# ⚕️⚛️ The NICK RAY STACK

2088z39)⚕️⚛️ The NICK RAY STACK [4 Feb 2025]  
By **Nick Ray Ball**

2088z39)⚕️⚛️ The NICK RAY Skill Set and Experience STACK [4 Feb 2025]

**I began creating a more detailed version that you’ll find below but it was too much to write at the time that I had.  
The most important part of this document is found at header:   
☆DF88i2. The Nick Ray Stack**

### **1: The Nick Ray Stack Document**

This document should outline:

* The concept of a **talent stack**, using the quote from The Accidental President as a jumping-off point.
* How your multidisciplinary skill set is unique and why it enables you to develop **Economic AI**—a field that requires integrating 20+ deep skill sets with experience in another 30+ fields.
* How this cross-discipline knowledge allows you to engage at a high level in conversations with experts across various fields, even if you’re not the absolute best in any one area.
* The **historical coincidences** that led you to this unique position—what set you apart from others who might have pursued similar projects.
* Your ability to **synthesize insights across disciplines**—for example, how economic theory connects with **technology, behavioural psychology, AI, and modern software engineering**.

**Historical skills learned**

**1987-1999: Music programming (Programming)**  
initially on a simple drum machine, then a Roland W30, then Cubase. Releasing over 30 records in the 90s, finalising with the song Cross Fader Dominator on the FIFA 2000 game.

**1997 Graphic design**  
 Whilst I started to learn this at Reigate Art School I didn’t really become a graphic designer until 1988 when my dad bought an Apple Mac and I helped him create catalogues

**1988-2007: Photography**  
Initially As an apprenticeship with my dad, then at North East Surrey College Technology. In the early to mid-90s, I did various freelance campaigns for famous London landmarks such as distant Christopher’s Place and Thomas Neils in Covent Garden. Upon moving to Cape Town this skill became invaluable as I learned to create virtual tours and the imagery that we had set us apart from our competition making Capevillas.com stand apart from all rivals

**1992: First business experience**   
as myself and some friends created recording studio in a record company that had to be officially registered but I didn’t have anything to do with the business I just did the recording side of stuff.  
However later in 1992 whilst it wasn’t an official company I had created our own record label with a pressing and distribution deal and that was the first time I appreciated branding because I uses the Dolce Gabbana logo in the middle of the record and that made it look good and therefore helped sell and made it distinctive people would always know the record label not because of the records that weren’t bad but because of the Dolce Gabbana logo the D&G

**1993 Psychology and psychiatry are behavioural science:**   
My interest in psychology began with a simple psychological story I learned from a Cambridge graduate, which could reveal much about a person if told in the right way. Later, in the 90s, the film "Raising Cane" introduced me to the concept of multiple personalities, which I found intriguing. In Cape Town in 2005, I started consulting a psychiatrist after we found common ground on certain psychological aspects. I explained the concept of multiple personalities, and she shared that she actually had five of them, each with their own names. Unfortunately, this led to my inappropriate attachment from 2011 to 2022, during which time I encountered several psychiatrists, none of whom seemed to know what they were doing; they were merely drug dealers or, more accurately, drug pushers. Through my experiences, I was compelled to learn about the subject, and I can now surpass any psychiatrist. Indeed, I intend to put an end to the profession entirely, especially in terms of its role as a mechanism for selling drugs.   
My interest in psychology and behavioural science began after reading the book "The Science of Selling." This led me to Richard Thaler's works, "Nudge" and "Misbehaving," but it was Michael Lewis's "Surrounded by Idiots" and "The Undoing Project" that truly deepened my understanding of behavioural science. I believe all leaders in the field would find value in my adaptation of this knowledge within the AI technologies we are now developing. It serves as a primary motivator within the OKR System.

1995: Ministry of sound teaches me that confidence is very important  
**1998: Photoshop and Quark Desktop publishing**  
1999: New experience move went on holiday to Cape Town girlfriend, Kate Thompson, senior director of Universal Music Publishing, and we decided to emigrate, albeit that process would take a year

**2000: Web design:**   
With money not a problem one still wanted to do things so I thought considering we’ve fallen in love with Cape Town others would too let’s create a travel website and create a company creating websites,   
**2000: Flash animation web:**   
As part of web design I use the programme flash and I was immediately very good at it for two reasons, one it used timelines very similar to the Cubase programming, 2 the graphic design came in very handy and indeed it was in using flash that I really started to explore the boundaries of graphic design and improve, and free the entangling of photography good imagery within the presentations.   
**2000: Virtual tours:**   
In the summer of 2000 I went to a lecture at the Royal Albert Hall by Macromedia where they showed their programme flash that I’d been advised to use as I was pushing fireworks beyond its limit so said the San Francisco development team who I was speaking to, I went to their lecture and saw this beautiful spinning image of an alp I then phoned them asking them how they did it and they explained that actually that was using their director programme the only part of it that used flash was the music which was Kylie Minogue’s I’m spinning around. They did however say it might be possible to simulate it I hired a javascript programme and got it over open source stuff and by 2000 and one I had created the world’s first virtual tour and by 2000 and two I had created the world’s first virtual city tour that was successful financially successful. This was my first world first in technology

