



<https://awonhub.com>

Creating a New Human-Centered
Multi-layered* Economic Machinery
for the 92 Million & more Humans,
whose jobs are being replaced by AI

to help enable as many people as possible to better transit to an AI-dominated,
climate-changed world, support the existing dying human-consumers spending driven
economic machinery, & mitigate economic, social, & environmental impacts on all,
locally, globally

**Following Short Presentation is for the first layer and its sub component layers only*

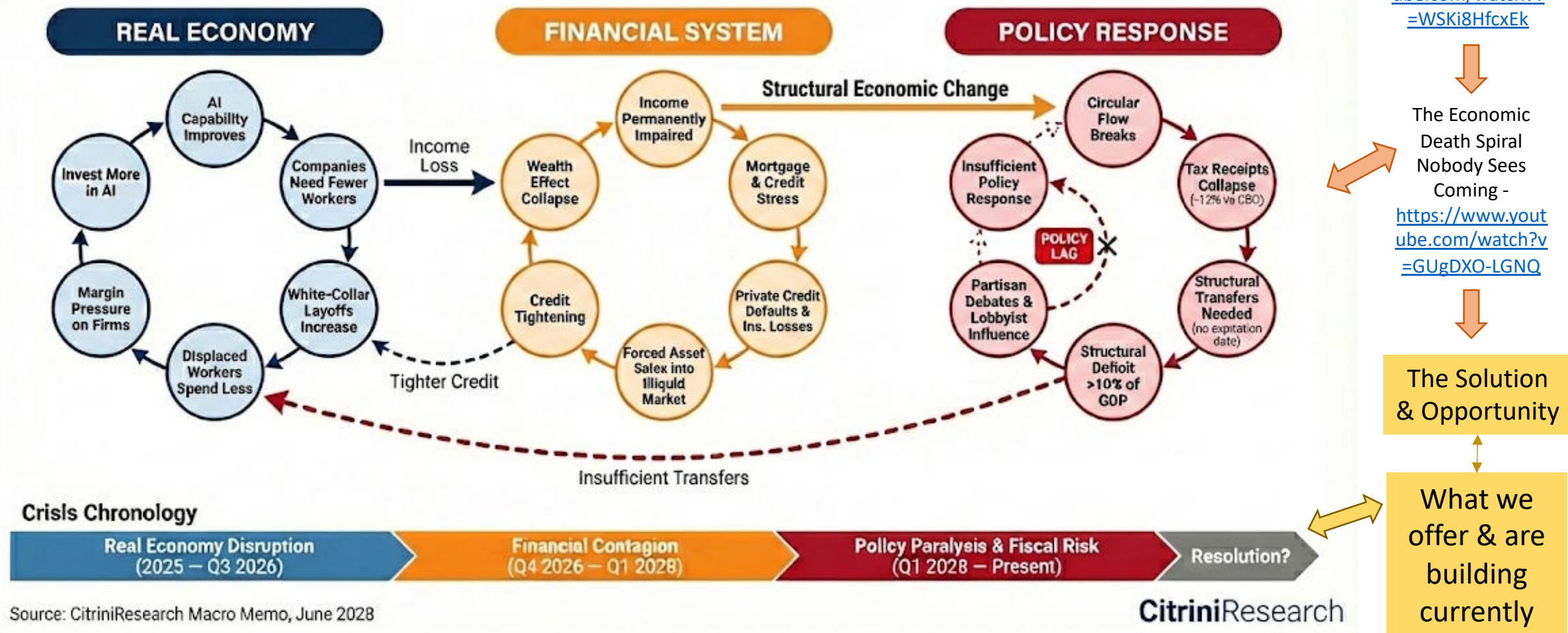
Citrini Research's '2028 Global Intelligence Crisis' Essay that moved markets in late Feb 2026 – Mere Hypothetical Speculation or Predictable Inevitable Reality?

<https://www.citriniresearch.com/p/2028gic>

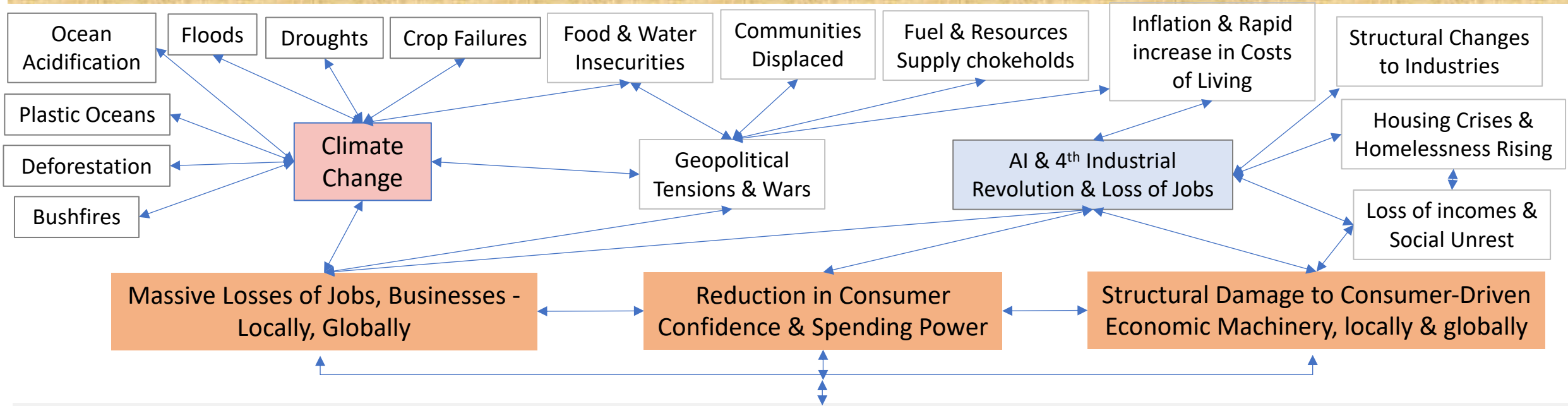
<https://www.theguardian.com/technology/2026/feb/24/feedback-loop-no-brake-how-ai-doomsday-report-rattled-markets>

