



phine: founding document

Definition

Mantra

Out of Many, One

Mission Statement

To create technology based products and services that enable societal unity.

Origins

The origins of the current information technology industry¹ are rooted in the 1960's counter culture movement. It was the direct result of an ethos of antiestablishment, societal unity, and noble innovation. These origins quickly degraded as the industry gained momentum.

Through the 1980's, 1990's, and 2000s the tech industry saw much change and growth. The hyper-individualization of western society spawned a new era of technological innovation that focused on the individual. Concurrently, the tech industry also become a focus for outside investment and involvement. The original ethos of the tech industry quickly deformed to match the ethics of newly acquired constituents.

The 1990's saw the mass adoption of The Internet. This spawned an investment boom that chiefly focused on e-commerce based companies. Little focus was placed on enabling unity amongst discrete web services and products. The new millennium juxtaposed this boom with a bust. After which, the tech industry took a new focus on creating products and services that enabled a higher level of unity. Emphasis was placed on creating products that:

- utilized open standards
- open sourced as to allow industry wide contribution and use
- focused on social networking

While it was an improvement, there is still a large amount of entropy present in products and services that contained overlapping and competitive features.

Vision

Social and Economic Changes

The first decade of the 21st century brought pervasive digital technology. As this decade comes to a close, several social, economic, and technological shifts are taking root. The recent collapse of the lending industry has resulted in a western civilization that is far less affluent then it assumed it would be. While most markets will likely rebound, evidence is suggesting that a full economic recovery may not occur. There is also a growing concern that world crude oil extraction will peak within the decade. The result of an economic

¹ more commonly refereed to as the *personal computer revolution*

collapse and resource scarcity could signal the beginning of a system of catabolic collapse². The net effect of this will be a society that will become more localized and more dependent on preexisting technology.

As the economy changes, a new collective consciousness also appears to be emerging. The hyper-individualism that has become the hallmark of the 20th century is now becoming deprecated to meet the needs of a new generation. This emerging consciousness is shifting focus to one's environment and the communities and systems that compose this environment. Individuals are expressing newfound interest on their societal rolls and contributions as well as their environmental impact. The ideology of *consumerism* is now being replaced with *citizenship*. As a result of this, Phine will refer to individuals³ as *citizens* as opposed to *consumers*.

The replacement of consumerism with citizenship will also result in companies no longer being able to operate in isolation. Citizens express interest in how products are developed, manufactured, and distributed in addition to a company's community contribution. Companies will need to have a *permeable membrane* that allows for the free flow of ideas and contributions from within and outside of the company's operation. In addition, companies will need to contribute to the well being of their communities as their community is directly responsible for their continued success.

Technological Changes

Since it's birth, the computing industry has chiefly focused on building new hardware that focuses on performance increases while maintaining relatively steady costs. Recently however, new products have begun to enter the market that focus on mobility, low power consumption, and low cost. In particular, two product categories have seen vast advances in recent years:

- Pocket Computers (including smartphones and certain media players)
- Netbooks

These devices appeal to a large market segment that ranges from high income professionals to low income students. While pocket computers and netbooks have very distinct physical attributes, they do possess very similar capabilities including:

- full featured, standards compliant web browsers
- user installable applications
- cameras
- always available cellular internet connections in addition to WiFi
- positioning systems (GPS and SkyHook®)

In addition to new hardware advances, new methodologies for software development are also taking root. Specifically, standards based web applications that allow for asynchronous client-sever communication and dynamic user interfaces are emerging. Going forward, the use of proprietary browser plugins (such as Adobe Flash) will be replaced with emerging web standards such as HTML 5. In addition, advances in client side data storage and manipulation, which leverage hardware specific optimizations implement by the browser,

² Greer, John Michael "[How Civilizations Fall: A Theory of Catabolic Collapse](#)"

³ this includes customers, employees, and any other human stakeholders

are enabling new document based web applications to be created. While these advances do enable a richer web experience, they are still not a replacement for native applications that target a specific platform. Phine will use new and emerging web technologies to create a baseline application for products that can run on a wide variety of devices. Platform specific applications will be developed for a product on an as need basis to ensure an experience that can leverage all the benefits of a particular platform.

Phine's Role

Phine is a company that creates products that enable societal unity. Unlike many of today's tech companies, Phine exists as an operating framework for the creation of several products and services. This framework is composed of our operating ethos. Phine aims to initially create a software service, named CORTEX, that enables the unification of any social networking service. On top of this service, Phine will build revenue generating products that will run on a wide variety of devices. Phine will adapt to societal changes and is not limiting the scope of it's products to information technology. As Phine grows, all technology sectors⁴ will be examined for potential product introductions that could result in greater societal unity.

Identity

Golden Ratio (~1.618)

The golden ratio, represented by the greek character Φ (phi), is a guiding design principle for Phine. Nature's underling aesthetic unity can be captured with the golden ratio. Thus, the golden ratio is at the heart of Phine's design goals.

Name Derivation

The name *Phine* is derived from the combination of Phi⁵ and One. Phine can also be represented in it's alternate form, Φ ne.

Visual Identity

Simple, streamlined, and content focused. Phine keeps a minimalist approach to design, allowing for content to become the focus. A combination of Helvetica Neue and Univers will be used for all design needs.