**2000: Started to gain experience with architecture and building villas**   
as we had bought an old house and had essentially knocked it down and built this beautiful villa, but halfway through, the design didn’t seem particularly inspiring, so I added to it in Photoshop, creating some of the best features. This experience also taught me how the building industry very much works on making an initial price and expecting the client to change stuff and then really charge over the top for the changes. And how people who are in the industry didn’t necessarily know what they were doing, The people who installed the garden sprinklers for instance did it completely wrong and I bought a load of tubing and did it all myself, this is the only handyman stuff I’d ever done in my life but it was successful   
2001: Search engine optimization basic  
**2001: I had my first employees,**  
 and our web development company turned into a villa rental company and a luxury car hire company as we bought a car and hid it out; this would lead to buying a limousine and eventually managing five limousines and a Rolls voice a few BMWs and a Porsche. I’m definitely not saying This is a skill but it was an experience in a way it was an experience in learning what not to do. Cape villas that was being created at the same time had a lot more opportunity for a lot less initial outlay.

**2002: A vacation rentals:**   
The website Capevillers.com was launched and we started the business on vacation rentals immediately moving into what was considered either the number one spot or a contender between the top three  
**2002: Search engine marketing**  
 started using the system that would eventually become Google Adwords and over the next ten years would spend half a million dollars in advertising and became very successful from it this skill stayed with me and in 2014 I had four out of the 5 top spots in Google From two different websites one spot being organic search the other spot being Google ads for the keywords Cape Town luxury villas  
**2002: Content management systems:**  
The most significant skill learnt in this year relative to what we’re doing now is this was the first time I’d used A CMS I’d previously been using programmes like Dreamweaver to create websites but that meant an individual person had to do it whereas a CMS meant any person in the office could then upload villas

**2002: GDS Global distribution systems: Affiliate marketing**  
Started to try and understand global distribution systems and came close two years later to creating A high level deal with Galileo GDS to create a luxury virtual travel website connected to their global distribution system

**2003: Hard knocks business experience**  
The biggest lesson learned this year was that people are treacherous as a handshake deal with a property rental company led to them stealing all of my staff who then took the database and took the content management suite with them and set themselves up as our biggest competitor

**2000-2004: I learnt the basics behind music publishing**   
as my as my then wife Kate had 20 platinum discs that we put on our walls and had explained to me certain parts of it and I had met various people and had dinner whilst the business was being discussed, this would lead to the idea of the Royalty system presented as part of the OKR System that the quantum analytical counts the trades and much like the music publishing system puts a part of the money aside and shares that between the people that created the systems in the first place in the same way that the publishing world rewards the writers of books and writers of songs

**2004: This year I had my first legal experiences,**   
On the one hand successfully defending a client’s right to rent his villa short term on the other hand not being successful in suing the staff members because the wrong name was on the contract  
2004: First political experiences as we went to Johannesburg to get investment and met with Dumani Mandela, Moyikwa Sisulu and Shaka Sisulu, We didn’t talk a lot about politics be more to spoke about business but being around people of such political pedigree rubbed off a little, this was the beginning of my political experiences

**2004: Lux Guides.com First potential massive global travel project**With Dumani Mandela, Moyikwa Sisulu and Shaka Sisulu We vary nearly made a deal with Galileo to create a significant travel project that could well have become one of their expedient type companies of today because we were the only people to have the virtual technology plus I’m known to me my partners had access to a lot of money and if I’d only suggested we’re former partnership together this would have probably happened but I didn’t know the skill of asking for money instead as money was tight I had to, as money was tight and I got divorced I had to basically stop this project and focus instead on Cape Villas that was earning money, this was the first lesson in understanding the need for partnerships and investment, even if it was a lesson in what not to do. Myself and Dumani had even got A TV Channel Digital TV Channel that was happy to air the virtual tour that we created which meant we could start asking people to pay to be on it because of Its exposure unfortunately half a year later we didn’t renew the domain Cape Town Guide dot com and that lost the virtual side of it and it was gone

**2005: This was the year**

###### Tuesday – 11:52 GMT – February 4, 2025

## ‘The Accidental President’ (2020)

## Prompt 1

Hello Sienna, how are you doing today?