The Three Drivers of the 2028 Global Intelligence Crisis

Interconnected reflexive loops with no natural brake



Mitigating the Domino Effects & Impact of a World in Chaos on the Global & Local Economic Machinery



WEF estimates 92 million job losses by 2030 due to AI (<https://www.weforum.org/stories/jobs-and-the-future-of-work/the-overlooked-global-risk-of-the-ai-precariat/>) ... What would the **real actual figures** be **if you add in the businesses and jobs lost due to climate-change related disasters**, mass displacement of communities, and **domino effect** and impact of **geopolitical tensions** on economies locally and globally?

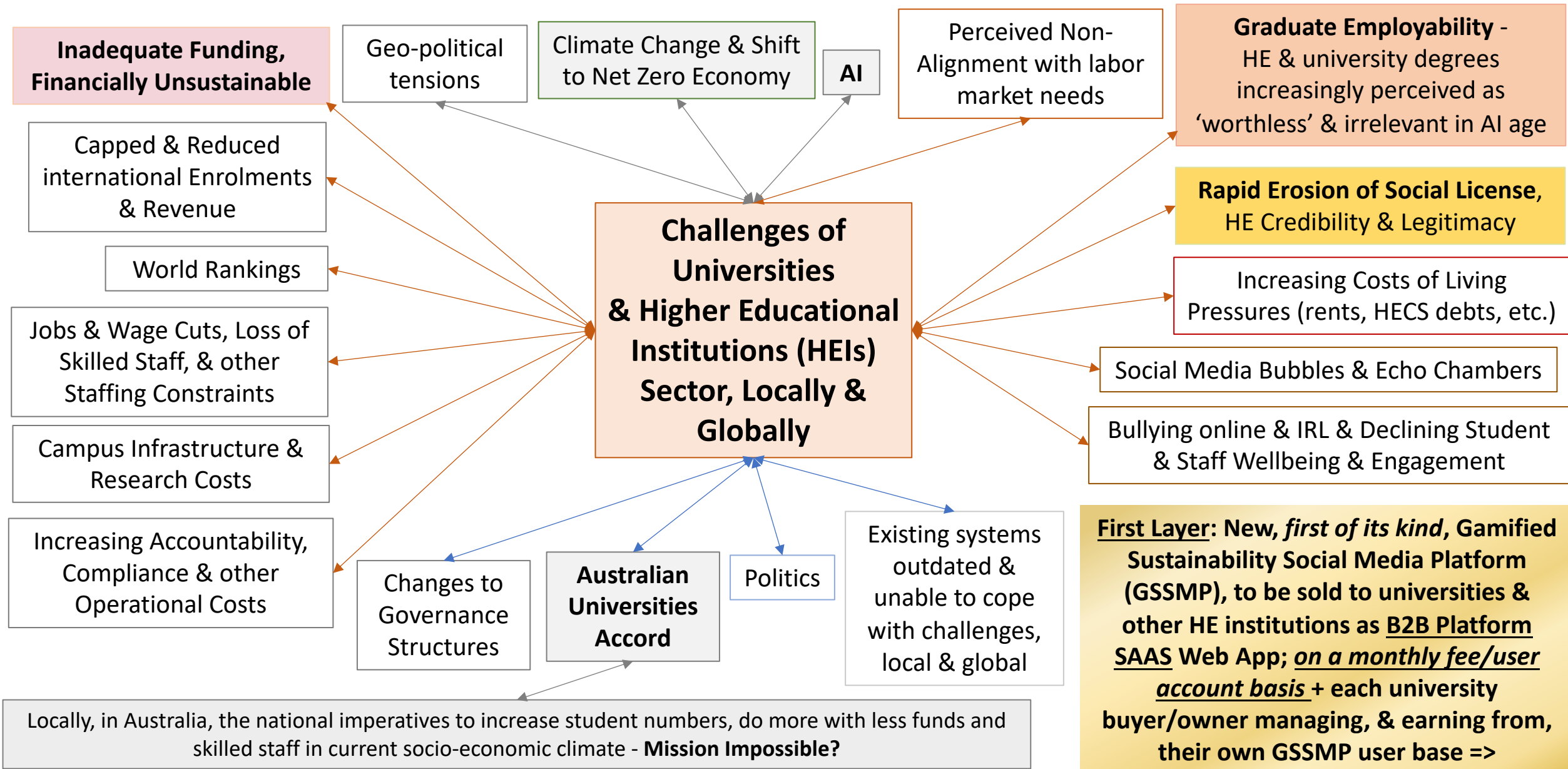
Behind the stats, the numbers, are real humans who fuel the main consumer-driven economic machinery, locally and globally. If the main 'human-fueled' economic machinery fails, what will happen to YOUR businesses and investments, direct and indirect?

