

# THINKING OUTSIDE THE BOX<sup>SM</sup>



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AN ART SEVADA COMPANY

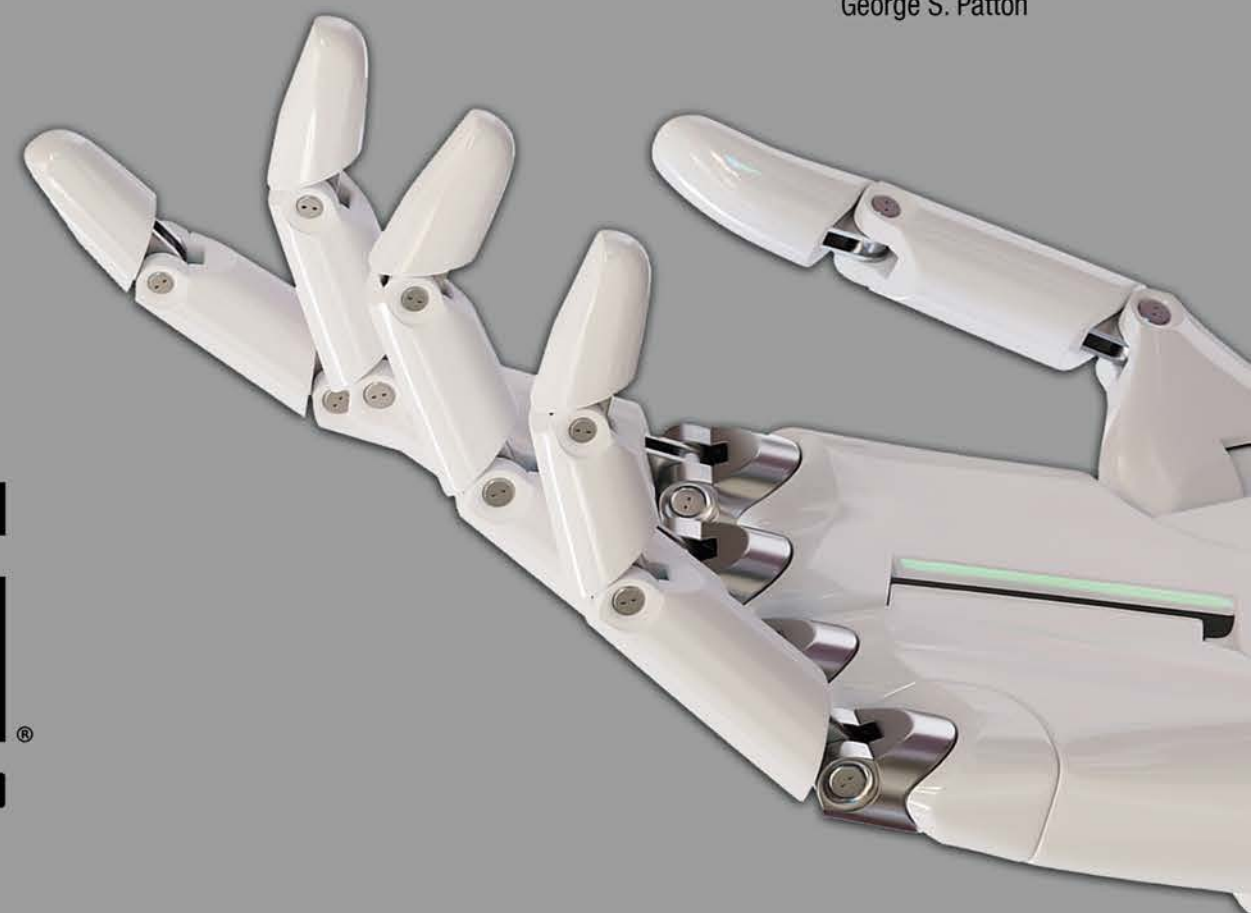
# THINKING OUTSIDE THE BOX<sup>SM</sup>

PRODUCT DESIGN CATALOG



If everyone is thinking alike, then somebody isn't thinking.

George S. Patton







[www.sevada.com](http://www.sevada.com)

Art Sevada is a bona fide Renaissance man, recognized for his many talents and pioneering endeavors. Today, as the CEO of GRIGOCORP and President of Sevada Productions, both based in Los Angeles, he continues to build on a diverse body of work, as an award-winning artist and entrepreneur.

Art Sevada was born in 1972 into a family of renowned artists, in the city of Abovyan, Kotayk Region, Armenia. Inspiration was all around him as he grew up in a household steeped in creativity. By the time he graduated from high school, Art had already mastered several musical instruments, and cultivated a profound appreciation for visual arts and esthetics.

After he and his family moved to Los Angeles in 1990, Art studied music composition and visual arts at California State University, Northridge. His formal training would propel him into a flurry of creative work in the ensuing years.

Between 1995 and 2000, Art released three albums of original music, including "Palpitation of Soul," "Years of Solitude," and "Disconnected." Apart from composing the lush, melodically-driven material, he had also played all of the instruments and arranged the music. All three recordings have garnered critical praise.

In the late 1990s, Art established Sevada Productions, a firm specializing in a broad range of creative work, from graphic and web design to television commercials and software development. Sevada Productions continues to grow, and is widely recognized for landmark projects that push the envelope in terms of content and design alike.

Throughout the 2000s, Art also pursued his passion for filmmaking, by writing, directing, and producing a series of intensely personal films that are also noted for their universal appeal. His credits include his trilogy, comprising "As a Beginning," "Mikosh," and "The Rope," as well as "Three Colors in Black and White" - all of which have received critical acclaim in Europe, the United States, and elsewhere.

In 2015, Art founded GRIGOCORP, a consortium of entertainment and consumer-product companies, with the goal of developing and marketing a diverse range of inventions. Today, cutting-edge products being made or developed by various GRIGOCORP enterprises range from eyewear, modern gadgets, and electric cars to next-generation apps and devices including SFNX, the world's first AI psychologist.

GRIGOCORP is also the originator of a forthcoming annual film event, the DoorFest Los Angeles International Film Festival.





