

Company Name:

- The Theil Institute
- Conrand
- **Conrand Institution**
- Society

Island Name:

- Silicon Island
- "Silica"
- Ellsworth Toohey (Rand's Rival)
- Circuit
- Current
- HBC (human based computation)
- Wafers
- Transistors
- Capacitors
- Mechanical turret
- Lortnoc
- Mirror/reflections
- Lucid
- **FRAGMENT ISLAND**

Location: **Just off the coast of Antirrhinum**

Product Name: **Smart Lynk**

Website pages:

- Mission statement [who/why]
- Island concept [what]
- Bracelet overview [what]
- Setup app [how]
- Index (Whole earth catalogue)

Welcome

Silicon valley has been the past and present for as long as technology has been improving lives. With the powerful ecosystem silicon valley has, progress is fast and consumers can trust that silicon valley will deliver the whats best for society.

Every decade sees a new generation of Tech start ups that provide better than what the world had before. and i know we've gotten frustrated with the limitations, bogged down with government regulation and media scrutiny. Your ideas shouldn't be slowed down and put on the back burner.

We here at the Conrand Institute, believe in a better future for society. The launch of what we're "Fragment Island" will revolutionize your way of work and way of living.

In creating Fragment island, we thought carefully about what you'd want from a new home and a new life.

- If you dream big, we will fulfill that dream.
- Know that your time isn't ever being wasted, we will help keep you from distraction and mediocre living, to let you stay on with whats important, and dreaming bigger.
- Your data is in good hands. we won't sell it to external companies who could use it with rivals or competitors. The island Leaves you in control of how data can improve your living. Your ideas with the use of this data is the future.

Why?

this is a huge moment for us all,

You can be content with knowing you have the best tools for better living. With these two key products to get you started in the Islands ecosystem.

- You can be glad knowing you're never alone with your Smart Lynk physically connecting you to your work and your home, never leaving whats important behind.
- Your Island SetUp app lets us start to get to know you. We help you find your first foot hold on the island, and point you in the right direction.

The island will give you the freedom to live seamlessly and intuitively, independent and individual among you friends and family. Your gonna get stuff done, and no one is gonna hold you back.

what?

Bracelet (Hub)

You can be glad knowing you're never alone with your Smart Lynk physically connecting you to your work and your home hub, you will never need to keep track of your own time and whereabouts again as your integrated communicating home network will do that for you. with a mix of technologies such as GPS, Ambient listening awareness AI, and human body monitors, your Lynk knows everything it needs to make life a dream, and keep you on track with what important to you.

The Lynk is both your partner in crime and your key to the island. We know that genius ideas can strike at anytime, and with your Lynk there is no need to worry about Quickly writing them down or circling the idea in your head because your Lynk has heard you, and is already preping the idea and making the right people aware of it who can bring it into reality.

Your work ethic is important to you, so your Lynk will act as a buddy, egging you on to go just that bit further at work. Lynk will also keep you fit and healthy, so that you know that your performing your best, at work and at home.

Location

Studio back Rm.

Studio back Rm.

Studio 2nd Fl.

Studio 2nd Fl.

Marketing Vid 1.  
(Camera)

Marketing Vid 2.  
(Renders)

# How? Personal Setup App



Welcome

To envision a new society, we started first by studying the most robust start-up cultures like Silicon Valley and Shoreditch Roundabout here in London. We see congested cities, lack of affordable living, extensive commutes, and even bad neighbours all as a possible hindrance to creativity. Ah the icon of Fragment island, let's go ahead and have a closer look.

Here, we've chosen to use the imagery of a:

**Triangle** as it represents balance between the island, the band which is your physical connection to it, and the contractual bond you form by coming here

The **spiral** which represents your progression through the entrepreneurship process

And the **sphere** representing the unity you feel in being apart of a true collective

AR.1

[Focus Shot]



Pod Selection

With our algorithmic **Pod Arbitration** system, you'll never have to surround yourself with people who don't share you're ideals ever again. Here you can choose to live on an island entirely dedicated to land and nature preservation... wind and solar energy... social change... water and ocean conservation... or even DEEP SPACE. Take faith in knowing that we will place you among people you are bound to develop lifelong bonds with and no matter your area of focus, remember that we're all in this together.

AR.2



Housing Selection

With **Modular Living**, you have the freedom to relocate your home closer to work if it suits, closer to medical facilities if your health needs change, or even position your home in a place on the island with a killer view. Also, with pods now in Kiwi, Salmon, and Skyline Blue theirs now more choice than ever in how you live, work, and play.

AR.3



Personalization

When you join the island we'll guide you, mould you, and break you right out of that shell. By telling us a bit about yourself and which profile you identify with, our innovative **Personality Match** will ensure your home is outfit with clothes, furniture, tools, and all the resources needed to achieve your goals. We'll decided everything for you and we're certain you'll just absolutely love it. Now that we've made our selection. Let's grab our ticket and head over to your first product launch.