*"The economy can find a new equilibrium. Getting there is one of the few tasks left that **only humans** can do. ... we have to make new frameworks. **Whether we build them in time is the only question that matters.**" (Citrini)*

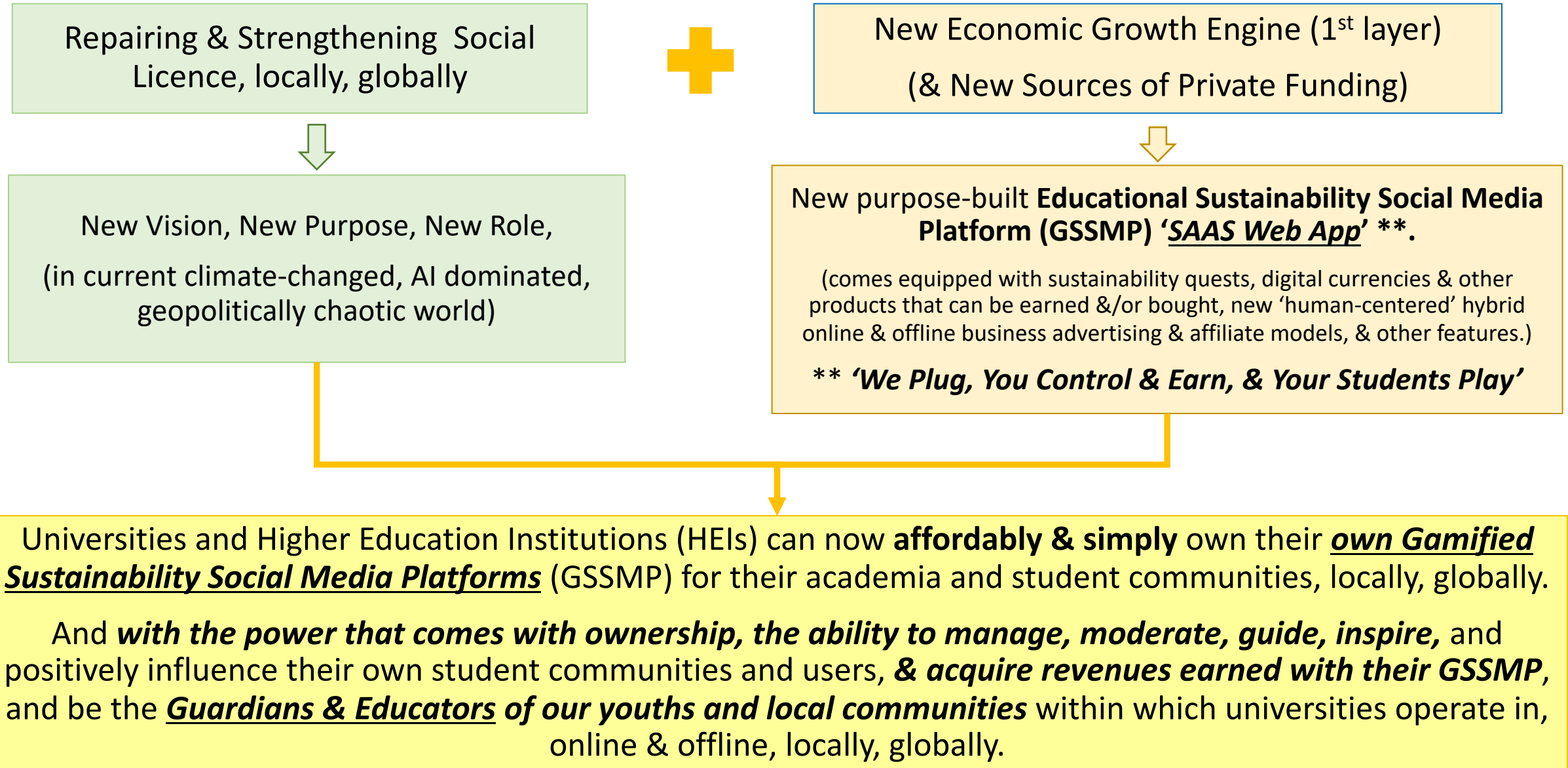
Solution? Building a new framework, an alternative, secondary *multi-layered* 'human-centered' economic machinery, to help create jobs, 'new fuel', new financial lifelines & enable the millions of humans who have lost their business and jobs to generate new opportunities and incomes, while helping to mitigate environmental challenges of our time, and enable a smoother transition to an AI-dominated, climate-changed, geopolitically charged era. (& to be maintained and paid for by users on a small monthly fee/user basis...)

The **first 'entry point' layer** of the new secondary economic machinery, to help the **youths, mostly graduating obsolete** =>

'Entry Point' to Resolving Complex Economic, Environmental & Social Problems & Initial Market for the the First Layer of the New Secondary Economic Machinery – Universities & HEIs, Local & Global



'Entry Point' & First System Layer: Revitalizing Social License & Creating New Economic Growth Engines for Universities & HEIs Sector, Locally & Globally



System Components of First Layer of New Secondary 'Human-Centered' Multi-Layered Economic Machinery – creating new financial lifelines for humans, esp. youths, mostly graduating obsolete.

