

## All.Net Analyst Report and Newsletter

### Welcome to our Analyst Report and Newsletter

#### Why is all this crazy stuff globally happening?

To get a sense of this, here is a short list of globally accelerated events I am talking about:

- Russia rearming for more war in Ukraine while US political wings resist funding.
- Middle East crisis created by Iran via Hamas, other Palestinian entities, the Houthis, and others.
- Massive infiltration-based protests in the EU and US based on effective disinformation campaigns into many areas of society, largely supporting violent Islamic causes.
- Church and Synagogue bomb threats in unprecedented numbers over holiday periods.
- Generative AI being increasingly exploited via so-called deep fakes to falsify historical statements by surrogates to forward deceptive messaging around global conflicts.
- Unprecedented scale of disinformation campaigns over Internet channels.
- Red sea attacks creating fear likely to increase oil prices.
- North Korea restarting its missile test launch program.
- China playing cat and mouse on at-sea convoys with war ships.
- Protesters worldwide are wearing masks, backing violence in their rhetoric, and claiming the masks are to protect them against retribution.
- Universities are becoming indoctrination platforms for distrust of government, under the false flag of peace, when they are actually justifying violence and war.
- Nations states and wealthy individuals are using money to effectively bribe, or at least corrupt through finance, key components of Western societies and influence decisions-making.
- Distrust of institutions is being generated and exploited to divide and conquer.

#### So what's really going on?

I don't have enough facts to back it all up, but here's my current best guess:

- Autocrats worldwide believe this is their best opportunity to flip the world to autocratic takeover and are pushing all the buttons they have to achieve it.

I believe this is at least loosely coordinated.

I think the fundamental here is the disinformation being exploited to distract our focus of attention from the urgent and important matters in front of us, and cognitive methods being used to normalize violence and extreme viewpoints, present false choices, and cause fear responses rather than rational thought.

In short, this is a cognitive infiltration attack to disrupt Western civilization.

## What is the overall strategic and tactical situation?

The thing is, lots of people already acknowledge at least the parts of this, and some see the bigger picture as I do, and some likely know of lots more bullets to add to the list and can add more at more detailed levels. But many of the folks I know are very frustrated at figuring out what to do about it. Why is that?

- The threat actors are heavily resourced, well coordinated, and largely unconstrained.
  - *The defenders are largely unresourced, uncoordinated, and constrained.*
- Force, speed, and skill are the traditional advantages that can be applied
  - *The threat actors are now more powerful (more force), meaning the defenders of the West have to transition to using asymmetric methods to be effective (speed and skill).*
- Amplification is key to success in the social media space (and elsewhere)
  - *Mass media is substantially balanced in reach between that taken over by authoritarian tactics and the West.*
    - *Multiple broadcast channels, Fox, Al Jazeera, NewsMax, etc.*
  - *Social media advantage goes to the authoritarian folks for now, who now have taken or co-opted multiple channels by financial leverage.*
    - *Twitter → X, advertising in Facebook and similar*
  - *Technology is neutral in this arena, but it is being taken advantage of by authoritarian teams via their higher funding.*
- Investment strategies in new technologies continue to favor the West – for now
  - *China is a powerful force in this arena because of IP theft and high spend*
  - *Western startup funding is very high in AI and related areas*
- Coordination favors the authoritarians
  - *The competitive nature of democratic institutions and financial investments inherently limit this, however, more important is the lack of any apparent investment effort or funds oriented toward addressing these issues.*
    - *Underlying this is the need for profitability in the West as opposed to funding models for the autocracies.*
    - *However, personal rewards outside of religious favor and proximity to power favor the West*

## Who are the 'good folks' and 'bad folks' here, and does it matter?

I am obviously biased in believing that I am a good person as are others who wish to support democracy and freedom, and the related good stuff. And I think the authoritarians likely disagree with me, although their populations typically do not. Generally speaking this, I am against the exploitation of deception to disinform people and cause them to act against their and Western society's best interest.