AR.4



Product Launch

That's it folks. We hope you enjoyed this presentation of just how easy it is to get setup with your **Smart Link** on **Fragment Island**. We just can't wait for you to come share in the magic of entrepreneurship with us.

AR.5

Erik closing remarks...

*PSA: The Conrad institute has the rights to your time, labour, mind, and all by products of your ideas exclusively while on the island.*

- Island Name  
 • Silicon Island  
 • "Silicon"  
 • Elizabeth Torsley (Brand's Head)  
 • Circuit  
 • Central  
 • "Silicon" (Human based computation)  
 • Transistors  
 • Waterfalls  
 • Transistors  
 • Capacitors  
 • Mechanical turners  
 • Lattices  
 • Micro-architectures  
 • Lattices  
 • Lattices  
 • Lattices

Island: **Just off the coast of Antiphrasium**  
 Product Name: **Smart Link**

- Website pages:  
 • Mission statement (about/why)  
 • Island concept (about)  
 • Bracelet overview (about)  
 • Setup app (about)  
 • Video (about share catalogue)

Welcome

Silicon valley has been the past and present for us as long as technology has been transforming lives. With the power of an enterprise network, the progress of our customers can trust the silicon valley will deliver the software for society.  
 Every device you use is a new generation of Tech that can give you better than what the world had before, and I know we've given thousands with the innovations, begged down with government regulation and media scrutiny. How does that sound? It's the silicon valley and just in the back burner.

Who?

We have at the Conrad Institute, believe in a better future for society. The search of what we're "Fragmented" will be the most important of our lives.  
 In creating Fragment Island we thought carefully about what could come from a new home and a new life.  
 • You're always in the middle of things.  
 • Know that your time isn't being wasted, we will help you gain from distraction and medicine living, to help you stay with what matters, important, and meaningful things.  
 • Your data is in good hands, we won't tell it to external companies who could use it with data or computerized. We'll keep your data in control of how data can improve your living. Your ideas with the use of this data is the future.

Why?

What is a huge moment for us all.  
 You can't control what technology you have the best tools for better living. With these two key products to get you started in the island concept.  
 • You can't get things done unless you have your Smart Link physically connecting you to your work and your home, never leaving without important behind.  
 • Your Smart Link app lets you connect to get to know you, help you find your first home build on the island, and point you in the right direction.

What? **Bracelet (Link)**

The island will give you the freedom to live separately and inclusively, independent and individual among you through and finally, you get your own staff, and so on to get you to work.

You can be glad knowing you're never alone with your Smart Link physically connecting you to your work and your home hub, you will never need to keep track of your own time and whereabouts again as your integrated communicating home network will do that for you, with a mix of technologies such as GPS, Ambient listening awareness AI, and human body monitors, your Link knows everything it needs to make life a dream, and keep you on track with what important to you.

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Your work ethic is important to you, so your Link will act as a buddy, egging you on to go just that bit further at work. Link will also keep you fit and healthy, so that you know that your performing your best, at work and at home.

How? **Personal Setup App**

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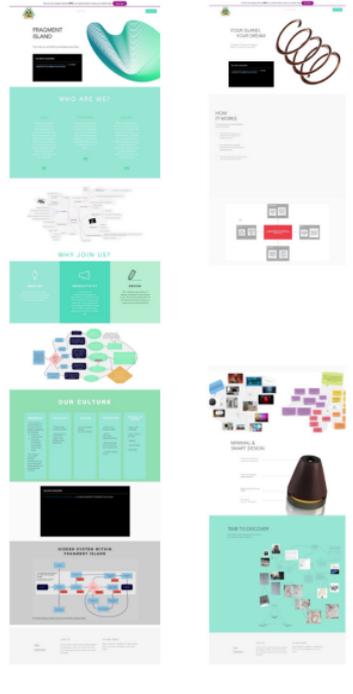
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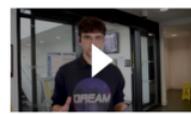
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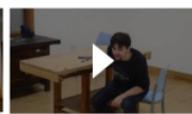