⁴ including but not limited to technology that deals with energy and mechanical systems

⁵ the phonetic spelling of Φ , used to represent the golden ratio

Ethos

The day to day operations as well as all decisions made by Phine and it's employees are governed by a operating framework henceforth refereed to as ethos. This set of ideologies are immutable and are imperative to Phine's success.

Equality

Phine will not discriminate on the basis of age, sex, sexual orientation, race, religion, family, socioeconomic status, or education⁶. This nondiscriminatory ethos will apply to all operations of Phine including, but not limited to, hiring practices, intracompany promotions and corporate partnerships. Phine will base decisions on the basis of a candidate's knowledge, skill, experience, passion, personal ethos and social aptitude.

Operating Practices and Atmosphere

A product's success is dependent on the well being of the employees who develop, test, deploy them. The Phine work environment will be a positive place where fun is emphasized. Employees must derive joy from their work and mandatory breaks will be enforced. If an employee isn't feeling particularly happy then they can choose to temporarily work in an environment that is more toned down until they are ready to have fun again. Employees will be encouraged to socialize with all employees and departments that compose Phine. Team building exercises will be instituted to ensure that employees have an opportunity to meet one another. Employees will be presented with opportunities to work from other areas of the company if they choose to.

Employee Rolls

Employees of Phine will have varied roles that are mutable. Titles will be used for external purposes only. Internally, employees will be classified and described by a color that represents a number from 1-255 that indicates what kind of tasks their time is allocated to. Five nouns will also accompany the color. These nouns will describe their areas of expertise. An employee's color is derived with a gradient where the value 1 indicates they spend most of their time as a creator, and 255 indicating they spend most of their time as a manager. This gradient can be visualized using RGB color space where the red and blue values are set to 127 and the green value is changed according to the employee's time allocation. Employees classify themselves.



A sample employee signature is:

Aaron Tait: iPhone, XCode, Cocoa, Photoshop, Final Cut

⁶ Since socioeconomic status is often linked with an individual's education, individuals will not be judged on the basis of any and all degrees, certificates, or diplomas they may possess. Other methods will be used to assert an individual's skill and knowledge.

Contribution and Inclusion

All employees will be encouraged to share their ideas regardless of their areas of expertise. A system will be developed that allows for ideas to be submitted, with the option of the submission being anonymous, to all individuals and teams. Employees are encouraged to make contributions and seek information about all operations of the company.

Employees will be allocated time to work on independent projects and interests. The results of these personal projects can either be submitted to Phine and receive funding to pursue full product development; or commercialized at the creator's own discretion individually⁷. Employees retain full ownership of their independent projects unless they are submitted to Phine for product development.

Investment Opportunity

Phine will be a high yield dividend stock. Phine will see stockholders as investors, and as such, will work to keep stock prices low, and dividends high. Profit will be returned to investors wherever possible.

Ethics Review Board

As Phine grows, so will the opportunity for ethical dissidence. In order to maintain a company that is ethically sound, and maintains the core ethos that it was founded on, an Ethics Review Board (ERB) shall be established. The ERB will be established no later than the growth of Phine to fifty-five(55) active employees.

Powers

The Phine Ethics Review Board is the supreme authority and shall have the following powers:

- The power to inspect all operating areas of the company including any and all research projects.
- The power to override any decision made by Phine or its owners. This includes the board of directors and executive management.
- The power to impeach and remove fellow ERB members by a two-thirds supermajority.
- The power to recommend any employee for removal.

Member Selection

- The Phine Board of Directors shall appoint all Ethics Review Board Members.
- There will be a minimum of five active ethics review board members.
- Members must be experts in a field relevant to Phine's current operations.
- Members must not have any invested interest in Phine including, but not limited to, stock ownership.
- Members will be compensated with a fixed salary.

Ownership of User Information and Creations

Users of Phine's products and services shall retain full ownership and rights to the information they create and submit. Any and all information obtained through use of Phine's products and services shall be removed if the user so requests it to be removed. Phine is privileged to be allowed access to user's information.

⁷ so long as the project does not compete with any product or service Phine creates

Products

The initial pipeline of products and services Phine will be creating are based on an open service called CORTEX. CORTEX is a scalable citizen centric service which will provide a plethora of APIs that will allow for a new generation of social applications. As Phine develops it's product pipeline, CORTEX will evolve to provide the functionality needed to create these applications. Phine will use the same APIs it exposes to the public to build it's products.

eden

The first service Phine will introduce will be called eden. Eden is a paid service (\$25/year) that will enable it's users to manage all of their social networks from a single place. It will be built on top of a web technology called Cappuccino as to provide a fast and dynamic web user interface. From this single interface, users will be able to manage their profiles on all linked social networks. In addition to that, user's will be able to view all activity that has taken place in their social networks as well as post updates, pictures, and videos to their entire social network.

mingle

Mingle is a mobile application that will allow users to meet new people based off the real time personality analysis that will be built into CORTEX. Mingle is the first social networking application who's sole purpose is to meet new people while actively engaged in a social atmosphere. Users will check in with their mobile device at establishments such as bars, lounges, and cafés. Once checked in, users will be presented with different ways of having their presence become known, viewing potential social matches, and creating conversations with new people. Mingle will initially be available for iPhone and expand to other mobile platforms when market demand has been determined.

renaissance

Renaissance is a platform for community and commerce. Renaissance will provide a single user interface that will allow citizens to identify members of their community, organize community events, and enable commerce with local businesses. Renaissance will be initially available as both a web client, and iPhone app. Other platforms will be considered as necessary.