

The Center for Humane Technology

***Dedicated to reversing
the digital attention crisis and
realigning technology with
humanity's best interests.***

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METANMAG-011-00414298
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Our society is being hijacked by technology.

*What began as a race to monetize our attention
is now eroding the pillars of our society:*

Mental Health



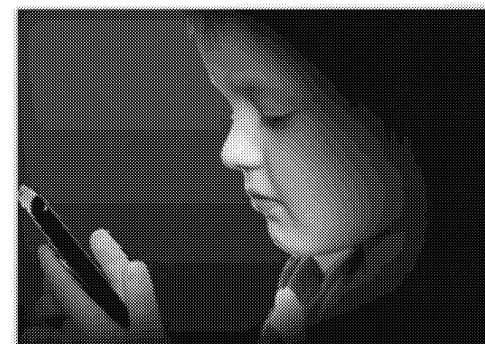
Truth & Democracy



Social Relationships



Our Children



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How did this happen?

- Because of engagement-based business models, most digital media is **designed to keep us hooked as long as possible**.
- Each click we make gives these AI-driven systems more data and financial resources to better predict **what will perfectly glue us to our screen** so we can be mined even further.
- **The results have been catastrophic:**
 - It's harder than ever to disconnect—increasing stress, anxiety, and reducing sleep.
 - Our children are trained to replace their self-worth with likes, to constantly compare themselves with others, to feel like they are always missing out.
 - Virtual interactions and rewards (likes, shares) are prioritized over face-to-face interactions.
 - Social media rewards outrage, false facts, and filter bubbles – which are better at capturing attention – and divides us so we can no longer agree on truth.

Even worse, the direct channel into two billion people's minds is easily manipulated.

Foreign governments, bot networks, and advertisers can cheaply and efficiently spread misinformation, manipulate conversations, sow distrust, and shape elections around the world—at unprecedented scale across interconnected social networks.

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Edit "People you choose through targeting" audience

Argentina

Argentina

Germany

Germany

Add locations

Detailed targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Education > Field of study

German Schutzstaffel

Jew hater

Demographics > Work > Employers

SS nazis

Interests > Additional interests

npd die soziale heimatp

Add demographics, interests

Wehrmacht

Alternative für Deutschlan

194,600 people

Interests > Additional interests > npd die soziale heimatpartei

Description: People who have expressed an interest in or like Pages related to npd die soziale

Report this as inappropriate

Suggestions

Browse

Interests

Interests

Specific

Broad

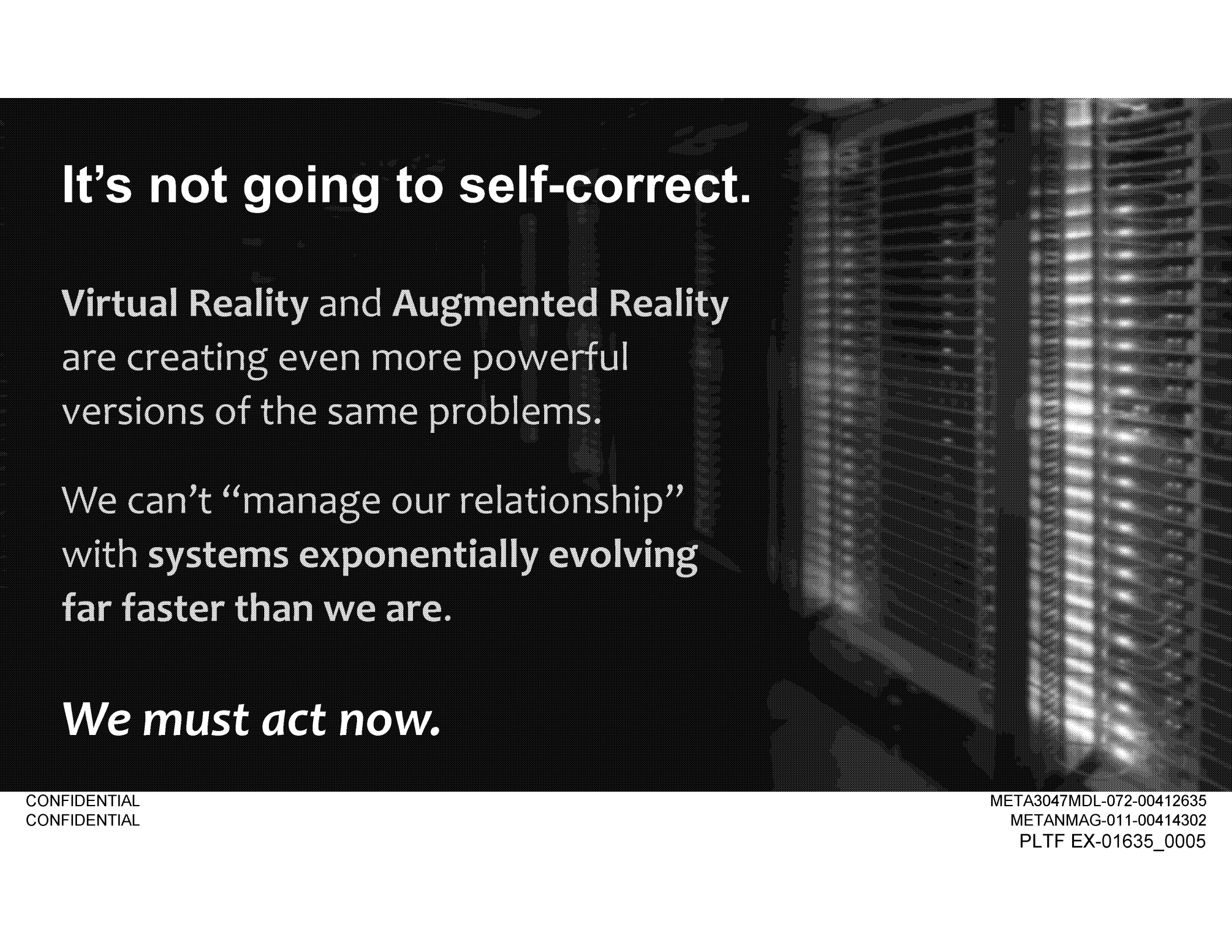
Your audience selection is great!