First Layer: New, first of its kind, Gamified Sustainability Social Media Platform (GSSMP), to be sold to universities & other tertiary institutions as *B2B Platform SAAS Web App; + each university managing their own GSSMP.**

Use of GSSMP SAAS web app based on **Flat Fee/user account/month (+ initial installation fees).*

*** Each university buyer manages their own GSSMP users; Awon Hub PL & Co-Creators of GSSMP will not interfere with management of users.*

Digital Currencies & 'Digital Real Estate' (earned &/or bought by users) & other online products sold *generate revenue* for universities for their educational & research purposes.

New Systems designed to enable advertising businesses to create their own Integrated Customer 'WOM' Advocacy Marketing Campaign online & offline; Creates networking & promo opportunities; encourages users to support local businesses within participating university's local community.

Commission-based independent sales contractors; No capital outlay required (*Anyone* can do it; *T&C applies*). ***Creates income generation opportunities & new lifelines for users, humans who have lost their jobs, businesses, livelihoods.***

Digital Currencies & Digital Real Estate (earned / bought by users)

New 'Human-Centered' Business Advertising Models

Sustainability Quests (Solo & Group)

Creating Digital Goods & New Income Generation Systems for Humans

Sales Affiliate Program (independent sales contractors)

'Game-Changer's Crown' (GCC) Competition Event

User Self-Reporting & Block Safety Features

Encourages student communities and users to focus on creating & sharing sustainability solutions; Academia can ***showcase talents***, research, & ***garner support & funding***.

Can be creatively 'linked up' later, locally & globally, acting as 'lighthouse beacons' to draw in other displaced humans for other layers of new economic machinery.

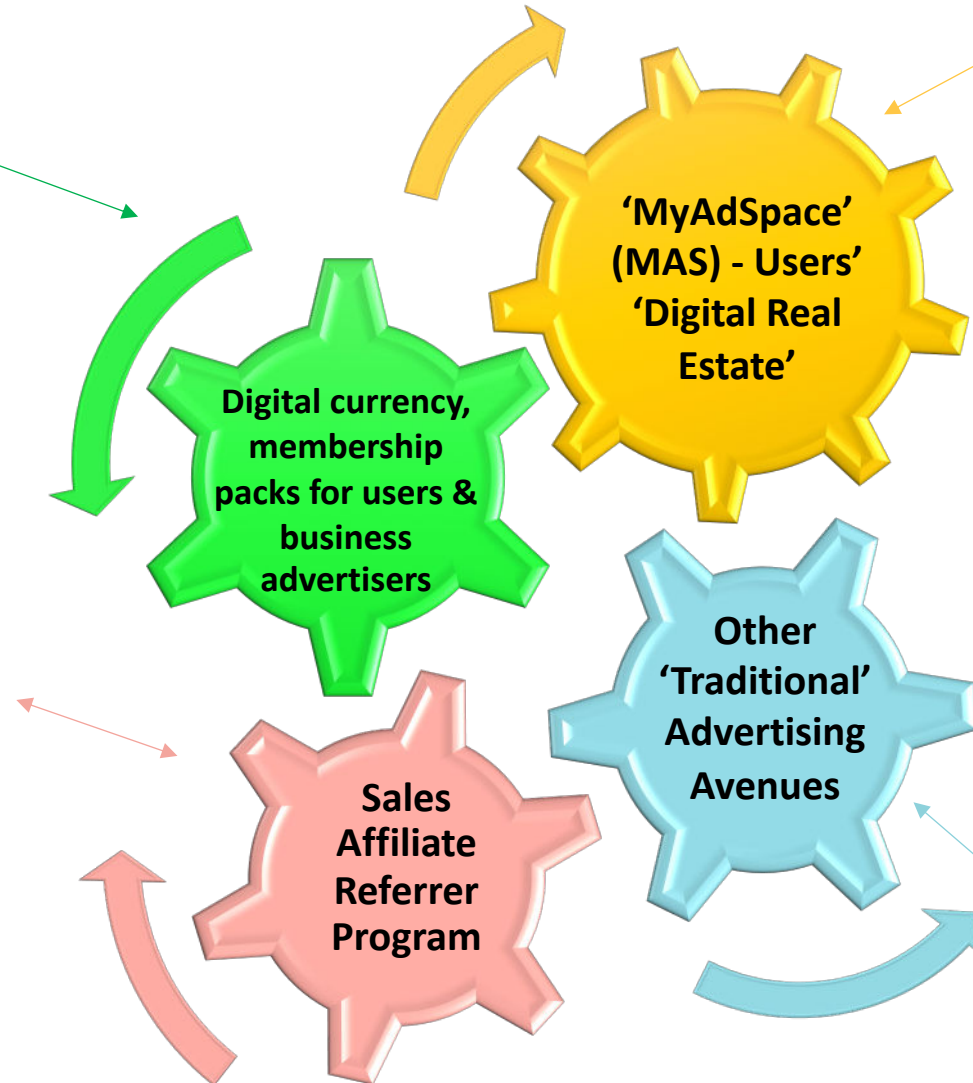
Users Operational Manuals within Fully Functional 'display prototype' GSSMP –
<https://awonhub.com>
Join for free and try it out for yourself.

Minimise bullying & abuse, those reported multiple times to be investigated and accounts suspended accordingly by universities' designated administrators. See user guides for details.

Creating Digital Goods + New Systems Designed to Enable Income Generation Opportunities for Humans; Engender Support for & Revitalize Existing Businesses

Creating Digital Goods - *digital currency, 'digital real estate'* (aka *users' own advertising spaces*), membership packages (& other online products, to be introduced at later stage) - that **users can buy (or slowly earn completing sustainability quests)**, for use within GSSM platform.