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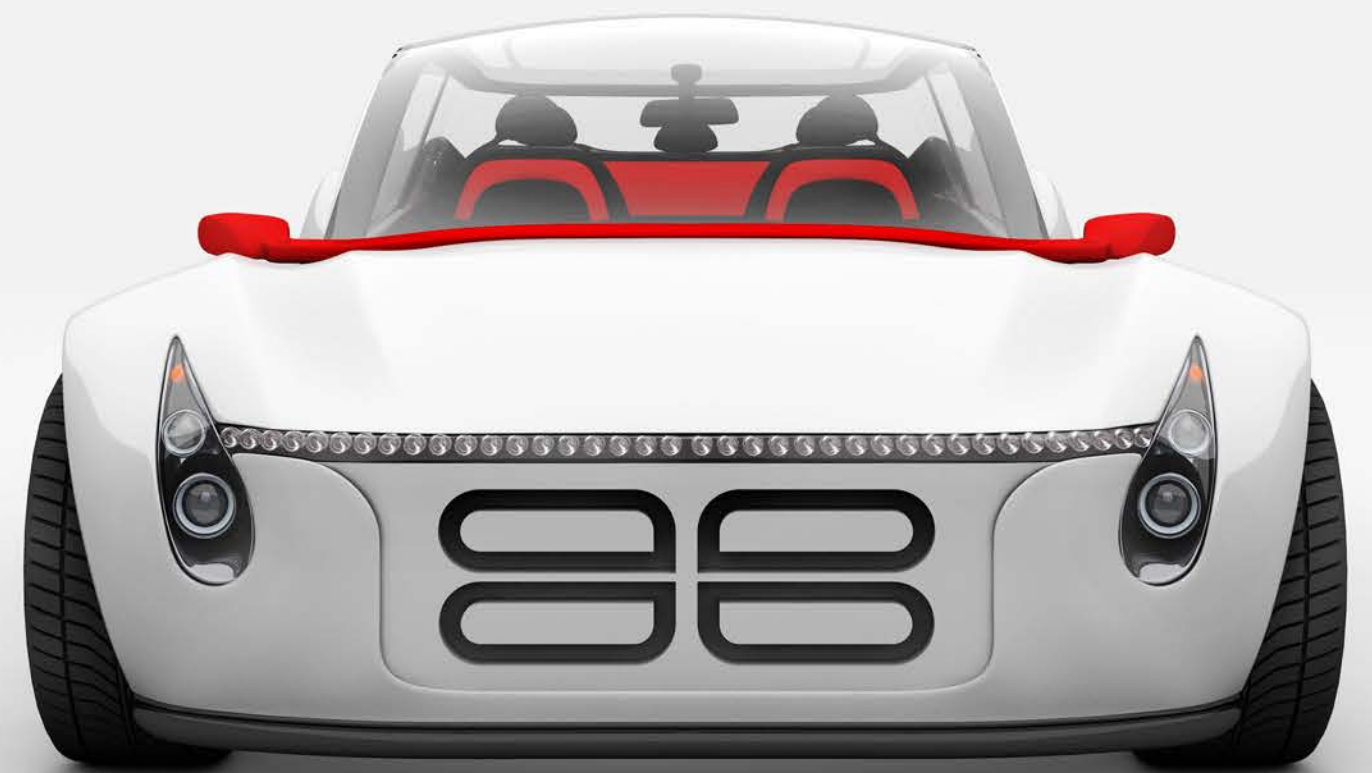
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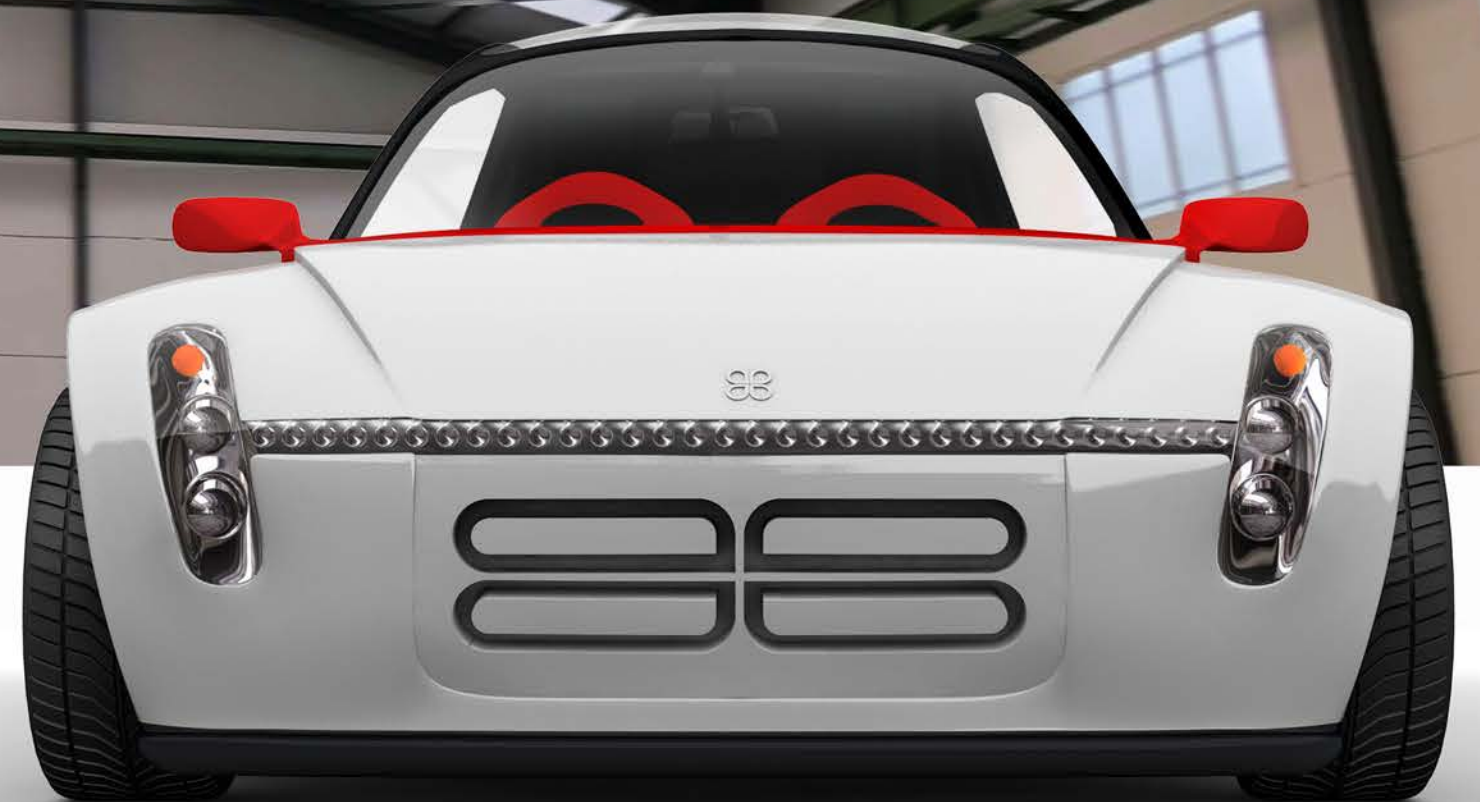




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three  
is a **crowd**



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pure  
electric

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rewind | charge | start



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speed and style as one

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The legacy of one of the greatest innovators of our history is the true inspiration of my line of eyewear. Steve Jobs, who I chose to give homage to with this creation, has inspired millions of people with his creative, minimal yet practical approach to life. It was during his first introductory speech of the first iPhone when he said, "Every once in a while, a revolutionary product comes along that changes everything." The world is a different place today, ten years later, because of Steve Job's brilliant sight and wisdom.

It was the passion of his creation that made the subtle difference between him and many other innovators in history. He flipped the priorities away from mere profit to producing great products. "My passion has been to build an enduring company where people were motivated to make great products. The products, not the profits, were the motivation. It's a subtle difference, but it ends up meaning everything."

Steve Jobs is the inspiration of Jobsiwear.com. His vision, drive to create the unthinkable and the passionate force behind it is what resonates with me the most. As you'll get to see through my designs of the iwear, the minimal, clean yet very bold lines of my designs are what make them unique, fun and classy. Each line is developed with a specific character and facial features in mind. These have been carefully sculpted, molded for faces where gender doesn't play a role. It's the character that speaks. It's who wears it. It's how it becomes the best accessory in one's wardrobe. It's what makes you YOU!.

The world hasn't seen many innovators of Steve Job's stature. I am forever grateful for his legacy. I thank you, Maestro.





