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who owns the future of work?

why we are needed. how we work. who we serve.

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01 the prediction

our grandchildren would work perhaps fifteen hours a week, and the central problem would be how to occupy the leisure which science and compound interest will have won.

john maynard keynes, 1930 [1]

keynes predicted that by the end of the century, technological progress would reduce the working week to 15 hours. the central problem of humanity would shift from economic survival to figuring out what to do with all the free time. he was right about the technology. he was wrong about the outcome. productivity has increased by orders of magnitude since 1930. we have

machines that can write, reason, generate images, and hold conversations. yet the average knowledge worker works more hours than ever. the gains went somewhere. they went to whoever owned the systems that produced them. the question is who owns the systems that technology creates.

02 three

collapses

three structural failures define the current moment. they are the system, working as designed.

ownership

the people who create value have no control over what they build. a creative agency feeds its best ideas into ai tools. the platform gets stronger. the agency sees no upside. a consultant's methodology trains a model that serves a million users. the consultant gets a subscription fee. users supply the most valuable input and are excluded from the value it generates [2].

memory

knowledge disappears. when a senior engineer leaves, decades of understanding walk out the door. when you close a chat window, the context is gone. tulving showed that humans organize experience into retrievable episodes that build narratives over time [3]. current ai systems do the opposite. they forget everything between sessions. nothing compounds.

trust

deepfakes, hallucinations, and opaque systems make it difficult to verify what is real. who made this decision? where did this content come from? in a world where anything can be generated, provenance is everything [4]. most systems omit it entirely.

03 why existing models fail

saas platforms capture value through lock-in. your data improves their product. your expertise trains their models. if you leave, you leave empty-handed. the language is empowerment. the structure is dependency. web3 has the right trust primitives, but most implementations are speculative, legally ambiguous, and disconnected from real economic activity. permissionless trust is powerful [5]. permissionless speculation is something else. ai

wrappers are stateless interfaces on top of foundation models. useful for one-off tasks, but with no memory, no ownership, and nothing that compounds across sessions. traditional institutions were designed for centralization, mass standardization, and administrative control [6]. in an ai-accelerated, modular world, these structures produce bottlenecks, siloed knowledge, and extractive relationships. each of these gets part of the picture.

04 what must be built

popper argued that knowledge grows through conjecture and refutation [7]. deutsch extended this: systems that allow error correction stay alive [8]. the infrastructure for the next era must embody this principle.



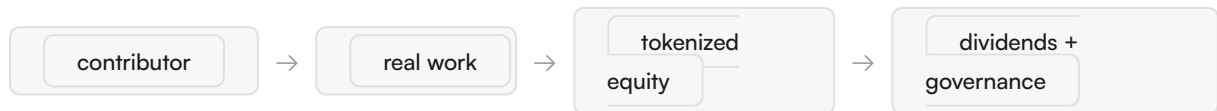
you own what you make. the boundaries, the permissions, the scope are yours to set. if you leave, everything comes with you. ostrom showed that commons can be governed sustainably when participants have real stakes [2]. every interaction compounds understanding. the system remembers what happened, understands what it means, and learns what to

do next [3]. knowledge accumulates across sessions. you can check what is real. everything is signed. everything is auditable. when you put work in, you can prove what you put in. when you read something, you can see where it came from. and the same person can be a client, a contributor, and a shareholder simultaneously. roles are composable.

05 baikery

baikery is a tokenized venture studio. a german gmbh with real equity, real governance, and real dividends. a legal entity that combines traditional corporate structure with the transparency of tokenized ownership. contributors participate in what they build. tokens represent real equity

under german commercial law. payments flow through eu-regulated stablecoins [9]. the studio incubates aligned ventures that stress-test the platform in production. each venture is a real customer with real workflows. the platform improves because the ventures demand it.



06 doobls

doobls is an autonomous operating system for human expertise. open source core. it captures what people know, structures it into persistent memory, and executes through ai agents that embody that expertise at scale.

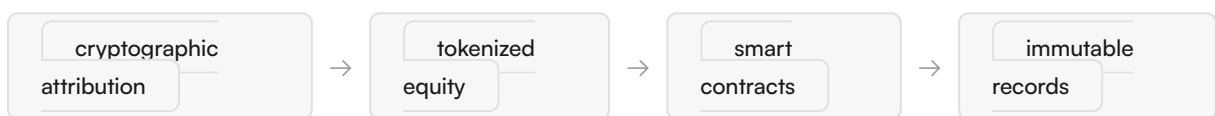


the platform is eu-sovereign by design. the core is open source. the best infrastructure becomes a standard when people can see how it works, audit it, and build on it [8].

07 trust as infrastructure

trust is the scarcest resource in the ai era. when anything can be generated, how do you verify provenance? when platforms extract value silently, how do you prove contribution? blockchain is remarkable technology for exactly this problem. permissionless trust infrastructure

[5]. centralized systems require you to trust the platform. blockchain allows you to verify instead. bakery is a german gmbh. tokenize.it enables bafin-compliant share issuance [9]. lawful participation.



08 economics

EXTRACTIVE MODEL

user creates value. platform captures it.
user gets a subscription.

the current economic model of ai is extractive. platforms capture the value. users provide the most important input and receive a subscription in return. doobls reverses the flow. expertise remains owned by the contributor. agents are

SHARED MODEL

user creates value. user owns it. platform provides infrastructure.

owned by the builders. shared participation makes real value sharing sustainable. keynes was right that technology would create abundance. the failure was distributional [1].

09 sovereignty

ai infrastructure decisions made in 2026 will determine who controls the intelligence layer for the next decade. this is a sovereignty question. european regulation is framed as a burden. we see it as structural advantage. gdpr, the ai act, and mica create requirements that competitors

would need years to replicate [9]. these are moats. the institutions that structure human work are evolving [6]. new structures need transparency, ownership, and lawful participation.

10 **first**

principles

nietzsche wrote about the creative will as the irreducible force in human development [10]. the capacity to create, to impose meaning on chaos. popper showed that knowledge grows through error correction [7]. deutsch proved that systems

allowing free inquiry stay alive [8]. the infrastructure for the next era must enable both. ownership, memory, and trust are the philosophical foundations of meaningful work. everything else is implementation.

11 what remains

harari argued that institutions survive when collective belief aligns with operational utility [11]. when myths disconnect from reality, trust collapses.

doobls and baikery offer new operational structures, backed by real infrastructure. you own your workflows. you participate lawfully. knowledge compounds in your system.

keynes imagined a world where technology freed people to pursue meaning. that world is technically possible now. what is missing is the ownership structure.

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