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MARKET INTELLIGENCE PLATFORM

*The guardian that never fully sleeps*



## THE BRAND

### Enter the Dragon

Dragons carry rich and often contrasting symbolism depending on culture:

**Eastern traditions (China, Japan, Korea)** Power, wisdom, good fortune, and divine protection. Dragons are benevolent celestial beings associated with water, rain, and the emperor. They're deeply revered.

**Western traditions (Europe)** Chaos, evil, and danger — something to be conquered. They guard treasure and represent sin or the devil in Christian symbolism, hence the heroic tradition of slaying them.

The D30 dragon is not a decoration; it is the platform's identity made visual and the intersection between eastern and western cultures. In Eastern tradition, the dragon is the supreme symbol of power, wisdom, and divine sight; a celestial being that sees everything, protects those it serves, and cannot be deceived. In Western tradition, it is the thing that cannot be escaped, the force that guards hidden treasure and brings reckoning to those who would conceal it. D30 sits precisely at that intersection. For the investor using the platform, the dragon is their protector, an ancient, all-seeing intelligence scanning the market on their behalf. For the ASX-listed company with something buried in its accounts, the dragon is already circling. That duality, guardian and predator, wisdom and danger, Eastern fortune and Western reckoning, is exactly what forensic equity screening does. The dragon doesn't need to be explained. It is felt.



**DRAGON EYE: FORENSIC EQUITY SCREENER**

Three levels simultaneously:

The **literal** — the dragon in the logo has an eye that watches and cycles colour, it's right there visually.

The **functional** — the platform is literally an enhanced perception tool for equity screening.

The **esoteric** — for anyone who goes one layer deeper, the symbolism rewards them. That's the kind of brand depth that builds cult followings.

**The product name:** D30 Dragon Eye | **The brand concept:** Dragon & Dragon Eye

**The descriptor** (for context where you need to explain it): Forensic Equity Screening Platform

**Tag Lines:** The guardian that never fully sleeps | Always watching. Always aware. Sees what others can't

**The Value Proposition:** P/E gives you the stock's price. Dragon Eye gives investors the wisdom.

The eye of the Dragon represents heightened perception, insight, wisdom, strength, and spiritual awakening. In esoteric or draconic spirituality, it can symbolise an "extra sense" or "third eye"-like ability to see beyond ordinary reality, think/feel with draconic power, or achieve transformation and vigilance.

**Yellow** — Wisdom | **Red** — Danger | **Green** — Fortune

Those three words do all the work. Wisdom is what the platform brings. Danger is what it detects. Fortune is what it protects.



In mythology and folklore, dragons are said to never fully sleep. They rest but remain perpetually vigilant, one eye always open, always watching, always aware. It's why they are the ultimate guardians of treasure. Nothing gets past them.

In Chinese tradition specifically, the dragon is associated with ceaseless watchfulness — the celestial guardian that sees across time, not just in the present moment.

**The Value Proposition:** P/E gives you the stock's price. Dragon Eye gives investors the wisdom.

**How:** D30 screens every ASX-listed company across 30 independent forensic dimensions spanning strategy, operations, finance, investor relations and reputation , and produces an Earnings Integrity Score that tells you whether the earnings behind the price are real.

**Why:** To protect your wealth.

**Track record:** *"D30's forensic engine is built from thirty real Australian corporate collapses. The signals of a pending collapse were present in data and information long before the market identified them. The engine was built to systematically find those signals in the noise before they become headlines.*

*Dragon Eye has already been proven in practice. Applied privately for clients, Dragon Eye flagged Star Casino and FINDI — among others — before the market repriced them. The clients who listened protected their wealth.*



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**DRAGON EYE ALWAYS WATCHING. ALWAYS AWARE**



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THE GUARDIAN THAT SEES ACROSS TIME.