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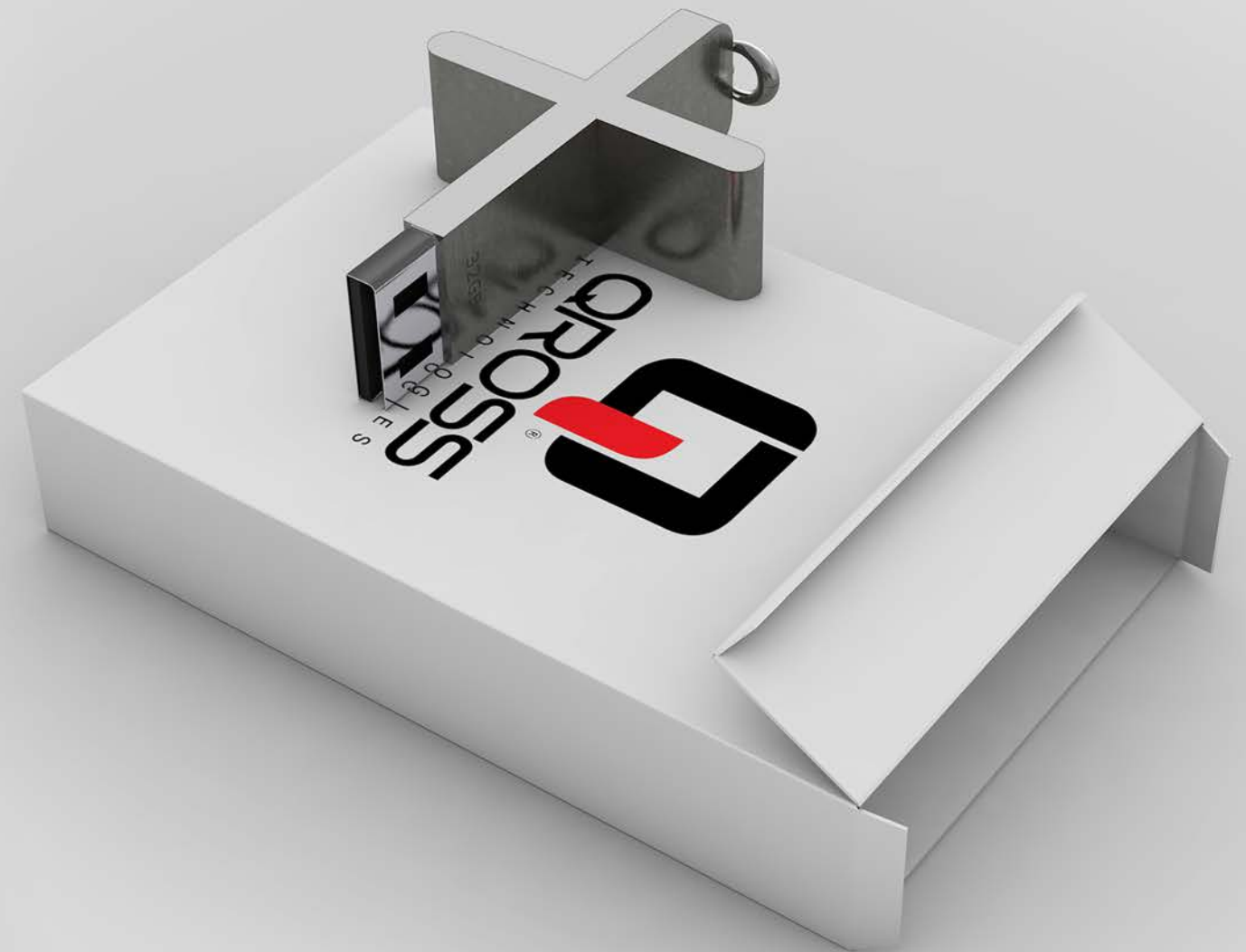
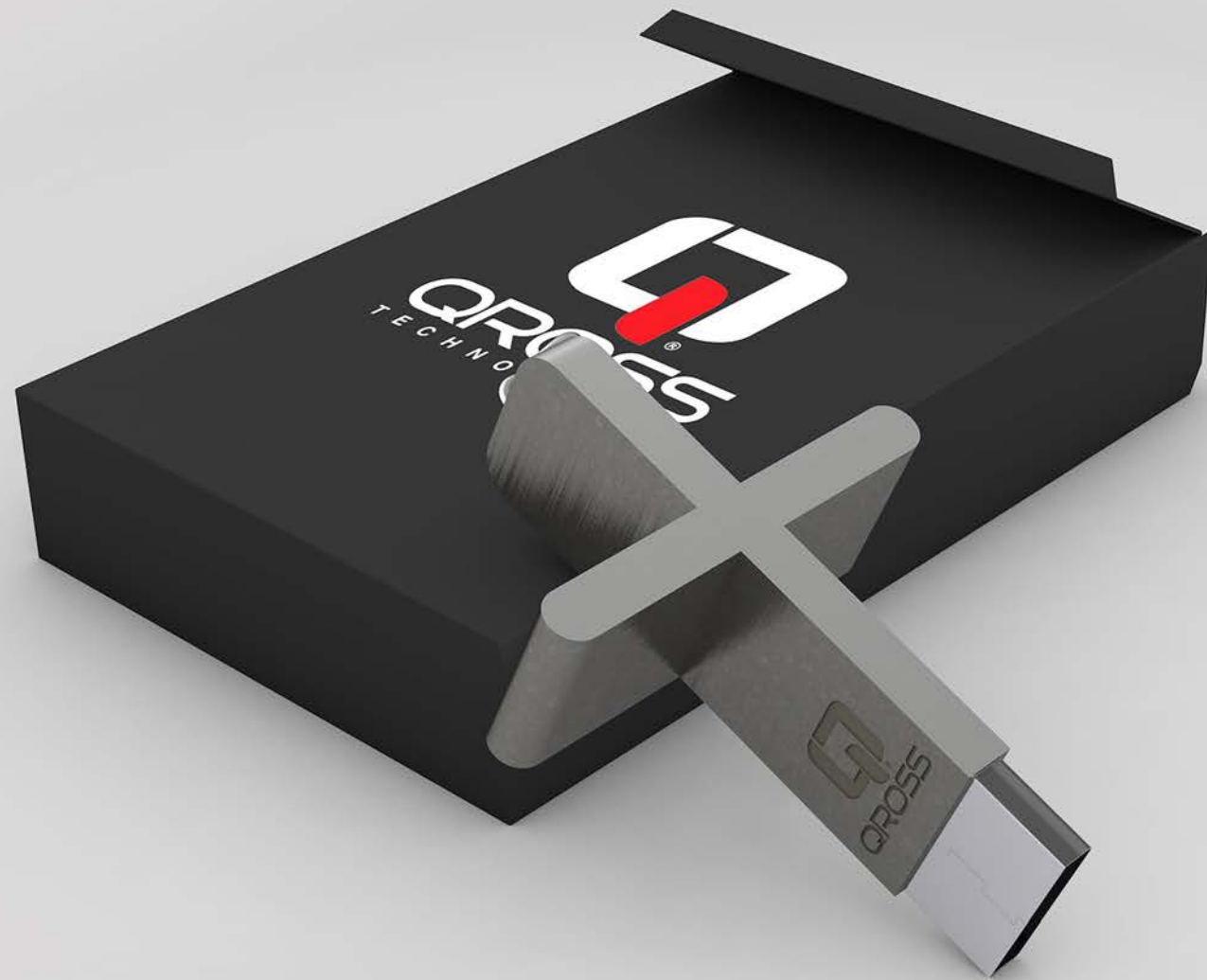


