



Digital Capital Management

February 1, 2021

Hi, everyone! I would like to speak to the Presearch community and search users in general as Chairman of the Presearch Advisory Board.

As of four days ago, January 28, 2021, the Presearch team has achieved a major milestone by releasing the new node-powered search engine and improved UI/UX. The same software Presearch is running to power the new search engine is also already running on hundreds of decentralized, community-run nodes on a public Testnet, with the decentralized version quickly to follow to power the newly launched search engine. This means that Presearch is now more ready than ever for mass adoption!

The major increase in searches and participants on various social media channels in the short time since the recent releases clearly shows that.

More importantly, mass adoption is critical to the project. As you well know, Presearch has been an under-the-radar project for some time. Not only should that now change because of the quality of the project, it *has* to change to ensure the project's long-term viability and success.

"Build it and they will come" only works in the movies.

By far the most effective way to market virtually anything is word-of-mouth. The Presearch community has been and continues to be absolutely amazing and one of the strongest, best, most powerful resources the project has to draw on. And given recent developments, it should be a relatively easy matter to persuade people you know to start using the new search engine.

So I want to emphasize again now one point which I have made in a small way in the past: GOPED: Get One Person Each Day. If every member of the community – and the new community members whom they bring each day – adds one Presearch user every day, the number of users and searches will increase exponentially.

But why should anyone switch from their current search engine, whatever that may be?

There are five excellent reasons to do so, which I suggest we should all bear in mind:

First, because the Presearch engine has now arguably become simply the **best generalized search engine in the world**. It is really a meta-search engine, integrating the results from a variety of other engines. In terms of both results and "feel" (UI/UX) it is very hard to beat – and, perhaps more importantly, it is not a step down from any search engine, including that of the *company who shall not be named*...

The second reason is **privacy**. As a result of the integration described above, Presearch is also arguably the best privacy-focused search engine in the world – and without doubt one of the best.

Third, is **rewards**: as you in the community know very well, people actually get paid in PRE tokens to search with Presearch, but there are other awards currently possible (referrals, keyword staking) and on the near-term (nodes) and longer-term (advertising) horizon.

Fourth, is **decentralization**. There are three major aspects of Presearch which have already been decentralized: nodes (decentralized infrastructure), keywords (decentralized advertising) and rewards



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(decentralized revenue). The level of decentralization will increase and, ultimately, the project will end up being almost totally decentralized.

The fifth and final reason it should be easy to encourage people you know to start using Presearch is the project's stance against the **"abuse of a dominant position"**. This stance essentially means that Presearch is opposed to "a few" controlling "the many" without giving "the many" any choice in the matter. In the context of search, therefore, Presearch is fighting to put control over personal data and information access back into the hands of users.

This stance obviously applies to big tech (which as been in the news a lot lately), but also applies to any monopolist or near-monopolist which stifles competition, discourages innovation and either creates high prices or fails to share revenue equitably. Not only does Presearch take a strong stand against such behavior, but Colin Pape, the project CEO, has made a name for himself doing precisely that – including in court.

The first of the above reasons applies to the entire world and to the mass market, whether involved in crypto or not. The second reason is also not specific to the crypto universe, but appeals to a large (and seemingly growing) subset of the mass market. The third point applies only to crypto folks, but there are ever-growing numbers of those of us well. The fourth and fifth reasons, like the second, apply to a subset of the mass market, but one which is rapidly growing.

Only one thing is missing from this picture: increasing the number of users and searches, which is what we must all focus on now.

We have built it; now is the time for us to encourage people to come!

It's time for all of you to show how good you really are. GOPED: Get One Person Each Day. Simply introduce Presearch to your friends, family members, co-workers, etc. (if, of course, you haven't done so already). It will benefit them for all the reasons mentioned above, and will also benefit all of you as well because, if nothing else, virtually all of you are token holders. Increasing number of users and searches should have a very positive effect on token value. But even without that, the people you introduce Presearch to will enjoy a better search experience while ensuring their personal privacy, foster decentralization and reduce other companies' abuses of their dominant positions – and potentially earning various rewards.

GOPED!

A handwritten signature in black ink, appearing to read 'Tim Enneking', written in a cursive style.

Tim Enneking
Chairman
Presearch Advisory Board