

INVESTOR PRESENTATION

Personal, Privacy-Preserving and Human-Centric AI

A strategic project by the J. Von Neumann Foundation for a new generation of controllable AI close to the user.

Objective: transform an original AI vision into a validated technological asset, ready for partnerships, prototyping and investment.

J. Von Neumann Foundation



www.fondazioneneumann.org

A New Phase of Artificial Intelligence

The next frontier will not only be model power, but the ability to ensure **control, privacy and autonomy**.

AI is moving from an experimental tool to everyday cognitive infrastructure for individuals, companies and institutions.

AI EVOLUTION

From generative tools to decision systems

From experimentation to daily infrastructure

From centralized platforms to personal models

STRATEGIC IMPLICATION

The need for oversight, trust and accountability increases.

Regulatory, reputational and security risks become more relevant.

Space opens for local, private and user-controllable AI.



The Problem: Data and Power Are Concentrated

Centralized AI creates value, but it can reduce **control, trust and autonomy**.

For individuals, companies and institutions, the issue is not using less AI. The issue is using AI without fully surrendering data and cognitive processes to external systems.

RISK

Loss of control over data

Dependence on external infrastructure

Opacity of decision processes

Profiling and manipulation

EFFECT

Greater exposure of sensitive information and proprietary knowledge.

Lower technological autonomy and weaker governance capacity.

Difficulty auditing, explaining and assigning responsibility.

Potential reduction of individual cognitive autonomy.



The Answer: Personal AI Serving the User

The Foundation proposes AI **close to the individual**, designed to protect data, autonomy and cognitive capabilities.

This model does not replace the user: it supports the user. The goal is to transform AI from an external platform into a personal, governable and trust-oriented instrument.

01 Personal-first

AI is centered on the person and their needs, not on the platform collecting data.

02 Privacy-preserving

Sensitive information should remain, as far as possible, under the user's direct control.

03 Human-centric

Technology supports reasoning, learning and decision-making without reducing human centrality.

04 Controllability

The user should be able to understand, limit and govern interaction with intelligent systems.

Value proposition: a category of personal AI combining protection, cognitive utility and operational trust.

Personal Augmented Brain



A **personal and non-invasive cognitive extension**, designed to assist the user and mediate interaction with external intelligent systems in a safer, more controllable way.

Reasoning support

Helps structure hypotheses, compare alternatives and improve decision quality.

Intelligent personal shield

Filters and mediates interactions with external AI, reducing exposure and dependency.

Response quality

Introduces tools to assess coherence, attention and reliability of the interaction.

Cognitive autonomy

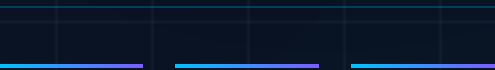
Strengthens user control and avoids passive reliance on opaque systems.

Strategic goal: transform AI from an external platform into a **governable personal ally**.

An Original Technology Proposal

An architecture designed to bring AI **closer to the person**, not only to the platform.

The proposal combines AI, cognitive science, privacy and human-machine interaction into a model oriented toward control, cognitive protection and intellectual property value creation.



Investor message: the value does not lie in the concept alone, but in the possibility of turning it into a verifiable proof of concept, a defensible IP asset and a scalable application platform.

COMPONENT

STRATEGIC RATIONALE

Neural-fractal architecture

Introduces a distinctive conceptual model compared with purely centralized AI approaches.

Personal and local AI

Addresses the growing demand for control, confidentiality and data sovereignty.

Non-invasive system

Reduces ethical and adoption barriers compared with invasive human-machine interface solutions.

Intellectual property pathway

May become a defensible asset through prototypes, partnerships, licensing or spin-off development.

Aligned with Responsible AI Trends

The project sits at the intersection of **privacy, safety, governance and human control.**

For investors, this means entering a field where regulation, enterprise demand and user trust are becoming decisive competitive factors.

- TRUST
- DATA SOVEREIGNTY
- HUMAN OVERSIGHT
- LOCAL-FIRST AI

Privacy by design **Safety** by architecture **Oversight** by user **Value** by validation

TREND	OPPORTUNITY FOR THE FOUNDATION
European AI Act and risk governance	Position the technology around control, supervision and responsible compliance.
Enterprise adoption of AI	Enable AI use in contexts involving sensitive data and high-responsibility processes.
Demand for private and local-first AI	Differentiate from general-purpose cloud-based platforms through a user-proximate model.
Responsible human augmentation	Open a high-value field combining cognitive support, security and individual autonomy.

