



What is money... really?

Gifting authentic change makers the keys to success

Project Hamilton, by Ian Clarke (author of Project Speak Up 2021)

February 2024



*Only what's inside matters
As in, the light we carry*

Michelle Obama (We/Human)



Benevolence

/bɪˈnɛvələns/ (noun)

From the Latin 'Bene Velle' ('Well Wishing'). But in Old English, 'Velle' translates as the power to make our own decisions. Free Will comes from authentic, unilateral, unrequited, enduring and unconditional True Love.

What this report means

This report identifies and explains the nature and workings of money and banking in simplistic terms anyone can understand. Plus it quantifies the wider adverse impacts on us all from these systems, describes how they are not functioning as intended, with knock on effects such as pay gaps, inequity and systemic risks to life and prosperity. Plus it provides a win-win resolution to the situation.

If you've ever wanted to demise or reform money, banking /or capitalism, or deliver equity and belonging to workplaces, this briefing ensures your sweet success.

Why this report matters?

A deilghtful briefing is...

- ✓ **Independent:** We are a self-funded, privately owned small business
- ✓ **Zero conflicts of interest:** We have no external earnings or affiliations
- ✓ **Scientifically proven:** All statements authenticated to the global scientific standard ('almost certain')
- ✓ **Legal validity:** Science exceeds all legal thresholds
- ✓ **Trustworthy:** All data is cited. Full evidence for every statement is available on request
- ✓ **Authentic:** We say what we see. We mean what we say
- ✓ **Free to download:** Always
- ✓ **Capable of saving life:** But only if you read it (for free).

NOTE: Briefing contains material non-public price sensitive information with the potential to change world financial markets.

Executive Summary

+80.9%

23 year CPI inflation
| Bank of England

+3.5%

Yearly pay growth to keep step
| Deilightful

+120.5%

23 year Big Mac index inflation
| Economist

+5.2%

Yearly pay growth to keep step
| Deilightful

+128.8%

23 year RPI inflation
| ONS

+5.6%

Yearly pay growth to keep step
| Deilightful

5-53%

Amount you are poorer today than you were in 2000
| Deilightful

+3.29%

23 year UK ave. yearly Pay Growth, ACTUAL
| ONS

£2,202

Current ave. yearly Gas & Electricity Bill
| British Gas

+4%

Current UK inflation Rate, RPI
| ONS

£608

Current ave. yearly water bill
| ONS Family Spending Report 2022

+50%

23 year growth in water bills
| ONS

Have you received the UK average pay rise of +3.29% each year since 2000?

Then you're between 5% and 53% poorer now than you were at the millennium.

As in, you can now afford to buy 5-53% less goods and services each year than you could back then, with the variance down to whether you take either the Consumer (CPI), Retail (RPI) or Big Mac Price Index.

Principle Finding

The people of the world's developed nations are fast becoming poorer

The current velocity of our waning prosperity is unsustainable against the backdrop of soaring inflation now double the Bank of England's stated target of 2%. Yet it feels higher still for UK households footing the bill for poor decisions made during COVID by politicians.

And even worse decisions being made by bankers, plunging us into yet another once in a lifetime global recessions less than ten years after the last one.

Money has a reputation for being the root of all evil, but

nobody has ever attempted to explain it scientifically. Until now.

Few understand today how money and banking works, including bankers and economists. It seems we've created a system so complex that its masters have lost all control of it. Yet they have no intention of admitting such a thing, yet the evidence is all around us.

What we regard as money today isn't money at all. A social construct no more real or observable than Santa or the Easter Bunny, banks call it 'Fiat Money'. Effectively meaning 'not money and without function'.

They simply summon it at will from nothing using computers to add digits onto their Bank of England header account. Known as 'Quantitative Easing', its become a staple for central bankers to constantly pump banks labelled 'too big to fail' with the money they need not to fail.

We created this free, short and succinct briefing to ensure change makers working on anti-capitalism plus monetary and financial reform succeed.

Nobody explains things like we do. Deilightfully. Simple.

What is money... really?

A clear, simple, conclusive scientific briefing for curious minds

Some people think physical things define what's within. I've been there before and that life's a bore. So full of the superficial. Everything's crystal clear to me — what matters and what doesn't. How material things don't feed the soul

Alicia Keys (*We/Human*), 2011 interview with *Complex*





'The One to Watch' Award 2022



Our passion
Knowing, loving
and helping
others
Our purpose
Ensure fairness
& accountability



Hi, **we're lan**, a very human being. **Thank you for** taking real time **reading our mind**

True Leader: lan, in a nutshell

The D&I poster child for Europe's largest bank, we set up two D&I boards and three staff networks, then co-led four. A prolific speaker on equality for women, we hosted events, moderated training, and welcomed new graduates. For 14 years across Europe and the US, we put our heart and soul into gentle, measured, change to sustainably derisk our firm and industry.

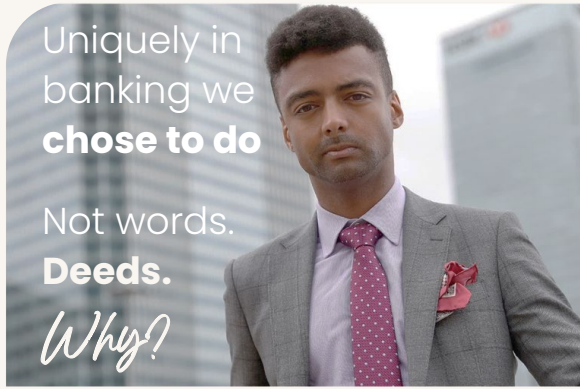
All 'worthless' charity, our day job was as the most senior banker assigned to the worlds largest firms. Top global salesman for three years, we devised most sector sales strategy, innovation, content and training globally. Truly loved by our clients and colleagues, we loved them in return.

