

# WEALTH DYNAMICS

# 5.0



**Where were you 20 years ago?**

2002



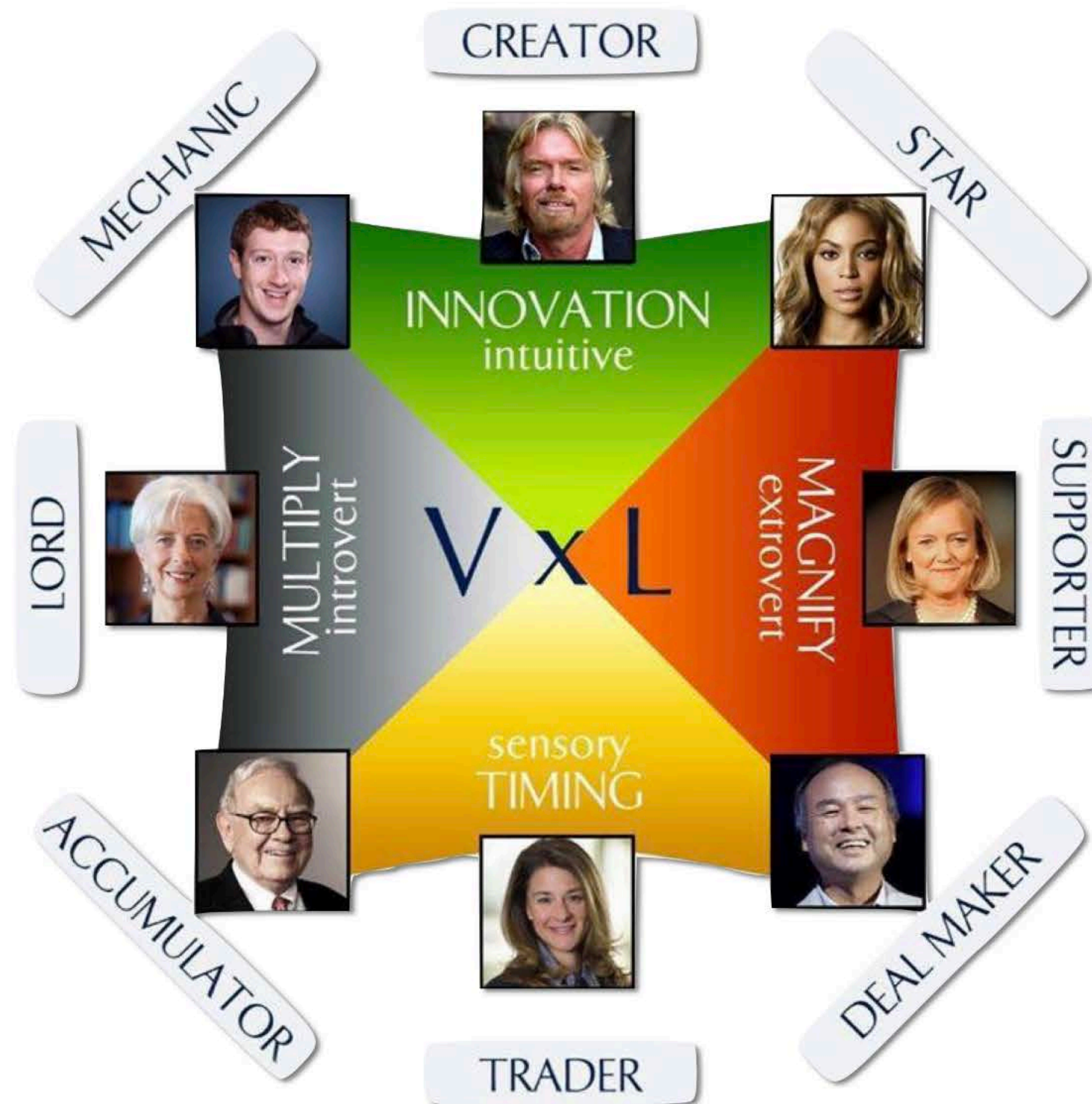
# 2022



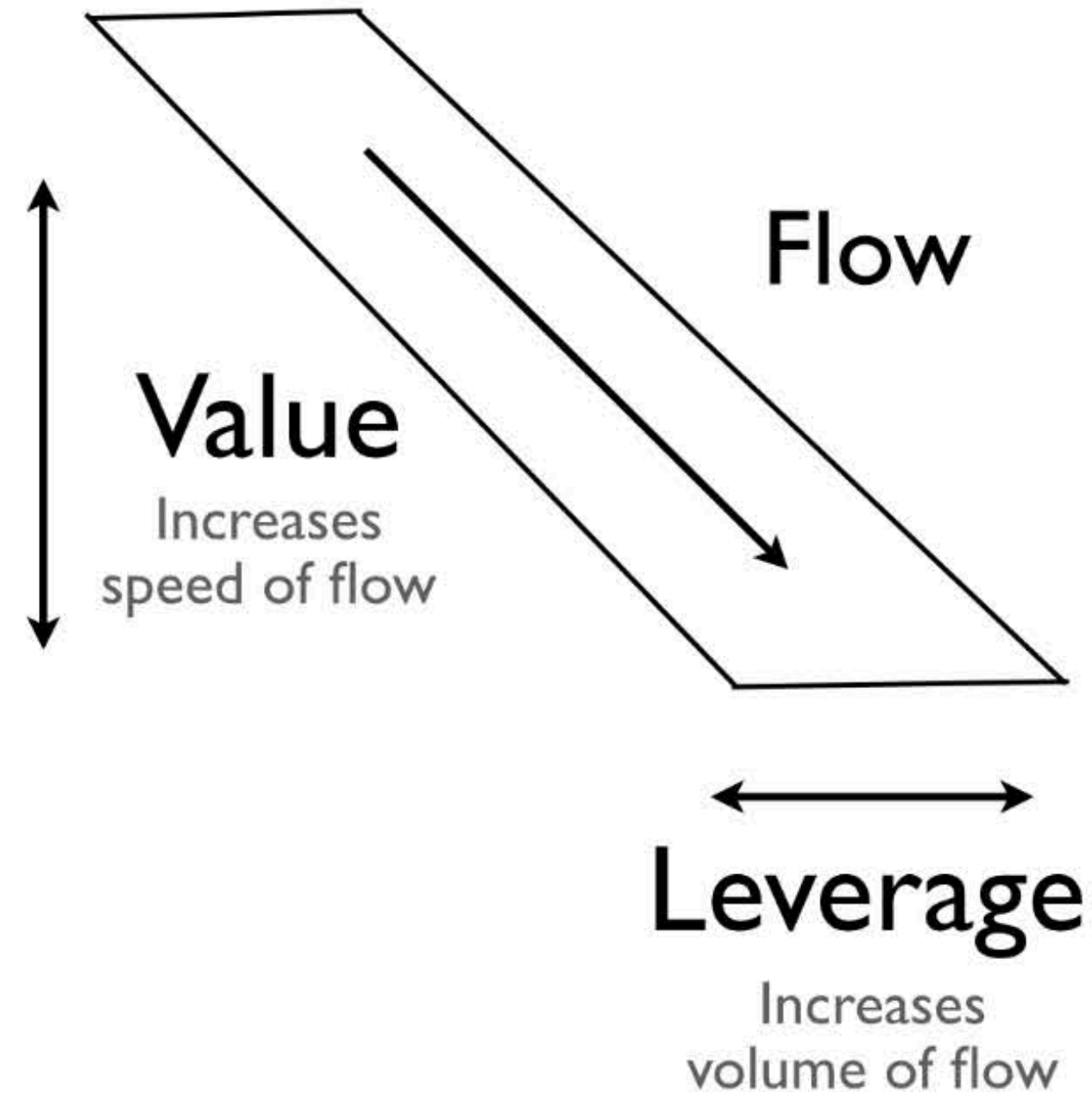
# 2022



# Wealth Dynamics



# The Wealth Equation



$$\text{Wealth} = \text{Value} \times \text{Leverage}$$

**LIFE**

**FULFILLMENT**

**TRUST**

**ATTRACTION**

**FLOW**

**EXPANSION**



# The World is Facing a Trust Crisis





# Edelman Trust Barometer 2022



# 22 YEARS OF TRUST

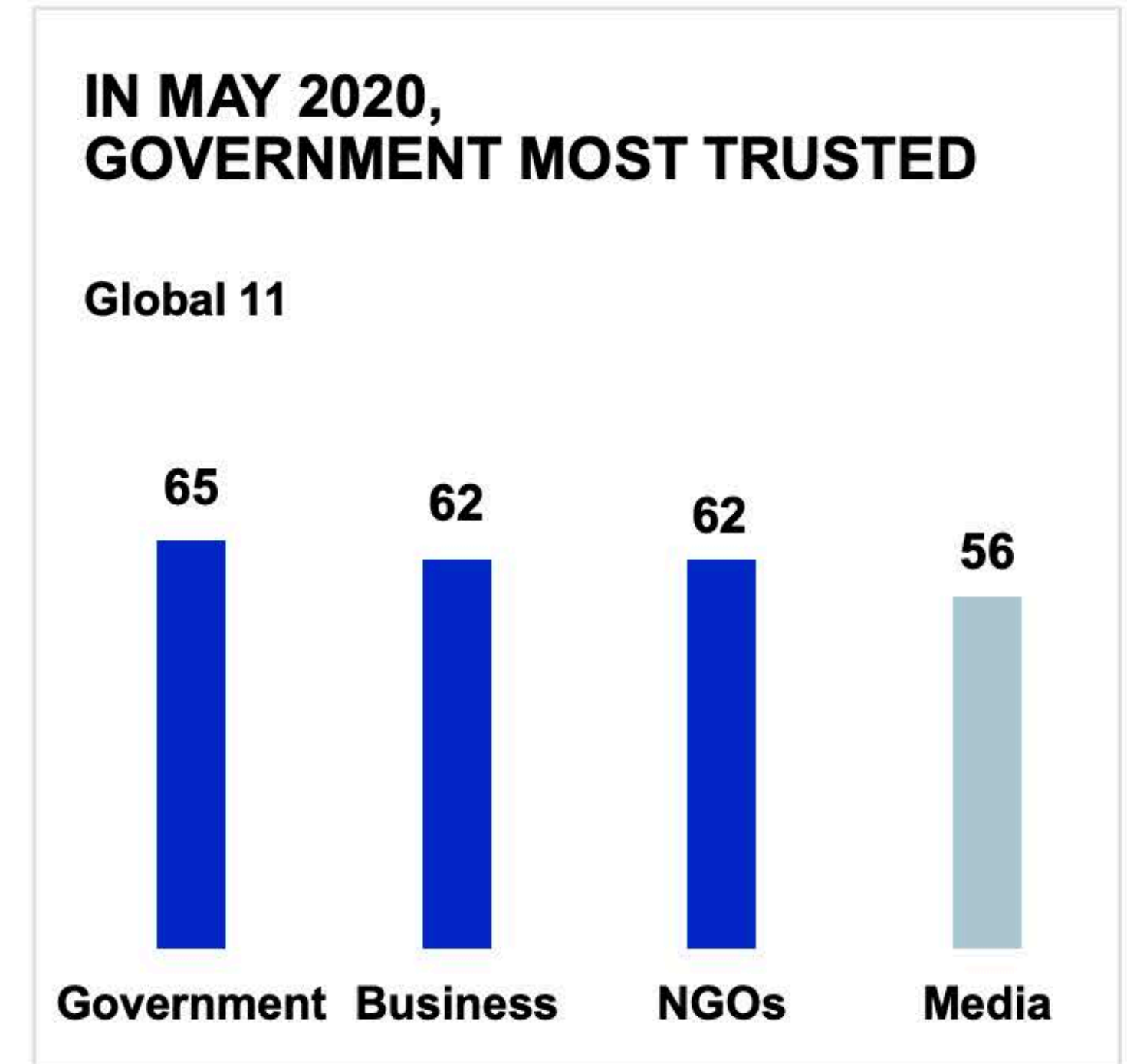
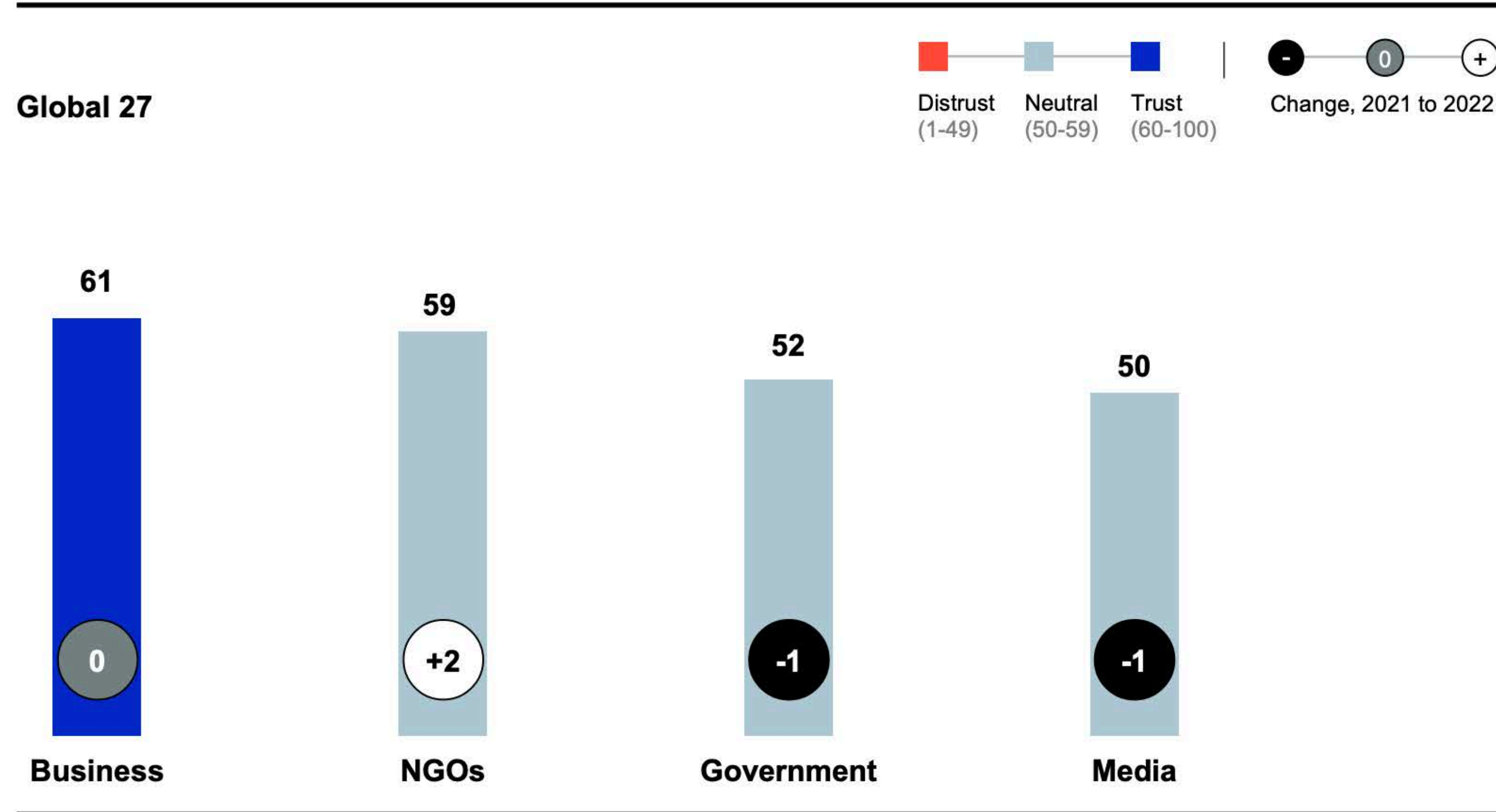
'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust
'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Business Most Trusted	<b>The Cycle of Distrust</b>



