

## aSearch video content

Google's mission is to organize the world's information and make it universally accessible and useful. I agree with the role of organizing and accessibility, but the usefulness of information?!

In 2021 Google earned more than \$200 billion just by letting customers see businesses that were willing to pay to be found. In the 21st century, a web search can do so much more! It can be customized to fit a personal need to feel safe and secure, feel connected, inspired, or whatever other needs we have as human beings.

The tricky part is everyone's needs are unique and are not always what we realize. Scientists like Dr. John Bargh from Yale and Dr. Michael Gazzaniga from Cognitive Neuroscience Institute have discovered and proved that impulses that drive many of our daily, moment-to-moment behaviors originate in brain processes that are outside of our awareness. In other words, the unconscious tremendously influences how we operate every moment of every day. Google search results don't take into account the unconscious needs of customers. They just match people's conscious needs with whoever wants to pay to be seen.

And astrology gives us keys to what everyone's needs are without solving the puzzles of the unconscious. Regarding feeling safe for example, astrology helps to define an extremely customized list of products that make a person feel safe. And that customization has nothing to do with a person's race, gender, age, status, or purchase history. Astrology treats people as individuals, not as a part of a large, diverse group. It acknowledges every human being unique identity and doesn't limit it to belonging to a specific social class.

That's why aSearch, the astrology-based web search, is a future of organizing the world's information and making it universally accessible and useful. It will not only put the customers' needs first but also allow businesses to show products to those who will benefit the most. That helps businesses to market their products and services with much more accuracy and build a loyal customer base.

My name is Yulia Winslow and it will be my pleasure to share the journey of building a future of web searchers with you. Thank you!