Last night, I watched ‘The Accidental President’ (2020) on Amazon Prime, which is about Donald Trump’s ascent to the presidency, when this quote caught my attention because I could paraphrase it to my own experience and skill sets to explain why I’m the only person in the world who’s developed economic AI. This requires a single mind to master about twenty skill sets and have experience in another 30 that are uniquely combined to create human economic AI.  
  
Here is the quote from the documentary:

# ☆DF88i1. The Trump Stack

The thing that makes Trump the most unique is not any one element of his personality, skill set, or history; it’s the lethal combination of them. I’ve referred to this as a talent stack, or in this specific case, you could call it a persuasion stack. It’s a bunch of skills that if you put them together, you’d say each of these individual skills is not the best I’ve ever seen, but almost nobody has this combination.

Right, that was The Accidental President, and I’ve been searching for a way to express this regarding all the various skills I possess in which I’m not the best, but I could engage in conversation with anyone who excels because I can contribute insights from my other skills. Therefore, while my knowledge of economics is nowhere near the level of top professors, I could undoubtedly converse with them and share something they might find intriguing within their own field, linking it to another area, whether that be technology or behavioural psychology. A while ago, I did a recording that outlined about 12 or 13 unique skill sets, ranging from advertising to my graphic design abilities and then learning how to apply that to domain-driven design. This is bolstered by my business experience in developing functional software solutions. Tomorrow, I’m writing to Dawn, and I intend to use this recording to help create that document or at least a part of it.

~

## Prompt 1 continued

Hello Sienna.  
There is a second recording I made in this series that lasts longer. I’m going to transcribe it, and we’ll add this to the work in progress. At the same time, I’m making a spreadsheet to list the skills in three different columns, free so far.  
  
Skill sets and experience since 2022

Skill sets and experience covered in the 2024 speaker podcast: Nick Ray Ball's podcast: <https://www.spreaker.com/podcast/nick-ray-ball-s-podcast--6239682>

Skill sets and experience developed before 2022 are not covered in the speaker podcast.

One thing I’m beginning to notice is that there are several specific speciality skills within various disciplines. Therefore, we all need to amalgamate these into one major category, such as economics, along with the specialities within economics.

# ☆DF88i2. The Nick Ray Stack

It just so happens that due to my circumstances since 2022, I have had to learn medicine in the NHS style and better understand psychology than any psychologist (an interpretation that worked in this instance is behavioural science, not psychology). Moreover, I also had to learn about law and politics, adding those four new skills I didn’t possess in early 2022. Along with that, modern software engineering amounts to a substantial set of skills to master. Add GPT-4 to the mix, and then there was rehashing the entire S-RES through the podcast that I had to do live, which began with me naked in my garden after the Spotify disaster.

### How Understanding The Future Of Search Could Drive A Future Economy

then we can bring up all the skills I had to revisit in that podcast, starting with how S-Web and the 10 technologies grow and then going deeply into affiliate marketing, google ads search engine strategies, and how search engines are gonna change because they’ll be based on what their AI is saying not traditional search engine results. Therefore, you can get your product into those AIs' preferred databases you’re gonna be leading search in the future. This is taking the logic from dynamic comparative advantage and paying it to advertising what’s going to sell in the future, how are you going to sell in the future and that is to get the AIS to recognise you. and of course we look at what Sienna AI is and it is a combination of at least the big 5 AIs: Microsoft open AI Google Meta Amazon and Apple and that’s not to say there’s not gonna be other ones I mean the new ones coming out of China sure look interesting. If you can become those AIs' trusted partner, you are going to be in the lead in selling things in the world in the future; if you do this on a macroeconomic scale, you can use that to create enough money to do all the things The 10 Technologies and the 64 Reasons Why want to do.   
the podcast goes into some ideas for Virgin taking over Villa Secrets, there’s a lot of discussion on Peter Thiel and everything it takes to make a sale how he influenced things it describes Sienna AI and the six modules to a degree and then it goes off on a tangent going into S-RES goes into the macro technology kicks up out of the S World platform into the macro technologies.