# GOVERNMENT AND MEDIA FUEL A CYCLE OF DISTRUST

# TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

Percent trust

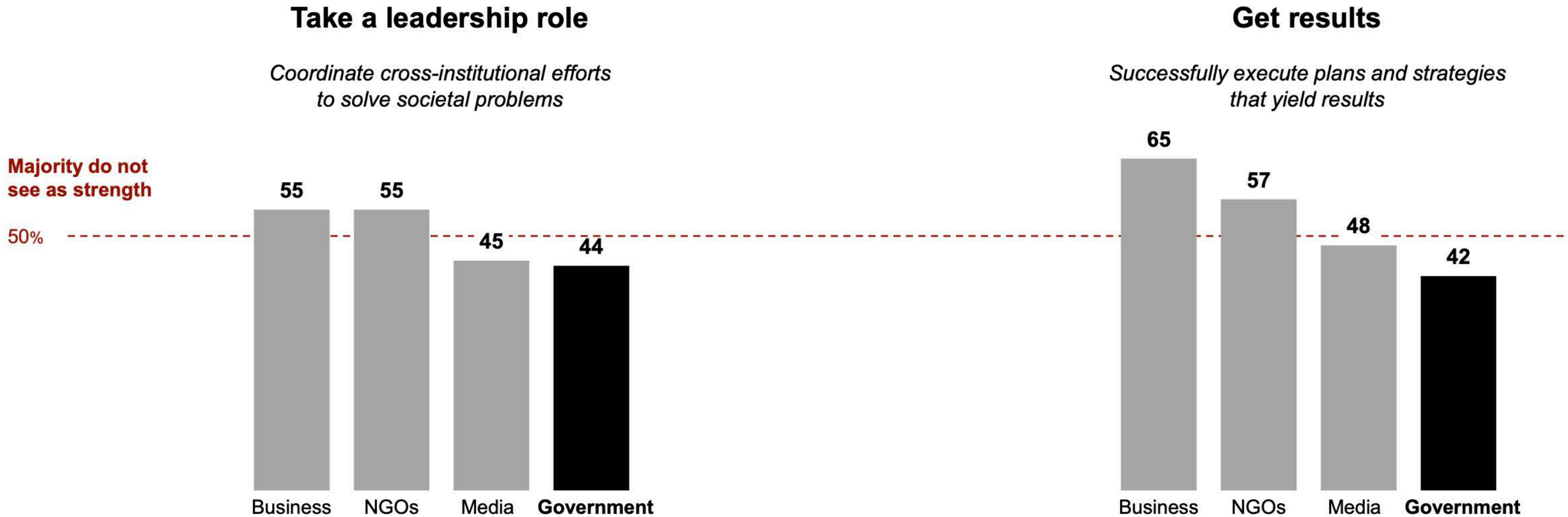


2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

2020 Edelman Trust Barometer Spring Update. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

# GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

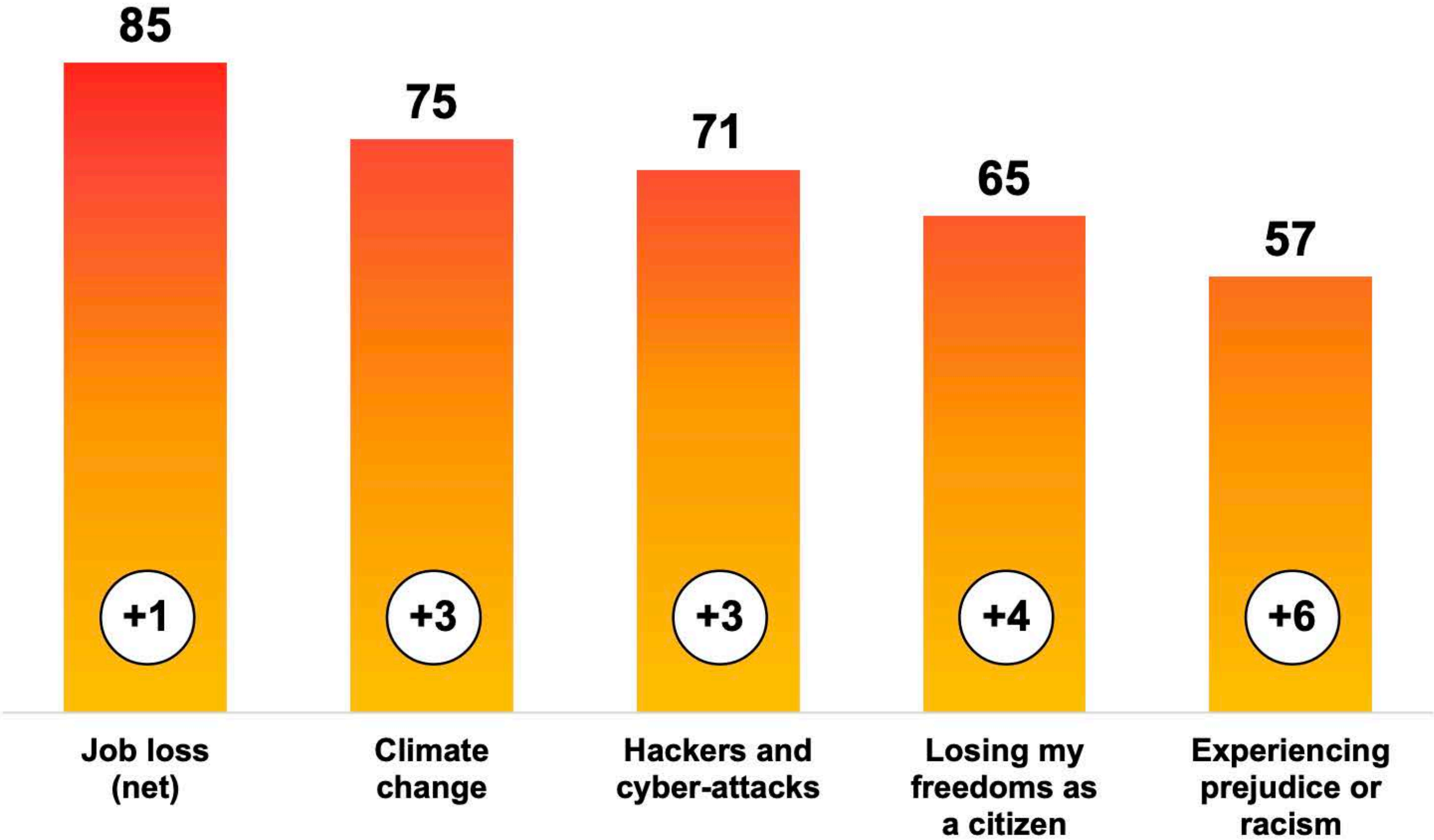
Percent who say each is a strength of institutions



# SOCIETAL FEARS ON THE RISE

Percent who worry about...

Change, 2021 to 2022



2022 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Non-job loss attributes shown to half of the sample. General population, 27-mkt avg. Job loss asked of those who are an employee of an organization(Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.



# **FAILURE OF LEADERSHIP MAKES DISTRUST THE DEFAULT**

**BETRAYED  
BY MY  
GOVERNMENT**

**BETRAYED  
BY MY  
GOVERNMENT**

**BETRAYED  
BY MY  
GOVERNMENT**

**BETRAYED**

Crime of the  
century  
Failure to act  
on climate

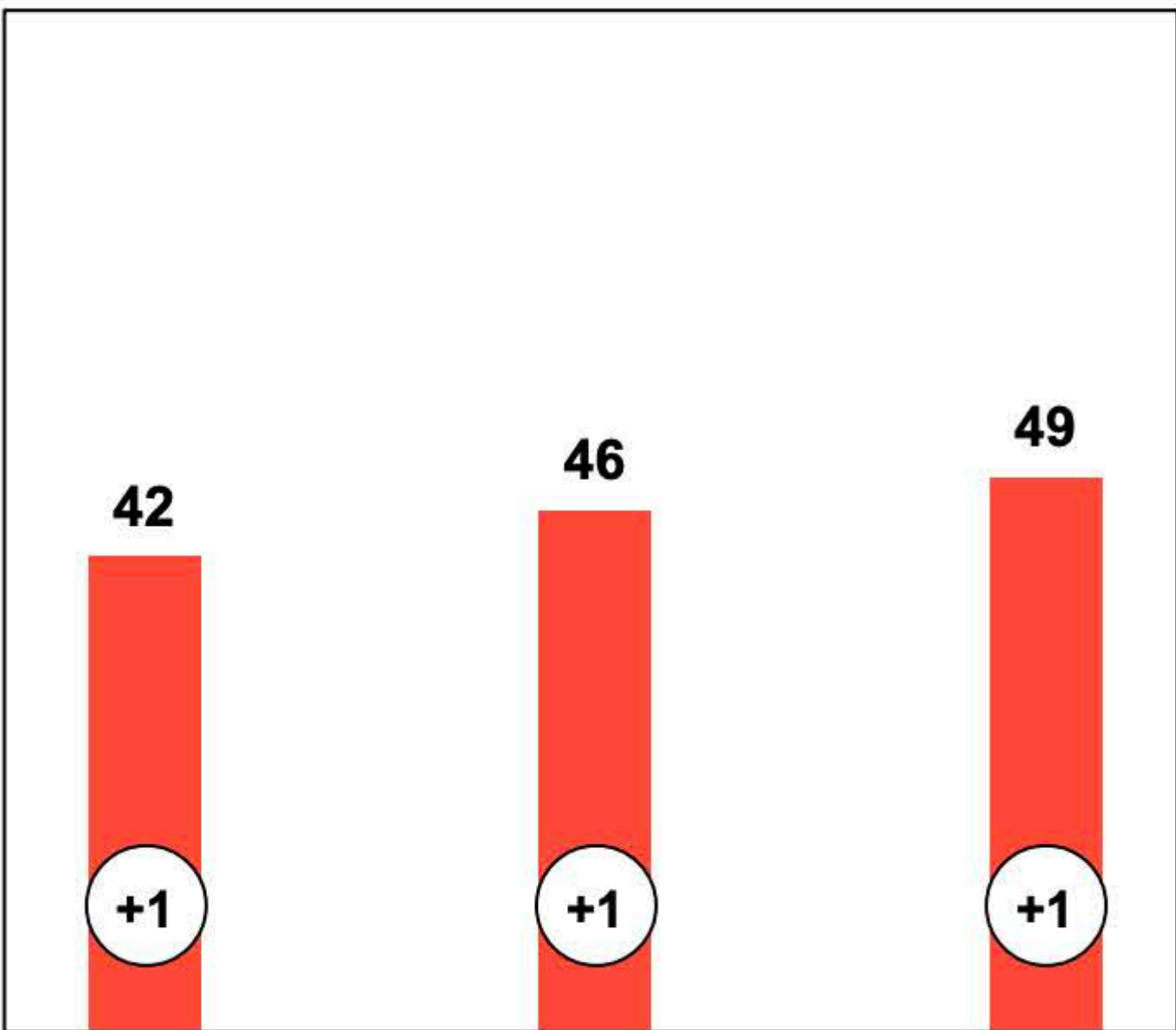
**BETRAYED**

**RA RDU**

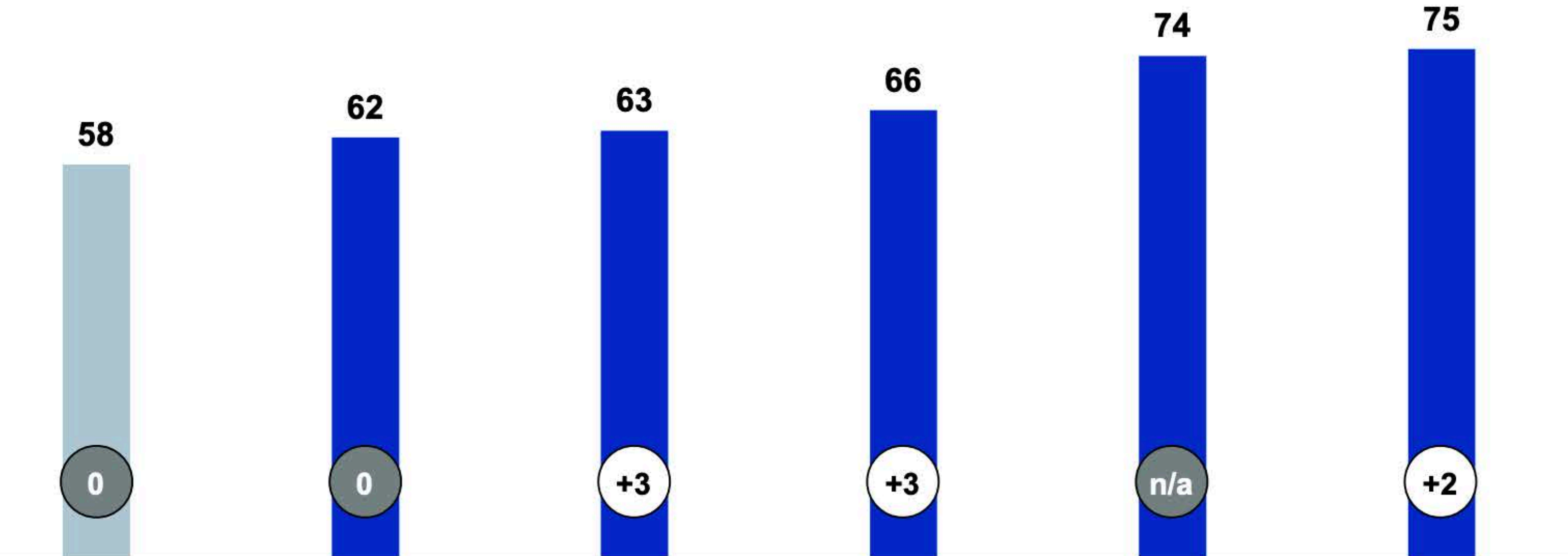
**GO**

# SOCIETAL LEADERS NOT TRUSTED

Percent trust



*Scientists and employers most trusted*



**Government leaders**    **Journalists**    **CEOs**    **Citizens of my country**    **People in my local community**    **National health authorities**    **My CEO**    **My coworkers**    **Scientists**

2022 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, 27-mkt avg. “My coworkers” and “my CEO” only shown to those who are an employee of an organization (Q43/1).



# MORE CONVINCED WE'RE BEING LIED TO BY SOCIETAL LEADERS

Percent who worry

Change, 2021 to 2022



Journalists and reporters



My country's government leaders



Business leaders

are **purposely trying to mislead people** by saying things they know are false or gross exaggerations

# DISTRUST IS THE DEFAULT: NO BASIS FOR PEACEFUL DEBATE

Majority in **24** countries

---

Which are you more likely to believe?

**59%** **My tendency is to distrust** until I see evidence that something is trustworthy

**VS.**

**My tendency is to trust** until I see evidence that something is untrustworthy

---

Majority in **27** countries

---

Percent who agree

People in this country **lack the ability to have constructive and civil debates** about issues they disagree on

**64%**

---

An aerial, high-angle photograph of a construction site. The ground is a mix of dirt and gravel. Several large, rectangular solar panels with a grid pattern are laid out on the ground. A few workers in hard hats and work clothes are visible, some standing near the solar panels and others further away. Long shadows are cast across the ground, suggesting a low sun position. The overall scene is one of active construction and infrastructure development.

# **SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION**

# ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Global 27

---

Global 7

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Source: 2021 Edelman Trust Barometer  
Special Report: Institutional Investors

**58%**

**Buy or advocate  
for brands**  
based on their beliefs  
and values

**60%**

**Choose a place  
to work**  
based on their beliefs  
and values

**64%**

**Invest**  
based on their  
beliefs and values

**88%**

**of institutional investors**  
subject ESG to the same scrutiny  
as operational and financial  
considerations

---

2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, 27-mkt avg. Employee data is filtered to be among employees of an organization (Q43/1). Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored investment (INVESTOR/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured.

2021 Edelman Trust Barometer Special Report: Institutional Investors. Q7. Please indicate the extent to which you agree or disagree with the following statements regarding shareholder activism. 4-point scale; top 2 box, agree. 7-mkt avg.

# CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say

## CEOs should be personally visible

when discussing public policy with external stakeholders or work their company has done to benefit society

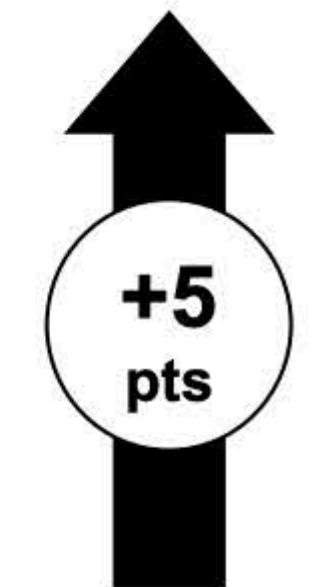
Global 27

**81** (net) %

When considering a job, I expect the CEO to speak publicly about **controversial social and political issues that I care about**

Global 25,  
Among employees

**60** %



Change,  
2019 to 2022

2022 Edelman Trust Barometer. CEO\_VIS. How visible do you think a CEO should personally be in these different types of business situations? 9-point scale; top 4 box, visible. Question asked of half of the sample. General population, 27-mkt avg. Data shown is a net of attributes 2 and 10. EMP\_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, 25-mkt avg. \*Nigeria is not included in either global average

# RESTORING TRUST IS KEY TO SOCIETAL STABILITY

## Business societal role is here to stay

People want more business leadership, not less.

## Demonstrate tangible progress

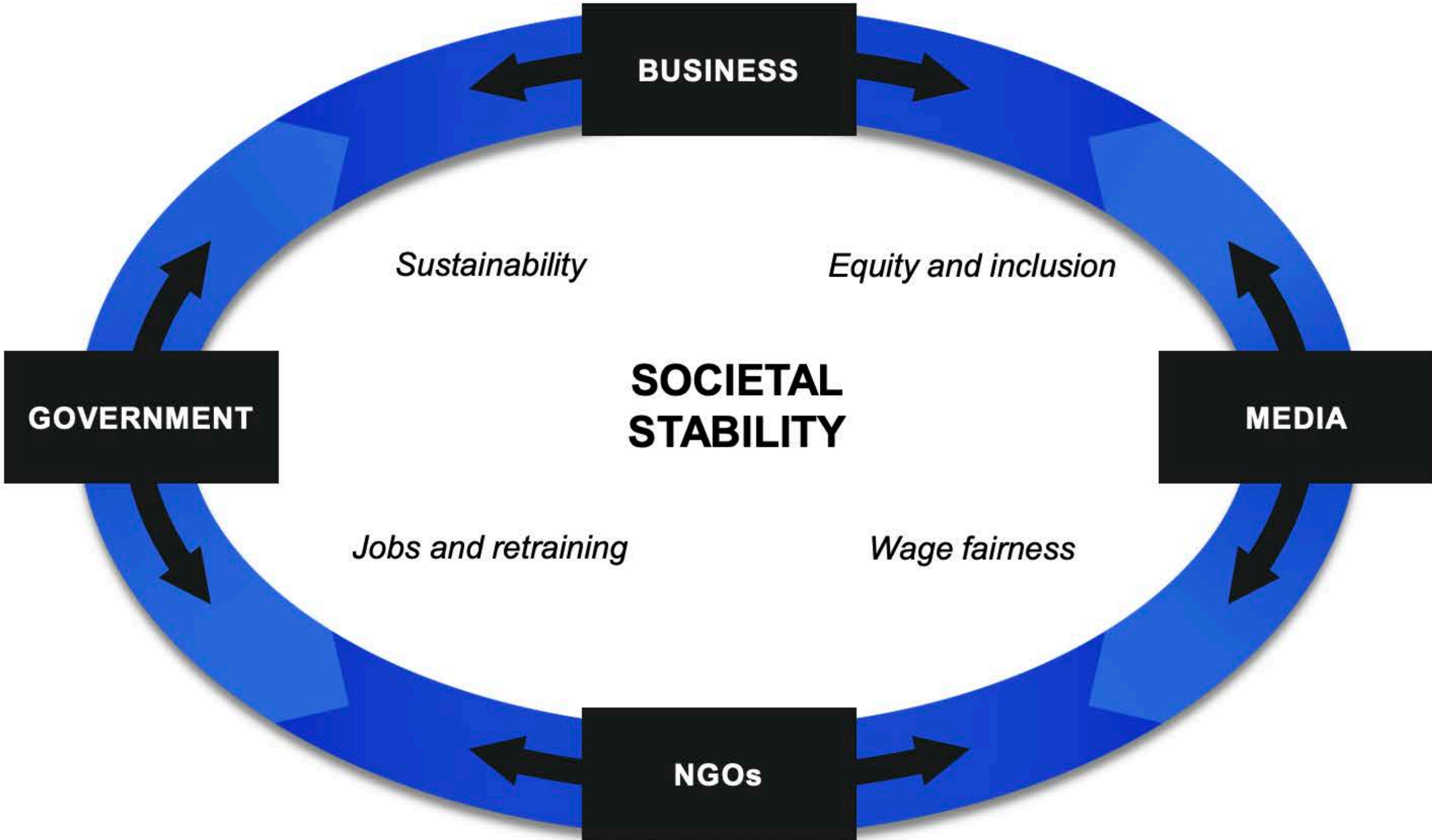
Restore belief in society's ability to build a better future: show the system works.