religion and technology as one <sup>SM</sup>





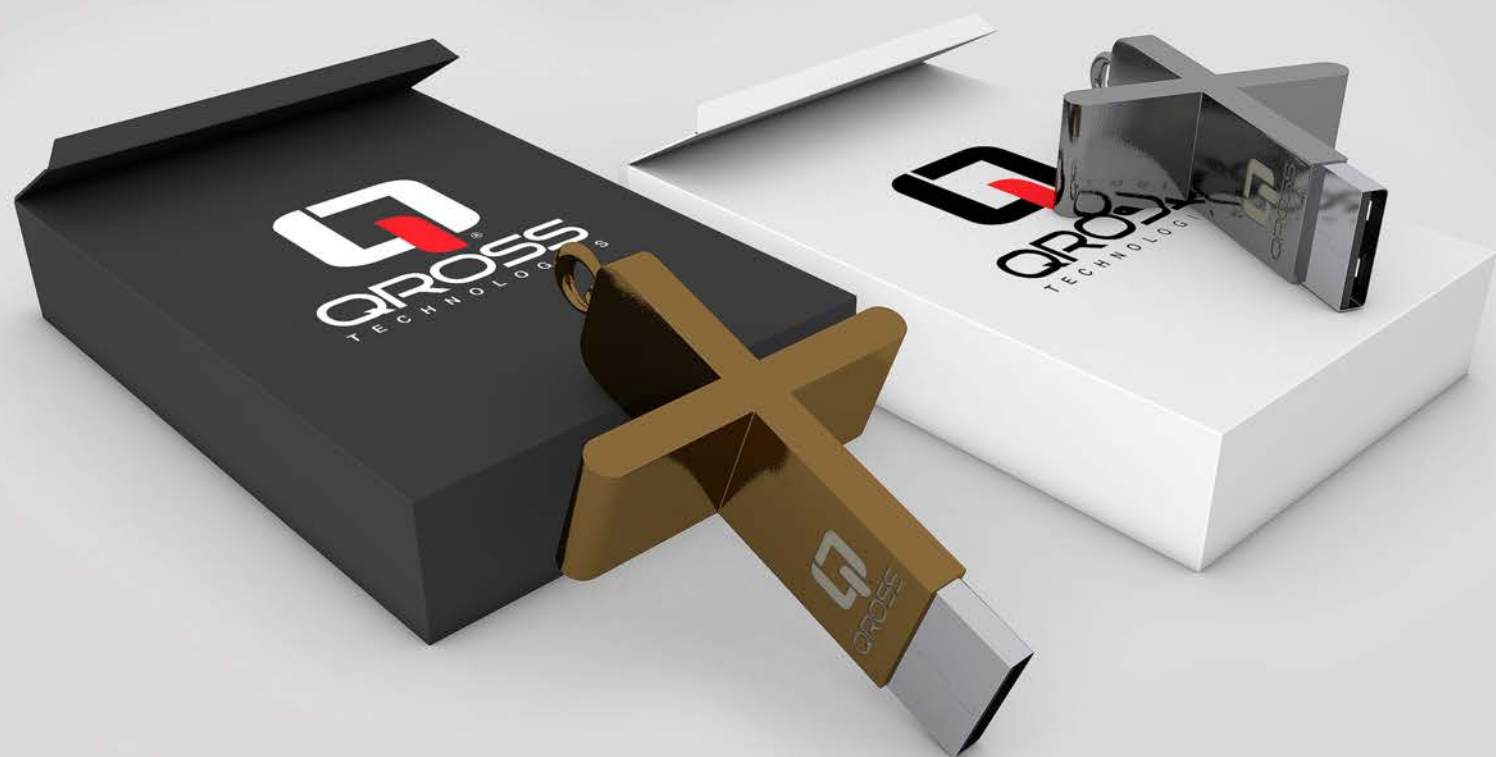
silver // shell



religion and technology as one <sup>SM</sup>







gold // shell



religion and technology as one <sup>SM</sup>







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GREEN  DRAGON



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FOOTWEAR  
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GRAY  DRAGON



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BLACK  DRAGON



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[re]volution



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center[less]technology



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precision[re]engineered



movement[re]imagined



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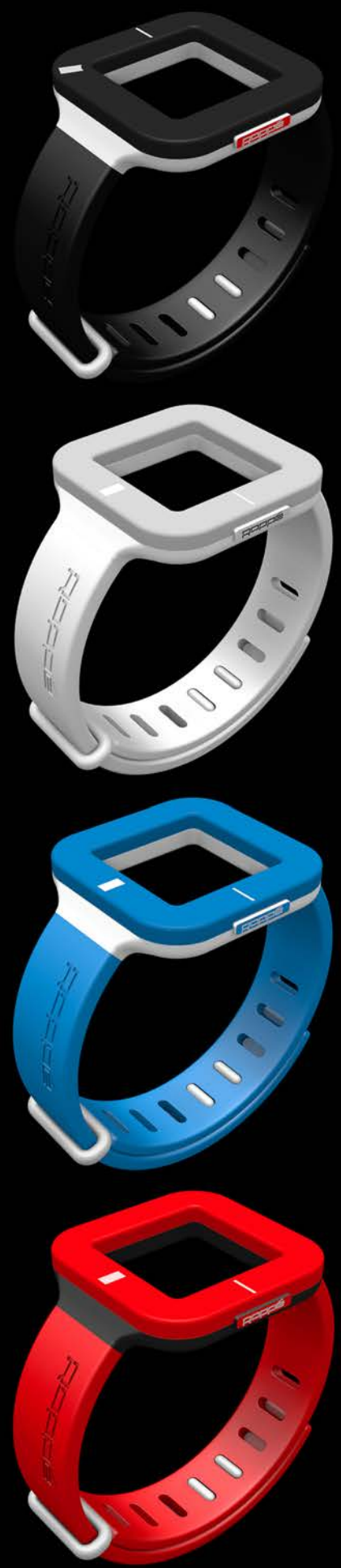


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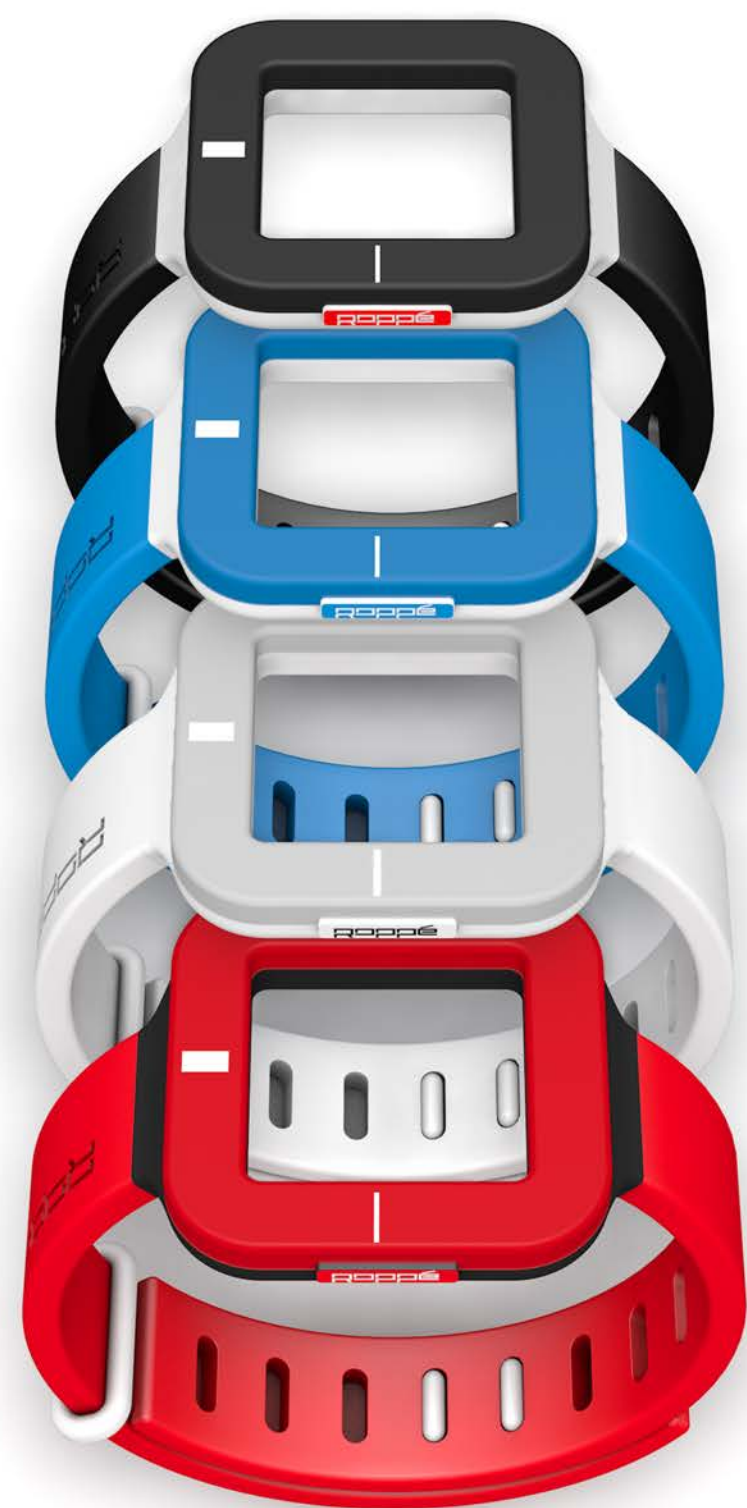
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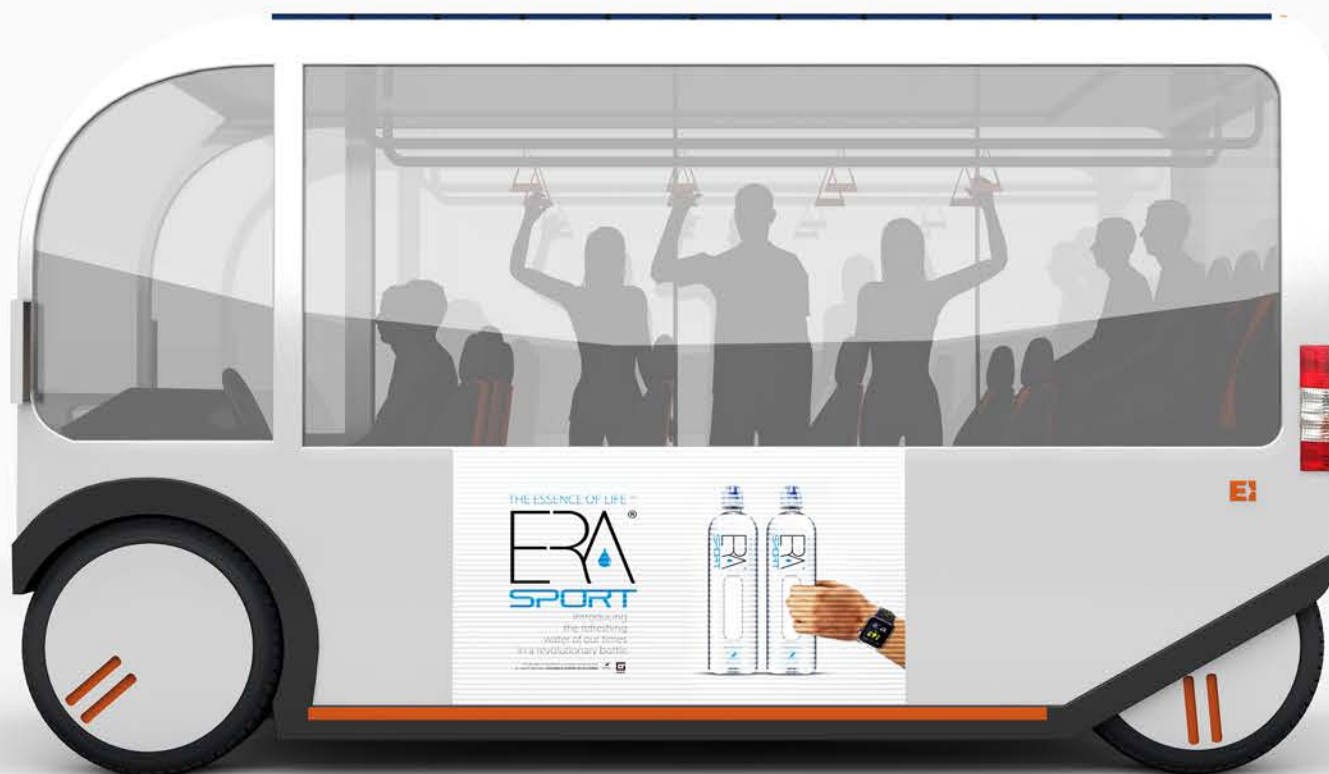
the humane way  
to commute<sup>SM</sup>





