

The Big Check Manifesto

Artificial intelligence is one of the most powerful technologies ever created. It could accelerate medicine, democratise education, and help solve the defining challenges of our time.

The promises are real enough. And then you follow the money.

Technology does not deliver its best possible outcome automatically. It delivers its most profitable one, unless people fight to make it otherwise. Social media taught us that. It started as a beautiful idea: connect the world, give everyone a voice. It became a global addiction machine, engineered to maximise engagement and shareholder returns. Only now, after two decades, we are slowly fighting back.

A.I. is the next chapter of the same story. Except the scale is ten times bigger, the power ten times greater, and the stakes ten times higher. And if it doesn't work out? You and I will foot the bill with our taxes and our pensions.

Meanwhile politicians are quiet. For the most transformative shift in a generation, our leaders are talking about immigration quotas, tax cuts and the national soccer team. The impact of Big Tech on our society should be the number one priority of every government in Europe and beyond. Far from today's reality.

This has to change. And it can.

Researchers, engineers and scholars are already building radical alternatives. Technology that centres community, celebrates human agency, and works within planetary limits. The pushback is rising. Public sentiment is shifting. Laws and regulations are coming. The only question is when and on whose terms.

Big Check is here to accelerate that shift.

That, we believe, is not a battle of facts or reason. It is a battle of narrative. Not about what is true, but about what sounds true, and to whom. Big Tech spends billions on lobbying, think tanks, and keynote stages making their version of the future feel like the only version. Regulation kills innovation. You cannot stop progress. None of this is true. But we hear it everywhere.

We are here to pull that narrative back towards the people.

We crowd-fund billboards that call out the false promises and absurd exemptions granted to Big Tech. Each one is designed to travel far beyond the street it stands on, a vehicle for the thoughts of normal people, at a scale that is impossible to ignore. We build cultural pressure. And pressure is what makes politics move.

We are not anti-technology. We are pro-people.

The technology we want is transparent, accountable, fair to the workers who build it, governed by democracies, and designed to solve real problems for real communities, not to concentrate power in the hands of a few.

That technology is possible. We intend to make it inevitable.

Until then, no billboard is safe from Big Check.