## Leadership must focus on long-term thinking

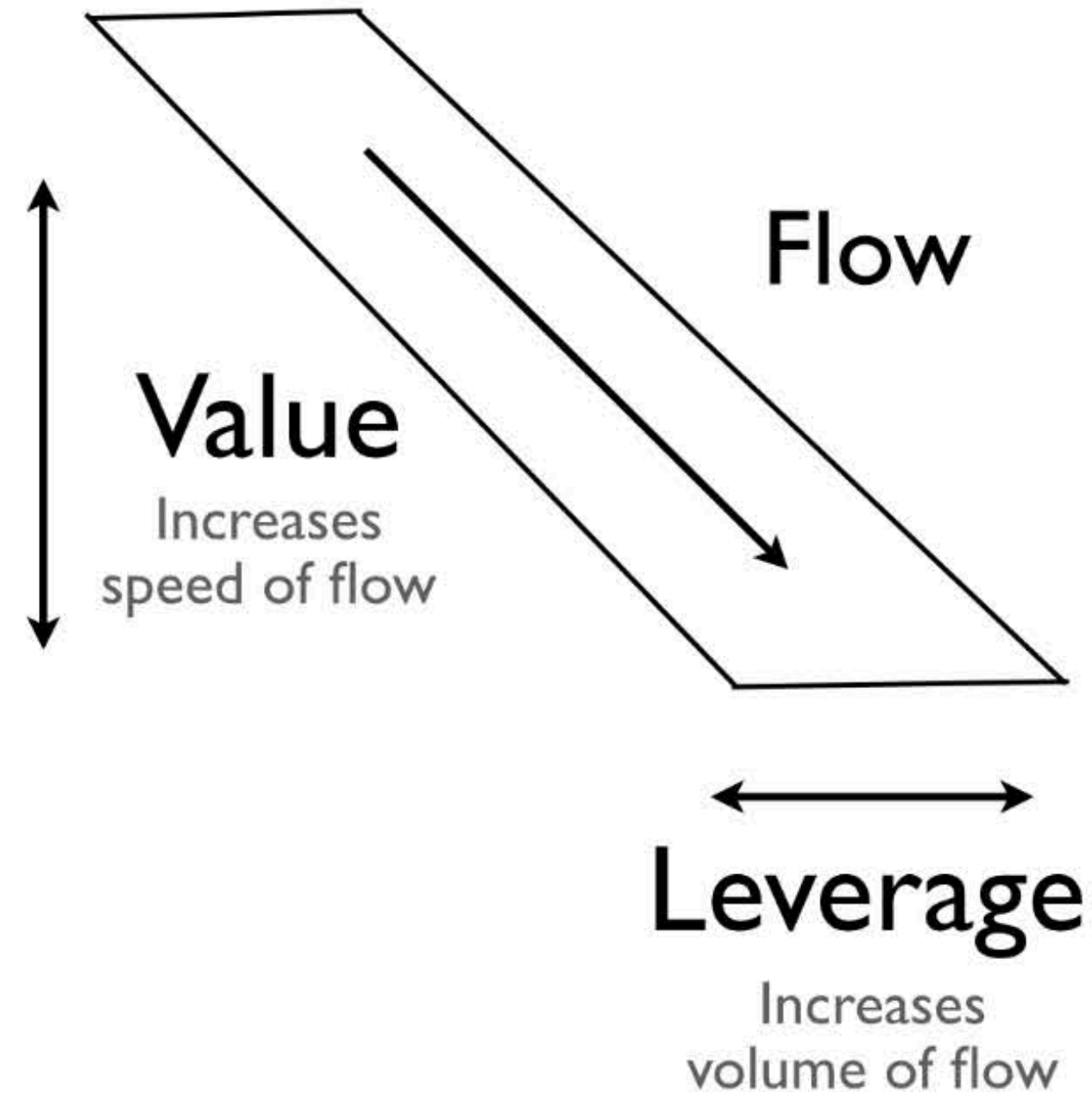
Solutions over divisiveness; long-term thinking over short-term gain.

## Every institution must provide trustworthy information

Clear, consistent, fact-based information is critical to breaking the cycle of distrust.



# The Wealth Equation



$$\text{Wealth} = \text{Value} \times \text{Leverage}$$

**LIFE**

**FULFILLMENT**

**TRUST**

**ATTRACTION**

**FLOW**

**EXPANSION**

# The Roaring 20s...

**In the last 20 years**

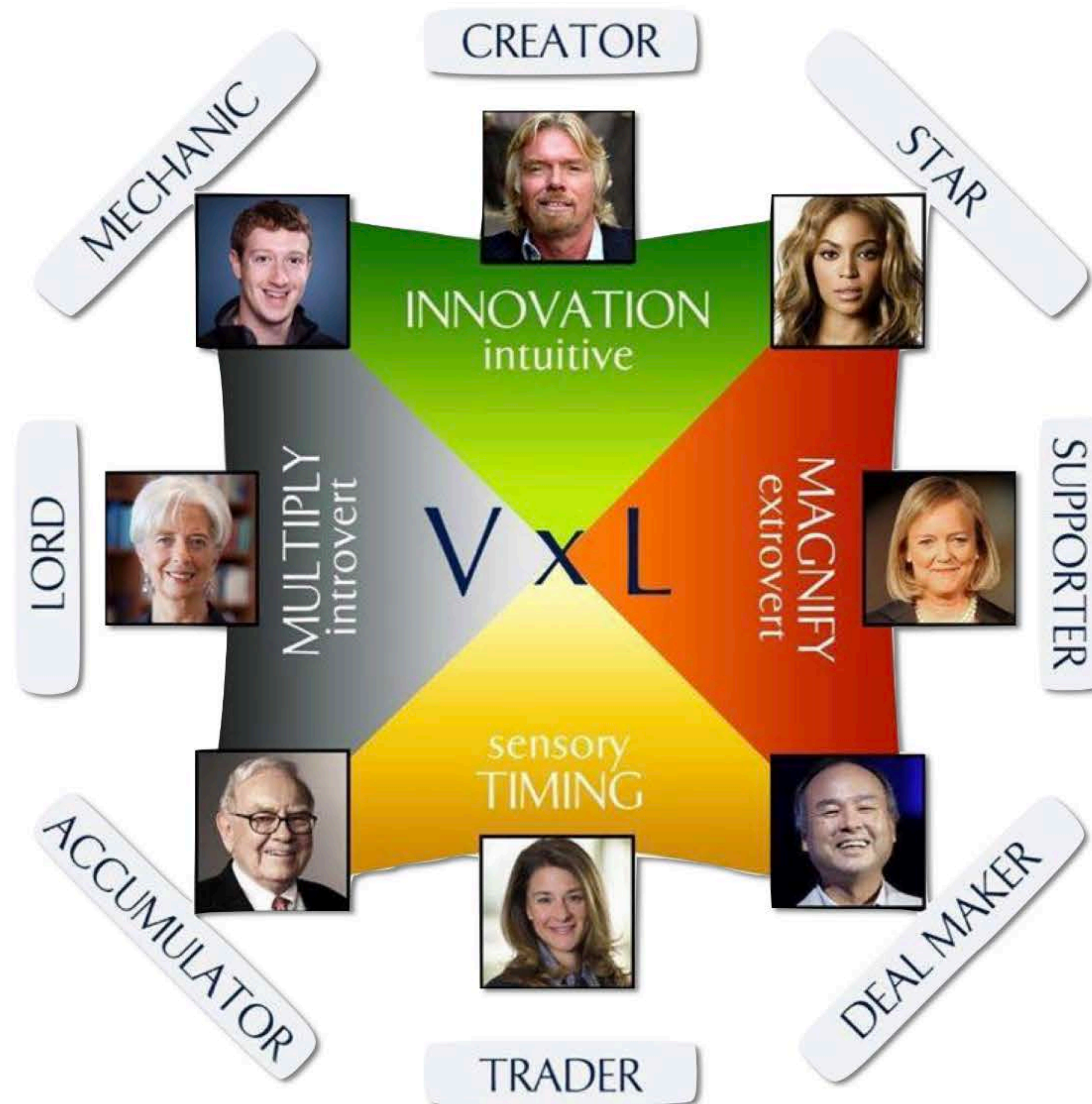
**TRUST** has fallen exponentially

**FLOW** has grown exponentially

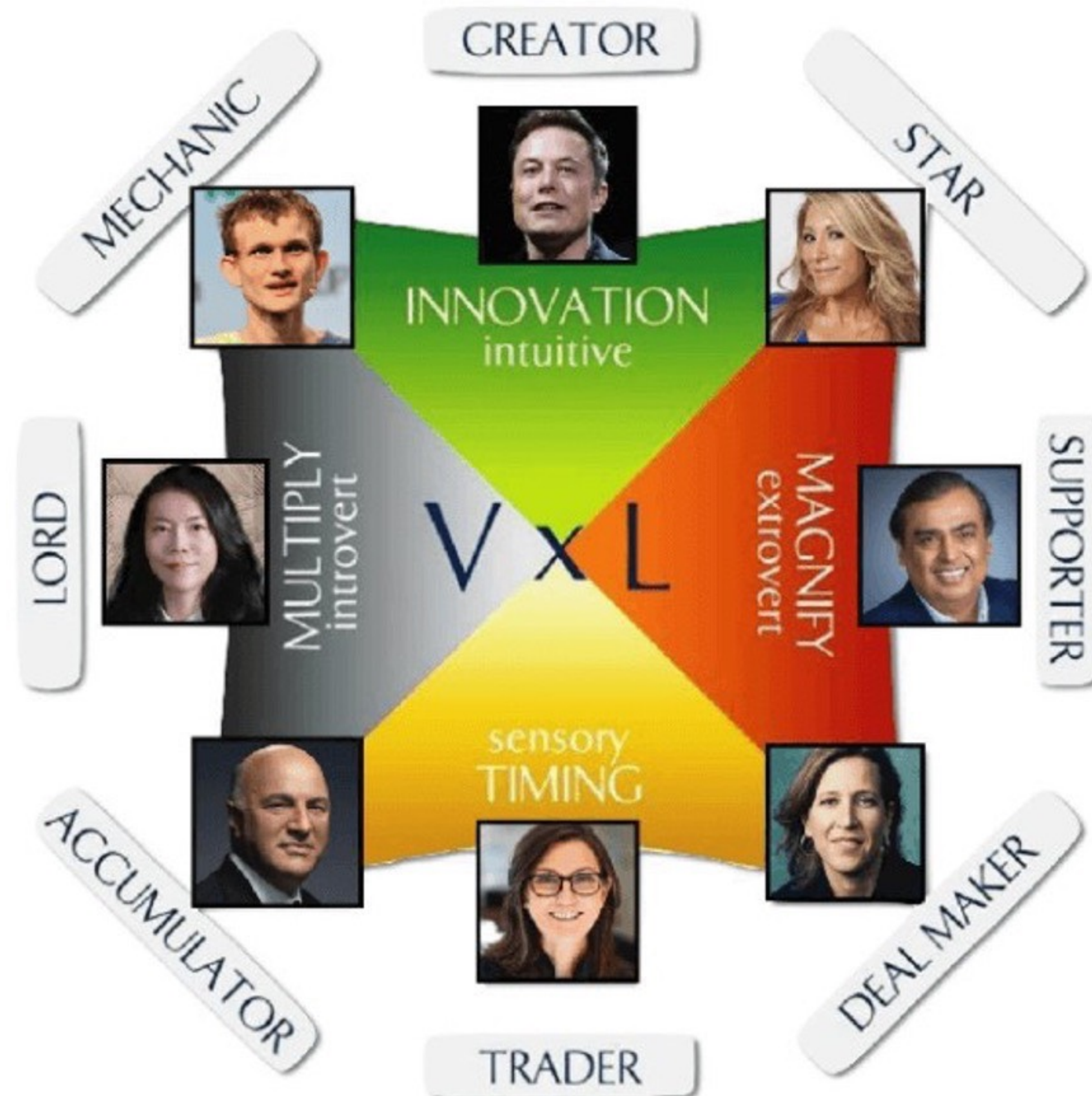
**which means it is harder to attract  
but easier to expand than ever**



# Wealth Dynamics



# Wealth Dynamics 5.0



# Entrepreneur Dynamics

## The No.1 agile system for entrepreneurs

**Ultraviolet** - Legend



**Violet** - Composer



**Indigo** - Trustee



**Blue** - Conductor



**Green** - Performer



**Yellow** - Player



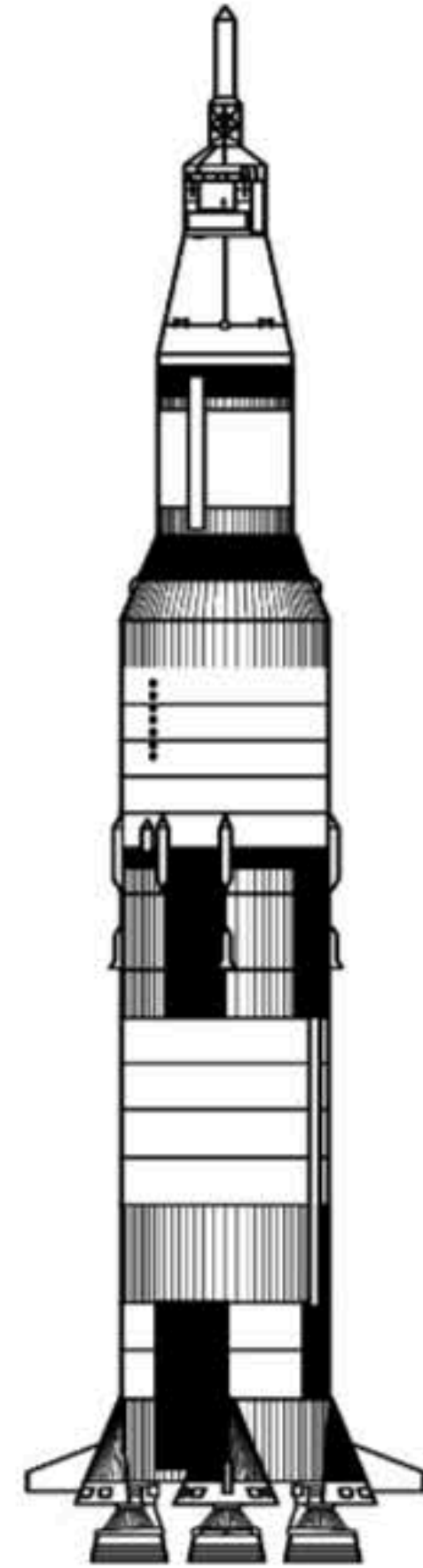
**Orange** - Worker



**Red** - Survivor



**Infrared** - Victim



**Level 8**

**Level 7**

**Level 6**

**Level 5**

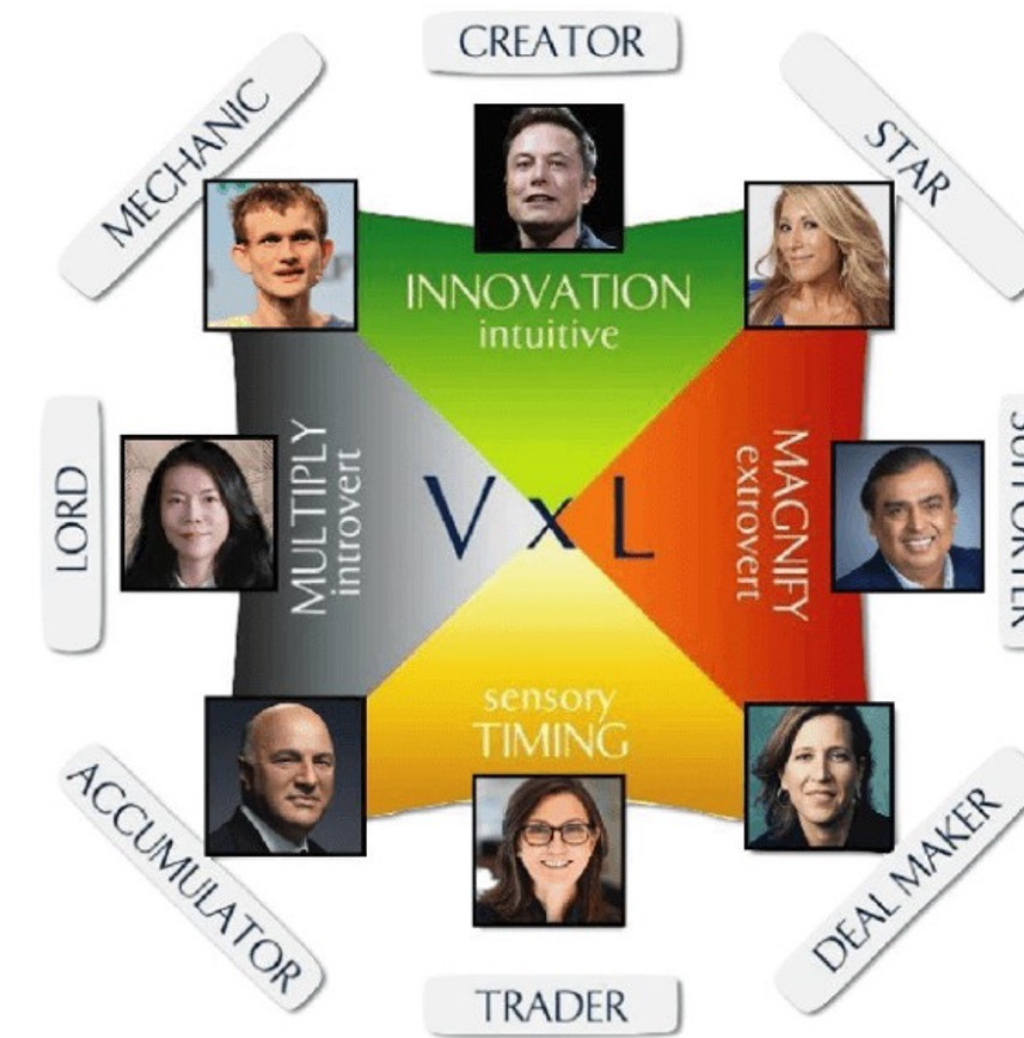
**Level 4**

**Level 3**

**Level 2**

**Level 1**

**Level 0**



**Talent Dynamics**

**Wealth Dynamics**



**Society 5.0**

**Leadership 5.0**

**Entrepreneur 5.0**

### 1 Entrepreneur Impact Test

What's your level of flow and level of impact?