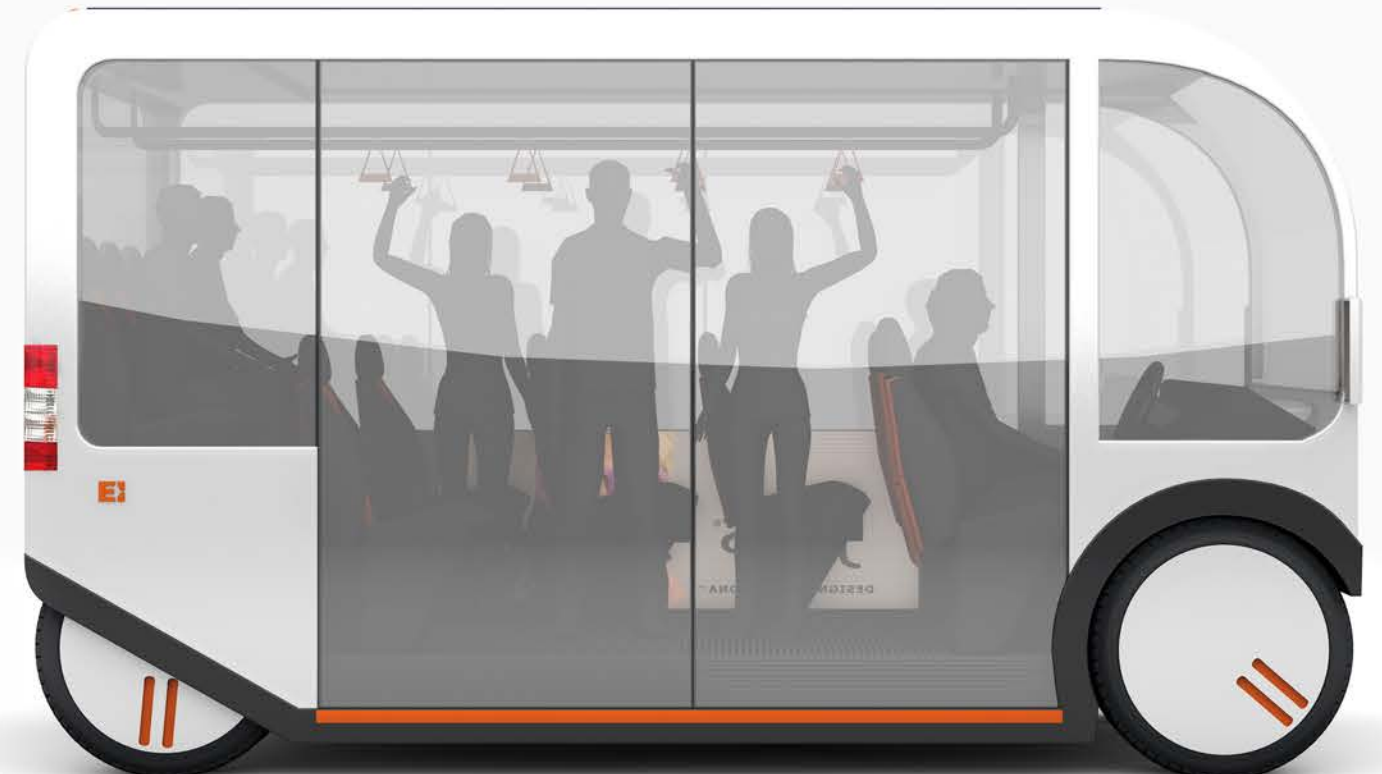
# EV<sub>to</sub>

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environment as a  
priority <sup>SM</sup>



EV<sub>to</sub>

the humane way to **commute**<sup>SM</sup>

ES<sub>2</sub>

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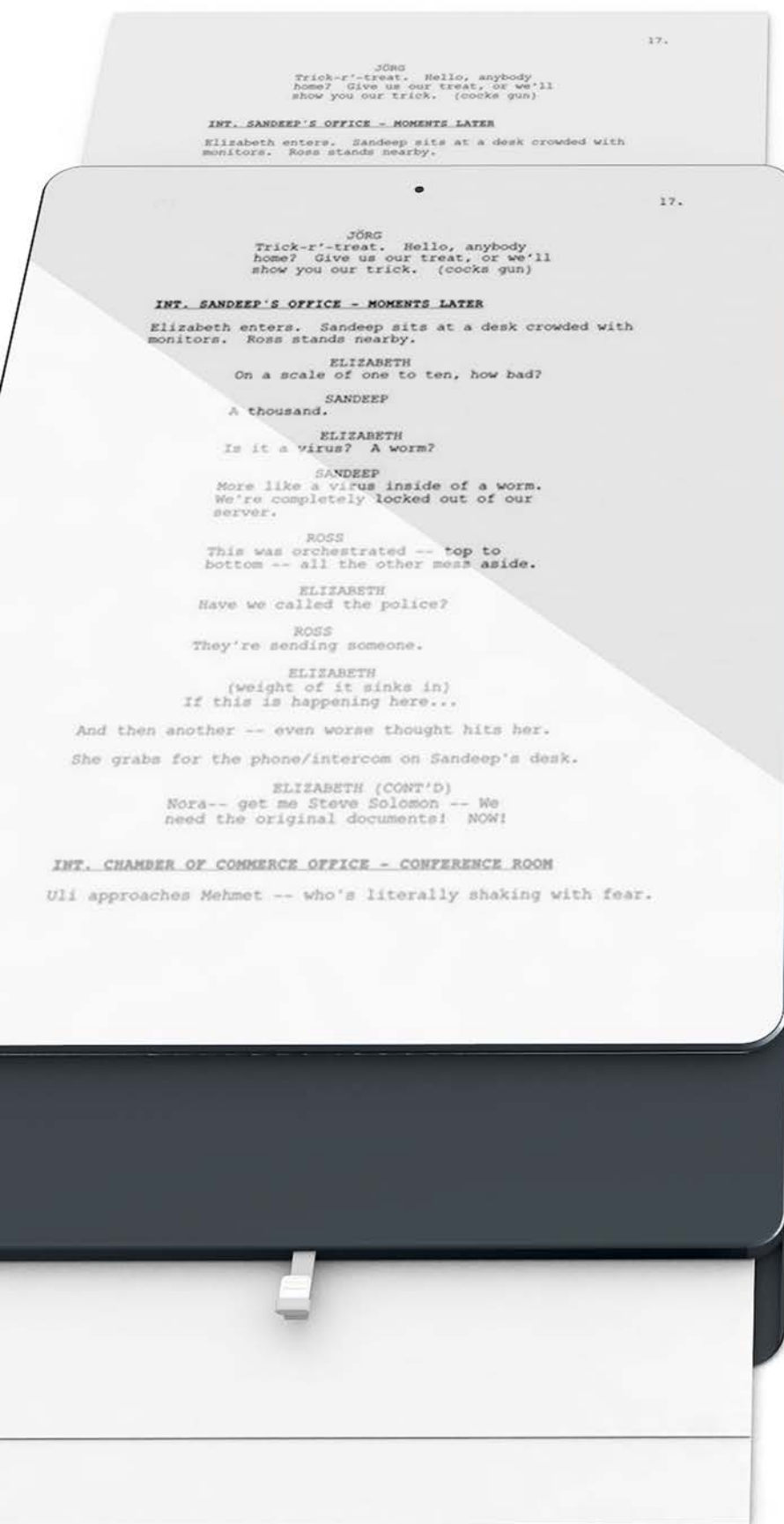




