeared, what it means to you, what plans you associate with it.

Answer. "The Real World" is a YouTube channel about nature. It appeared quite by accident. My son is fond of a stunt scooter, and his grandfather gave him a camera for dynamic shooting. Once in the city center, he filmed the feeding of a flock of pigeons and mounted a funny video. I immediately went to the forest and at the hunting feeding ground took pictures of wild boars from the same angle and in 2017 launched "The Real World".

I myself shoot near my home and I think that everyone can notice a lot of interesting things near their place of residence. I live in the capital of Lithuania, Vilnius, a fairly large European city, and I shot one of my last videos with ducks literally two hundred meters from home. I shoot roe deer, deer, and swifts within 15-18 kilometers from home, which is also very close.

But, of course, "The Real World" isn't just about hosting my videos. We want to cover the entire globe, for which we rely on correspondents from different parts of our planet who can tell us what is happening near their home through unique shots and videos.

Question. What impact has the pandemic had on your project, and how do you see its future?

Answer. For many people the pandemic has increased the importance of their home, their own place of residence. Home for a large number of people has become a place of work. Also, instead of going shopping, people started ordering home delivery. And being forced to be tied to their home, people are faced with the need to think about what interesting things are happening nearby. And it turns out that a lot of interesting things are happening nearby (at least as far as nature is concerned).

But in general, people's interest in observing nature began to noticeably increase even before the pandemic. It is no coincidence, for example, that birdwatching has become one of the most widespread and popular hobbies in many countries.

We have huge plans in connection with "The Real World". As I have already said, we are counting on a large number of correspondents who can report on nature in different parts of the world, and, of course, we want to see a lot of viewers. We also hope that we will help many people make observing nature a great and enjoyable hobby.

And being forced to be tied to their home, people are faced with the need to think about what interesting things are happening nearby

Question. What does being a member of the OmniGrade expert community mean to you?

Answer. The answer is very simple: this is the fastest way to implement your ideas and make the world a little better.

I know of no other tool that provides an equally unique and easy-to-use opportunity to contribute to exciting projects and a more harmonious world.

Question. Does your own project "The Real World" and your vocation as a naturalist help you in your role as an expert? And one more question. One of our clients in the financial industry called one of your proposals brilliant and assured us that it would form the basis for a promising new business line. How did you manage it, since you have never been involved in the financial business?

Answer. When you sit and observe nature, for example, watching cranes in a field, a variety of thoughts come to mind, including those related to various businesses and projects. This is the very state when the brain receives positive signals from the outside. So, of course, it helps a lot.

As for the question about the financial business - this is not surprising. We all deal in finance, and we are all clients of financial institutions. And if a person is also an entrepreneur or a manager, then he also faces financial institutions on behalf of his company. This gives you a lot of information to think about, which just needs to be processed correctly.

My life experience helps me find familiar associations with the activities of a wide variety of companies. You recently started a crowdsourcing project with a construction company, and I remembered that my dad was a construction engineer. We also have a small family real estate agency. And finally, as a naturalist, I am very worried about environmental issues that are directly related to construction.

I know of no other tool that provides an equally unique and easy-to-use opportunity to contribute to exciting projects and a more harmonious world

And at the same time, my view of the activities of these companies is a view from the outside, so it can bring something new and original.

Therefore, it is very important to me what different OmniGrade clients do, and it is very natural for me to think about their issues and find original solutions for them.





Black swifts (*Apus apus*)

Alexey Sokolov's favorite subject for shooting is the fastest birds.





Leap of the European roe deer (*Capreolus capreolus*)

The emotions that a photographer experiences at such moments are simply unattainable in an urban environment.

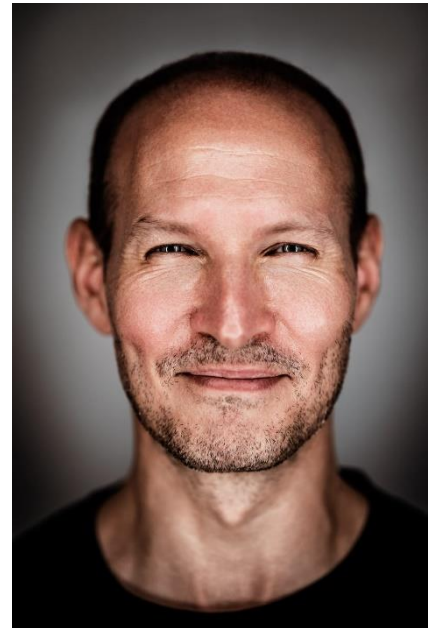


Shaping the environment



One of the most significant developments in the history of our species came when we took control of fire. The opportunity to heat our living environment and food, and then objects that we formed from rough ore allowed us to rapidly transform and increase the complexity of our social structures and changed our digestive system—reducing the amount of energy our bodies expended on eating and freeing us to invest that energy in thought.

We cannot overestimate the significance of this development, which has continued to be honed today. It was relatively recently that we developed the technology required to selectively cool objects and environments. The development of refrigeration allowed for the preservation of fresh foods and, later, medicines.