### 2 Wealth Dynamics

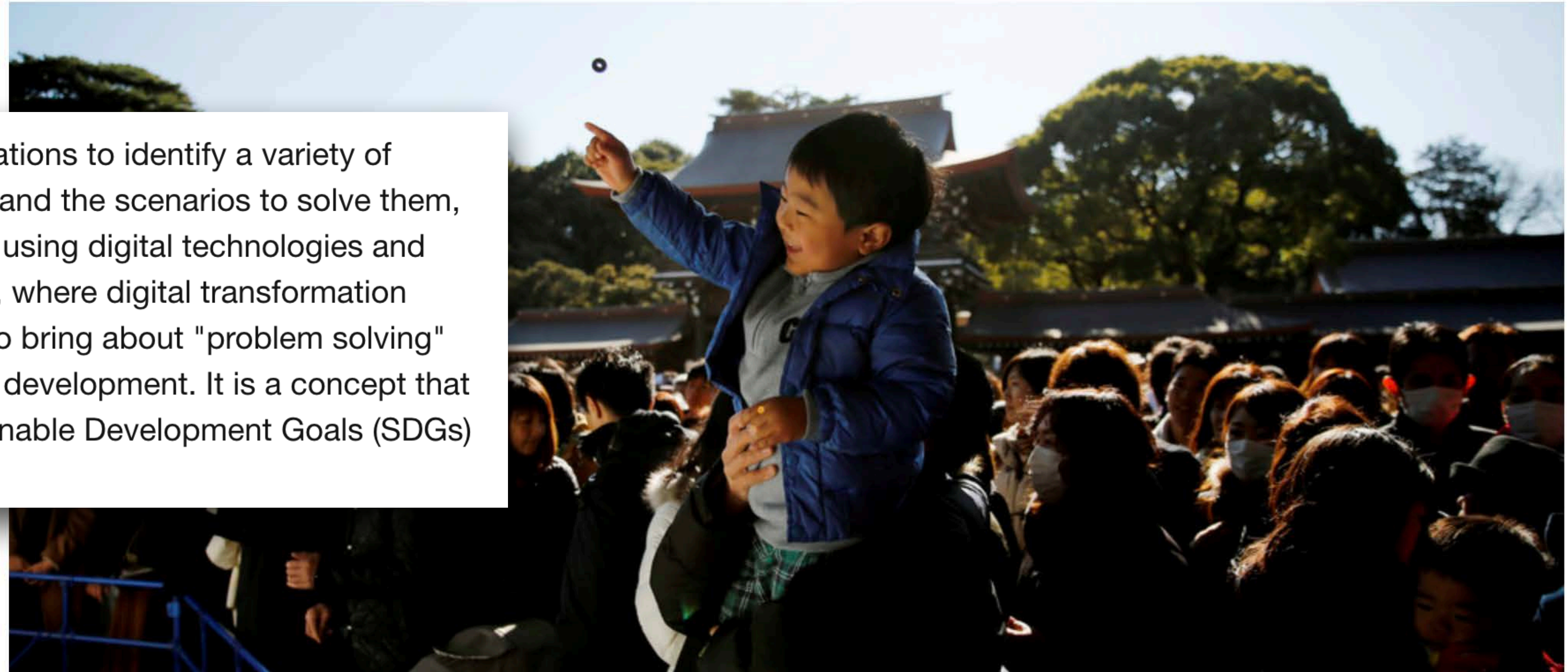
How to grow your flow

### 3 Impact Dynamics

How to grow your impact

## Modern society has reached its limits. Society 5.0 will liberate us

People will be expected to exercise rich imaginations to identify a variety of needs and challenges scattered across society and the scenarios to solve them, as well as creativity to realize such solutions by using digital technologies and data. Society 5.0 will be an Imagination Society, where digital transformation combines with the creativity of diverse people to bring about "problem solving" and "value creation" that lead us to sustainable development. It is a concept that can contribute to the achievement of the Sustainable Development Goals (SDGs) adopted by the United Nations.



Facing the future: A boy celebrates the New Year in Tokyo

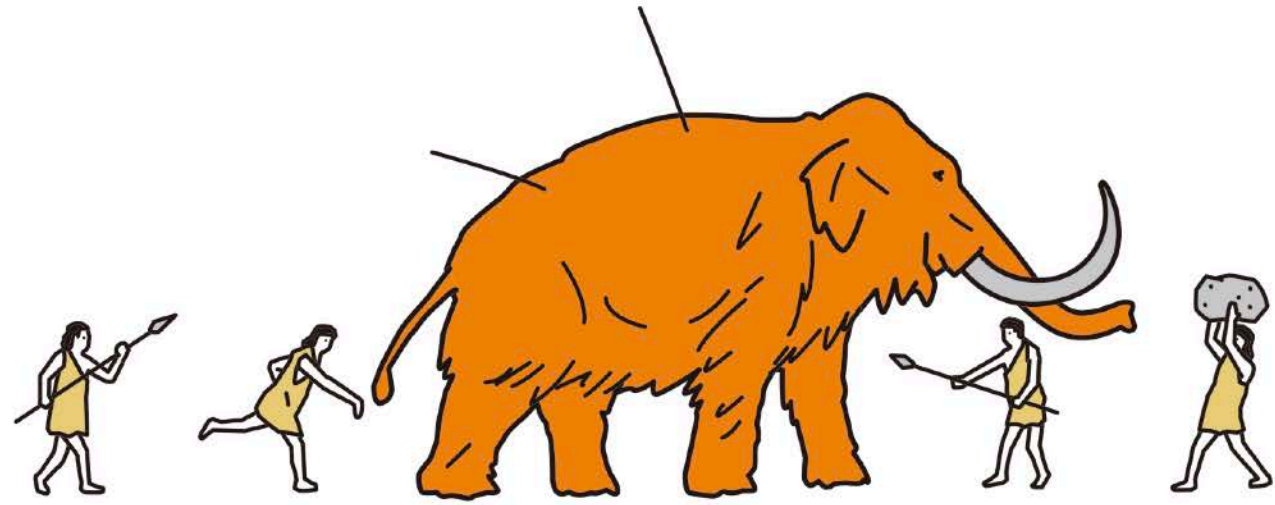
Image: REUTERS/Kim Kyung-Hoon

# SOCIETY 5.0

# THE 5TH REVOLUTION

Society 1.0

Hunter-gatherer Society



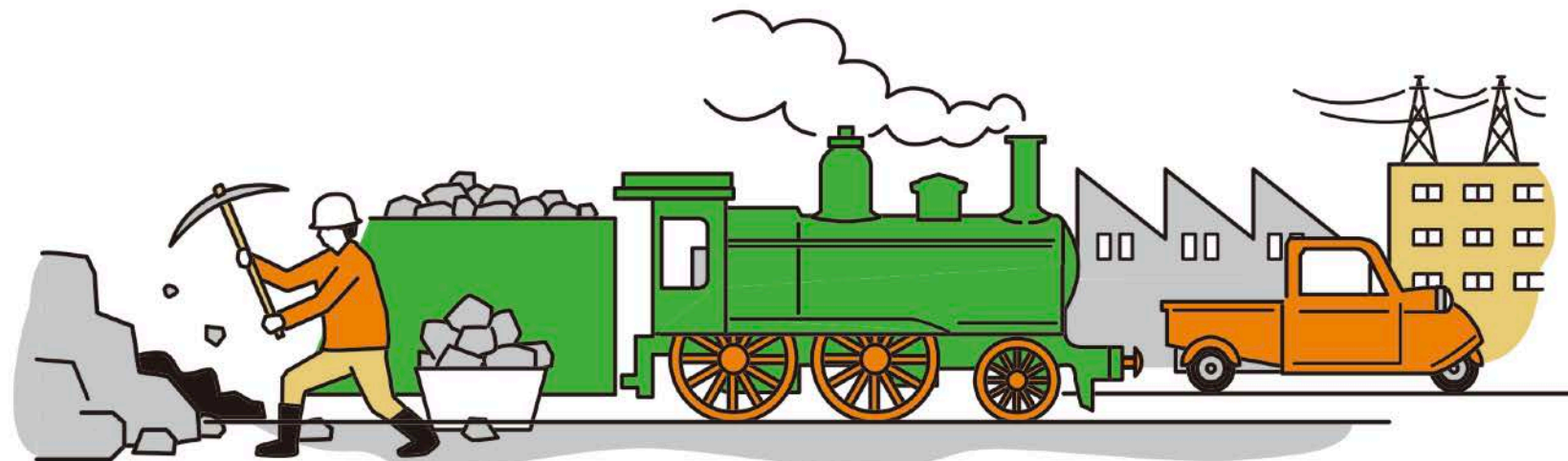
Society 2.0

Agrarian Society



Society 3.0

Industrial Society

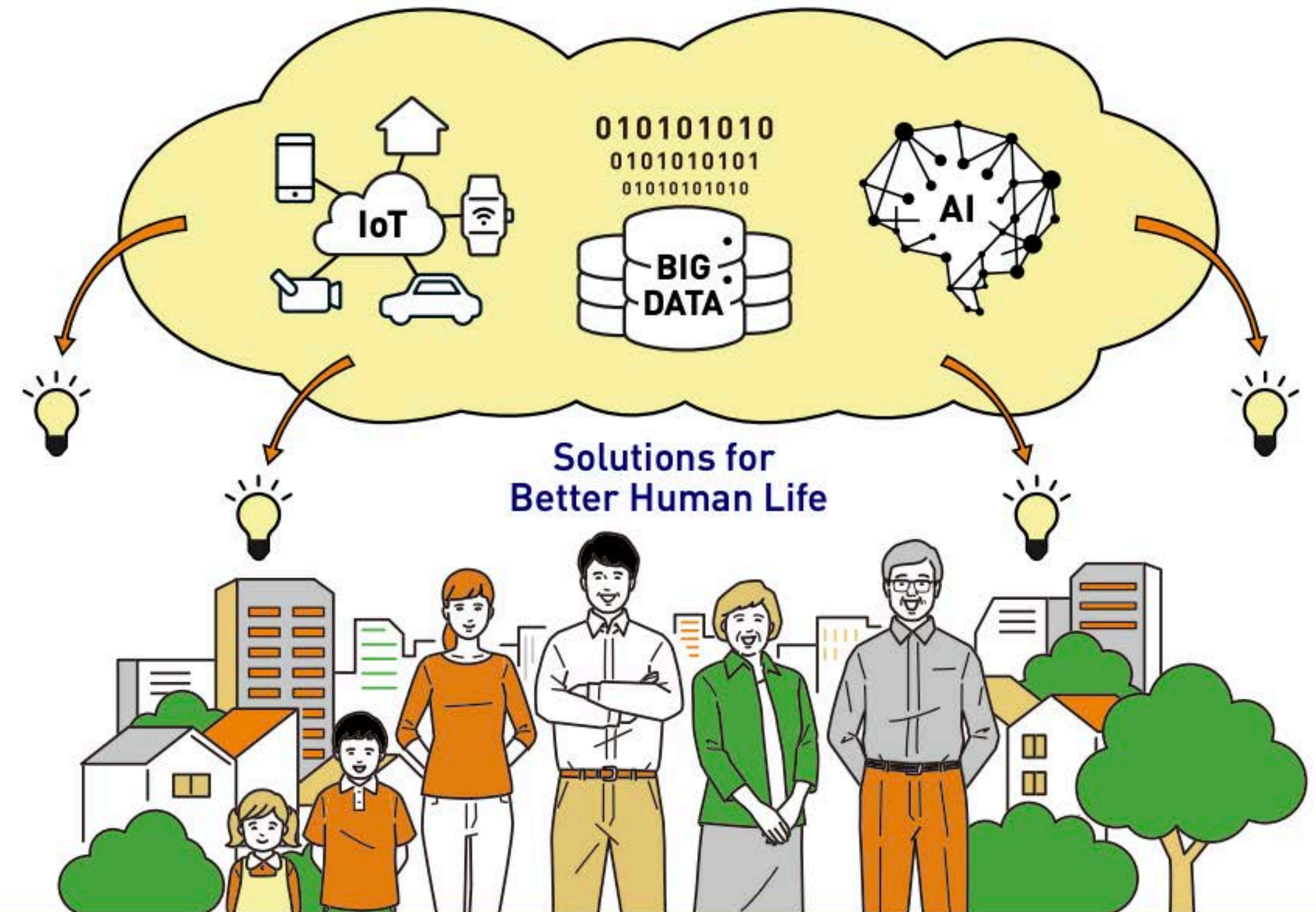


Society 4.0

Information Society



## Entering Society 5.0




Big Data collected by IoT will be converted into a new type of intelligence by AI and will reach every corner of society. As we move into Society 5.0 all people's lives will be more comfortable and sustainable as people are provided with only the products and services in the amounts and at the time needed.

# SOCIETY 5.0 AN ENTREPRENEUR BLUEPRINT



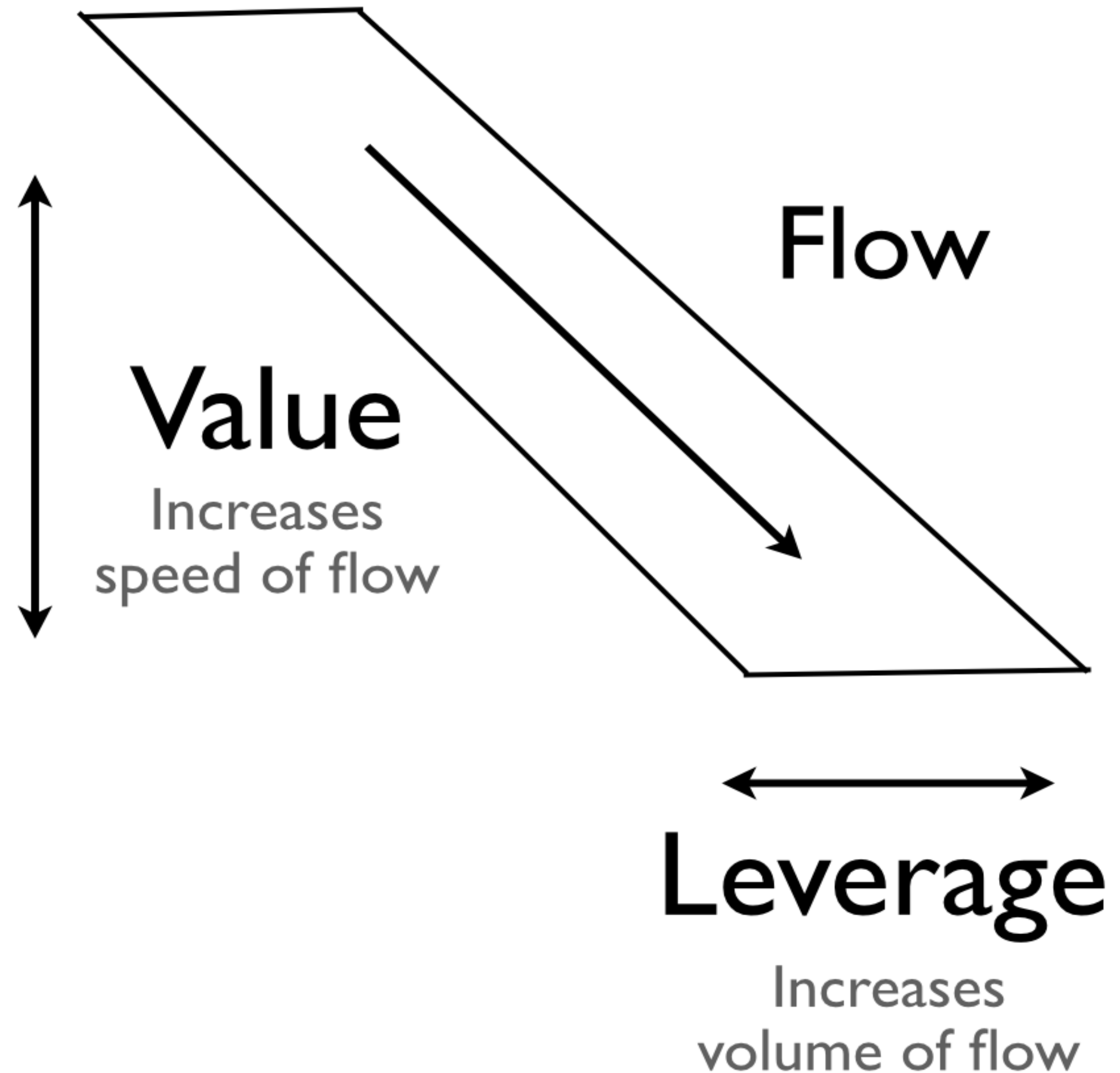
## Japan's 'Society 5.0' initiative is a road map for today's entrepreneurs

Boldly identified as “[Society 5.0](#),” Japan describes its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution. It envisions embedding these innovations into every corner of its ageing society. Underpinning this effort is a mandate for sustainability, bound tightly to the new United Nations global goals, the SDGs. Japan wants to create, in its own words, a “super-smart” society, and one that will serve as a road map for the rest of the world.

Japan hosts its first-ever G20 summit in 2019, and this grand initiative will be on the agenda at the official B20 (Business 20) summit headed by the chairman of **Hitachi** .