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17.

JÖRG  
Trick-r'-treat. Hello, anybody  
home? Give us our treat, or we'll  
show you our trick. (cocks gun)

**INT. SANDEEP'S OFFICE - MOMENTS LATER**

Elizabeth enters. Sandeep sits at a desk crowded with  
monitors. Ross stands nearby.

JÖRG  
Trick-r'-treat. Hello, anybody  
home? Give us our treat, or we'll  
show you our trick. (cocks gun)

**INT. SANDEEP'S OFFICE - MOMENTS LATER**

Elizabeth enters. Sandeep sits at a desk crowded with  
monitors. Ross stands nearby.

ELIZABETH  
On a scale of one to ten, how bad?

SANDEEP  
A thousand.

ELIZABETH  
Is it a virus? A worm?

SANDEEP  
More like a virus inside of a worm.  
We're completely locked out of our  
server.

ROSS  
This was orchestrated -- top to  
bottom -- all the other mess aside.

ELIZABETH  
Have we called the police?

ROSS  
They're sending someone.

ELIZABETH  
(weight of it sinks in)  
If this is happening here...

And then another -- even worse thought hits her.

She grabs for the phone/intercom on Sandeep's desk.

ELIZABETH (CONT'D)  
Nora-- get me Steve Solomon -- We  
need the original documents! NOW!

**INT. CHAMBER OF COMMERCE OFFICE - CONFERENCE ROOM**

Uli approaches Mehmet -- who's literally shaking with fear.

17.



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## INTRODUCTION

It's the age-old question: what do I want? By extension, what do *you* want? What do we, as members of the global human family, want?

Psychology and psychiatry - and religion and philosophy before them — have been striving to provide the answers for millennia, based on the essential assumption that human beings equate the meaning of life with maximum possible contentment in every conceivable sphere of human emotion and endeavor.

Today, in an age of breakneck speed, when the constant deluge of technological innovation is expected to make our lives easier than ever before, we are, ironically, in many ways lonelier, more scared, and more lost than we've ever been. It's not surprising, therefore, that most people seem to be in therapy — or in serious need of it.

Yet given the enormous weight accorded to and placed on psychiatry as a portal of solutions and resolutions, the question pertaining to its own function remains: just how reliable, and ultimately effective, are the proceedings that take place on the psychiatrist's couch?



There is, indeed, a host of fundamental issues to consider before taking the rather risky step of beginning to see a therapist: how much of a role do his/her own ego and judgment play in the provided therapy? Which specific school of psychiatry does he/she adhere to, and how does one determine its effectiveness? If, for instance, you happen to be your psychiatrist's last patient for the day, can you be certain that he/she is actually giving you his/her undivided attention? Or are you just another face, just another account number, supporting your therapist's lifestyle?

People — even many of those who regularly receive therapy — are understandably skeptical, while countless millions more simply cannot afford the extensive, often decades-long, therapy they need, or think they need. For all intents and purposes, and in most cases, psychiatry has become a prohibitively expensive luxury, and one which might well lead to an ongoing flurry of questions than answers.



## MEET SFNX

A singular AI (Artificial Intelligence) invention, SFNX is poised to take psychology as we know it to the next level.

Consisting of an elegantly simple consumer device, SFNX responds to your psychological queries — whether about you or others. Therefore it functions as an always-available, thoroughly informed personal psychologist. It also learns from your input and that of others, constantly evolving and expanding its knowledge of the human condition, and humanity as a whole, with the overarching goal of improving human life.





## HOW SFNX WORKS

SFNX is a user-friendly Wi-Fi device. It is touch-sensitive, and comprises voice-recognition and face-recognition functionality.

As you begin to use the device, it asks you a series of basic questions regarding your psychological history, current psychological state, and any known conditions you might have. Your responses help SFNX form your unique personal database, which is stored on cloud connected to a proprietary, dedicated AI server. The information you provide, as well as that provided by others, remains forever confidential, never to be shared with the public or marketing agencies.

The AI server already contains a massive trove of psychological and psychiatric information, culled from hundreds of years' worth of research and published literature in these fields. Once you provide SFNX with your psychological-background information, it integrates it into the existing meta database, thus effectively refreshing it. Now the device is ready to respond to your specific queries regarding the current psychological issues you might be experiencing.



SFNX does not diagnose psychiatric conditions. Rather, it sheds light on and accurately articulates the particular psychological state you're in, based on the information you have provided it. Accordingly, it goes on to make eminently learned suggestions as to how you might proceed to overcome or resolve the issue(s) you are experiencing.

Beyond the personal sphere, SFNX also helps you form a highly informed impression and assessment of others. Whether you're interested in a personal relationship, a business collaboration or partnership, or an intergovernmental initiative that involves others, SFNX can provide you with a psychological profile of the person or persons in question. You simply input some key information about them (without EVER being asked by SFNX to provide names or other legal data), and SFNX accordingly will produce relevant psychological profiles, so as to help you best interact with these persons and/or resolve any issues that might hinder your relationship with them.