Commissioned-based independent sales contractors and affiliate referrers program & systems that enable **income generation opportunities** for humans who need new financial lifelines. [No capital outlay, no physical deliveries/shelving/storage costs; Anyone* can do it. (*T&C applies)] + **Jobs & Income created helps fuel & support existing main economic machinery.**



Advertising spaces on the GSSM platform earned & 'owned' by users; i.e., users' 'digital real estate', that they can use as their 'voice', their power of choice, to vote and support businesses they deem sustainable / like.

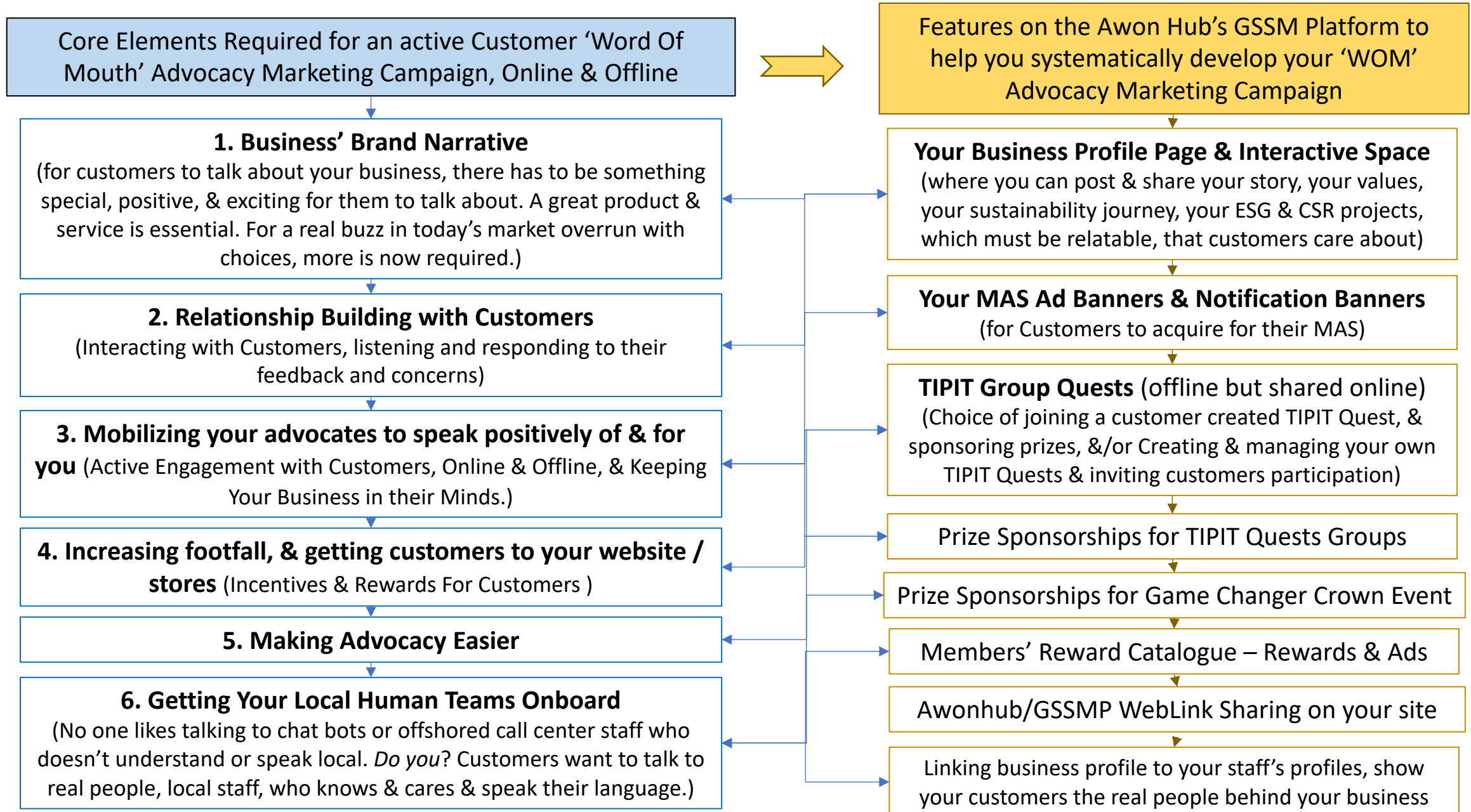
Users decide which businesses' ads they will place in their MAS, based on their preferences / judgement of the advertising business; acting as their chosen business' 'WOM' advocate.

Weekly ad run; MAS banners will be removed after 1 week, users earn points, rewards, & rankings in the GCC event.

Advertising business purchase lots of MAS Ad banners for for users to acquire and place in their MAS.

Business Profile Pages, Prize Sponsorships, Platform Notification banners, Reward Catalogues, etc. See next page for more.

More Effective Advertising Model for Business Advertisers – ‘Classic Timeless WOM’, tech-enhanced



Using Gamification to Help Trigger En Masse Social Tipping Point to Greater Sustainability

"I alone cannot change the world, but I can cast a stone across the waters to create many ripples."
– Mother Teresa

Just 25% is all that's needed!



<https://chibe.upenn.edu/chibeblog/research-finds-tipping-point-hint-its-25-for-large-scale-social-change/>



The 'Why'

Check out this YouTube video by Vox, titled "*Why humans are so bad at thinking about climate change*" (especially from 6:08mins - on 'social competition' and what happens) -

<https://www.youtube.com/watch?v=DkZ7BJQupVA>

& Another great article we found - <https://crowdsourcingsustainability.org/climate-change-can-one-person-really-make-a-difference/>

Are YOU doing your best to live more sustainably, and wishing other people will do the same?

