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# CORPORATE

## INVESTMENT TIMES

ONE WORLD . ONE EDITION



*the Ideas Man*

#10000SDGsGlobalImpactStartups

# GREG J. GRIFFITHS





# UniPlat

## The World's First Open Platform For Entrepreneurial Researchers

We have launched the UNIPLAT which is world first online platform to support researchers and tech-based entrepreneurs who aim to solve the SDGs problems over the world on 28 September 2021.

As you know, The Sustainable Development Goals adopted at the International Summit in 2015 vowed that "no one will remain on the planet" advocated by United Nations. This is an international goal with 17 goals. In this platform, we will encourage academic fields and research areas corresponding to each goal.

Initiatives for SDGs (Sustainable Development), an international goal

1. Eliminate poverty
2. Zero hunger
3. Health and welfare for all
4. Quality education for everyone
5. Realize gender equality
6. Safe water and toilets around the world
7. Clean energy for everyone
8. Job satisfaction and economic growth
9. Create a foundation for industry and innovation

### SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



## TAKAHISA KARITA

*Takahisa Karita is Japanese serial entrepreneur with rich track record of business alliance and business development on various fields in Japan, Asia, Europe and US. He has managed for so many projects with his expertise of pharmaceutical, biotechnology, IT and finance.*

*As some examples of present project, he works as CFO and oversees development director at CDTEC, famous education technology company which support more than 5000 kindergartens in China, Advisor at Tsangs Group which is a family office in United Kingdom and Hongkong, Co-founder of Unify Platform AG in Switzerland, CFO of SHIGERU AG as PE/VC in Basel Switzerland.*



10. Eliminate inequality in people and countries
11. Town development that can be sustained
12. Responsibility to use recycling
13. Specific policies for climate change
14. Protect the richness of the sea
15. Protect the richness of the land
16. Peace and composition for all
17. Achieve your goals with partnerships

Currently, 1 in 5 people worldwide, or 1.2 billion young and old, lives in extreme poverty living on less than \$1 a day. About half of the world's people live below the poverty level of \$2 a day. In addition, over 800 million people are hungry or rely on unstable food supplies.

For example, Postdoctoral salaries vary from

country to country and research institution, but in developing countries, the annual salary also varies significantly. As shown in the figure below, developed countries value research highly. That is why we need to eliminate gaps among researchers around the world. Besides in developed countries, the researchers are not always in a good economic environment. The same is true not only for researchers but also for aspiring entrepreneurs.

Our goal is to ensure that researchers and tech-based entrepreneurs from around the world are evaluated fairly by gaining incentives from their research results, knowledge and project, regardless of the economic situation (inflation,

etc.) of their locality. We believe that by giving equal incentives not only to researchers at universities and stable institutions and wealthy businesspersons but also to young and older researchers and tech-based entrepreneurs in unfavorable environments around the world, we will contribute to the reduction of global poverty and ill health.

The proposed platform "UNIPLAT" will not only gather knowledge and project through research, but it will be the first attempt in the world to resolve inequality and poverty by sharing knowledge.