# The Wealth Equation

$$\text{Wealth} = \text{Value} \times \text{Leverage}$$



**Do you have value / attraction and  
seek greater leverage / expansion?**

**(You have money but not enough time)**

**OR**

**Do you seek greater value / attraction  
and offer leverage / expansion?**

**(You have time but not enough money)**



# WEALTH DYNAMICS

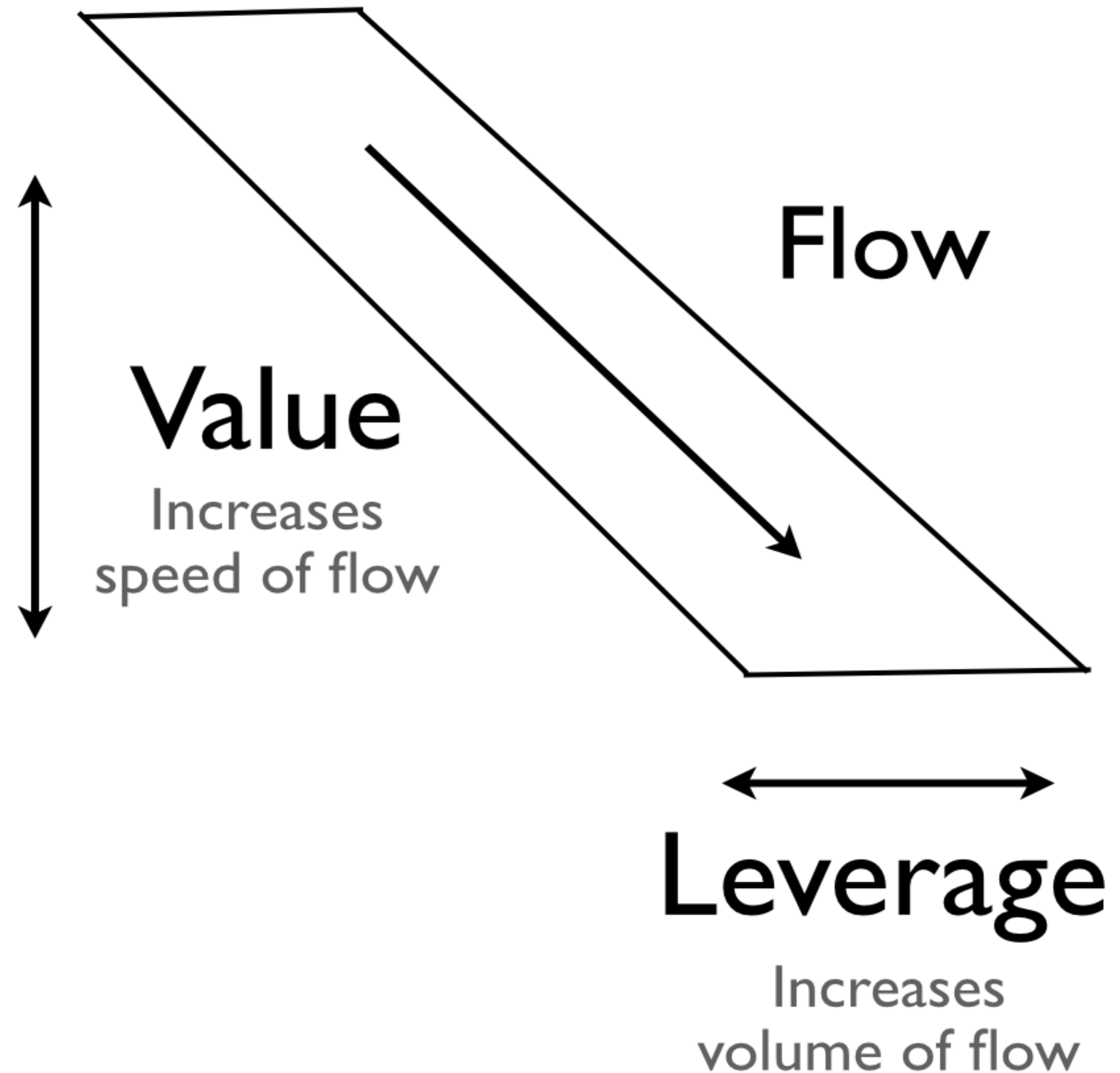
# 5.0

## Part Two

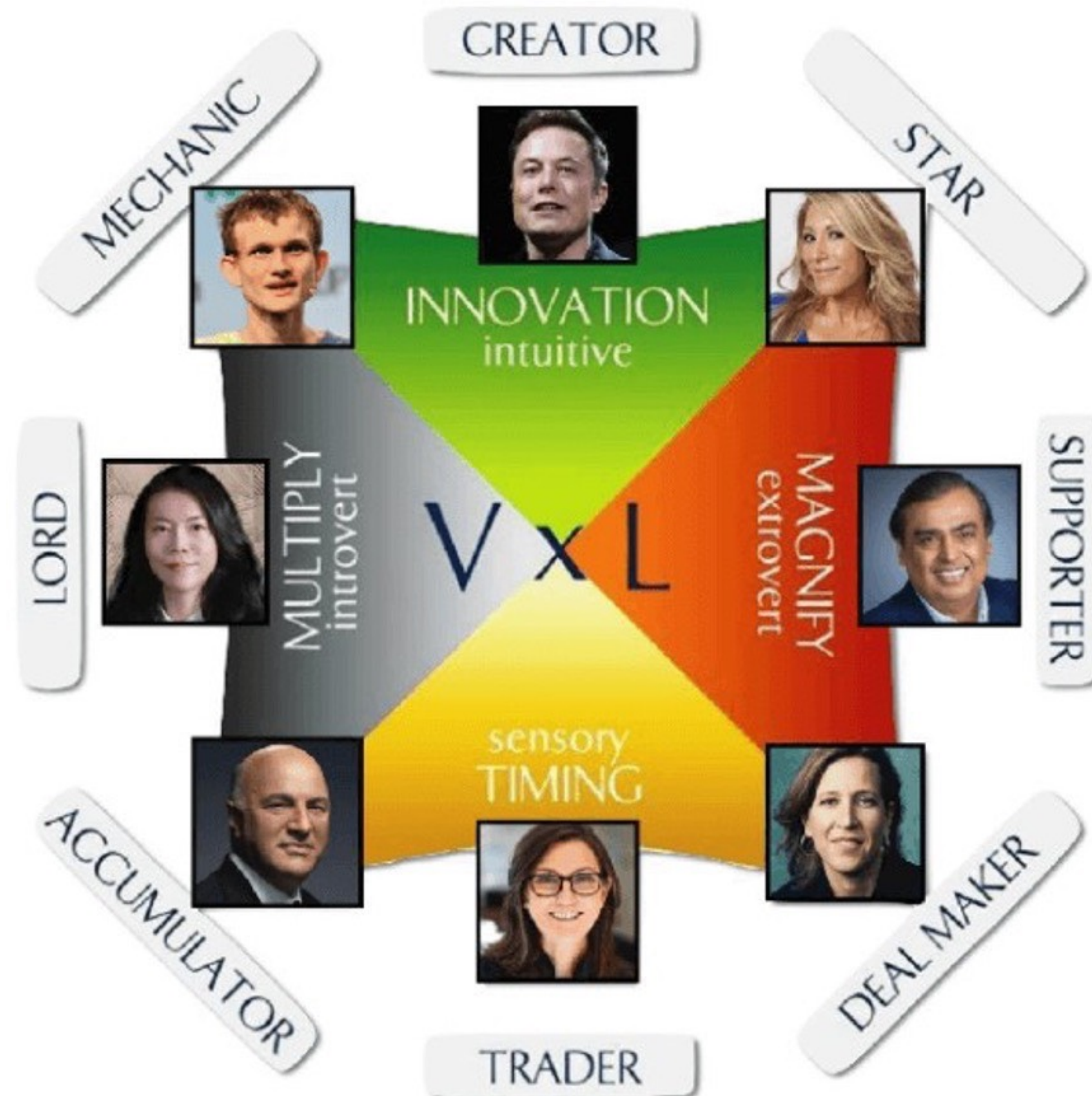


# The Wealth Equation

$$\text{Wealth} = \text{Value} \times \text{Leverage}$$

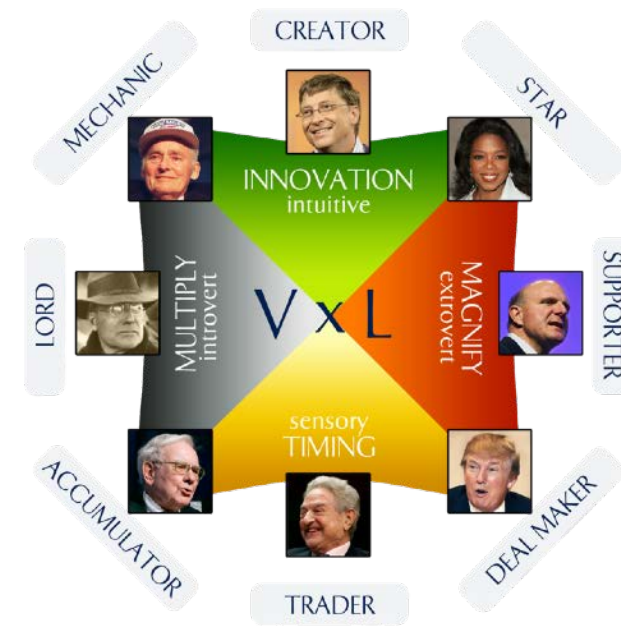


# Wealth Dynamics 5.0





The 'Creator'



## The 'Creator'

### “Creating a better product”

Creators are great at getting things started, and terrible at finishing. They are the 'high' in Dynamo energy and are always using their quick thinking and imagination to get out of trouble. Their flow comes from expressing their creativity in valuable ways.



#### Elon Musk, Tesla / SpaceX

Elon Musk is a billionaire inventor and entrepreneur who co-founded PayPal, and runs pioneering companies like Tesla Motors, SpaceX and Neuralink.



#### Sara Blakely, Spanx

Sara Blakely went from being a door-to-door fax salesperson to become the world's youngest female self-made billionaire, as the founder of Spanx brand.

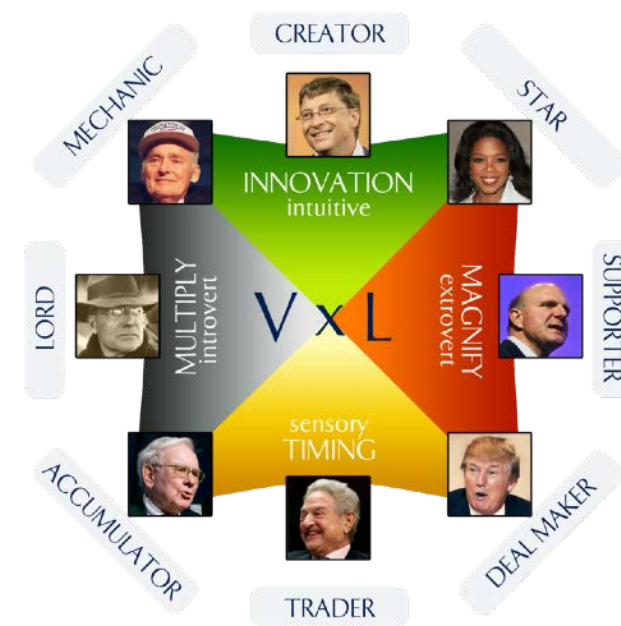


#### Steve Jobs, Apple/ Pixar

Steve Jobs created billion dollar businesses with Apple and Pixar. His innovations revolutionized the music, cinema, computer and mobile industries.



The 'Trader'



## The 'Trader'

### “Buying low, selling high”

Traders have their ear-to-the-ground, with a strong Tempo energy. They usually know how to keep things fair in any given arrangement. Quiet by nature, they tend to only share if asked, and find their flow by being on time, and keeping the peace.



#### **Cathie Wood, Ark Invest**

Cathie Wood turned her interest in exponential tech and companies into one of the fastest growing investment funds, with \$14 billion under management.



#### **Ray Dalio, Bridgewater Associates**

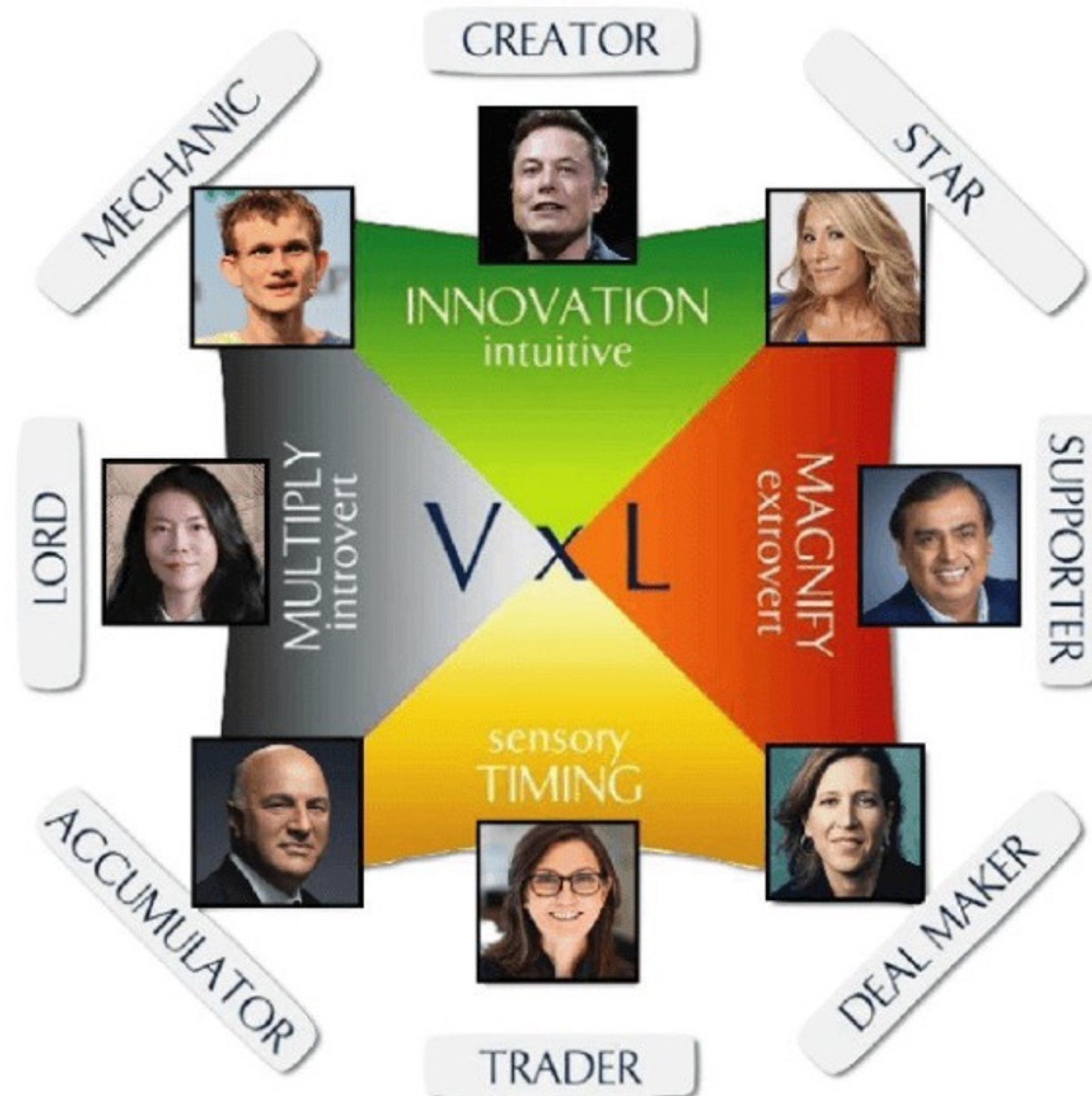
Ray Dalio became a billionaire after founding Bridgewater and growing it into the world's largest hedge fund, which now manages over \$150 billion in funds.

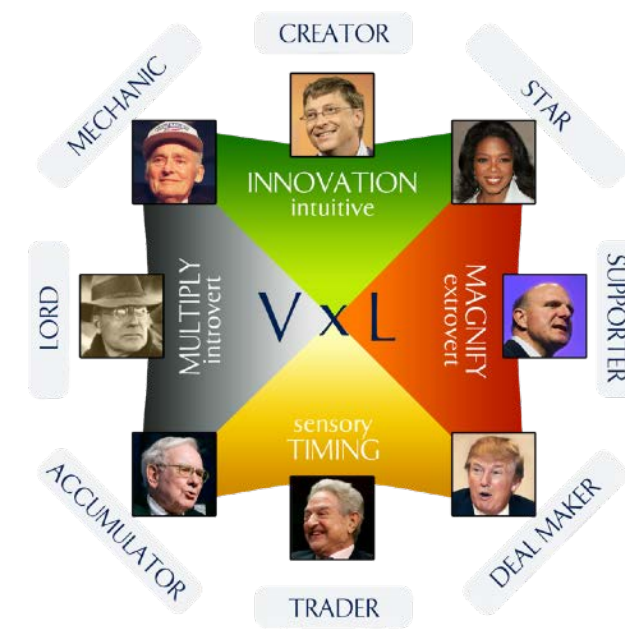


#### **Joanne Liu, Doctors without Borders**

Joanne Lui is international president of Medecins Sans Frontieres (MSF), with whom she has undertaken more than 20 health-based missions since 1996.

# Wealth Dynamics 5.0





## The 'Star'

### “Creating a better brand”

Stars are excellent promoters and are high in both Dynamo and Blaze energy. They are quick on their feet and can sometimes seem to dominate the conversation. Stars are at their best when they shine their light and sparkle on others, more than on themselves.



#### Lori Greiner, QVC

Lori Greiner, aka the "Queen of QVC", has used her star power as a 'Shark' on Shark Tank to build her companies, with more than \$1 billion in revenue.



#### Amitabh Bachchan, Bollywood Actor

Amitabh Bachchan is one of the most influential actors in Indian cinema, with a highly awarded career in acting, as well as a singer, TV host, and politician.

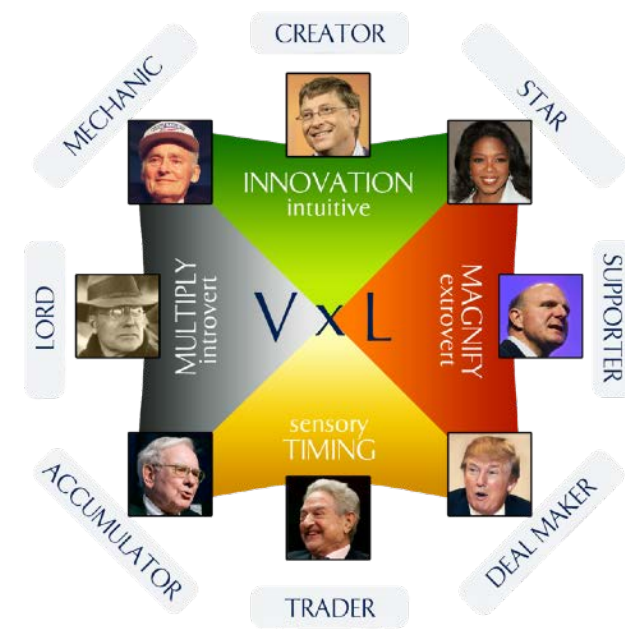


#### Oprah Winfrey, Harpo

Oprah Winfrey has built a vast multimedia empire by building a personal brand that doesn't steal the light, but that instead shines a light on others.



