WE STARTED WITH A SIMPLE QUESTION
At BALANCED, we posed the question, “What would be the impact if we harnessed the resources of massive online communities to help solve the most pressing problems facing mankind?”

COMPANY OVERVIEW
The BALANCED approach starts with a voluntary distributed network which brings immense computing power to more customers at lower costs, empowering community-driven collaboration. Combined with crowdsourced human insight, this innovative technology pipeline brings otherwise fractured expertise together so the focus can be on solutions and innovation.

OPPORTUNITY
Often, companies and researchers are delayed in discovery and product completion by a lack of resources needed to find solutions hiding inside massive amounts of unprocessed data. Cloud-based computing is largely transactional and generally expensive to use to process and analyze data. Management, analysis, and activation of that data is expensive, time consuming, and requires specialized computing and expertise. Distributed network computing is the wave of the future, but the few existing implementations are designed to tackle individual problem sets.

BALANCED SOLUTION & ADVANTAGE
BALANCED’s proprietary HEWMEN™ technology brings together the power of crowdsourcing and a global two billion strong gaming community to create a large-scale distributed computing environment. Additionally, BALANCED incorporates human interaction through gaming interfaces, resulting in Human Assisted Machine Learning. This patented approach improves upon traditional data science algorithms, thus increasing computing access, decreasing process time, and improving the quality of the data analysis.

BALANCED’s advantage is community driven collaboration. The goal for our technology is to motivate and empower massive online communities to use the hours they already spend consuming entertainment to crowdsource problems, like helping researchers find new ways to fight Cancer while gamers simply play games such as Minecraft or stream on Mixer.

MARKET OPPORTUNITY
BALANCED will leverage the global gaming community that spends a billion hours online daily with the average gamer playing approximately 10,000 hours by age 21. Through HEWMEN, these entertainment hours can be used for solving critical problems and, at the same time, serve as a platform for crowd capitalism.

With corporate social responsibility becoming an ever-increasing factor in consumer choices, BALANCED has created a first-of-its-kind platform where the community becomes a worldwide distributed computing network where every 25,000 installed users of the HEWMEN client equates to the computing capacity of one super computer. Together gamers will crowdsource real-world problems.

HEWMEN ALPHA - MIXER STREAMING LAUNCH!
With Mixer, BALANCED is hosting several events prior to our big launch at PAX EAST with our MPV of HEWMEN. One of those events will be a Alpha Launch taking place on Dec 21st (6pm-8pm CT). On that date we are hosting an event with modified version of the popular Minecraft “Bed Wars” mod which incorporates the HEWMEN client where top streamers are going to play live together. Beneath the game, our players are working to identify compounds that can be used for multi drug resistant cancer research for our proof of principle of our HEWMEN platform.

With the HEWMEN client installed, MIXER viewers can also contribute to helping fight Cancer and eye disease, while simply enjoying these amazing Streamers playing and having fun!

Through the use of these two mini games incorporated with Mixer interactive, as well as one integrated into the Minecraft mod, we will be processing crucial data that will help in finding solutions for new co-medications for multi-drug resistant cancers as well as macular degeneration. The data gathered from one of the games (Wiley Wizard) will be used in labs at LSU and SMU for testing compounds to be used in therapeutics battling cancer. The data from the other mini-game (Eye in the Sky: Defender) will be used to assist in creating AI technology for automating eye-scan graphing trials.

We are promoting the event on Mixer with streamers including Direwolf20, TangoTetu, GhostFromTexas, and ImpulseSV.

We have incorporated the new Mixer interactive API into our Minecraft mod and are huge proponents of these features and how they can change gaming and bring more viewing engagement.

How Will It Work?
1. Dec 21st 6pm (CT) tune into MIXER & fav streamer noted above
2. Install HEWMEN @ http://hewmen.io/alpha/
3. From HEWMEN client there are going to be two early access games: Wiley Wizard & Eye In Sky: Defender
4. Play these minigames anytime to earn credits to spend during the live stream
5. With the credits, players can interact with streamers live while they play Minecraft mod during event
6. Additionally – Gamers can donate to Child’s Play Charity
7. Additionally – Special Reserve Games is donating Give-a-ways

HEWMEN TESTCASE PARTNERS
Our testcase is based around bringing community together to help researchers with computationally intensive multi-drug resistant cancer research and eye disease problems. Partners in this phase include:

- SMU Center of Drug Discovery, Design and Delivery
- LSU Health and Science Center
- SMU Guildhall
- CudeCraft Games
- Child’s Play Charity
- MIXER – Streamers (above)
- Special Reserve Games

SUMMARY / CALL TO ACTION
We are seeking promotional partners who see the potential good we can do, and how amazing it will be to empower the gaming community to do good while enjoying entertainment.

Key Dates for us include, December 21, 2017 and week during PAX East 2018 which we will have MVP HEWMEN launch.

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