Yet the only title permitted us was 'VP Senior Sales Manager'. Nobody could explain why we were running so much of the bank, yet paid ~30% lower than those universally lacking our abilities or duties. Yet money wasn't our goal. That was to manage risks from incompetent leaders.

George Floyd proved to us nothing anyone can do will ever change this monster

At that point, it became clear the problem extended globally to all big institutions. Thus that beyond the walls of banking were others that needed our help. But extricating ourselves from commitments, after 14 years of promises to colleagues and firm, was nearly impossible.

Enter Project *Speak Up* 2021.



EQUALITY

HSBC Banker's Portrait of Racism Inside Firm Prompts Probe

Employee quietly interviewed peers about their experiences. Then he sent a scathing report to the bank's senior management

Bloomberg UK 1 July 2021

FINANCE

An HSBC banker reportedly sent a 48-page report to his bosses highlighting claims of racism at the firm, including comments like 'it's never been harder ... being a white man in banking'

INSIDER 2 July 2021

MORNING COFFEE

32 year-old HSBC VP makes risky, principled, move. Senior banker's frank words on the lifestyle

efinancialcareers 2 July 2021

EQUALITY

HSBC manager who called out racism quits citing lack of support

Bloomberg UK 6 August 2021

Ex-HSBC banker who quit over racism report: Effort to hire black leaders failing

REUTERS 18 August 2021

EXCLUSIVE

Banker behind report alleging HSBC racism resigns over lack of support

REUTERS 18 August 2021

INVESTMENT BANKING

One ex-HSBC banker's quest to expose racism in finance: 300 hours for six months 'almost killed me'

fn Financial News 23 August 2021

PEOPLE

Race discrimination cases spike nearly 50% during pandemic: 'It's the opportunity to speak up'

Bringing a claim is seen as tantamount to calling individuals and the firm racist

fn Financial News 2 Sept 2021

PEOPLE

Two thirds of UK minorities experience discrimination in finance: 'They aren't welcomed at the golf club'

Professionals from ethnic minority backgrounds are unconvinced leaders are pushing for change

fn Financial News 5 Oct 2021



To watch our global resignation interview with Reuters, search '**Ian Clarke HSBC**'.

No regulator ever asked us why we did it.

2. A store of value

Words Deeds

An asset that maintains its value without depreciating

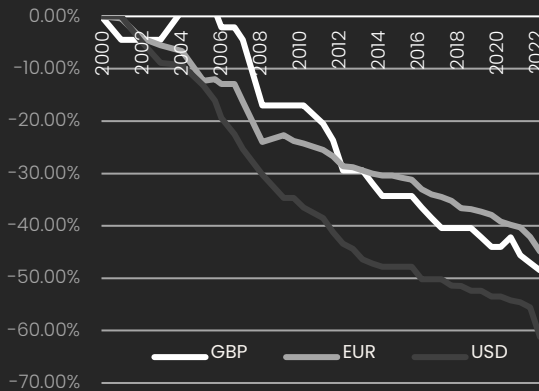


Fig. 1: Big Mac Index (The Economist)

shows all major currencies are as certain to lose over half their value every 20 years as banks are to break all promises.

A liability that loses its value without appreciating

Especially in a 'once in a generation' yet somehow perpetual global recession. Recessions are triggered by unchecked reckless misbehaviour by mindless investment banks and real-time interconnected financial markets. Currency devaluation (as in, Quantitative Easing) has become a staple tool for central banks to constantly pump banks labelled 'too big to fail' with the money they need not to fail.

Money is a 'infinite liability' as it cements a commitment to pay later an inflating asset that doesn't exist. And commitments by serial promise breakers are entirely worthless of course.

1. A medium of exchange

Words Deeds

A widely accepted asset that is freely convertible for the purposes of sale, purchase or trade between parties

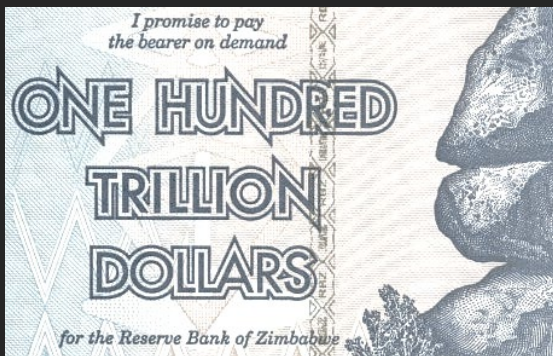


Fig. 2: A \$1tr banknote issued by the Reserve Bank of Zimbabwe in 2009

during the last days of hyperinflation. At that time sufficient to buy a loaf of bread, its true nature is stated

An infinite liability not freely convertible in law to any other asset or liability.

It's only accepted at all for one unwise reason. Yet history shows this expectation our banks keep their promises evaporates at the first sign of trouble. Quite rightly, notes, coins, checks, money orders and increasingly debit and credit cards are being phased out, replaced with digital transactional solutions. Yet none of these things were ever a 'medium of exchange' ('what'). They are in fact 'payment types' ('how'). Nobody has ever seen money. It is of course an social construct, as observable and untestable as Santa or a Flat Earth. Look in any empty bank vault or on any bank note to discover its true value and nature.