Potential Use Cases

The technology can start from focused, measurable and high-value use cases of **cognitive protection**.

The goal is not to present a generic AI platform, but to validate applications where privacy, data control and decision support create immediate strategic value.

Development logic: select one initial vertical, build a proof of concept, measure benefits, and then scale toward adjacent sectors.

PRIORITY

Select an initial use case with accessible data and verifiable metrics.

VALIDATION

Demonstrate improvements in control, decision quality and information protection.

SCALABILITY

Turn the first vertical into a modular platform for adjacent domains.

AREA	POTENTIAL APPLICATION
Knowledge workers	Protective personal assistant for research, document analysis, hypothesis comparison and professional decision-making.
Enterprise	Private AI for internal documents, sensitive data, decision processes and reduced dependence on external platforms.
Cognitive health	Non-invasive support for monitoring the quality of human-machine interaction and response reliability.
Education and training	Tool to strengthen critical thinking, personalized learning and metacognitive awareness.
Public administration	Controllable AI for high-responsibility information processes, with attention to traceability and data protection.

Roadmap Toward an Investable Asset

Value increases when the vision becomes **verifiable evidence**, intellectual property and market access.

The next phase should turn the project into a technical, measurable and communicable path for investors, scientific partners and industrial stakeholders.

RISK REDUCTION

Each milestone should produce concrete evidence: documentation, demos, metrics, validations and qualified relationships.

PHASE 1

Technical consolidation

Technical documentation, IP brief and definition of priority use cases.

PHASE 2

Proof of concept

A limited, functional and understandable demonstration of the core concept.

PHASE 3

Validation

Independent tests, metrics and a scientific or technical advisory framework.

PHASE 4

Partnerships

Collaborations with universities, companies, foundations and AI communities.

PHASE 5

Commercial development

MVP, licensing, spin-off or industrial agreements to scale the asset.

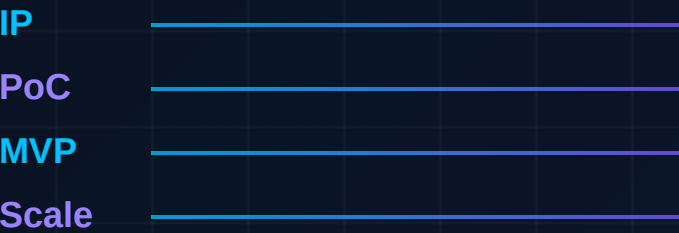
Roadmap objective

Move from an innovative proposal to an **investable technological asset**, reducing uncertainty through progressive technical results and credible partnerships.

Economic Potential: Value by Scenario

Value increases when a vision becomes **prototype, validation and market evidence**.

These figures are prudent indicative scenarios, not a certified valuation. They depend on IP strength, technical maturity, team quality, use cases, partners and early traction signals.



INVESTOR READING

At this stage, value should be built through **proof of concept, independent validation, IP protection and qualified partnerships**. Early investment can materially influence the transition from conceptual asset to investable technology.

Why Invest Now

The project is at the stage where capital, expertise and relationships can rapidly increase the **asset value**.

Early investment does not only fund technical development: it reduces uncertainty, creates verifiable evidence and makes the technology presentable to industrial and institutional partners.

01 Prototyping

Turns the vision into a functional demonstration that technical partners can observe, test and challenge.

02 Independent validation

Builds credibility with investors, markets, institutions and the scientific community.

03 IP protection

Strengthens defensibility, licensing potential and the project's negotiating position.

04 Partnerships

Expands access to expertise, data, use cases, reputational capital and industrial channels.

EXPECTED EFFECT

- **From vision to proof**
A technology narrative supported by a verifiable demo.
- **From proof to asset**
Documentation, IP and metrics increase perceived value.
- **From asset to market**
Use cases and partners open licensing, spin-off or industrial agreement scenarios.

Investment rationale: entering before full validation allows investors to help build value, not merely buy it once it has already been consolidated.

A more **personal**, secure and human AI

The next generation of AI should not only be more powerful. It should be more controllable by the user, more respectful of privacy and more oriented toward responsible human enhancement.

The J. Von Neumann Foundation invites **investors, technology partners, institutions and research organizations** to join the next phase of development, validation and value creation.