## What do the good people of the world do about it?

I have spoken to several to many experts on the subject, and the basic answer is we are screwed. People with money don't want to spend it on the good fight and want to take advantage of the benefits on the exploitation side. The move toward increased use of less reliable information and mechanisms for all sorts of things is at this point almost certain to proceed with haste, and so it will go. There are some places where a high level of certainty about truth is important, but those are largely in the engineering space where things break and people suffer from it. However, since most of the world doesn't really care about others suffering, until it hits home it's ignored, and by then it's too late, unless you have a lot of money. And of course the people with a lot of money benefit from the autocratic approach until they become subject to it, and as it goes:

*First they came for the socialists, and I did not speak out - because I was not a socialist.*

*Then they came for the trade unionists, and I did not speak out - because I was not a trade unionist.*

*Then they came for the Jews, and I did not speak out - because I was not a Jew.*

*Then they came for me - and there was no one left to speak for me.<sup>1</sup>*

## What am I doing about it?

I have spent almost all of my professional career in the space of integrity assurance in the digital and social realm. It started very technical in the 1980s with my Ph.D. focused on countering computer viruses largely through integrity preservation, but also moved into the deception for defense and counter-deception as a field of endeavor, initially in the early 1990s, but more intensely from a human and cognitive systems approach in the late 1990s.

My strategy has been to start companies in this general area, one after another, with funding for these early stage startups from 3<sup>rd</sup> parties interested in the potentials of the companies. The investors have opportunities to make money with a good statistical risk profile, knowing of course that any one company may fail, but that statistically, they will make very good returns over the long term.

In 2023 we tried to start one per month, with about 8 tries getting to an initial decision point, 4 getting initial development funds, and 2 (or 3 – we will see this week) getting funding to start an acceleration process. In 2024 we hope to up our game to 1 try per month and at least 6 full starts by end of year. We created an ecosystem to create and grow these companies to make them good investments, and started infusing existing intellectual property and known executives to give them the best start possible. We added a conference company to the portfolio to make certain they could get good initial exposure, and think we can make it financially beneficial to do the good work, focused in area after area of concern.

The underlying philosophical point is that if you look at the history of things that succeed in changing hearts and minds at large scale, it comes down to religious institutions, educational institutions, new forms of government, and successful companies. The only one you can rapidly grow without lots of resources or what I will call deceptions is companies. By growing these companies, we hope to have a positive impact on integrity on a global basis, while generating profits for investors and pay for workers. Doing well by doing good.

<sup>1</sup> Martin Niemöller, who waited too long in World War II to work against the Nazis

## What can you do about it?

Join us.<sup>2</sup>

- We have support for coordination, making good judgments, and growth.
- We use technology to help build companies better, faster, and more cost effectively.
- We need investors, skilled workers, executives, and technologies.
  - *For those who don't know it, there is a lot more to building a successful company and those are things our ecosystem provides.*

Or do it on your own.

- Anyone can start a company and try it.
- There is plenty of help out there - all you have to do is look for it.

## What not to do

The one thing the world cannot afford is for you to sit idly back and do nothing.

*The only thing needed for evil to triumph is for good people to do nothing.*<sup>3</sup>

Of course if you are a bad person, please sit back idly and do nothing... but they are already standing up and doing lots of things.

And the cognitive threats are intentionally using tactics to cause you to sit idly by:

- Sewing discord to divide and conquer by making everyone else seem evil to you
  - *Most people are good people just trying to make their way in the world.*
- Creating divisions based on race, religion, appearance, accents, and so forth
  - *Most people who seem different than you have more things in common than not.*
- Making it seem hopeless as if the whole world is falling apart to stop you from acting
  - *The world is being attacked, they want you to use flight instead of fight.*
- Making you feel alone, as if the whole world is against you
  - *It's not. Most of the world is with us - desiring freedom, honesty, and a good life.*
- Encouraging threats, violence, and hatred and using anonymity as a fear weapon
  - *Stay rational, non-violent but active, loving, and be brave.*
- Sewing the false belief that all government and institutions are corrupt
  - *This may be true in the authoritarian countries, and there are corrupt people here and there in every government. But most people in Western institutions are honest, hard working, and trying to make a better lives for all of us, including themselves.*

## The land of the free, and the home of the brave

We are not brave because we are free. We are free because we are brave. Join us. Stand up to autocracy and the disinformation being pushed at you. Don't just accept what you see and hear over the Internet and through social media. Seek out facts don't pass on rumors. Seek truth, justice, and freedom, and don't be fooled by frauds, spies, and liars.

<sup>2</sup> In this case, the "us" is our team at Angel to Exit, where we help grow companies – <http://a2e.co/>

<sup>3</sup> Adapted from Edmund Burke, who only included "men" instead of "people"