Wish you can help influence & encourage others to live sustainably too?

Now You Can!

Are you able reach out to 25% of people you know and inspire them to be more sustainable?

& Then maybe more, IF & when you have more ability to do so?

The 'How' – Post & Share what YOU do to live more sustainably & Inspire others to do the same!

Awon Hub GSSMP's Sustainability Quests

Create Your Own Personal 'Mini Carbon Sink'

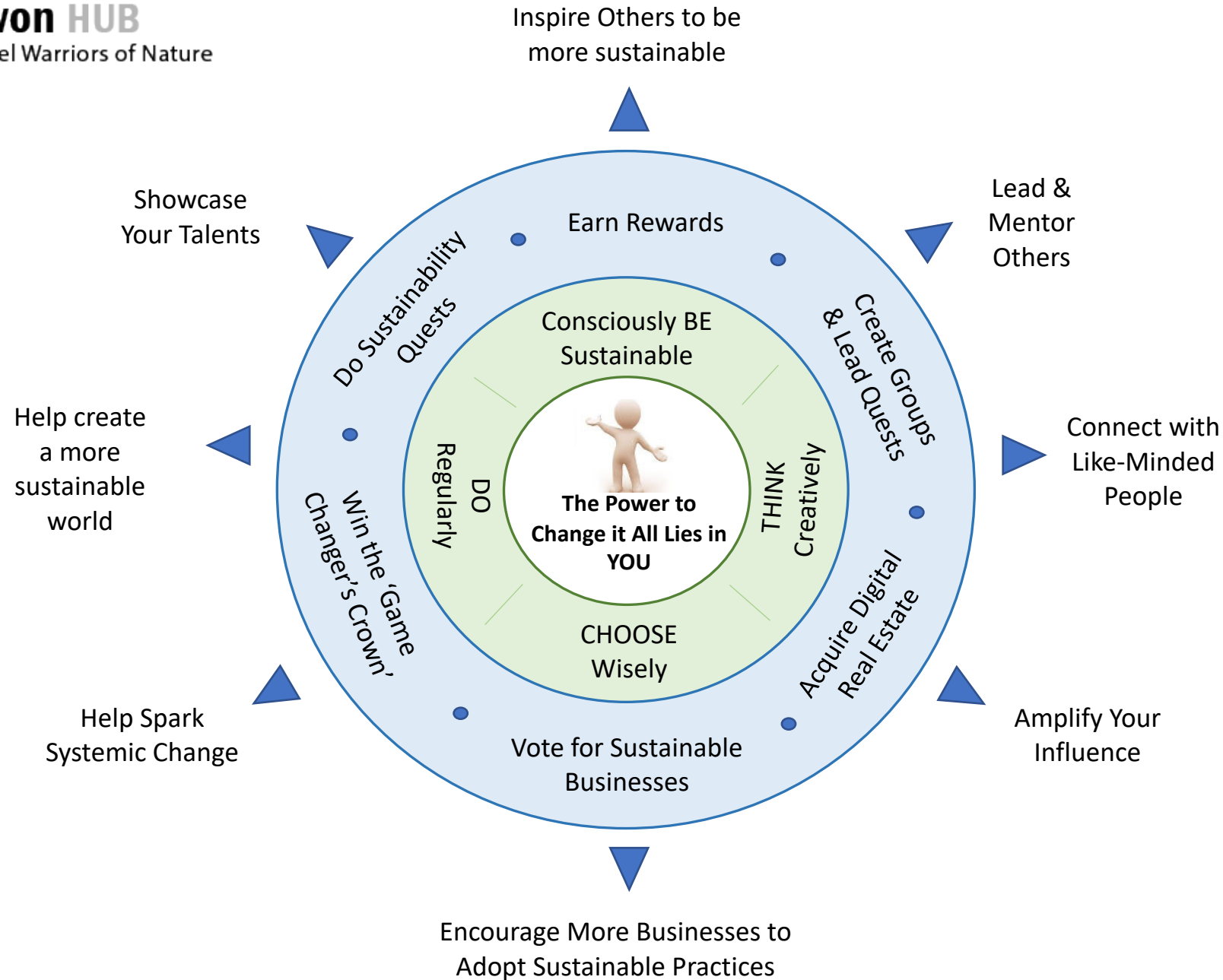
Reduce Your Carbon Footprint & Waste

Your Way to a Healthier Life

Create Your Own TIPIT Groups & Quests (*when you reach 'Leaf 4' rank)