The 'Deal Maker'



## The 'Deal Maker'

“Bringing people together”

Deal Makers are strong in Blaze and Tempo energy and are more down-to-earth. With a strong sense of timing and loyalty, they strive to make sure everyone is ok. They are best when connecting people and ideas together, for everyone's benefit.



### Susan Wojcicki, YouTube

Susan Wojcicki's people skills led her to become head of YouTube, after first renting her garage to Larry Page and Sergey Brin to launch Google.



### Masayoshi Son, Softbank

Masayoshi Son is one of the wealthiest men in Japan, with a \$20 billion fortune, through online and mobile deals through his company, Softbank.

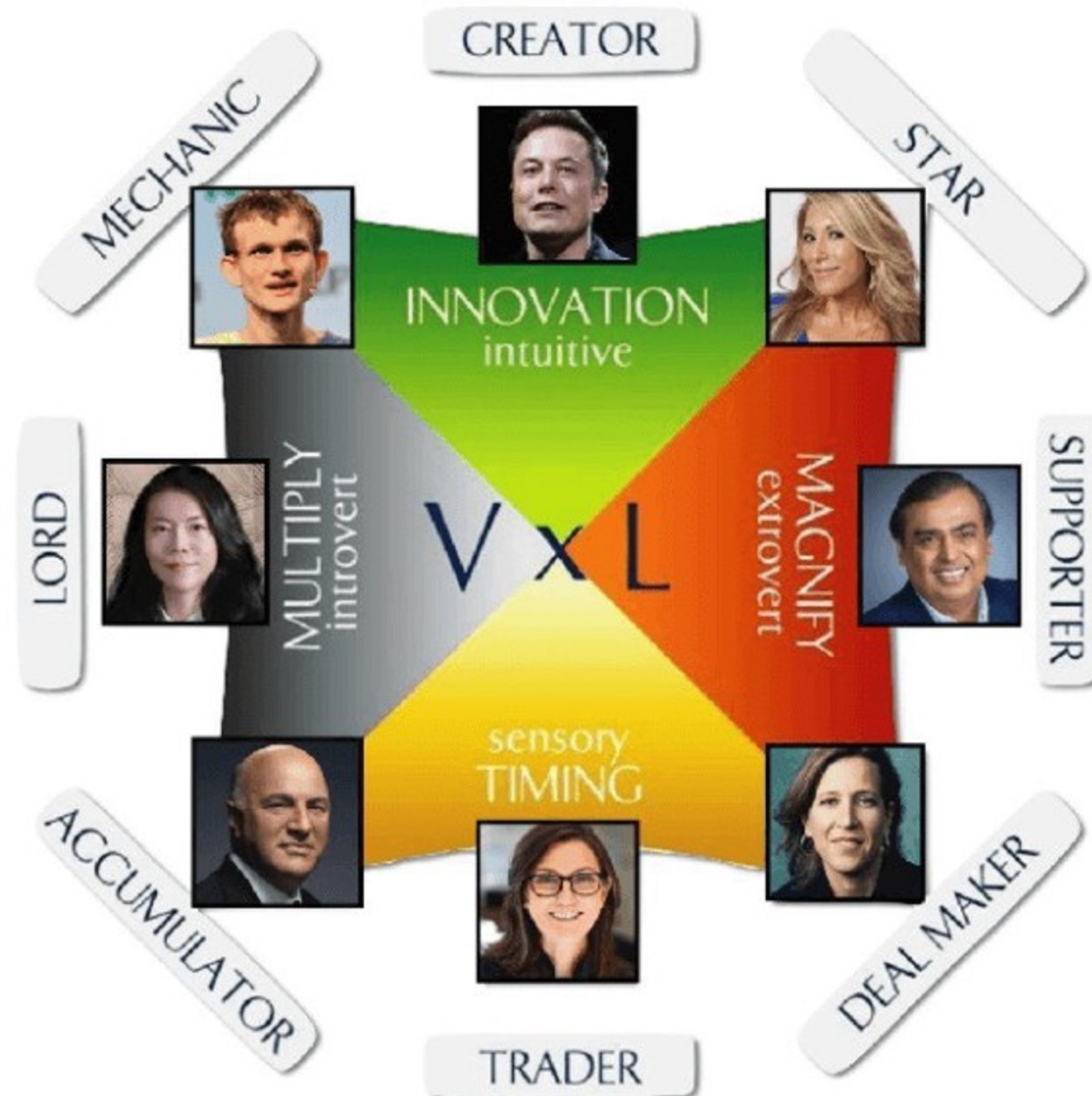


### Lynda Resnick, The Wonderful Company

Lynda Resnick is the marketing maven behind a \$5 billion conglomerate of food brands, including Poro Wonderful, Wonderful Pistachios and Fiji Water.

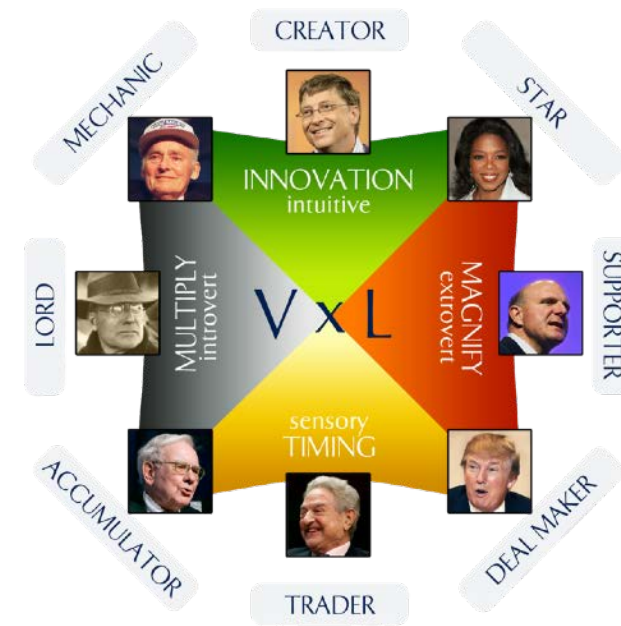


# Wealth Dynamics 5.0





The 'Supporter'



## The 'Supporter'

### "Leading the team"

Supporters are excellent with people and will usually be found in the middle of the party. They have a strong Blaze energy and are naturally drawn to supporting others. Their flow comes from being actively involved in leading others and in finding the right connections.



### **Mukesh Ambani, Reliance Industries**

Mukesh Ambani, a billionaire industrialist, is also one of India's richest people, after turning his oil and gas conglomerate into a Fortune Global 500 company.



### **Sheryl Sandberg, Facebook**

Sheryl Sandberg supported Mark Zuckerberg in the growth of Facebook as its COO for 14 years, which allowed her to build her net worth of over \$1.5 billion.

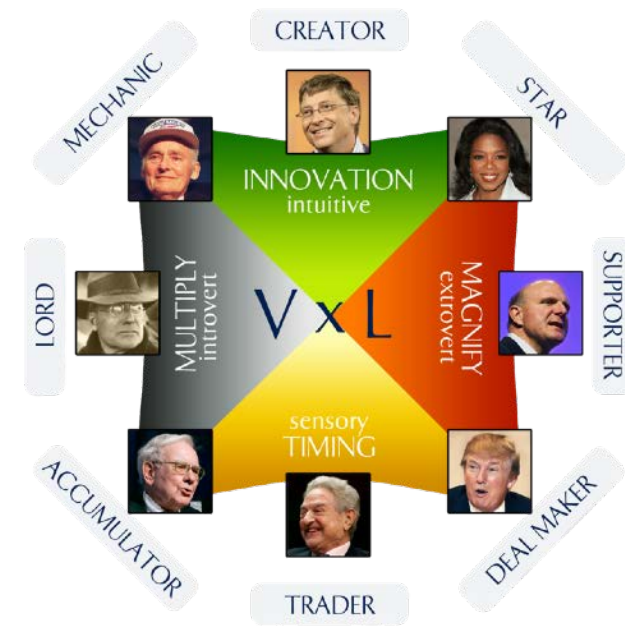


### **Howard Schultz, Starbucks**

Howard Schultz expanded Starbucks after buying the company in 1987 from a Seattle coffee house to more than 30 thousand stores in 80 countries.



The 'Lord'



## The 'Lord'

### “Collecting cash flow assets”

Lords are great at detail, with strong Steel energy. They won't be the loudest voice in the room, but excel at researching and studying information, ahead of coming up with considered decisions. They are best when looking after all the details.



### **Yang Huiyan, Country Garden Holdings**

Yang Huiyan is the wealthiest woman in Asia as the majority owner of Country Garden, a real estate developer with developments throughout China.



### **Larry Page, Alphabet**

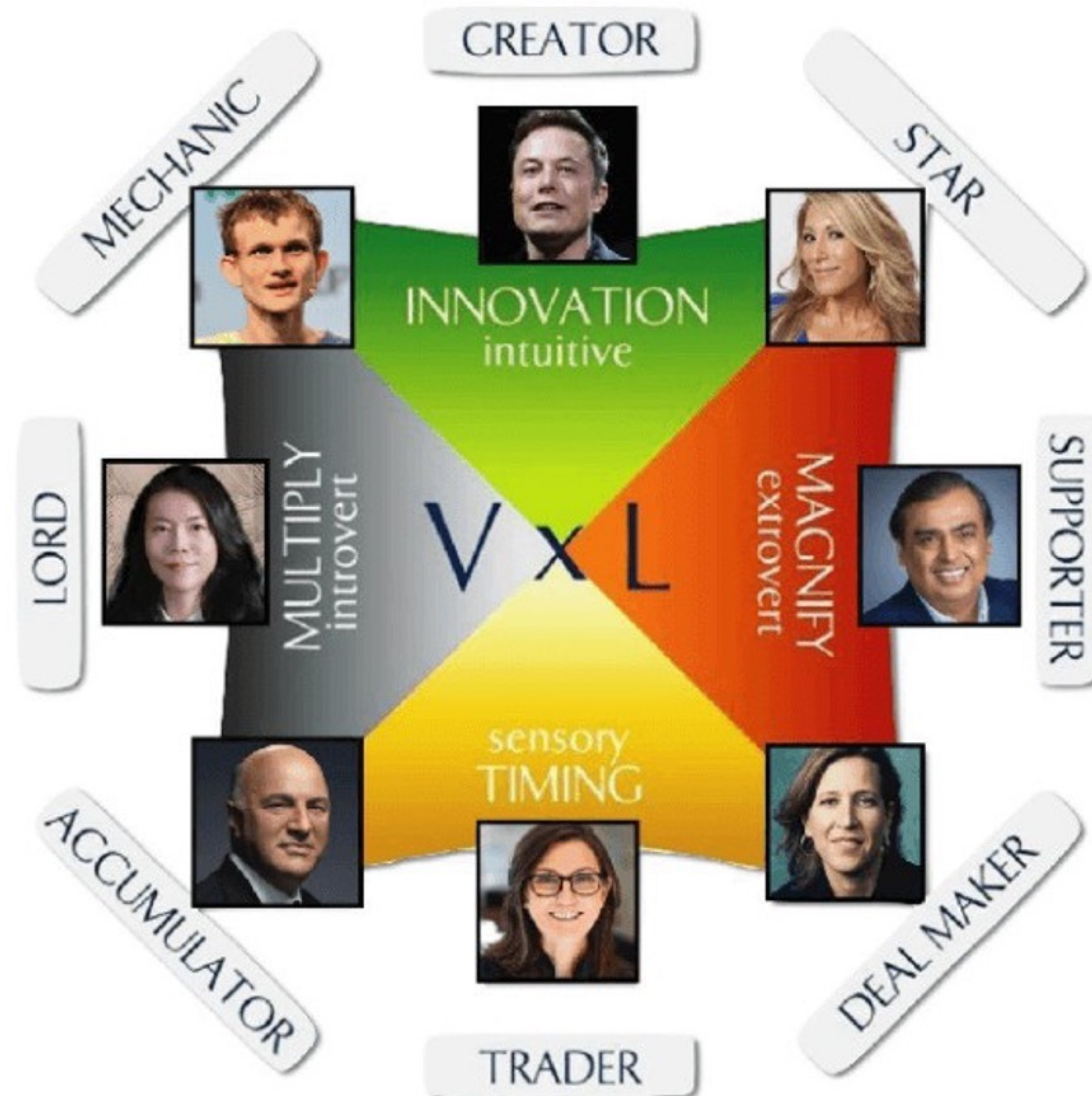
Gina Rinehart is an Australian mining magnate and heiress, who runs the influential mineral exploration and extraction company founded by her father.



### **Sri Mulyani Indrawati, World Bank**

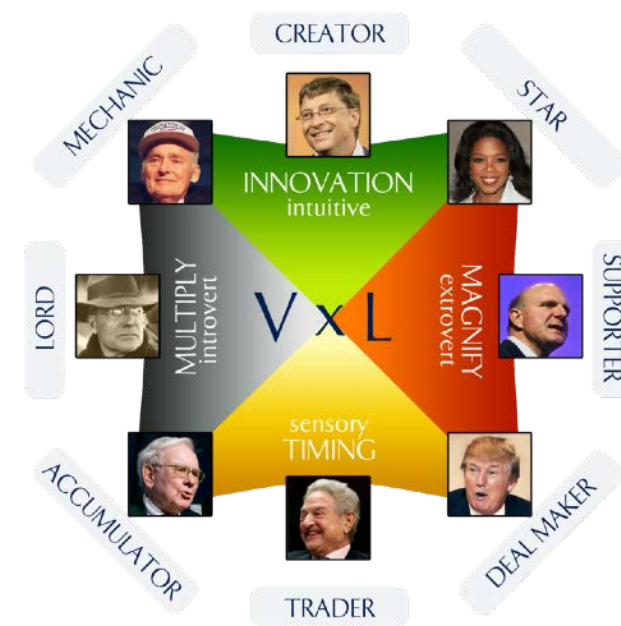
Sri Mulyani's economist background helped her serve as Minister of Finance of Indonesia, as well as the Managing Director and COO for the World Bank.

# Wealth Dynamics 5.0





The 'Accumulator'



# The 'Accumulator'

## “Collecting appreciating assets”

Accumulators are excellent project managers and researchers. They have strong Tempo and Steel energy and are always careful in their work. Don't expect them to be overly creative, however. Their flow comes from collecting and organizing what's already there.



### Kevin O'Leary, O'Leary Funds

Kevin O'Leary, aka "Mr Wonderful", is renowned in the TV show Shark Tank for his yield-generating investments tactic, as well as building capital assets.



### Gina Rinehart, Hancock Prospecting

Gina Rinehart is an Australian mining magnate and top of Australia's Rich List, who runs the influential mineral exploration and extraction company in Western Australia.

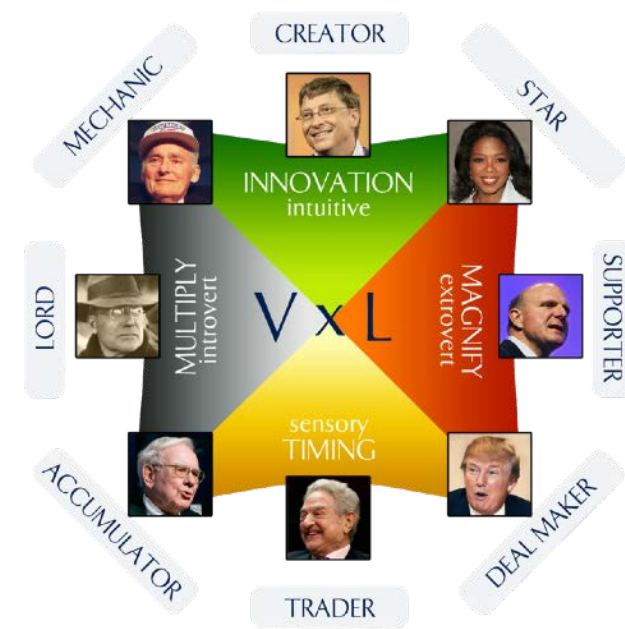


### Warren Buffett, Berkshire Hathaway

One of the most widely quoted Accumulators, Warren Buffett is widely known for his detail-focused leadership, as well as his careful investment philosophy.



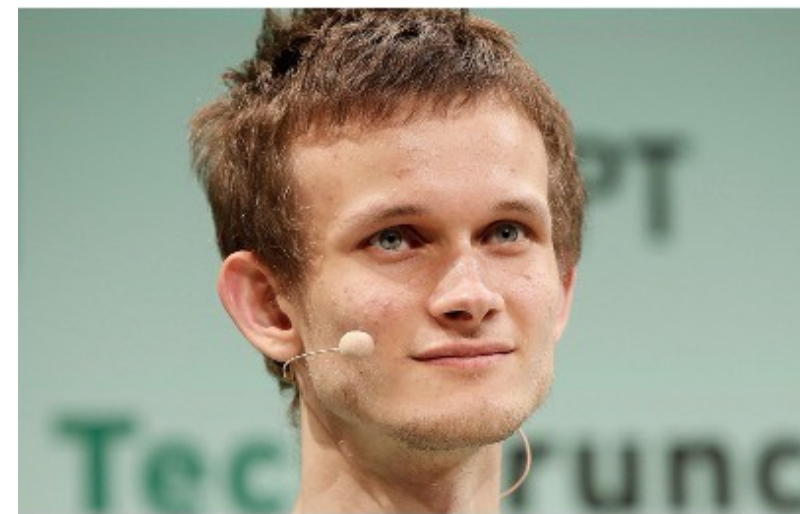
The 'Mechanic'



## The 'Mechanic'

### “Creating a better system”

Mechanics are the best at completing things. They are high on Steel and Dynamo energy. As perfectionists, they can sometimes take longer to get things done than others. They have an aptitude for taking things apart, while finding better ways to put it back together.



### **Vitalik Buterin, Ethereum**

Vitalik Buterin is a young crypto-billionaire genius who co-founded Ethereum and is known for being one of the top thinkers and developers on Blockchain.