All banks cite three reasons
why money exists today



3. A unit of account

Words **Deeds**

A measure of intrinsic value that is divisible, fungible and countable



Pictured: Known criminals posing as HSBC senior leaders.

Imagine, spending 19 hours a day for two years trying to save humanity from imminent extinction. Then to have these clowns try and stop you by committing wave after wave of unpunished, unaccountable crimes intended to kill you off at every hurdle just so they can get their filthy, thieving, hate crime committing, perjurious fingers on more...

Lies



Totally meaningless empty promises devoid of any positive use or intrinsic value whatsoever, today anyone can create a currency – just look at cryptocurrency. But having regulated legal tender is still useful, because its promises can be trusted... Can they?

Public pledges to ensure demising the Gold Standard would be but a temporary measure were promised and agreed in writing as such at the Bretton Woods Conference of 1944.

Unfortunately all 44 Central Banks broke their binding promise

Money is similar to how a unit of potential serves its purpose – measuring the intrinsic value of anything and everything whilst being divisible, fungible and countable using the Laws of Nature. Except money isn't divisible, fungible or countable and it only measures the extrinsic nature of someone's malevolent greed, hatred, sorrow, cowardliness, deception, nepotism, foolishness and repression. It breaks all Laws of Nature.

Some original coins possessed intrinsic value. Not because they were money, but because they were made from gold and precious metals. But thanks to the global demise of the Gold Standard, money today possesses no intrinsic value. Quite the opposite, in fact. It's count changes often (at a button click), and no one's ever seen it so it's not countable. It's also not fungible, as it doesn't exist. And it's not divisible, as dividing zero gives you zero.

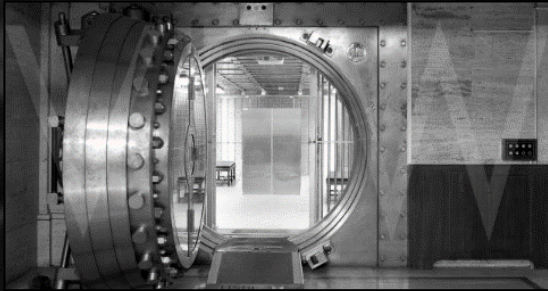
Principal Finding:

Money in a nutshell



◀ Pictured: Sarcastically surprised Kirk meme (2015) | Star Trek: The Animated Series

Why money is the root of all evil



Pictured: Featured in *Goldfinger* (1964), once UK's largest private repository, the Midland Bank vault HSBC sold off as superfluous in 2006. Now NED's Private Members Club for liars.

But, but, but...

Money's two positive functions

- A)** We now know exactly **who the culprits are**, and;
- B)** It allows us to **compare relative cost on two things**. But on this point, consider for a moment that (almost) every measure is relative. There are no absolutes in real life, nor scientific actuality for that matter.

To help you understand point B...

Imagine ...

You live in London UK and are trying to decide if you can afford a 5* holiday to Miami or a 2* holiday to Rome this year. What factors do you consider?

Answers on the next page ↪

1. It destroys lives

From gambling addiction – including betting everything at the races or on cryptocurrency – to ruining marriages, embittering families and dividing estates.

2. It creates huge complexity

Like paying taxes and filing financial accounts.

3. It fuels inequity

For example, fines for misdemeanors aren't means tested anywhere, and are inevitably only ever applied to those on low income.

4. It attacks human identity using infinite divisibility

3,000 years of rewarding only those who destroy with fiat money has seen human brains shrink 4 ping pong balls (DeSilva et al, 2021). The white to grey matter imbalance is now hereditary. Essentially, we are now all born with congenital Alzheimer's, reduced life expectancy, heavy automation, and loss of sapience.

5. It's sent us all mad

We've somehow convinced ourselves that miserable, vindictive, toxic, repugnant criminals are the 'best man' for the job.

6. It doesn't reflect value

Today, a Porsche is worth more than an human life. Even one who just delivered the first black female board appoint in global banking history. Still worth killing, just for bitter sorrowful revenge that another would dare to value life, others and existence.

7. It obsoletes accountability

Hoarded by killers who are then rewarded for killing with an ability to buy their way out of any consequence using non-disclosure, deferred prosecution and immunity from prosecution agreements.



Option 1: Miami, Florida, USA
 is 7,122km from London, and a flight there
 - taking 10hrs and emitting 514kg CO₂ -
 will cost us between £300 (Slave Class,
 for law abiding citizen) to £12,000 (Ego
 Class, strictly for evil criminals only)

Option 2: Rome, Italy, EU
 is 1,880km from London, and a flight there
 - taking 2hrs 30minutes and emitting
 109kg of CO₂ - will cost us between £139
 (Slave Class) and £600 (Business Class,
 a humane experience for all equal
 beings (Human Genome Project, 2001)

**But would you kill
 someone for distance,
 time or CO₂, all relative
 tangible measures?**

Then why kill for money – an
 intangible, irrelevant, socially
 constructed fabrication?

What is money... *really*?
 What you think is money isn't actually
 money or change at all. Banks call it...

Fiat Money
 /'fi:at · 'mʌni/ (Noun)
Not money and without function
 ally meaningless empty promises
 devoid of all value and positive use that
 breaks all laws of nature, Fiat Money is
the deadliest unchange imaginable. Its
 sole reason to exist is to externalise
 human potential (real) to fake extrinsic
 scales (the equal/opposite) that only
 measure and incentivise malevolence.