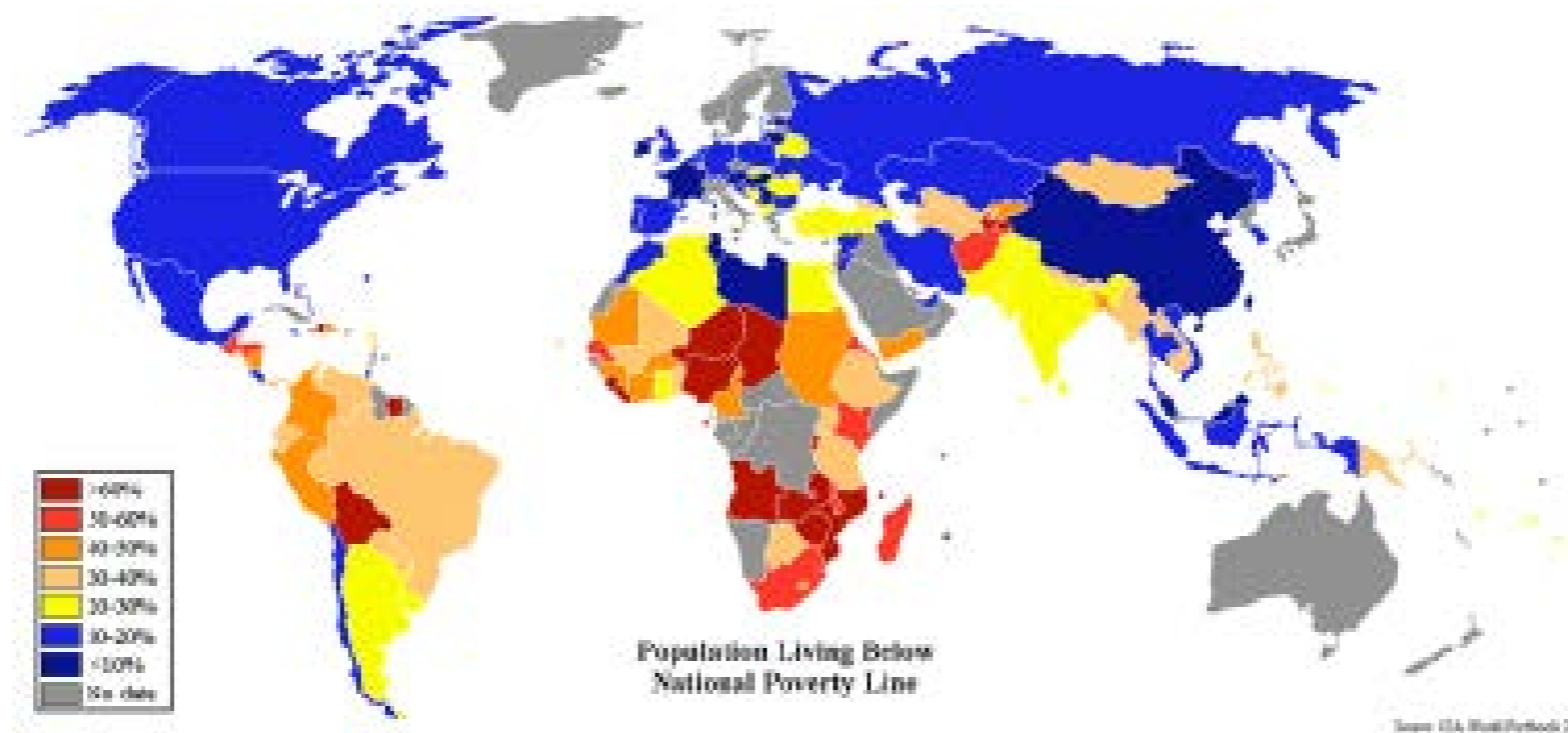
Our purpose of UNIPLAT is three main points. The first is establishment of an open study platform based on the protection of intellectual property rights before public application for any authorities. So far, various study research has been linked to interests and papers, and open research through collaboration with others tends to be limited.

However, from now on, when each researcher and tech-based entrepreneurs participates in a common research theme and project, they will share the results. UNIPLAT as the creation of the world first research recruitment platform will allow more researchers and companies to collaborate by creating an innovative framework linking research results, patent license applications (conservation of research results), like a TLO (Technology Transfer Organization).

The second is Creating a mechanism for incentives for researchers and tech-based entrepreneurs to be evaluated in many ways. There are many researchers and tech-based entrepreneurs who have no opportunity to put out their research results or who have no money and cannot sustain their research.

UNIPLAT is not only used for traditional research presentations at conferences or through scientific articles listed in major journals for example, it works through live stream video delivery addressing not only business or academics, but also the general public.

Researchers and tech-based entrepreneurs can present their research and tech-based entrepreneurs, including incentives and research offers from various companies and foundations. In addition, by providing an opportunity for



ordinary people in the world to easily interact directly with various unique researchers a democratic financing model can be introduced, similar to crowd funding of ideas.

We will promote the networking of specialized knowledge literacy, aiming for optimal distribution and enhancement of knowledge in each area that contributes to the SDGs.