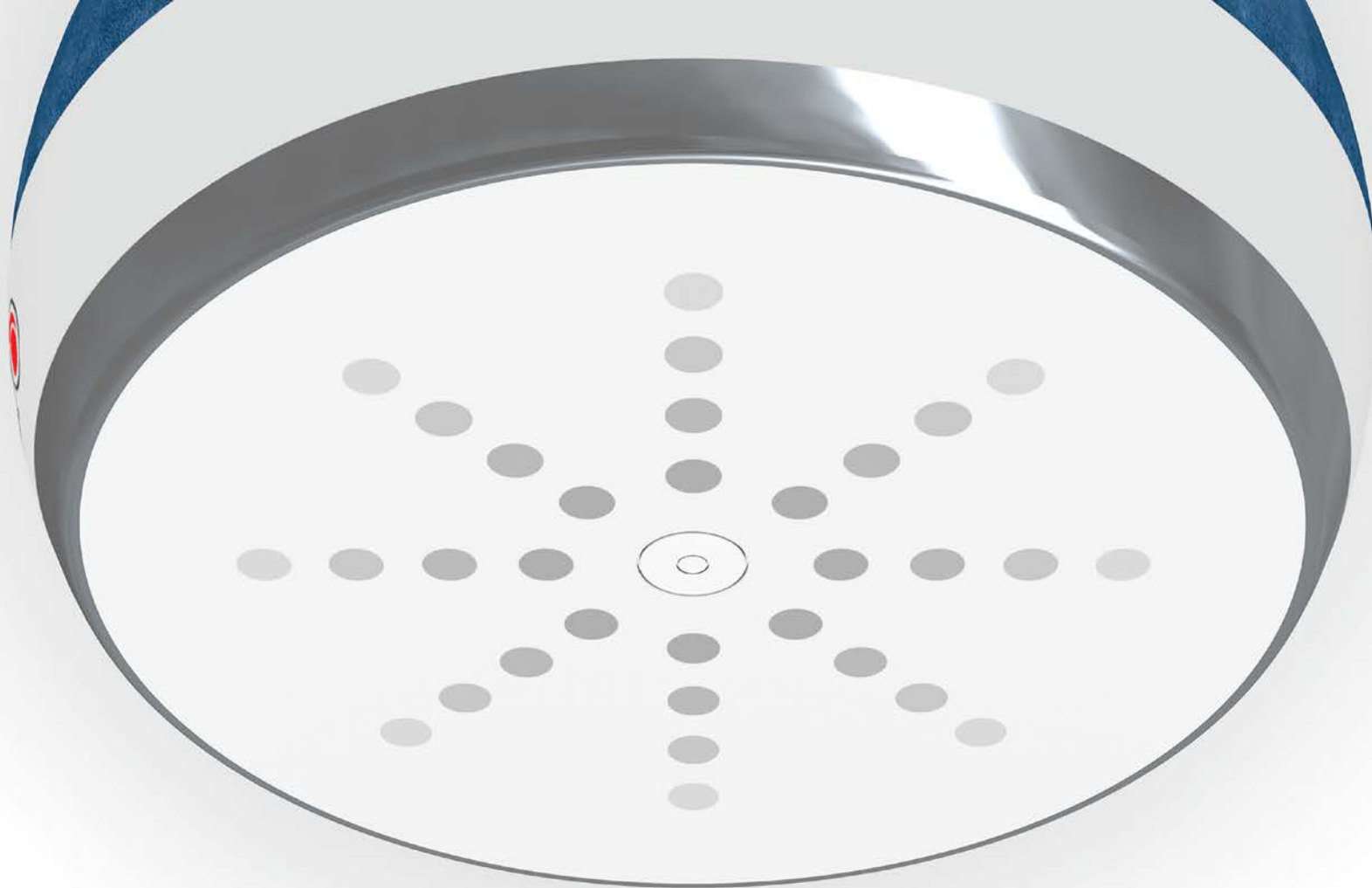
## WHAT MAKES **SFNX** UNIQUE

The concept of singularity is the foundation stone of the device and its services.

SFNX imparts psychological suggestions without the involvement or interference of an ego, without judgment of any kind, and does so by taking the flaws of a human psychiatrist — including personal, professional, and philosophical biases and various idiosyncrasies and fallibilities — out of the equation.

By processing and integrating data, including an infinite number of variables, from potentially billions of individuals while maintaining and enforcing absolute privacy, SFNX extrapolates its constantly expanding knowledge base into a singularity of inference, analysis, and, ultimately, reasoning.





Yet SFNX does not merely gather data and respond to queries that correspond to its database. Rather, it continuously *learns*, in real time, from the information it is furnished with. Therefore it understands human beings, and, consequently, the human condition and humanity as a whole. This means that SFNX evolves with the times — based equally on the latest scientific advances and information provided by individuals — with the goal of suggesting and paving the way for the best possible and constructive outcomes.

In effect, SFNX is designed to function as a force for human progress. By continually helping people understand themselves and others better, by helping them make highly informed decisions that have the potential to lead to ideal outcomes that are poised to contribute to the good of humanity, SFNX seeks to help build bridges on the interpersonal and international levels, and stands as the polar opposite of what many fear as a foreseeable AI-driven doomsday scenario.

AN **ARMENIA FUND** AFFILIATED FINANCIAL INSTRUMENT

## WHITEPAPER



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PANARMENIAN CRYPTOCURRENCY

ARMCOIN.IO



# WHITEPAPER

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- 1.2 Mission Statement of Armcoin Team

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- 3.2 High Interoperability
- 3.3 High Accessibility

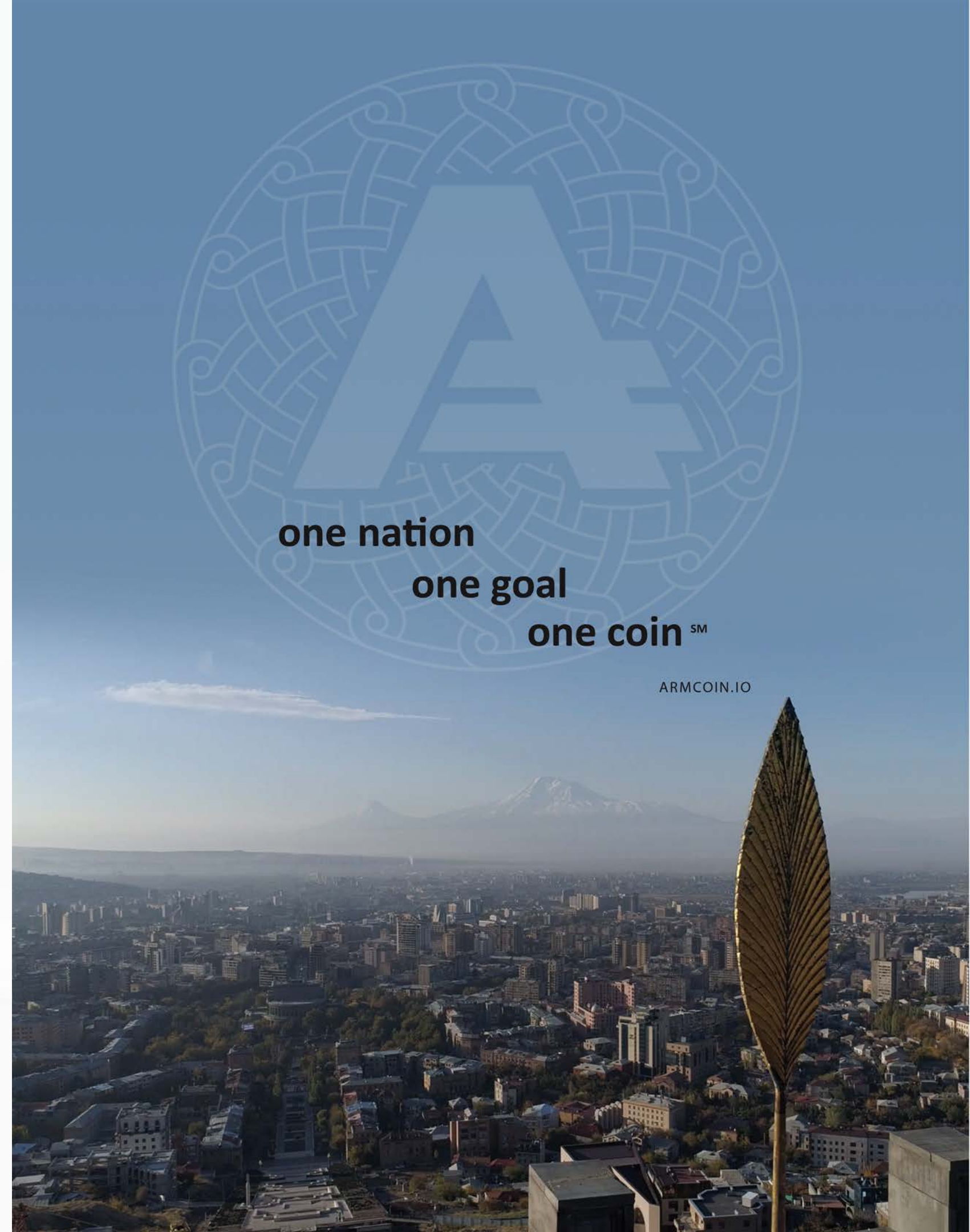
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ARMCOIN.IO





## Abstract



**Armenia Fund Inc.** was established in 1994 in Los Angeles, California. Armenia Fund, Inc. is a 501c tax-exempt, non-governmental, non-political corporation. Serving as the United States' Western Region affiliate of the "Hayastan" All-Armenian Fund along with its nineteen subsidiaries around the world, Armenia Fund, Inc. has issued over \$120 million of electricity development guarantee and humanitarian revenue for Armenia. Lately the government of Armenia has been contributing to the fund since the fund has been receiving less support and not being able to meet its initial goals. Each year Armenia Fund hosts an International Thanksgiving Day Telethon, generating millions of dollars in donations.