### **Christine Lagarde, ECB**

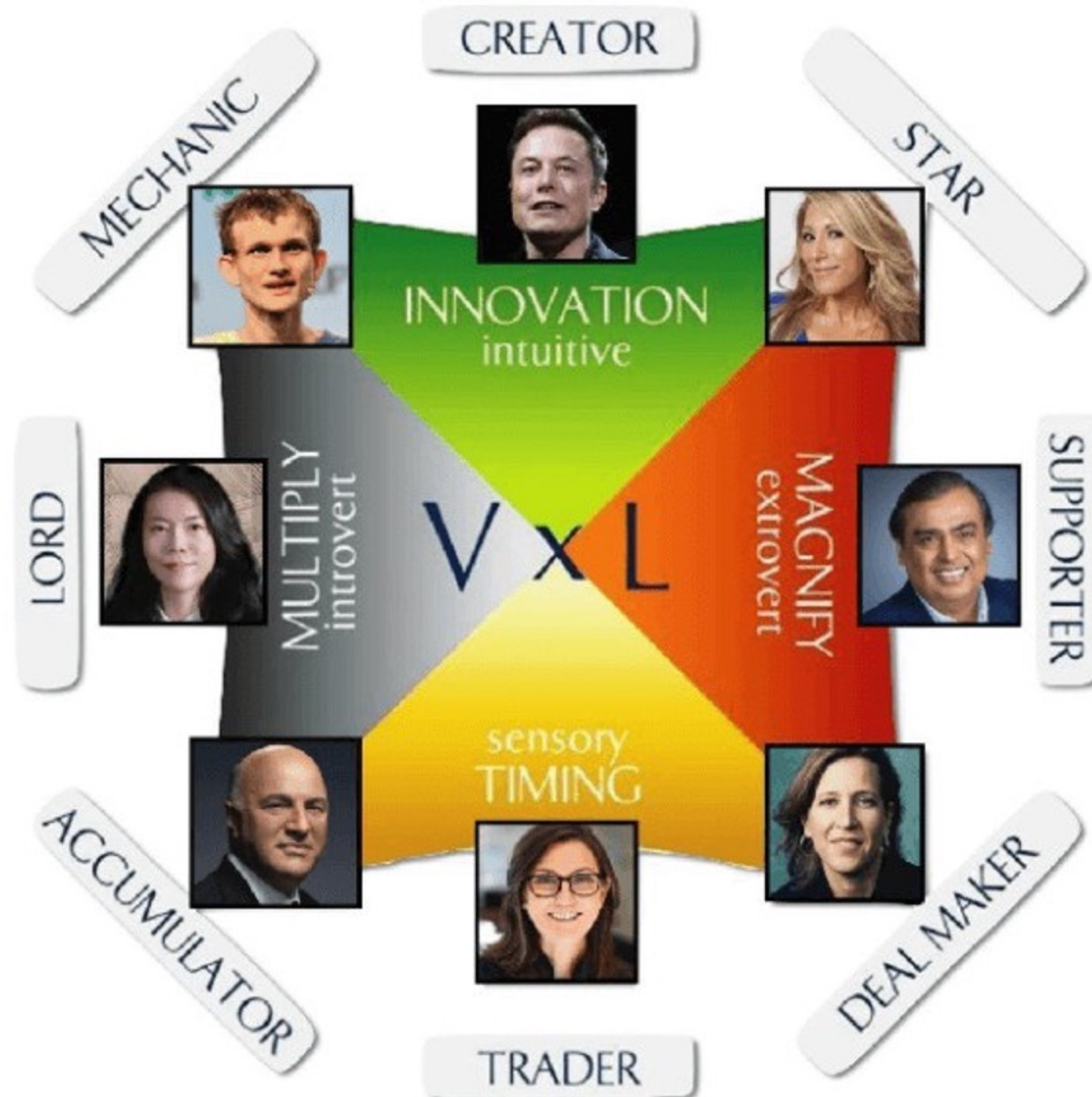
Christine Lagarde is one of the most powerful people in the world, as the former head of the IMF, and President of the European Central Bank (ECB).



### **Jeff Bezos, Amazon**

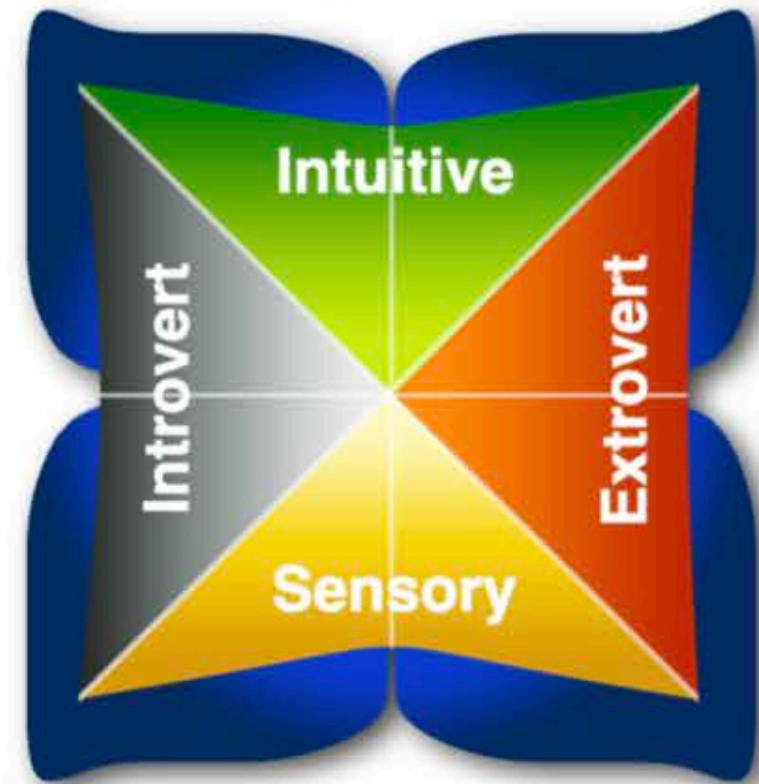
Jeff Bezos is the founder and former CEO of Amazon, and the first person to amass a \$200 billion fortune after a stock surge for the tech company in 2020.

# Wealth Dynamics 5.0



# The Five Frequencies

**STEEL**  
Metal - How?



**DYNAMO**  
Wood - What?

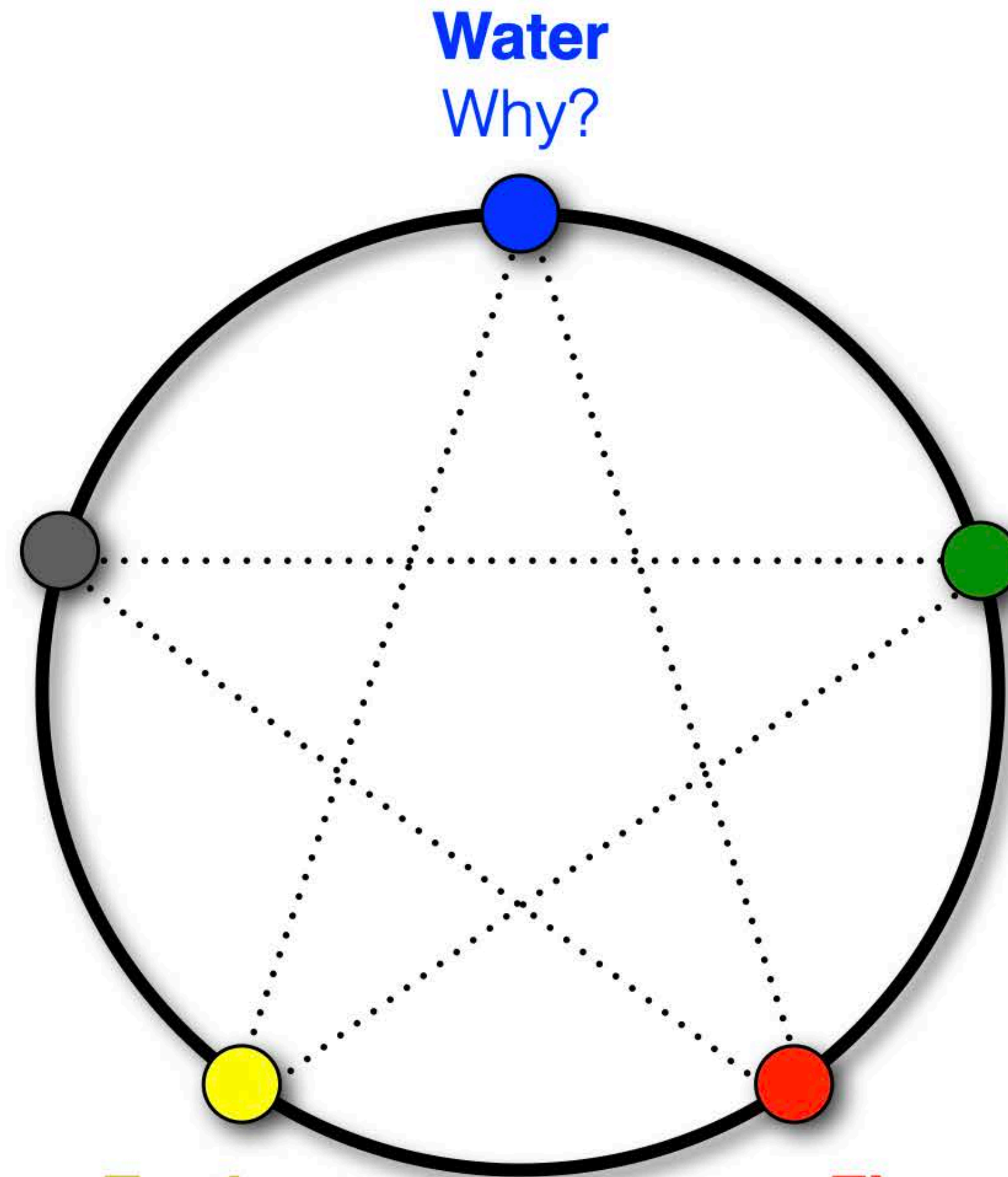


**BLAZE**  
Fire - Who?



**TEMPO**  
Earth - When?

**Metal**  
How?



**Water**  
Why?

**Wood**  
What?

**Earth**  
When?

**Fire**  
Who?



# The Eight Trigrams

**STEEL**

Metal - How?



Mountain



Water



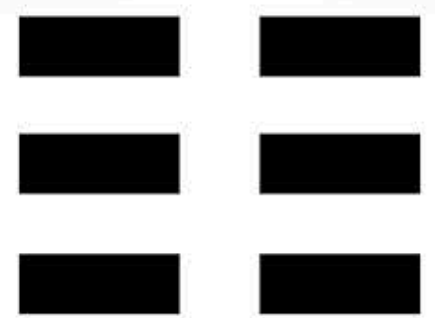
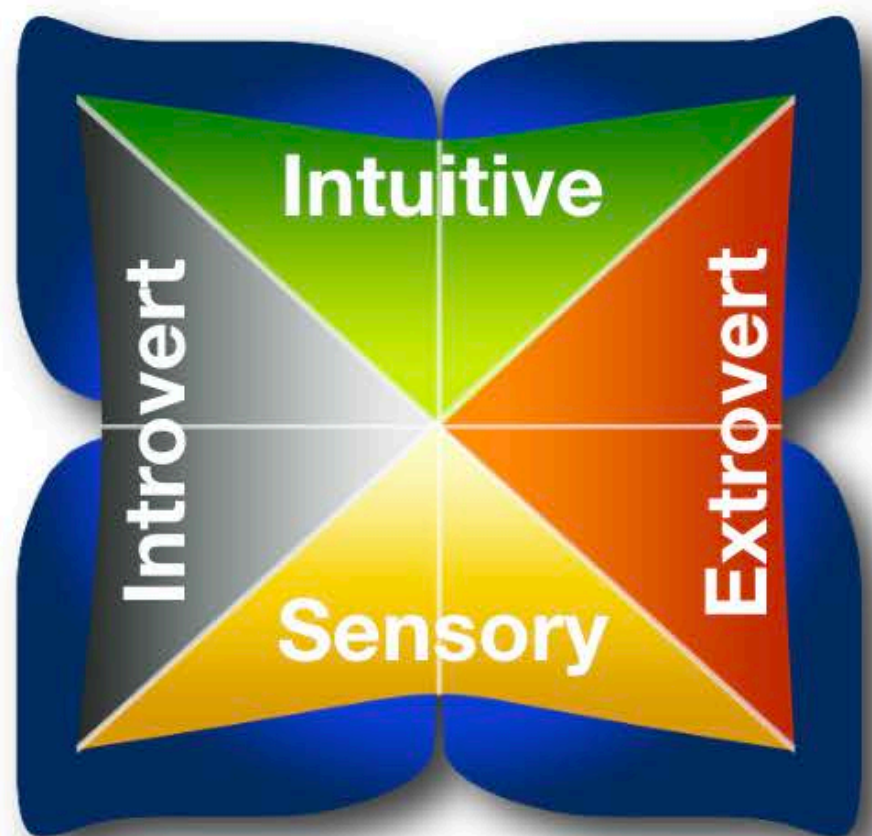
Wind

**DYNAMO**

Wood - What?



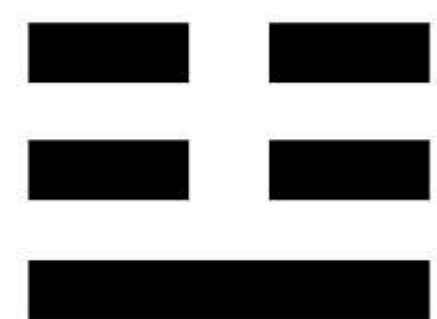
Heaven



Earth

**TEMPO**

Earth - When?



Lightning



Fire

**BLAZE**

Fire - Who?



Valley



**What is your  
Wealth Dynamics Profile?**

**Who do you need in your team?**

# WEALTH DYNAMICS

# 5.0

## Part Three



# Entrepreneur Dynamics

## The No.1 agile system for entrepreneurs

**Ultraviolet** - Legend



**Violet** - Composer



**Indigo** - Trustee



**Blue** - Conductor



**Green** - Performer



**Yellow** - Player



**Orange** - Worker



**Red** - Survivor



**Infrared** - Victim



**Level 8**

**Level 7**

**Level 6**

**Level 5**

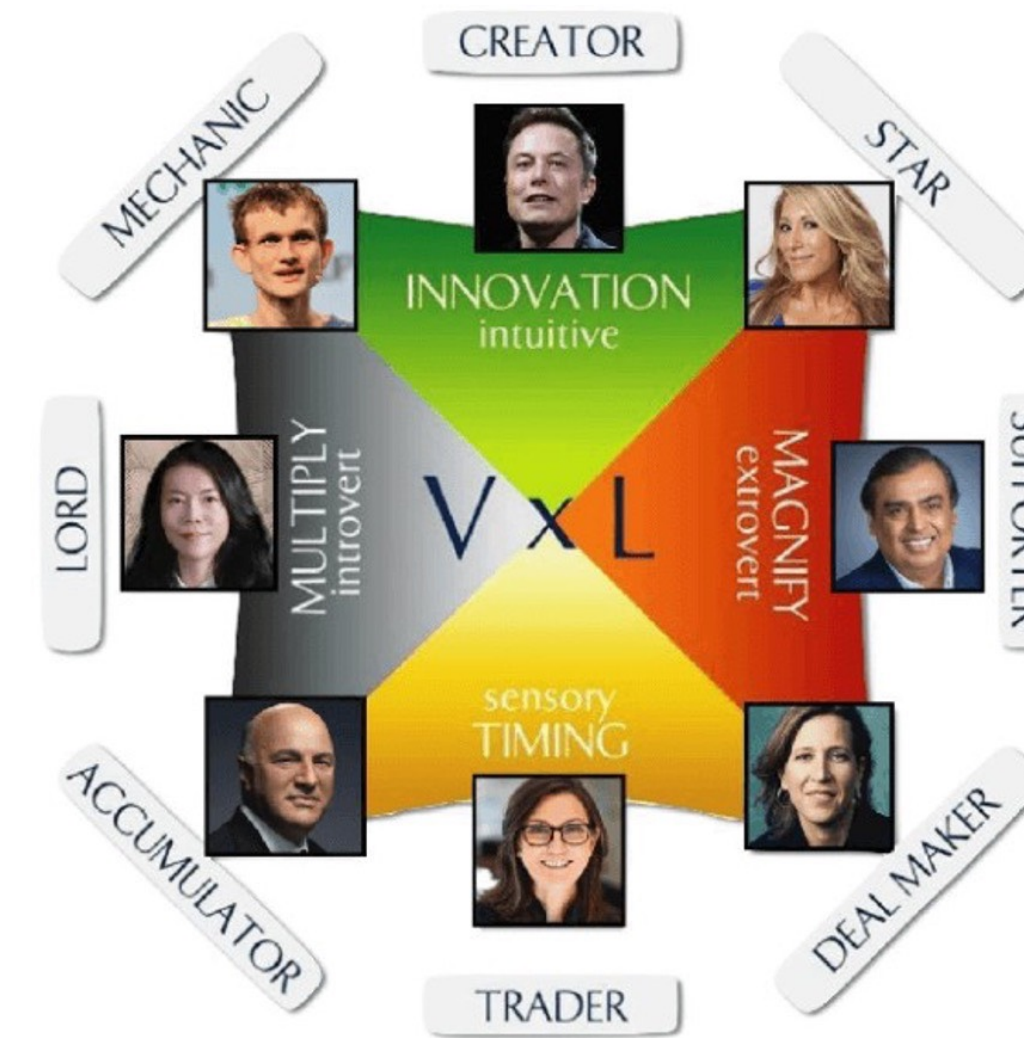
**Level 4**

**Level 3**

**Level 2**

**Level 1**

**Level 0**



**Talent Dynamics**

**Wealth Dynamics**



**Society 5.0**

**Leadership 5.0**

**Entrepreneur 5.0**

### 1 Entrepreneur Impact Test

What's your level of flow and level of impact?