The last is development of credit rating for researchers and tech-based entrepreneurs. The measure of a researcher's excellence is based on the citation report index, itself based on the citation of the research paper for each specialized field. Such impact factor values and awards are given by academic societies and companies. Moreover tech-based researchers don't have any the credit rating scheme for their project evaluation.

On UNIPLAT, we want to evaluate researchers and tech-based entrepreneurs from several viewpoints and create a new credit system. For that purpose, we will develop a system that can be reviewed by universities and companies in addition to the conventional research results indicators and project results.

It will be founded on the results of business collaboration, the degree of connection between researchers, the number of video distributions, the number of browsing of video platforms

incorporating various factors related to market usability, and by using AI, rating and visualizing the credit information of researchers. It is called UNIPLAT rating and plan to start this service at the beginning of December 2021.

To achieve the above purposes, UNIPLAT contains 5 major elements.

1. UNIPLAT Database  
UNIPLAT gathers all information such as researchers and tech-based entrepreneurs' personal information, research and technology information, etc. and saves it as a database accessible by any research institutions or companies that want to support or collaborate.
2. Pre-IP Certification  
Researchers can register their research content or project ideas to secure the ownership's right even before a legal patent or any other legal registration is issued. When they register, UNIPLAT will issue a third-party certificate that can be seen by public including companies or research institutions.

By this scheme based on smart contract of blockchain, researchers can prove to all third

parties that their technology and project is their own idea and when it was created by themselves. On the other hand, companies or institutions that want to support researchers can support researchers with peace of mind because they know that the technology is correctly proposed and owned by the target researchers.

3. Live streaming for donation

Researchers and tech-based entrepreneurs can deliver their own research, technology, ideas, etc. in various languages (initially 8 languages) concurrently in real-time. Through this, they can showcase their content to the public and increase the opportunities to get donations from worldwide viewers.

Even after the live streaming video ends, the streaming video can be archived with various language text and continued to be auditioned by many people. In addition, researchers and tech-based entrepreneurs can receive donations by the archived videos, the videos and documents you have uploaded.

4. UNIPLAT rating

By automatic evaluation from various perspectives using AI, a function will be in place to display each person's rating as a credit score based on activities of researchers and tech-based entrepreneurs in UNIPLAT.

If the score is high, the relevant researcher's capability and credibility are also considered high. This function could open the door to many benefits such as offers and grants from companies and universities.

5. UNIPLAT Pay  
UNIPLAT's own cryptocurrency

Researchers and tech-based entrepreneurs



Unify Platform AG



can get fair incentives from the content they share on UNIPLAT, regardless of the economic situation in the region where they live. By receiving donations in the form of Ethereum and UNIPLAT's cryptocurrency which we plan to issue early next year, the researchers and tech-based entrepreneurs can exchange them for their country's currency whenever they want. This arrangement can help researchers and entrepreneurs in developing countries to get the fund they need.

Driven UNIPLAT company is Unify Platform AG in Zug Switzerland. Our company is established on 19 December 2019 with Zug government. Our internal and external team are so International.

Regardless of new venture, there are staff from 10 countries in our company (Switzerland, Japan, Korea, Sweden, China, United Kingdom, New Zealand, Indonesia, South Africa and India). As of November 2021, the members from 42 countries participate in UNIPLAT despite starting in September 2021. We would like to give fair opportunity to the people all over the world in the future.

What I want to achieve through UNIPLAT is to provide a place where people around the world can share their wisdom and collaborate and people of all countries, cultures, races, ages, genders and beliefs enables to speak their ideas and opinions fairly and safely without political interests or conflicts.

I believe that the first step for world peace is, not only dialogue between international organizations and national leader, all people with different wisdom and experience in different circumstances can interact widely.



Unify Platform AG

UNIPLAT is still immature as a platform and needs to be further improved in the future.

Every day, while making use of the wisdom of all members, I aim to create a place where the satisfaction of all the people who participate in UNIPLAT is maximized. I dream of a day when UNIPLAT will be a Dream Factory where everyone's dreams can come true.

<https://unify21.com>  
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Sign up of UNIPKLAT  
<https://www.uniplat.social/signup>

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