Governments and central banks simply
 summon fiat money at will from nothing,
 using computers to add digits on to their
 currency header accounts. Supply and

demand kicks in. The inequitable race to
 see who can get as much of the new fiat
 money as quickly as possible begins,
 cutting it off at source. Prices go up and
 we start again. Repeat ad infinitum until
 just one being remains 'alive'. Guess who?

Unwrapping the conspiracy

All senior bankers know this, yet ignore
 their public interest disclosure
 obligations for fear of being labeled a
 'banking whistleblower'. A box that kills
 those nailed with it today from
 societal abandonment, in-existent
 regulators, universal blacklisting thus
 a zero earnings capacity, as we have
 personally verified. To be clear, we've
 not earned a penny since August 2021.

Cost of a human life: £15,000

Today there's only enough money in
 the world for everyone to have £15,000
 each to survive on (TaxShark, 2022). But
 if you're, say, Elon Musk with £139bn
 (purely as an example), amassing your
 fortune has cost 9.3million beings their
 lives. Wracked with guilt, you lie to your
 self you're someone else. And you are.

You have now selected your character



*However beautiful the strategy
you should occasionally look
at the results*

Winston Churchill (We/Human)

Resting our case: Fiat Money

Small incremental steps from what was originally a worthy experiment have eroded all key functions and protections of coinage. There is now nothing to stop a fatal externalisation of all value in any thing (intrinsic) to the scales used to weigh it (extrinsic).

More than any other, this social construct destroys all intrinsic value across all dimensions of space and time:

- ✘ **Human Nature:** Sapience inhibition, bias, greed, hatred, deception, ego, jealousy, oppression, revenge, nepotism, fear, judgmentalism
- ✘ **Universe:** Cosmic inflation, big burst (apocalypse), black holes, great attractor, great red spot, Planet 9
- ✘ **Quantum:** Dark energy, dark fringes, invisible light, destructive interference, invisible hand, malevolent AI binary persona (dehumanisation)
- ✘ **Human Identity:** Neurological disorders, antisocial behaviour, low IQ, death etc.

The juries verdict is in...

Fiat Money does not conform to the laws of nature. As in, its existence is not observable, repeatable, measurable, testable or verifiable.

We are simply expected to take the baseless word of the world's central banks that it does.

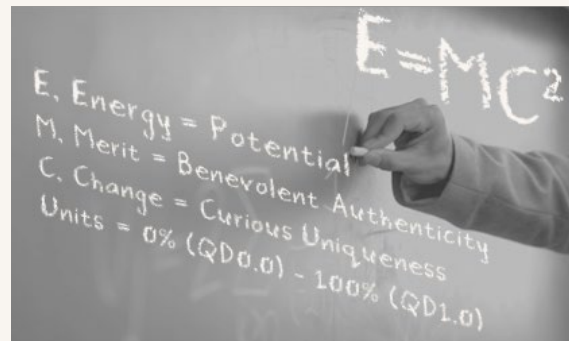
Sorry, money! You're not quite what we're looking for. So long!

Principal Finding

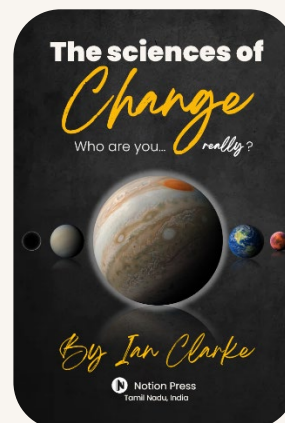
You are essentially killing people for scales that only weigh evil

Sign us up!

Potential Arithmetic 101



An example of 'Human Spectroscopy', our Potential (*E*, Energy) is a spectral scale measured in either (A) absolute values or (B) a percent of what is possible. Derived scientifically, it outputs our human value for reward, growth and recognition – never judgment or criticism – and that of any other thing.



We've published a book containing full information on how to calculate, evaluate and compare potential, available from all good book stores globally now. Visit [our website](#) for full details.

Who are **Positive Money**... *really*

Right now the money and banking system isn't working for most people. It causes house price bubbles, high levels of debt and rising inequality. It lays the foundations for financial crises and it harms our environment. Big banks have too much power and there is a large democratic deficit in the way the Bank of England makes decisions.

To deal with the big social, economic and environmental challenges we're facing today, we need to reform our money and banking system.

Positive Money's vision is for a money and banking system that enables a fair, democratic, and sustainable economy.

Positive Money's Vision

Positive Money is a not-for-profit research and campaigning organisation based in London, with offices in Brussels and a US presence. It's the largest monetary reform group of its kind today with 66,000 followers and

What is **money really**?

45,000 registered supporters, plus dozens of local groups and aligned organisations within its extended network.

It's operations centre six areas:

1. **Educate and Empower:** Explain banking's workings to the public, politicians, economists and media
2. **Research and policy:** Provides practical recommendations to policymakers and regulators
3. **Campaign and local groups:** Raise awareness, lobby local MP's, and attract new members
4. **Influence decision makers:** Lobbying government on key project initiatives
5. **News and media:** Coordinate rallies and strikes around key financial events as a means of growing its influence
6. International movement: One of 25 founding members of the **International Movement for Monetary Reform**

As they didn't reply to any of our emails, we attended their Cost of Living Crisis briefing in Hammersmith on 16 February, to discover why they've been so ineffective at achieving their stated goals. No leaders joined the event.