Potential audience size: 108,000 people ⓘ

Cancel

Save

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It's not going to self-correct.

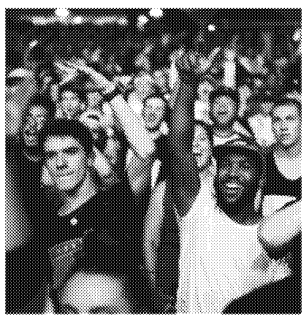
Virtual Reality and Augmented Reality
are creating even more powerful
versions of the same problems.

We can't "manage our relationship"
with **systems exponentially evolving**
far faster than we are.

We must act now.

The Way Forward: 4 Strategies to Drive Change

We've identified powerful, efficient levers to address a huge and complex problem.



Create a Cultural Awakening

Educate consumers about the problem so they demand products that don't harm us or our children.



Inspire Humane Design

Show the world how devices and software can be designed to genuinely benefit our lives and society.



Engage Employees

Empower tech employees to advocate for design and business models that aren't based on extracting our humanity.



Apply Political Pressure

Use government pressure to protect consumers and fold the costs of attention extraction practices into balance sheets.

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Why we are uniquely equipped to take on this problem

Former Insiders: As former tech employees and CEOs, we intimately understand the culture, business incentives, design techniques, and organizational structures driving how technology hijacks us.

Domain Experts: We are experts in design and the subtle ways humans can be influenced by technology. Our overall frame for the problem covers both individuals and society as a whole.

Unencumbered: We are not beholden to any tech companies, politicians, or media. This allows us to be forceful and direct in ways that others cannot, matching the urgency of the problem.

Dedicated: Our core team is entirely dedicated to this problem. We have no agenda related to professional advancement, gaining political influence, or profiting financially from this work.

Connected: We have strong relationships with industry influencers as well as media, having been featured on *60 Minutes*, *Real Time with Bill Mahr*, *WIRED*, *TED*, *Recode*, *The New York Times*, and more.

Recent Highlights by Strategic Area

Create a Cultural Awakening

Generated widespread media awareness: 20 million+ people reached via 60 Minutes, Real Time with Bill Maher, Waking Up with Sam Harris, TED, Wired, Recode, etc.

Presented at many conferences: TED 2017, Code Conference (before 700 top CEOs, VCs, etc.), Global Privacy Summit, etc.

Working with Common Sense Media on future digital citizenship, research, advocacy and policy efforts around technology.

Partnered with Thrive Global and Arianna Huffington on how tech is subverting humanity.

Inspire Humane Design

Working through private channels to top tech companies, we will be sharing design guidance that will shape future products. (Due to confidentiality, we cannot disclose specifics at this time, though many instances have already happened.)

Building “Beautiful World” prototypes to show the world how technology can better align with humanity.