**Armcoin Ltd.** is the leading decentralized cryptocurrency specifically customized for Armenia Fund. Armcoin will benefit Armenia Fund by facilitating and securing the donating and fundraising experience. By maintaining full compatibility with the Ethereum API, Armcoin is very easy to integrate into existing applications that already offer Ethereum support. One of the main advantages offered by the Armcoin network is faster transaction confirmation, making it ideal for the receipt of pledges and donations. Developers can easily enable support for Armcoin transactions. Merchants can easily integrate Armcoin into websites or applications using existing third-party shopping cart plugins. Armcoin can be easily purchased and sold on a number of exchanges using all types of currencies.

We believe that the Armcoin platform will revolutionize the non-profit organization donation model, and allow all parties—Armenia Fund, contributors, auditors—a better, seamless experience in the process of contributing to and monitoring the activities of Armenia Fund.





## 1.2 Mission Statement of Armcoin Team

“To improve the contribution and receipt of donations by decentralizing the currency by which it donations are made, thereby accelerating the ability of Armenia Fund to utilize the funds and giving the global marketplace a means to effectively do business with Armenia.”

## [2] NEW TRANSACTION SYSTEM

### 2.1 Maximum Security

A cryptocurrency is a digital currency that is created and managed through the use of advanced encryption techniques known as cryptography. In traditional banking and commerce, individuals rely on a third party such as banks and credit unions to facilitate transactions. Cryptocurrency supposes there is a better method of maintaining and transferring currency, by using a register among the participants.

## [3] HIGH RELIABILITY

Cryptocurrencies exist only in computers. The majority of fiat currencies, however, also only exist as numbers in a computer system. Cryptocurrencies require distributed systems to ensure integrity and reliability, and they can be a good alternative to national currencies. They are digital records held by many parties that track how much currency any single wallet holds. Some of the benefits of cryptocurrencies include decentralization, deregulation, anonymity, increased transaction transparency, and the facilitation of cross-border trade. Cryptocurrencies are not based in any single country or jurisdiction, because the ledgers and servers are spread out over the globe. Since there is no central bank, the system is distributed and therefore not easily manipulated either by large institutions or by governments. This means there is little regulation and more freedom on who spends how much on what and where. This benefit is enhanced by the fact that there is less private information attached to each transaction. There are even cryptocurrencies whose main goal is to provide an untraceable, secure, and anonymous means of payment.

### 3.1 High Level of Transparency

On the assumption that at least ten individuals (though three would also work) want to forego banks or third-party money managers, those parties would all have details of each other's accounts – but

not identities – at all times. This transparency ensures the safety and appreciation of the cryptocurrency. Armcoin is the leading decentralized cryptocurrency specifically customized for Armenia Fund. The Armcoin platform will revolutionize the non-profit organization by allowing all parties—Armenia Fund, contributors, auditors—a better, seamless experience in donating to and monitoring the activities of Armenia Fund. Donations through the blockchain would remain anonymous, but would be fully transparent for all parties involved.

### 3.2 High Interoperability

By maintaining full compatibility with the Ethereum API, Armcoin is very easy to integrate into existing applications that already offer Ethereum support. By maintaining full compatibility with the Ethereum API, Armcoin is very easy to integrate into existing applications that already offer Ethereum support. One of the main advantages offered by the Armcoin network is faster transaction confirmation, making it ideal for small-size purchases. Developers can easily enable support for Armcoin transactions. Merchants can easily integrate Armcoin into websites or applications using existing third-party shopping cart plugins. Armcoin can be easily purchased and sold on a number of exchanges using all types of currencies. After the initial phase, Armcoin will be its own blockchain ledger, at which time there would be a potential for mining. Armenia would benefit from mining, because it would bolster the country's economy and infrastructure through the strengthening of the currency, as well as the jobs created.

### 3.3 High Accessibility

Armcoin can be easily purchased and sold on a number of exchanges using all types of currencies. Armcoin is readily available for purchase and use within minutes. Because there are fewer people and processes involved, cryptocurrency transactions are fast and efficient. The non-profit wouldn't be dealing with paperwork or extra steps to ensure that pledges materialize into funds. With traditional payment processes, it can take three or more days to have the money in your account. The timeframe could be even longer when dealing with an international payment. The quick transfer of cryptocurrency results in donations delivered faster so Armenia Fund can put that money to work.



#### [4] USE CASES

Armcoin payments are transparent because every transaction can be verified by anyone in the blockchain ledger. This means fraud is more difficult because there are many copies of the transaction record available for anyone to see. Furthermore, everyone knows how much every wallet contains (though real names are not included). The public balances come from the way in which balances are implemented in the technology. As for cross-border trade, since cryptocurrencies are non-national, anyone can pay anyone anywhere without needing to convert currencies.

##### 4.2 Standardizing Currency and Reducing Loss During Exchange

Like fiat currencies, cryptocurrencies have no intrinsic value. They are numbers stored on a computer system, much like the way modern digital banking handles national currencies. Fiat currencies then derive their value from the collective faith of a society using them. Cryptocurrencies are similar to fiat currencies in that they are only worth as much as everyone deems them to be worth – but they fluctuate more. Since there is no central authority, there is no one to stabilize cryptocurrencies against national currencies. One of the goals of many cryptocurrencies is just that: to ensure that market forces are the only forces that influence the value. Cryptocurrencies may appreciate over time, but there is also an upper limit to the number of units that are available in a currency. Armcoin cryptocurrency will ensure that the pledged donation maintains the value which the donor intended to contribute, not affected by fiat currency exchange rates, as well as credit card and wire transfer fees. One of the issues with accepting debit and credit cards is the fact that we get hit with high processing fees. While Armenia Fund may have increased its number of donors with this payment method, the fees eat into what the organization could get in terms of donations. With cryptocurrency, there are no banks or credit card companies involved in the transactions. That means a much lower processing expense. Many sites offer very low transaction fees, while others help non-profit organizations by accepting a certain amount of cryptocurrency with no transaction fees. Cryptocurrency also guarantees easier access to international donors. Armenia boasts an international diaspora of 8 million people, many of who contribute to the infrastructure and growth of their homeland through Armenia Fund. Because so many countries are interacting with each other online and through social causes today, Armenia Fund has experienced considerable growth among our international donors.



Yet accepting credit card payments from international donors proves to be difficult due to exchange rates and additional fees related to these transactions. Armcoin is a cost-benefit and convenience for both Armenia Fund and its international donors, as there is no need to deal with currency exchange rates that often fluctuate or the additional fees associated with international credit card payments.

##### 4.3 Retail Integration

The greatest barrier to widespread adoption of cryptocurrencies is acceptance. Another major problem is fragmentation. One cryptocurrency must be adopted as a standard — people don't want to use five different currencies, all fluctuating against each other, in their everyday life. Businesses also don't want to have to set up all the tech to accept five different currencies and always adjust their prices. Armcoin is the leading decentralized cryptocurrency specifically customized for non-profit organizations. We take pride in organizing and making transparent the process whereby Armenia Fund receives and utilizes the contributions made by patrons.

#### [5] CURRENCY AND COMMODITY STABILIZATION

The price of Armcoin fluctuates based on the price of Ethereum, but also stabilizes based on the U.S. Dollar. The incentive of Armcoin is a percentage discount when consumers buy, sell and trade with Armcoin. Once Armcoin becomes live, upward fluctuation and appreciation of the cryptocurrency guarantees Armcoin additional money. There is the potential for growth because of interest in the product. The dram is currency that is only for Armenia within Armenia. Armcoin would be international and pan-Armenian. It would be the official web currency accepted by conglomerates; within Armenia it would be accepted as a standard currency to buy and sell, making Armenia part of the global economy.





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