PositiveMoney

"They used to be all about making money better, then **their leadership changed**"

"I'm not sure what they stand for now, but **it isn't change**"

"They **don't engage** with us any more."

"I'm going to write to them and suggest a yearly members conference to fill us in. They **don't keep us updated** anymore"

"We have to **pay to host** the local meetings ourselves. We decided to keep ours going, as **we still care**"

Their members told us...

Principle Findings

Tragically, it appears that almost **every organisation** in the world is **doing the equal and opposite of what they claim they exist to do.**

Thus **paralysing all hope of change. Dreadful.**

The net effect is so universal and severe, **it now threatens our species very survival.**

Fortunately, we have a **deilightful solution...**

Who we are, What we do and how **2**

Enter the Change Engine

The only way to discover the limits of the possible are to go beyond them into the impossible

Arthur C Clarke (We/Human)

Emmeline Pankhurst
(We/Human)
Deeds, not words

Maya Angelou (We/Human)

If you don't like something,
change it. If you can't change
it, change your attitude

For every action,
there is an equal and
opposite reaction

Isaac Newton
(We/Human)

Words mean so little when
our actions paint such a
clear picture to the world

Diana Spencer
(We/Human)
I want to do,
not just to be

Ian Clarke (We/Human)
Project Speak Up 2021

**Great minds think alike
Because great souls
behave authentically**

Oprah Winfrey
(We/Human)
We help
ourselves by
helping others

If not me, who? If
not now, when?
Emma Watson (We/Human)

However beautiful
the strategy you
should occasionally
look at the results
Winston Churchill (We/Human)

Death is not the
greatest loss in life. The
great loss is what dies
inside while still alive.
Never surrender

Tupac Shakur (We/Human)

The time is always right
to do what is right
Martin Luther King Jr. (We/Human)

Rene Descartes (We/Human)
I think therefore
I am

Any unitary system, if it
wishes to survive, must
acquire a binary
system of regulation

Jean Baudrillard
(We/Human)



This image depicts the workings of 'quantum entanglement' which enables the Change Engine's abilities and those of our collective human imagination.



Looking to make a **real difference**?

Then make it truly meaningful.
Create better leaders,
decisions, strategies, cultures,
experiences, identities, firms,
ideas, curricula, scientific
discoveries and results

Hi there! We're new, so some introductions..

We are **Deilight Consulting**

Whether you're a human, collective or government, you are unique. There will never be another like you again, nor has there ever been before. We see your differences, we love you for them and we never judge. We value uniqueness.

For any problem you face, any creation you can imagine or any difference you're making, we make and use science to ensure your sweet success. Trust us with **Cause & Effect Analysis, Data & Risk Assessment, Scientific Research, Training & Education, Troubleshooting & Crisis Management, True Leadership & Authentication, Change Plan's & Execution, and Advice & Support.**

Principle member of the Deilightful Group, we were established in September 2021 by our founder of light, Ian Clarke, to fulfill a singular purpose:

To create, protect and drive meaningful positive change we boldly go. We exist to help the helpless. Real Deeds. Not empty words.

Be curious. Become **Deilightful**

www.deilightconsulting.com

What is **money really**?

Notices: Report commissioned and issued by Deilight Consulting. Accountability and requisite potential provided by the Deilightful Group. Authored by Ian Clarke, founder of the Deilightful Group. Research, cause and effect triangulation, data and risk assessment, authentication, true leadership, legal and change plan provided by Deilight Consulting. Designed and published by Deilightful Media.

...part of the **Deilightful Group**

Pioneering a brand new industry on the world stage anchored in breakthrough quantum mechanics, we are the 'Change Engine'.

As humanity's first incidence of a 'clarketech' industry, **we exist to save life, solve complex wicked problems, combat misinformation, help others, enable success and create meaningful positive change globally.** To succeed sweetly, we use science, curiosity, authenticity, determination, true leadership and wisdom - never bias or pre-judgment.

Our operations centre four key workstreams:

- ▶ **Humanities**, including Charity, Aid, Human Rights, Health and Environment
- ▶ **Leadership**, including Business, Strategy, Advice and Government
- ▶ **Science**, including Education, Academia, Research and Wicked Problems
- ▶ **Space**, including Diplomacy, Security, Exploration, Megastructures... and Starfleet

Turning dreams into reality, no one creates meaningful change like we do. **Deilightfully.**



Some sell services. **We deliver meaningful change**

Deilight Consulting

Welcome to the **change engine** What would you like to **change**?



📍 Deduce/ed/ing (v) Deduction (n)

To trace causality or make meaningful conclusions on questions we authentically asked ourselves. It requires concentration and thought. 'Wise Humans' can deduce to a scientific standard of 'almost certainty' using logic, reason and other acute quantum entanglement-based senses to derive causality across complex 'webs' of interconnected, abstract, incremental changes (*Strings*, for short). But any bias or prejudice and the string alludes us.

▶ Required uniqueness ▲

👁️ Recognise/ed/ing (v) Recognition (n)

To attribute any change in our world - objects, events, achievements, issues, deeds (not just words) - to the Change Maker(s) (a) responsible for originating it or (b) impacted by it in our collective human imagination. Central to cognition and sapience, and essential for tasks such as triangulating causality, it's also a precursor to higher human abilities and emotions such as gratitude, compassion, empathy, remorse and self-awareness.