**Island Pitch**  
Erik W



<https://www.youtube.com/watch?v=6qB7I5e5Po>

**Intro**  
Erik W



<https://www.youtube.com/watch?v=FE6QD3C5e24>

**Smart Link**  
Erik W

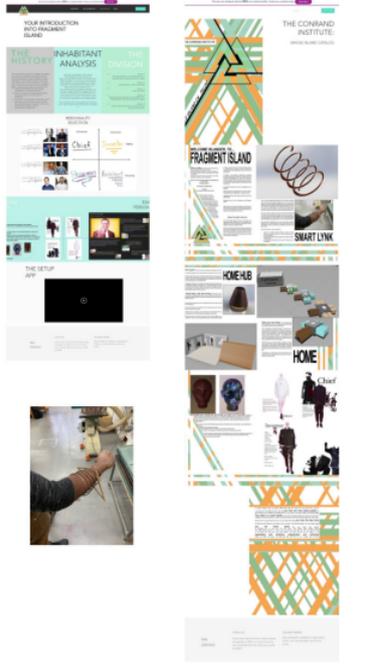


<https://www.youtube.com/watch?v=cjdccj9eA&feature=youtu.be>

**Project 2-1: Personal Setup App (AR)**  
Christian Joseph



<https://www.youtube.com/watch?v=0WEQOYvPnNU>



Hi I'm Christian, Head of UJUX here at The Conrad Institute. We start our initial Kickstart campaign, we have managed to garner loads of support and it's lead to a few exciting developments. To introduce our exciting new concept, we'll start by screening sharing our brand... new...WEB SITE for Fragment Island!

For those of you just joining us, I'll just quickly recap. [VID]

**PAGE 3 - OUR VISION - [CHRIS]**

- [WHO] We, like many of you in the room today, have a passion for creativity and critical problem solving. We've all felt the pain of not realising our ideas because money, travel regulations, and slow regulatory systems which inundate innovation and change.
- [IMG] Here... you can see how far we've gone to understand all of the physical barriers to starting your own business.
- [WHY] Companies generally tend to operate at their own island (or fragment) due to divergent interests or antitrust regulations. We noticed that a similar force does guide all start-ups, but it is ultimately up to individual entrepreneurs to mobilise their causes.
- [IMG] This is why we wanted to create a unique experience with extraordinary possibilities suited to their needs and sometimes yes, contradictory values.
- [CULTURE] At its base, we believe culture represents a mix of what is perceived by the senses or interpreted by the mind so why should economics or politics get in the way of progress and change. Yes, for the first time ever folks, we've created a society entirely free of BOTH!
- Let's hear some words of inspiration again from our visionary CEO about what we can expect. [VID]
- [DATA FLOW CHART] Again, just remember that we've made you the soul and lifeblood of your own happiness here on the island. Over to our Head of Product Design, [WILL].

**PAGE 2 - THE TECHNOLOGY [WILL]**

- Hey, I'm Will, head of technological development here at the Conrad Institute. For our next big surprise, I present to you... FRAGMENT TECHNOLOGIS. THE SMART LINK, AND THE HOME HUB!
- To give this concept agency, it was about more than just finding the right set of cultural values, we also needed a new, material anchor, so that we could transform data and economic systems as well
- This led to a major breakthrough in payment and reward that was necessary to maximise your experience here on the island. [VID]
- [HOW IT WORKS] The problem with conventional forms of payment like a wallet or phone, is that they can be lost, stolen, or sometimes not function correctly. By building both a band and a hub, we've essentially taken care of all of this issue.
- [CHART] By tracking everything that you do relating to these 4 criteria, we're able to use breakthrough methods in psychological conditioning to reinforce the behaviours which cause more efficient results.
- [CHART] And again, we did not skimp on the technological innovation here. Not only did we study all the physical forms of current hubs but also how data information travels between them as well.
- [IMG]
- [CHART] The last step was to carry out in depth research into materials and finishes in order to produce a device that feels inviting and elegant, but also durable and less susceptible to theft or loss. Over to our Head of Lifestyle Curation, [SHAY].

**PAGE 1 - THE SETUP APP [SHAY]**

- [STORY] Part of realising this dream was about more than research and development it was also about imagining. To do that, we tried writing stories about scenarios that could motivate someone to take on the challenges associated with entrepreneurship.
- [CHART PERSONALITY] We also tried to understand the mind of all of our entrepreneurs by using the Myers-Briggs personality assessment to better understand our entrepreneurs and how to better meet their needs. By studying examples of truly great entrepreneurs...
- [CHART PERSONAL] and some shockingly bad ones, we were able to translate these psychological profiles into truly stunning crafted wardrobes that will be available to each and every entrepreneur upon arrival. Again, one less distraction in your already busy day.
- To tell us more about how we plan to further tailor your experience, I present to you our final surprise of the morning... The Personal Setup App [VID].
- Back over to [Erik]!

**PAGE 4 - [INDEX ERIC]**

I've published a catalogue of my unique vision for the island through an assortment of objects and other outcomes that have spiralled out of the project. This is meant to give potential entrepreneurs some insights as to all the technological wonders they can expect to see on the island and feel truly excited for what's to come.

That's all for today everyone. Please do stick around for the Q&A and thanks again for watching.