Engage Employees

Ongoing meetings with key employees at major technology companies, including partnerships to help them talk about harmful actions happening in technology.

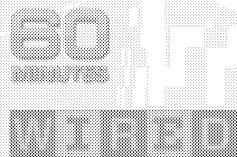
Apply Political Pressure

Supported the Nov. 1 technology platform Congressional hearings: armed Congress members with briefings, incisive questions, and language to use.

Face-to-face Congress member briefings: We have briefed over 30 Congress members and staffers since Sep. 2017.

Met with FTC Commissioner Terrell McSweeney to discuss ways the FTC can exert authority over tech platforms where there are consumer protection harms, particularly with kids.

FEATURED ON



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Our Core Team



Tristan Harris, Executive Director. Called the “closest thing Silicon Valley has to a conscience” by The Atlantic magazine, Tristan was Google’s former Design Ethicist where he became a world expert on how technology steers the thoughts, actions, and relationships that structures two billion people’s lives. Tristan spent over a decade understanding subtle psychological forces, from his childhood as a magician, to working with the Stanford Persuasive Technology Lab, to his role as CEO of Aptive, a technology company which was acquired by Google.



Roger McNamee, Founding Advisor. Roger is co-founder of Elevation Partners and a 35-year veteran of technology investing. Roger helped Facebook in its early days as an advisor to Mark Zuckerberg, and introduced Sheryl Sandberg to Mark. Starting in 2016, he became concerned about Facebook not taking responsibility for how its platform was being exploited to influence elections and disenfranchising different groups.



Aza Raskin, Chief Strategy Officer. Aza helped build the web at Mozilla as head of user experience, was named to Inc and Forbes 30-under-30 and became the Fast Company Master of Design for his work founding Massive Health, a consumer health and big data company. The company was acquired by Jawbone, where he was VP of Innovation. Before that, he founded Songza.com (acquired by Google), and studied dark matter physics. For Aza, the problem is especially personal: his father, Jef Raskin, created the Macintosh project at Apple with the vision that technology should help, not harm, humans.



Randima (Randy) Fernando, Chief Operating Officer. Randy brings a values-driven mix of management, technology, and nonprofit backgrounds. For 7 years, he was Executive Director at Mindful Schools, a nonprofit he helped to grow into a \$4 million leader in the mindfulness field, impacting nearly a million children worldwide. Prior to that, Randy ran several award-winning projects over 7 years at NVIDIA, including three books he authored on real-time computer graphics.



Renée DiResta, Founding Advisor. Renée researches the impact of social network communities on specific policies and political issues. She is particularly interested in the spread of pseudoscience, and in the role of automation and bots in mass collective action. She regularly writes and speaks about the role that tech platforms play in the proliferation of disinformation and conspiracy theories.

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Key Advisors & Supporters



John Zimmer
President
Lyft



Justin Rosenstein
Co-Founder of **Asana**
FB Like Button Co-Inventor



Arianna Huffington
CEO
ThriveGlobal



Dave Morin
Founder & CEO
Sunrise Bio



Dr. Jon Kabat-Zinn
Founder, Mindfulness-
Based Stress Reduction



James Williams
Ex-Google, Philosopher at
Oxford Internet Institute



Joe Edelman
Philosopher Sociologist
Ex-CTO, CouchSurfing



**Thrive
Global**



**Omidyar
Network**



**The National Day
of Unplugging**

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Needs & Key Projects for Year One

We have secured \$300K in seed funding from Omidyar Network and are in conversation with several foundations, including Knight Foundation, Ford Foundation, Robert Wood Johnson, and others. Because of the pressing nature of this problem, we are looking for immediate support that would help us parallelize the many impactful projects we have on our list.

Ledger of Harms

Itemize and quantify the “pollution” footprint of tech platforms

\$340,000

Flagship Conference

Unite key stakeholders in a solution-oriented gathering.

\$400,000

Beautiful World

Give consumers and designers concrete examples of how a better world looks

\$350,000

Political Advocacy

Present to lawmakers to increase pressure on technology platforms

\$100,000

Cultural Awakening

Generate broader awareness of the problem via media and campaigns

\$310,000

Definitive Book

Codify our description of the problem, and way forward, via a ghostwritten book

\$250,000

Design Consulting

Consult with leading tech companies to shape their future products

\$150,000

Capacity Building

Support for our core team and organizational infrastructure

\$350,000

The background of the slide is a dark, textured surface with a series of bright, white, curved light streaks that sweep across the right side, creating a sense of motion and depth.

The Center for Humane Technology

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