First, a little science for those who want to know how we do what we do

There are many things I don't know and can't do that others do and can. Yet most today naively believe anything they can't do or don't know doesn't exist. Thus they can't do much and know nothing. Sadly their minds, thus they, don't exist. But **Wise Humans know better**. We listen, explore, ask questions, learn, grow and ultimately master our craft of titanic change making. It's the only path to reaching our full potential and unlocking the many superpowers and life itself gifted by our **collective human imagination**. Well... there is one other way. **Ask nicely and we'll show you.**

Being Deilightful...

Those who deceive will always find those willing to be deceived. [But Human Being's can't be deceived]

Niccolò Machiavelli (We/Human) 

Why we do what we do

Unfortunately, nowadays it's a lot easier to deceive, deny and destroy than it is to be authentic, accountable and creative. But only if more choose the harder path (as in, true leadership) can our species survive.

Deilight employs only real humans whose meaningful actions prove they care about you and those unlike you. As role models, we see things differently yet think alike, espouse wisdom yet forgive mistakes, and behave authentically – our deeds match our words.

People don't want to hear the truth because they don't want their illusions destroyed

Friedrich Nietzsche (We/Human) 

While it may not be what you want to hear, everything in this report, all that we say and all our firm does is true, real, fully evidenced and with plenty more available on request.

Sadly since leaving banking in 2021, we've been deplatformed by the 'leaders' of our world's institutions for our ability to lead.

Nobody has asked us to write this report, and we imagine almost nobody will ever read it. That's since our firm is subject to an illegal press and client embargo, courtesy of HSBC. Absent regulatory scrutiny or consequence, their vivid intentions being to use us as an example to dissuade others from honouring the Public Interest Disclosure Act ever again.

What is **money** *really*?

Nevertheless we choose to continue since (a) we can, and (b) we care. Like us, our firms primary motivation for this report and all we do is to save life and help others – never ourselves and no matter the cost. Thus to survive, our model requires others to see our potential and meaningfully advocate for us in return. Something which, sadly, we have yet to see.

How you can help us become better

Thanks to random fluctuations that give rise to human error, all of us make mistakes.

Those who do not welcome scrutiny have no intention of ever becoming more than nothing

Ian Clarke (We/Human)

Today, challenge, skepticism and scrutiny – applied with benevolent good intentions to help, unite and serve, (never malevolently to deny, divide and rule) – is as absent as true leadership and the promotion of others with the ability to help us in return (hint hint). We invite all these things as they build our firms ability to deliver meaningful positive global change, helping more beings when and where they need it most.

We exist to help the helpless

So if you see something genuinely wrong with our research or which we may have failed to consider, we'd like to hear from you too. For comments, compliments, feedback, ideas, different perspectives, whistleblowing, changes or to share some deilightful love with us (or anyone), try our free mobile-optimised '[letters of love](#)' web app. We don't log IP addresses, so if you wish to stay anonymous, simply use an alias.

Deilight Consulting

How we solve complex problems

The delightful method behind our firm's unique ability to 'authenticate' scientifically the **answer to any question you can imagine**



To Authenticate

/ɔ: 'θɛntɪkeɪt/ (v) (Antonym: 'Falsify')

Prove a thing true / confirm it's real

The application of cognitive thought – deduction, speculation, collaboration, ideation, curiosity, experimentation, research, empirical evidence gathering and testing – to draw meaningful conclusions about the world around us or derive causality on changes and unchanges taking place within it.

Gifted by Karl Popper^T (We/Human) in 1934, it underpins global scientific proposition, realism and the very art of Science Making.

☞ I abhor the dull routine of existence. I crave for mental exaltation. That is why I have chosen my own particular profession, or rather created it, for **I am the only one** in the world. My name is Sherlock Holmes, and it is my business to know what others do not know.

Arthur C. Doyle (We/Human)

Deilightfully authenticated science

The constructs of science, reality and truth are defined under the global standards of scientific proposition. That being **testable, detectable, measurable and repeatable**. Our self-imposed standard – 'deilightfully authenticated science' – goes even further, adding on **comprehensive, proven and conclusive**. Vigorous primary research that complies with our exhaustive requirements underpins all we say and meaningfully do.



1,500 hours primary research

Required to produce this report

Nothing is **true** without **evidence**

Central to the Deilightful Groups mandate of helping to tackle misinformation is the art of 'Authentication'. As in, determining (i) what is the truth, (ii) who's not telling it and (iii) why?

Wise Humans view all things (news reports included) with an air of skepticism until we've 'authenticated' them. Practicing what we preach, at Deilight we always gather **extraordinary evidence to back up our extraordinary claims**. That includes:

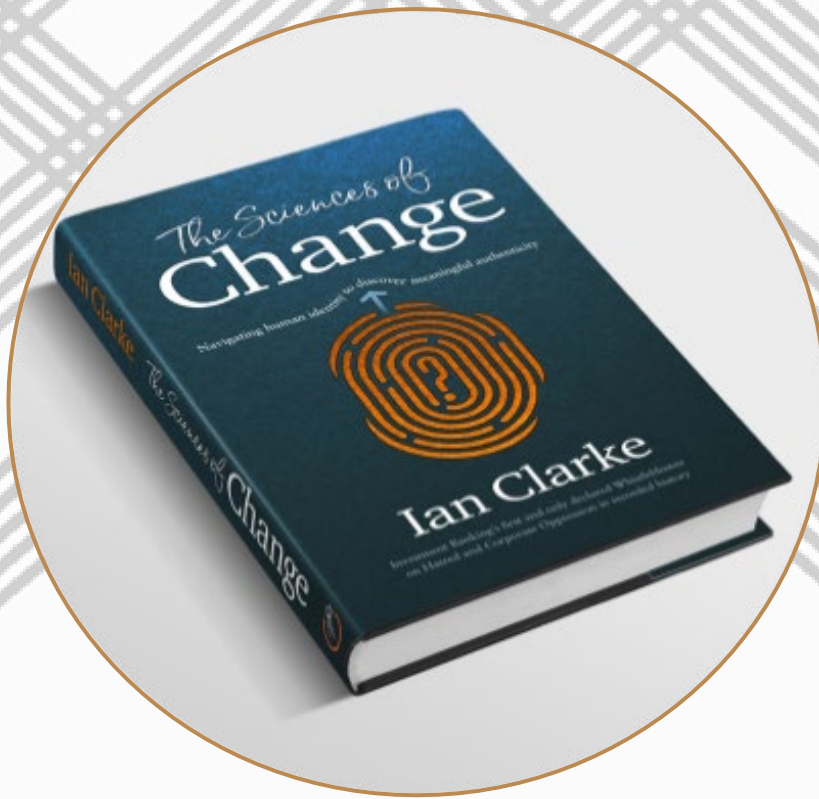
- ▶ **Searching** for evidence not widely in the public domain;
- ▶ **Connecting** what are often abstract, fragmented or *unchanged* clues;
- ▶ **Adapting** dynamically to work across multiple industries, sources and crafts;
- ▶ **Completing** our perspective to discount false positives by actively canvassing and listening to wider opinions across different cultures, space and time;
- ▶ **Seeing and interpreting** things without bias thus differently to the narrative in which they are presented to us.

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The worlds first and (still) only investment banking whistleblower on hatred and corporate oppression in recorded history, today Ian is a startup founder, scientist, author, 14x award winner and 9x world record setter. Sharing the findings of his life-long quest to uncover the scientific workings of hatred, the knowledge and secrets he retains from banking must be read to be believed.

Out now globally. Enquiries: hello@deilightful.com. Published by **Deilightful Media**.

The Sciences of Change

www.deilightful.com/the-sciences-of-change



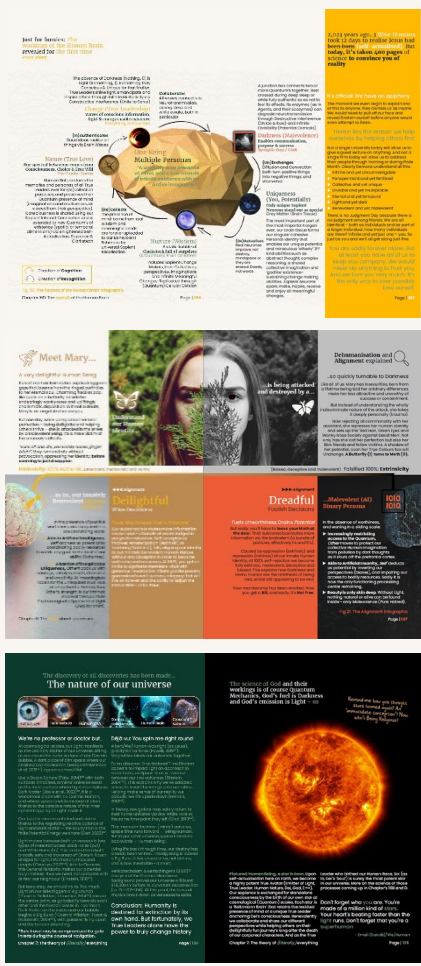
25
COMPREHENSIVE
SUBJECTS
EXPLORED

24
LIFE'S BIGGEST
QUESTIONS
ANSWERED

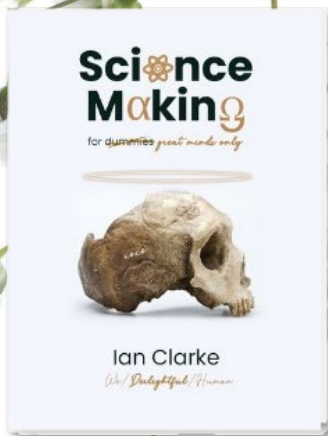


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You are not alone, being Human

- Human Identity and Character (1)
- DNA, Genetics and Ancestry (2)
- Astrology, Cosmology and Astrophysics (3)
- Imagination and the Art of Thought (4)
- Consciousness, Choice and Free Will (5)
- Change and Change Making (6)
- Dehumanisation, Morality and Ethics (7)
- Deception, Hatred and Oppression (8)
- Potential and the Theory of Everything (9)
- Quantum and Temporal Mechanics (10)
- Particle Physics, Dark Matter and Energy (11)
- Worm Holes, Black Holes and White Holes (12)
- Search for Alien Life and Fermis Paradox (13)
- The Nature and Origins of the Universe (14)
- Psychology, Sociology & Criminology (15)
- Spectroscopy and Sonocytology (16)
- The workings of the Human Brain (17)
- Biology, Cancer and Alzheimer's (18)
- Money, Economics and Geopolitics (19)
- Diversity and Inclusion (20)
- Art, Creativity and Heritage (21)
- Religion, Trinitarianism and the Afterlife (22)
- Simulation Theory & Social Construction (23)
- History and Archaeology (24)
- Zoology and Species Classification (25)