These two key developments—one to selectively increase the temperature and one to selectively decrease the temperature—have enabled us to create extremely complex societies, new technologies, new strategies for the creation and transportation of produce, and new medical technologies that might have been unthinkable just 200 years ago.

For a species that has changed little in 200,000 years, this is a single blink in our history.

We are pattern-finding primates. This means that we naturally seek out pattern in our environment and experience and interpret those patterns for our benefit. We also create patterns—things like complex language, narrative use for education, and codified symbolic systems—where it might be useful for a particular purpose. Importantly, we understand the concept of purpose and that more than one solution might serve a particular purpose.

These two key developments—one to selectively increase the temperature and one to selectively decrease the temperature—have enabled us to create extremely complex societies

If our goal is to feed our community, we realise that there are multiple ways to do so—and that attempting several, all at once, might maximise our potential success.

Importantly, we recognise that we have the option to respond to our environment or to change our environment.

In the last few hundred years, we have successfully developed countless novel building materials and methods to maximise the efficiency with which we can shape the world we live and work in. Now, we are seeing a new generation of technologies that allow buildings to be aware of activity and responsive to our needs.

We already line our buildings with plumbing, electrical wiring, and networking technologies to support particular activities but none of these allow the building to be responsive to human activity, beyond turning lights on when someone walks through a space or maintaining a selected temperature.

The new generation of technologies include postage stamp sized computers that use so little power they can be driven by the energy they collect from a Wi-Fi access point. These computers use a mesh network to transmit information and because they require no wiring they can be embedded in our environment—in walls, under floors, and in furniture.

The new generation of technologies include postage stamp sized computers that use so little power they can be driven by the energy they collect from a Wi-Fi access point

They can measure changes in temperature, light, and heat, and provide human environments with a level of awareness that was previously impossible. These technologies, combined with the speed of 3D-printed building technologies, promise to provide our future AI services with new ways to support our activities.

Like any form of surveillance, these technologies represent a threat to privacy and offer opportunities for subtle manipulation. Still, they represent a leap forward in the potential for our environments to support our activities intuitively, with less active human control and more automated responses to our needs in the exact moment that they arise.

These are exciting days indeed.

Maxim Jago is a Futurist, Author, and Filmmaker who promotes an optimistic-realist approach to contemporary and future challenges (maximjago.com).



The story of crowdsourcing from the zoo



Maxim Jago is also the director of The Creativity Conference - a global meeting of minds exploring creativity in all its forms. At the conference held at the end of January with fantastic success, Mikhail Treyvish delivered a talk on the creation of the creative communities. In his presentation he gave an example of creating an ideal creative community from representatives of the animal world. We found this [art of the presentation amusing and instructive, and therefore we present it here.

1) An owl

A symbol of wisdom and strategic thinking.

Strategic thinking is essential but not enough for the success of the project as the following anecdote shows:

The mice come to the wise Owl and say:
- Owl you are so wise please tell us what to do foxes eat us wolves eat everyone eats
there is no salvation.

The Owl says:

- You should become hedgehogs No one eats hedgehogs they are prickly.

The mice are delighted thank her and go home.

And then after a while they come back and say:

- Owl you gave us great advice but we do not understand how to implement it.

And the Owl says:

- I don't know I am engaged in strategy not tactics.



2) A beaver

A symbol of a pragmatic approach to solving practical problems.

Beaver dams and ponds effect on:

- ✓ stream flows and water quality;
- ✓ bird abundance and diversity;
- ✓ flood prevention;
- ✓ protection of the trout and salmon population.



3) A chameleon

A symbol of flexibility and variability.

Different chameleon species are able to vary their coloration and pattern through combinations of pink, blue, red, orange, green, black, brown, light blue, yellow, turquoise, and purple.



4) A shoebill

A symbol of the unusual and the historic heritage.

And a hidden relative to hippogriff from the Harry Potter Universe.

Chief moderator – Hyrax Smarty

Key objectives:

- to produce a relaxed atmosphere where the supporters and voluntary experts can share their creativity;
- to guide the discussion of the tasks set in such a way as to come to the most creative and effective solutions.



OmniGrade headlines



- We signed a new client - the first in SouthEast Asia and the first from the construction industry.
- We have new representatives and ambassadors in Belgrade, Manila and Saint-Petersburg.
- We welcome new members of the expert community from Italy, Hungary, Greece, Serbia, Russia and Philippines.
- The founder of the Universal crowdsourcing agency Mikhail Treyvish spoke at the Horasis Extraordinary Meeting and The Creativity Conference.



Conclusion



We are glad that you have read this issue of OmniWorld. 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 OmniWorld, as well as suggestions for publishing your materials, please email us at public@omnigrade.com and we will get back to you.

To become our follower, an expert or supporter of omnicients or author of The Future Book you can register at omnigrade.com.

We also invite you to follow our LinkedIn page [linkedin.com/company/omnigrade](https://www.linkedin.com/company/omnigrade) and LinkedIn group on Crowd Intelligence <https://www.linkedin.com/groups/4479541/>.

*Best regards,
OmniGrade Team*