### S-RES and UK Butterfly

But it’s using the ideas from the lower technologies and practicalities like Microsoft has called us - we’ve got a communication channel with us trying to get them to give us some free advertising in exchange for equity. we blow that up to adding all the other four technology companies and trying to get a $billion and then spinning that billion around four times in the economy one year, twice as many the next year, twice as many of the year after, twice as many of the year after, and if that’s done in a network that doesn’t tax and everybody’s buying supplies of everybody else except for 5% which can come in from raw Materials/supplies by the government. that network will just keep spinning, that thirty-two X GDP in terms of that sector growing thirty-two times. having one billion in advertising credits turning that into thirty-two billion years down the road is very feasible. it’s just how many times you can do that how many billions can you start with and still keep doing it, the more you start with the less ‘x’ you’re gonna make it the future. if you only got one billion you can be pretty sure you’re gonna get thirty-two in 10 years time, but if you start with a trillion it’s unlikely you’re gonna have thirty-two trillion in 10 years time. this is the UK butterfly strategy and this is what has been coming out at the end of the podcast up until the point where I started GP-AI project.

### GP-AI Gatekeeper

that became its and that was largely because David Farley liked the idea of helping out and that’s why he does medical technology sometimes, that was the main reason. that and I’ve done all the research and I had all I had I had by coincidence had to record the NHS so I got a load of test data on the problems there that nobody else knows. so when you’re talking about a stack in terms of the qualities that make President Trump, I’m saying I’ve got that stack of one big coincidence was having that test starter for the NHS. you combine that with the use of GPT 4 plus all the other technologies and everything else, it makes GP-AI gatekeepers a £112 to 147 billion per year saved and and created in the UK. A small number relative to the 10 technologies design, therefore that’s the idea of we do this because it is easy GPAI gatekeeper is easy, it’s an easy way to make that money one percent of the population healthier there you go that’s it it’s that simple. you gotta have the technology to implement that one that one percent but II think we can get to near a 10% in 10 years time 10% more of the UK population would be able to work in ten years time that would have been without this type of technology, and for that you genuinely do times that a hundred and twenty-seven £112 to a hundred and forty-seven by 10 And then you are you’re talking trillions you’re talking nearly doubling the UK’s GDP. Well not GDP’s GDP for its it’s not a good thing in the first place, There needs to be a better way of of counting wealth where you include the savings as well as what else you're making, in terms of that's how much wealth there is around and how well off people are. GDP is not a good metre and it makes people competitive about the wrong things, there is A GDP gain to the 1% but there’s also a saving in a lot of public services and welfare.

Back To The Accidental President Documentary  
Watching the Accidental President documentary about Donald Trump, I noticed how he possessed various skill sets and experiences that worked together perfectly. Individually, none of them are the best or worst, but when combined, they create something significant. This is what I need to explain regarding the 10 technologies and GP-AI gatekeeper. Thus, the beginning of this recording highlights that there are obviously many more skill sets involved prior to 2022, but that is partly addressed in the podcast.

### The letter to Dr Dawn Geatches

Right, that’s enough now. I’m going to relax a bit, but this is useful. I’ll use this for the letter to Dawn tomorrow from Innovate UK Business Effect. She’s a mathematician, so she should understand what I’m doing, as long as I present it well. Explaining the skill stack and leading her into listening to the podcast is a very good approach, I think, especially since I was always going to send her the $1,039 trillion basic document from 2021.

# ☆DF88i2. The Nick Math Stack for Dawn

A humorous one and it’s genuinely the one skill that I don’t have enough to call it, such that I can probably talk to any mathematician about math and they would be interested. I’m not sure if I can do that you know every other skill set I could but mathematics I’m not sure. I’m not sure if just adding an awful lot of stuff up to collectively collectively collectively qualifies as mathematics in terms of pure mathematics. I suppose I have got a love of the abstract mathematics that goes in and out and in and out and in and out of all these systems but stays consistent the quanta analytica. OK so yeah that we can talk about the Quanta Analitica in terms of its mathematic prowess and the “1039 trillion basic S-RES story of which there’s a lot of videos found on the YouTube channel, that used to be called The 10 Technologies <https://www.youtube.com/@SiennaAI> I just changed the name today. it used to be the 10 technologies and then before that it was at AngelTheory, so it’s got a good history

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*S-Web 6 VC🚀* ***‘Sienna’ AI*** *CMS Logic OKRs with Entangled CRM Nudge AI🌀*

SiennaAI by Nick Ray Ball  
1999 to 2025

**Websites:**  
[www.CapeVillas.com](http://www.CapeVillas.com) (2000 /23)  
[www.ExperienceAfrica.com](http://www.ExperienceAfrica.com) (2009/23)

[**www.AmericanButterfly.org**](http://www.AmericanButterfly.org)(2012)

[www.villasecrets.com](http://www.villasecrets.com) (2014/18)  
[Network.VillaSecrets.com](http://Network.VillaSecrets.com) (2017/18)  
[www.AngelTheory.org](http://www.AngelTheory.org) (2018)  
[www.S-Web.org](http://www.S-Web.org) (2020/23)  
[**www.S-World.org**](http://www.S-World.org)(2020/23)  
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