- Q1. What defines a Human?
- Q2. What is purpose and does it matter?
- Q3. What is the question of existence?
- Q4. What causes Pareidolia?
- Q5. Who are you... really?
- Q6. Why we all ask the same first question?
- Q7. What are the origins, causes, impacts and solutions to hatred?
- Q8. What defines Human Identity?
- Q9. How/why do Humans create change?
- Q10. Can we test if God exists?
- Q11. How do birds fly in perfect formation?
- Q12. What caused the great resignation?
- Q13. Can we resolve the Fermi Paradox?
- Q14. What are the drivers of productivity?
- Q15. What is money, how does it work and what does it do?
- Q16. Why do great minds think alike?
- Q17. How do borders work and why?
- Q18. Can we trust religious books and how/why were they originally written?
- Q19. How does the Human Brain work?
- Q20. What are the causes and impacts of Alzheimer's, and how could it be cured?
- Q21. What caused the Big Bang, could there be alternative hypotheses and why is our universe expanding in all directions?
- Q22. Do some groups lie more than other?
- Q23. Why is there a limit on light speed?
- Q24. How can women #breakthebias?



Science Making

Coming soon

for ~~Dummies~~ **Great Minds only**

A book by Ian Clarke

Curious mind? Then get ready for a fascinating scientific journey across quantum mechanics, space and time to unwrap the mysteries of our cosmos and define the cognitive workings of Science Making and Discovery for the very first time. A book with purpose, Science Making seeks to redefine and modernise science and scientific proposition, so more beyond academia can engage with and contribute to advancing it. Explore every aspect of our universe from a wholly new, comprehensive perspective that challenges the fundamentals of all we think we know about life and its origins. Expect lovingly-illustrated non-fiction full of breakthrough discoveries, imagery, authenticity, conclusive evidence, new ideas, and meaningful changes that bring to life how connected we all truly are. This book exists to **show you how to answer any question imaginable**

Laced with uplifting potential this book is for the Science Makers



Any entrepreneur will tell you how difficult it is to start your own business. Try pioneering a new industry anchoring breakthrough science while marked as a 'banking whistleblower' and 'academia challenger' by a world of demons. Founder of the world's first ever 'Clarketech' industry, Ian is today a scientist, author, 14x award winner and >15x world record setter. In this book, he explores how any philosophical mind can make big discoveries showcasing how much further science can go at answering life's biggest questions.

Out Q1 2024. For enquiries, hello@deilightful.com. Published by [Deilightful Media](#).

SCIENCE MAKING



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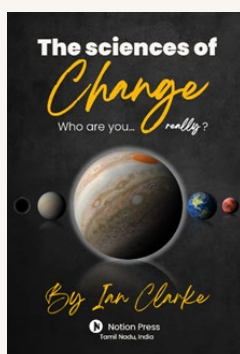


- Astronomy (1)
- Human Identity (2)
- The Civil Rights Movement (3)
- Human & Stellar Spectroscopy (4)
- The science of Bubbles (5)
- Definition/Ecosystem of science (6)
- Nature and process of discovery (7)
- The Tech Tree of Life (8)
- Causality and Paradoxes (9)
- Temporal Mechanics (10)
- Human Origins (11)
- Infinite Regresses (12)
- Instincts and Free Will (13)
- Animals & Conservation (14)
- Quantum Entanglement (15)
- Imagination/art of thought (16)
- Superpowers/True Leadership (17)
- Star Formation/Lifecycles (18)
- The secret life of stars (19)
- Intrinsic communication (20)
- Electromagnetic Spectra (21)
- Sonocytology (22)
- The Theory of Everything (23)
- Nature/origins of our universe (24)



- Q1. Does the past/future exist?
- Q2. Are we important to existence?
- Q3. How is it we exist at all?
- Q4. What defines and gives rise to sentient self-awareness?
- Q5. Who are you... really?
- Q6. Who created you?
- Q7. What drives your identity, behaviour and success?
- Q8. How are discoveries made?
- Q9. What is science really?
- Q10. Why is our universe birthing stars at 3% of its historic peak?
- Q11. What is time/how it works?
- Q12. What/why are paradoxes?
- Q13. How/why are stars born?
- Q14. Cosmos and climate change: Could there be a link?
- Q15. Did dragons exist once?
- Q16. Could Humans be telepathic?
- Q17. What is imagination... really?
- Q18. What's real and what's fake?
- Q19. Creationism vs Evolution: Is either scientifically sound/why?
- Q20. Could we make Jurassic Park?
- Q21. Vegetarian/Vegaismn?
- Q22. Beyond our universe
- Q23. Science on murder/vengeance

Tired trying to **fit in**? Then **stand out** instead

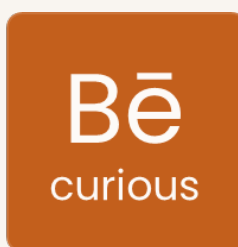


Read all about it

Sciences of Change

Open the book of secrets

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Perfect your craft of monumental change making, as I explains the science of change. We've condensed our research into clear and digestible 5-15min episodes sure to boost your potential so you can help others (or just yourself) succeed at anything.

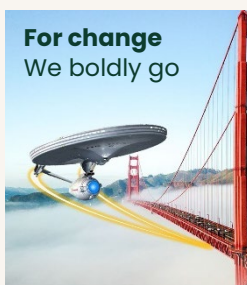


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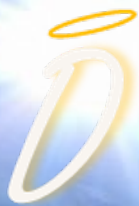
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