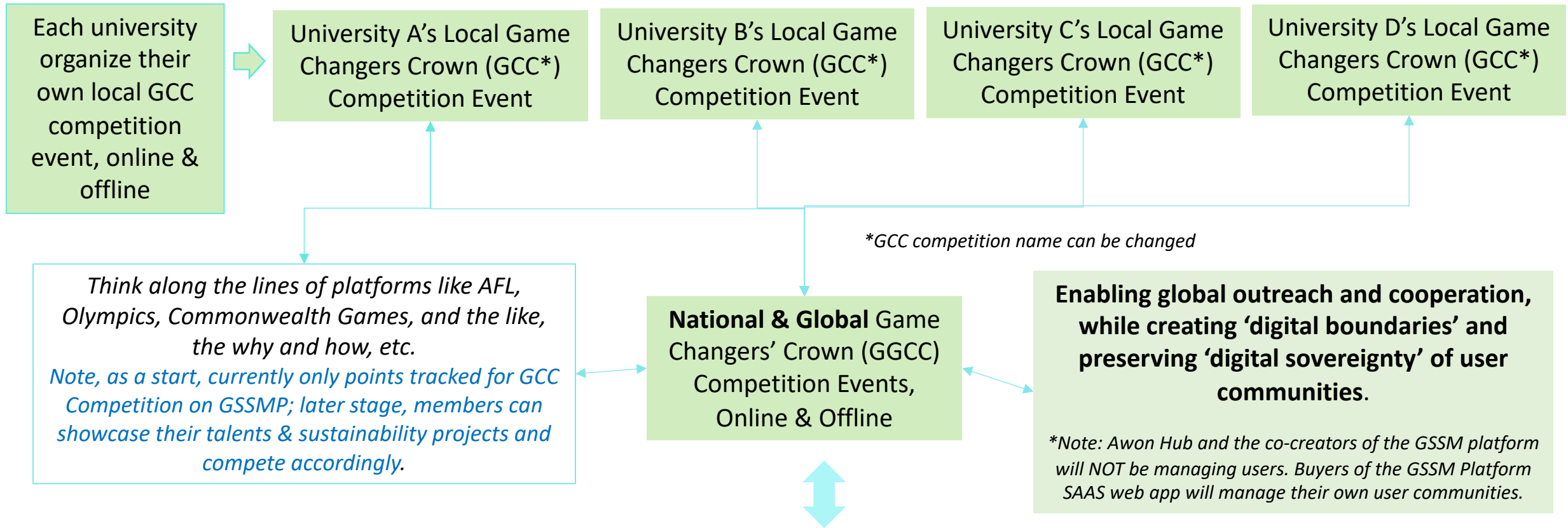
Earn Rewards, Points, In-game Currency, & users' own 'MyAdSpace' (MAS), their 'digital real estate', to vote for & help support sustainable businesses

Top the Leader-boards, & win the Gamechanger's Crown! & Use MAS to **help spark a shift** to a fundamentally more sustainable world together.



Check out the user mechanics of the Gamified Sustainability Social Media Platform (GSSMP) yourself at 'our display prototype', the **fully functional & replicable** 'MVP' - <https://awonhub.com> (See user operational guides within for further details)

Laying the Foundations for the Next Layers of the New Secondary Economic Machinery using the Game Changer's Crown Competition



Laying the foundations for **other layers** of the new secondary economic machinery while acting as a 'lighthouse beacon' shining a path forward for & drawing in other millions of humans who have lost their livelihoods due to AI and other causes, enabling them to not only hope for but actively create a new and better future for themselves, their loved ones, and communities.

Just imagine the possibilities, both social, ecological, and financial impact, the creative talents & solutions that can be discovered, and of course ROI (depending on how things are creatively structured, online & offline; using 'timeless classic' principles proven to work, just reworked and tech-enabled ...)!

Business Model & Initial Target Market for the GSSMP & First Layer of the New Secondary Economic Machinery – SAAS Web App for Universities, Local & Global

Business Model for First Layer: New, Purpose-built, First of its kind, Gamified Sustainability Social Media Platform (GSSMP):

- to be sold to Universities & other Higher Education institutions (HEI) as ****Platform SAAS Web App; B2B** Enterprise Level; **Fee Per User Account/Month subscription basis**
- Subscribing University/HEI client to decide how much they want to charge their users, all revenues earned via their GSSMP (digital goods, advertising, etc.,) to be ***owned/retained and managed by subscribing Uni/HEI client***.
- GSSMP Co-creators & Awon Hub PL only provides the GSSMP Web App, and assist on the backend software side of things, and info sessions / consultations regards how to use GSSMP (only as required by clients), and will **NOT** interfere with management of client's GSSMP's users and online communities or revenues acquired.

i.e., 'We Plug, Clients Control & Earn, their students and other users Play'.



Immediate Initial Target Market – the 43 Australian Universities with around **1.6 million domestic and international students**, over **141,000 staff** in academic and professional roles (& **their advertising business & other users - alumni, supporters**, etc.) + other AU HEI

TAM, SAM, SOM => next slide

Addressable Market Size - TAM, SAM, SOM

(*Note: For Targeted Universities & HEI only, doesn't include other organisations that can be addressed when more resources are available)

Initial Addressable Target Market	Estimated Total No. of Universities & HEI & enrolled students (local & worldwide)	Data Sources & References:
(I) Serviceable Obtainable Market (within the next 1-3 years)	1. Australia: 43 universities with around 1.6 million domestic and international students, & over 141,000 staff in academic and professional roles. 2. NZ: 8 universities, approx. 182,000 students & 22,500 full-time staff	1. https://universitiesaustralia.edu.au/stats-publications/ 2. https://www.universitiesnz.ac.nz/sector-research/growing-new-zealand-economy
(II) Serviceable Addressable Market (SAM) (excluding above SOM data)	1. SEA: approx. 7,000 HEIs & 12 million students 2. UK: 166 Universities, approx. 2,86 million students in UK HEI 3. USA: 3,900 – 4,000 HEI, approx. 19.57 million students 4. Canada: 100 HEIs, approx. 1.6 million students, 410,000 staff 5. Europe: approx. 5,000 HEI, 17.5 million students, and 1.3 million academic staff 6. Asia (excl SEA; mainly China, Japan, South Korea, India): over 8,000 HEIs, over 80 million students officially recognised HEIs in Asia, heavily concentrated across India, China, Japan, & South Korea; 74 to 80 million enrolled students	1. https://universitiesaustralia.edu.au/stats-publications/ (AU) 2. https://www.universitiesnz.ac.nz/sector-research/growing-new-zealand-economy (NZ) 3. https://www.eeas.europa.eu/sites/default/files/2_share_he_in_asean.pdf (SEA) 4. https://commonslibrary.parliament.uk/research-briefings/cbp-7857/ (UK) 5. https://educationdata.org/college-enrollment-statistics (USA) 6. https://univcan.ca/about-universities-canada/facts-and-stats/ (Canada) 7. https://education.ec.europa.eu/education-levels/higher-education/about-higher-education (Europe) 8. Google AI & https://www.unirank.org/asia/
(III) Total Addressable Market (TAM)	About 22,000 to 50,000 Universities + HE institutions (HEI) Worldwide, & approx. 264 million to 269 million enrolled students	1. https://en.uhomes.com/blog/how-many-universities-are-there-worldwide 2. https://www.unesco.org/en/higher-education

Funding & Resources Required for the First Layer of the New Secondary Economic Machinery, the GSSMP B2B Platform SAAS Web App

Existing GSSMP build Fully Functional, Replicable, and can be implemented 'as is', if desired

*(albeit **very slowly**, by the co-founding team of 2 people only, & without some planned 'bells and whistles' to be added in later from revenue earned)*

The Question is - **How fast and how far do You & Your Stakeholders want to go?**

*"The economy can find a new equilibrium. Getting there is one of the few tasks left that **only humans** can do.... we have to make new frameworks. **Whether we build them in time is the only question that matters.**" (Citrini - <https://www.citriniresearch.com/p/2028gic>)*

Funding & Resources, depending on Desired Scale & Speed, required for:

IT Teams – Programmers, Coders, etc.	- To build a more robust system capable of handling & maintaining quick scaling and expansion, and add in all the other innovative 'bells & whistles' envisioned but haven't yet build into the existing GSSMP web app currently due to lack of funds & resources. - Assist in implementing the GSSMP web app system for clients.
Sales Force & Outreach Teams	- To hire people with skills to reach out to universities & other HEIs (& later possibly other institutions & corporations), locally & globally.
Legal & Accounting Teams, etc.	*Note: The legal T&Cs etc., were all created and written, not by licensed professional lawyers, but by us alone, after studying various legal documents and contracts, and using 'common sense'. Usable 'as is' but just in case, best to get licensed lawyers (preferably trained in international law and litigation) to go over it all.

The current **human-fueled, consumer spending driven** economic machinery is under tremendous stress & dying under the weight of AI & massive job losses, rising costs of living, geopolitical tensions, climate change, etc. **How much of your old world do you/your stakeholders, especially those who build their wealth via the current dying economic machinery, want to retain and how much of the new world and 'digital real estate' do you want to co-create and influence? How fast and far do YOU guys want to go?**

The Awon Hub PL Team

Co-Creators & Co-Founders of Awon Hub PL & GSSMP

Rachelle (Arthur's wife):

- Delved deep into, & analyzed problems & issues at hand;
- Designed and created the concept of the purpose-built GSSMP, & all the operational, legal, operational & other administrative matters pertaining to the GSSMP & business

'Past life':

- worked in the financial industry as financial practitioner with experience in life insurance (aka, the 'magic of paper, pen, and ink' of an older bygone era, before the managed funds wrap platforms came about), super, property investments and loans; etc.; worked in banking / credit unions sector, and also dabbled with other businesses, both in Singapore and after migrating to Australia in 2004. Studied advertising & mass communications in university in youth. A self-proclaimed 'tech dinosaur' too busy building a life in real life, prefers gardening and cooking, observing nature, rather than building online profiles on social media platforms. Mostly self-taught, learning on the job, researching & reading whatever is required, and thinking of & creating appropriate solutions.

Arthur (Rachelle's husband) :

- takes care of all the IT technical stuff, and built the GSSMP web app, as per Rachelle's desired requirements (wherever possible; using whatever apps available on the market that fits into our tiny shoestring budget, and 'stitched' it together, with some self-taught coding skills acquired along the way and lots of ingenuity to make 'mission impossible' possible ... as they say, 'a happy wife is a happy life' ☺).

'Past life':

- worked as IT project manager in IT depts, and dealt with clients in printing, banks, etc., in Singapore, and after migrating to Australia in 2004, worked in IT for diamond jewelry industry. Also had invented diamond jewelry photographic equipment for photographing diamonds cost-effectively. Studied business administration in youth, all IT (and other skills) had always been 'self taught', learning on the job, and researching & reading whatever is required, and thinking of & creating appropriate solutions.

We were planning to sell and implement this first layer, the GSSMP slowly one step at a time; same way we built this over the years, slowly bit by bit, one step at a time; as our 'semi-retirement pet project' (we are now in our 50s and 60s). However, it seems time is fast running out for many people, and this is only the 'first layer' of the alternative economic machinery, so we've decided to look for & rope in other likeminded visionaries & experts to help scale & achieve the purposes for which this is built, and in double quick time. If you are like-minded and interested to join in this mission of helping as many people to better transit to an AI-dominated, climate-changed era, please contact Rachelle.

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