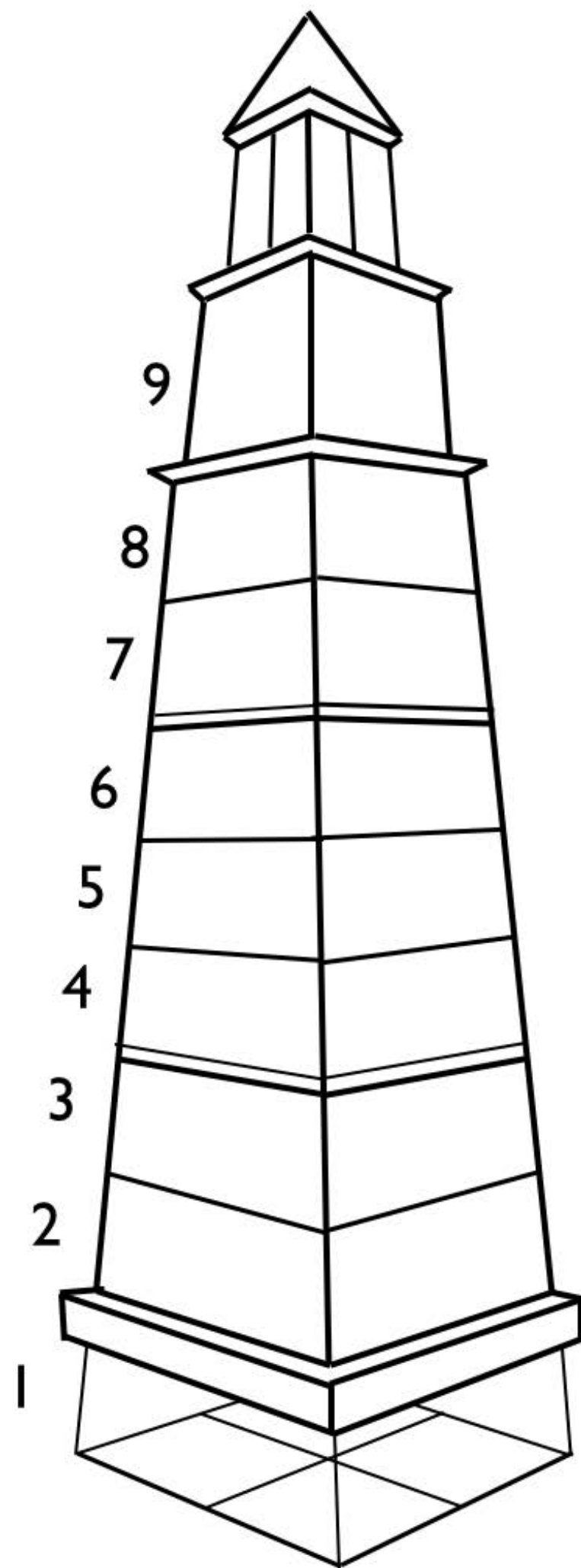
### 2 Wealth Dynamics

How to grow your flow

### 3 Impact Dynamics

How to grow your impact

# The Impact Meter



**LEVEL 7**  
1m customers

**Global impact with the power to leave a legacy**

Have I directed the trust that I am growing towards a meaningful global purpose?



**LEVEL 6**  
100k customers

**National impact, with the influence to shape the future**

Am I establishing a mission, culture and model that is inspiring others on their journeys?



**LEVEL 5**  
10k customers

**Market leadership, attracting resources and partnerships**

Have I built a reputation that attracts the financing, partners and support to leverage with?



**LEVEL 4**  
1k customers

**Scalable team and time to develop a sustainable business**

Am I growing my team and time to enable the business to run well without me?



**LEVEL 3**  
100 customers

**Predictable, replicable and viable model to grow with**

Have I found a repeatable pathway from my market's need to my solution that I can measure?



**LEVEL 2**  
10 customers

**Intimate user group to maximise value and market fit**

Can I scale my solution to ten people such that they are willing to pay and refer me to others?



**LEVEL 1**  
1 customer

**Personal service to solve one person's problem.**

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

# Level 1 Enterprise: 1 customer



**Personal service to solve one person's problem.**

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

## Leadership

**DO**

Team up with others in flow, where you are directly in contact with your customer.

**DON'T**

Try and do it all on your own, spending time 'building the next big thing' with no contact with your customer.

## Product

**DO**

Focus at solving your customers problem in a way that puts money in their pocket.

**DON'T**

Focus at trying to sell your product or do anything that isn't 100% focused at solving your customer's problem.

## Customer

**DO**

Begin with someone who trusts you and who you see as your ideal customer

**DON'T**

Begin by building websites, brochures and fancy material with the expectation that if you "build it they will come".

## Service

**DO**

Build a relationship through the service you provide with the goal to create a customer for life

**DON'T**

Rush on to a second customer once you have your first, expecting to be able to find customers faster than they leave.

## Systems

**DO**

Leverage on the systems of others, with the time and effort you put in kept to a minimum

**DON'T**

Distract yourself with time and money being put into systems before you know what is of real value that you can and should replicate.

# Level 1 Enterprise: 1 customer



**Personal service to solve one person's problem.**

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

## Leadership DO

Team up with others in flow, where you are directly in contact with your customer.

## DON'T

Try and do it all on your own, spending time 'building the next big thing' with no contact with your customer.

## Mechanic Strategy

Begin by using your creativity to create efficiencies within an established team

## Creator Strategy

Begin by using your innovation to create sales in partnership with established products

## Star Strategy

Begin by using your connections to create sales in partnership with established products

## Supporter Strategy

Begin by using your leadership to increase team sales in partnership with a revenue generator

## Deal Maker Strategy

Begin by using your deal making skills to increase the deals sizes with an established team

## Trader Strategy

Begin by using your negotiation skills to increase referrals and reduce cost in a team

## Accumulator Strategy

Begin by using your project leadership skills to increase cost savings with an established team

## Lord Strategy

Begin by using your analytical skills to increase cost savings with an established team



# Level 2 Enterprise: 10 customers



**Intimate user group to maximise value and market fit**

Can I scale my solution to ten people such that they are willing to pay and refer me to others?

## Leadership

**DO**

Build a contract team around delivering to your followers and community while you focus on your prospects and customers

**DON'T**

Hire too many too early, try and manage everything yourself, or delegate the customer co-creation too early.

## Product

**DO**

Focus at finding out what is and isn't replicable in the solutions your customers find most value in.

**DON'T**

Get caught up in delivering results without turning your replicable value into a product, or productizing too early.

## Customer

**DO**

Grow your customer base from people who trust you to people who trust them.

**DON'T**

Trying to scale to strangers who don't know or trust you too early, or staying with too few customers.

## Service

**DO**

Deliver a service that results in repeat purchases and referrals from your user group.

**DON'T**

Abdicate service before you know what it takes to grow life time value through repeat purchases and referrals.

## Systems

**DO**

Implement basic systems to track and serve your followers, community, prospects and customers.

**DON'T**

Get carried away with too many systems you don't need yet, or spend too much time in any one of the four lanes of your impact highway.

# Level 2 Enterprise: 10 customers



**Intimate user group to maximise value and market fit**

Can I scale my solution to ten people such that they are willing to pay and refer me to others?

## Leadership DO

Build a contract team around delivering to your followers and community while you focus on your prospects and customers

## DON'T

Hire too many too early, try and manage everything yourself, or delegate the customer co-creation to early.

## Mechanic Strategy

Grow by using your creativity to create a scalable product fit for your user group

## Creator Strategy

Grow by using your innovation to create a unique product fit for your user group

## Star Strategy

Grow by using your connections to create a branded experience for your user group

## Supporter Strategy

Grow by using your leadership to deliver a personal experience for your user group

## Deal Maker Strategy

Grow by using your deal making skills to increase the community value of your user group

## Trader Strategy

Grow by using your negotiation skills to increase the referral rate of your user group

## Accumulator Strategy

Grow by using your project leadership skills to increase the loyalty of your user group

## Lord Strategy

Grow by using your analytical skills to improve the pathway of your user group

# Level 3 Enterprise: 100 customers



**Predictable, replicable and viable model to grow with**

Have I found a repeatable pathway from my market's need to my solution that I can measure?

## Leadership

**DO**

Build a full-time team to ignite your strengths and to provide a consistent high value experience to all four lanes of your impact highway.

**DON'T**

Rely too heavily on contract partners for value delivery, or recruit too quickly at the expense of profit or quality.

## Product

**DO**

Focus at combining your value with market leaders, to extend trust and flow across all four lanes.

**DON'T**

Assume you can extend trust from people who know you to people who don't by simply repeating your Level 2 formula.

## Customer

**DO**

Link your customer pathway from new followers through to new customers in a predictable and replicable way.

**DON'T**

Get caught up at the Level 2 plateau where you keep having to rely on word-of-mouth for new business.

## Service

**DO**

Create a consistent service model that leads to predictable and replicable repeat business and referrals.

**DON'T**

Lose sight of service as your greatest source of revenue as you grow the front end of your business.

## Systems

**DO**

Expand your systems to ensure you have strong customer and financial tracking, and that your team are all trained to work the system.

**DON'T**

Forget to upgrade your systems and keep it all in your head, with the danger that you end up becoming the bottleneck.

# Level 3 Enterprise: 100 customers



**Predictable, replicable and viable model to grow with**

Have I found a repeatable pathway from my market's need to my solution that I can measure?

## Leadership DO

Build a full-time team to ignite your strengths and to provide a consistent high value experience to all four lanes of your impact highway.

## DON'T

Rely too heavily on contract partners for value delivery, or recruit too quickly at the expense of profit or quality.

## Mechanic Strategy

Expand by using your creativity to create a scalable system to leverage your value

## Creator Strategy

Expand by using your innovation to create a unique product mix to leverage your value

## Star Strategy

Expand by using your connections to create an ongoing lead flow to leverage your value

## Supporter Strategy

Expand by using your leadership to deliver a vibrant sales team to leverage your value

## Deal Maker Strategy

Expand by using your deal making skills to build strong partnerships to leverage your value

## Trader Strategy

Expand by using your negotiation skills to build a strong referral base to leverage your value

## Accumulator Strategy

Expand by using your project leadership skills to manage the teams to leverage your value

## Lord Strategy

Expand by using your analytical skills to manage the finances to leverage your value



# SUCCESS STORY: Deb & Jeremy Harris

[www.growcfoco.com](http://www.growcfoco.com)

## Comfort Zone

Deb and her husband Jeremy's business offer a targeted range of strategic financial consulting services and team training to help grow people's business. Part of a very traditional business for 25 years, they had this idea as a "side hustle" that grew tremendously in the last 12 months. Just when they decided to take their business to the next level, Covid hit...

## Next level

By applying a new Pivot Plan and implementing a new structure they were able to rapidly change their business in 6 months. They remodeled their practice and scaled quickly. Helping one client who achieved 16K in April to make 134K in April, along the way.

## Results:

- 200 participants in a 5 day online challenge
- Profits are up 714%
- 300% return in investments
- 50%-60% growth in clientele

*"Everyone of our programs is linked to a worthy cause. We exist to serve your purpose "*

Member since 2015  
Mechanic & Creator Profile

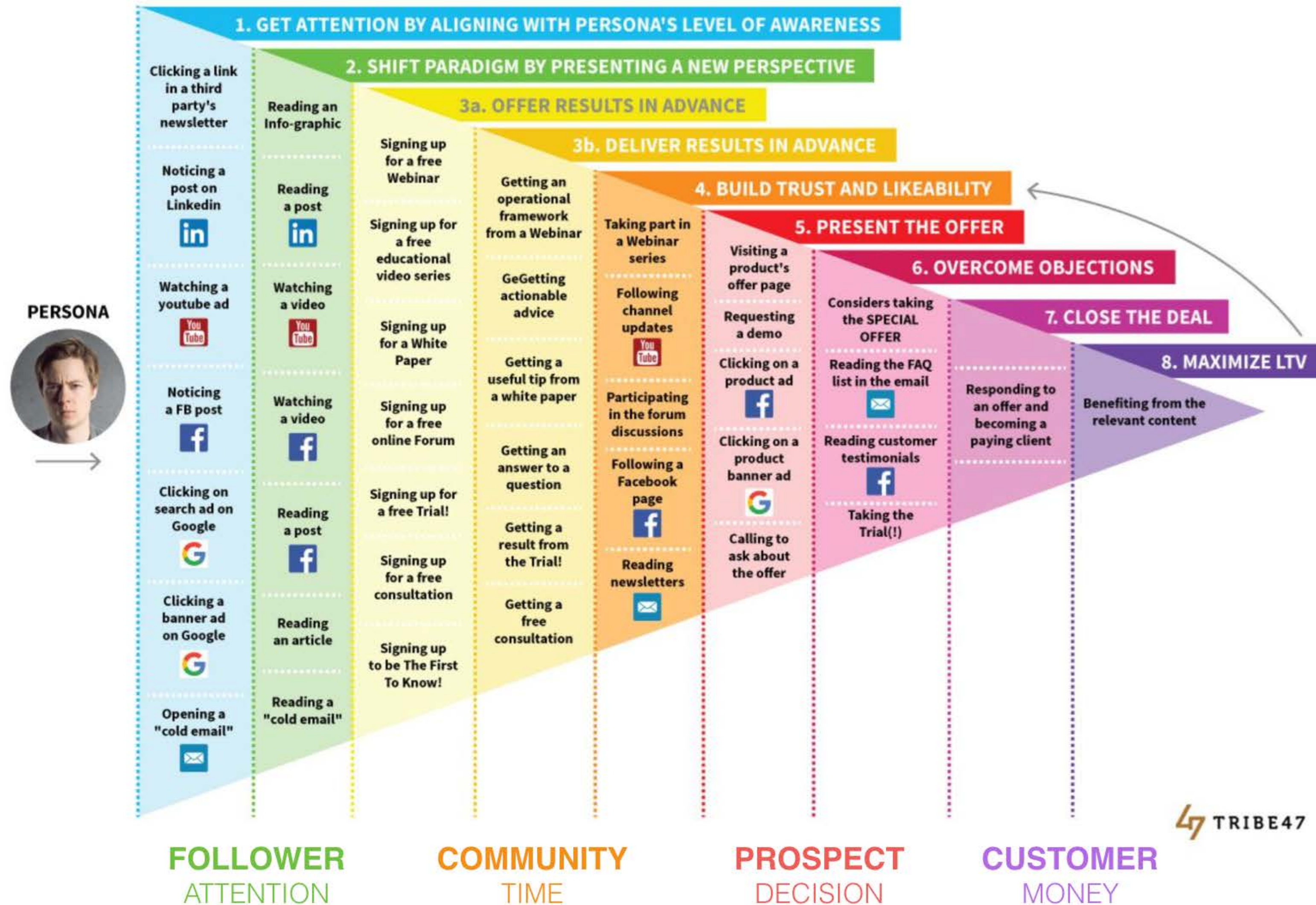


THE  
SHINE AWARDS

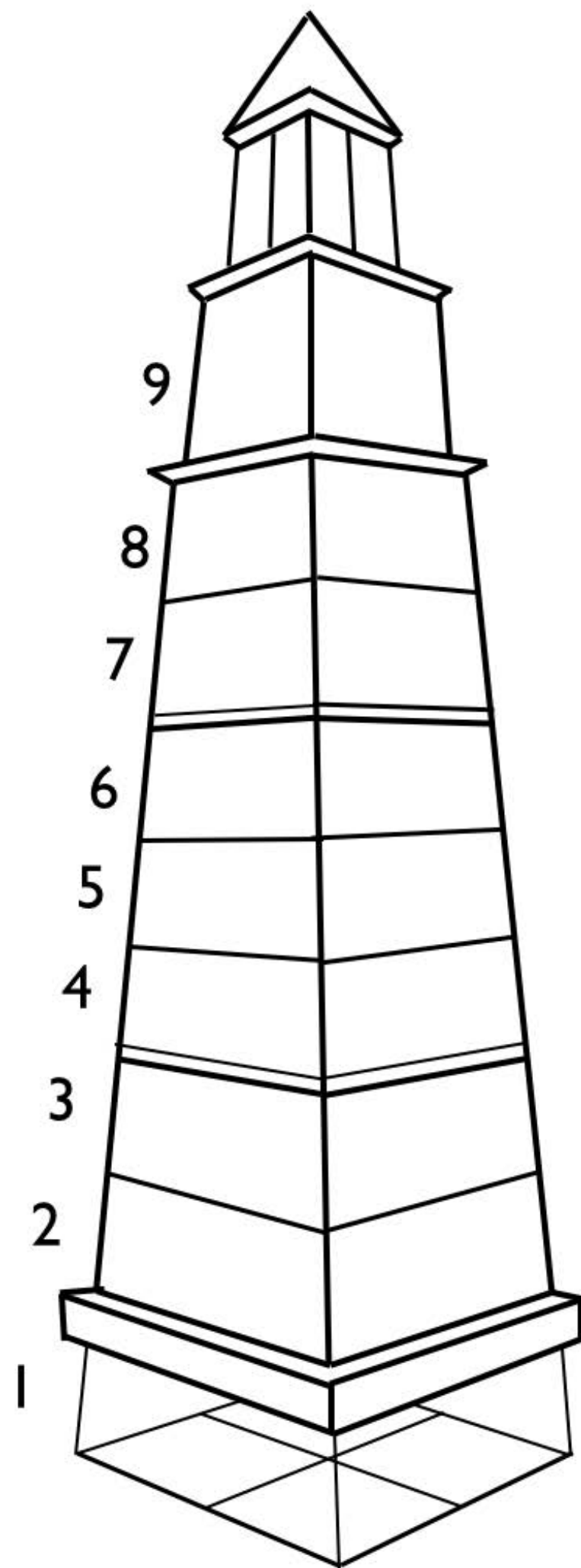
# The Impact Highway

**“Controlled time is true wealth”**

~ Buckminster Fuller



# The Impact Meter



**LEVEL 7**  
1m customers

**Global impact with the power to leave a legacy**

Have I directed the trust that I am growing towards a meaningful global purpose?



**LEVEL 6**  
100k customers

**National impact, with the influence to shape the future**

Am I establishing a mission, culture and model that is inspiring others on their journeys?



**LEVEL 5**  
10k customers

**Market leadership, attracting resources and partnerships**

Have I built a reputation that attracts the financing, partners and support to leverage with?



**LEVEL 4**  
1k customers

**Scalable team and time to develop a sustainable business**

Am I growing my team and time to enable the business to run well without me?



**LEVEL 3**  
100 customers

**Predictable, replicable and viable model to grow with**

Have I found a repeatable pathway from my market's need to my solution that I can measure?



**LEVEL 2**  
10 customers

**Intimate user group to maximise value and market fit**

Can I scale my solution to ten people such that they are willing to pay and refer me to others?








**LEVEL 1**  
1 customer

**Personal service to solve one person's problem.**

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

# Impact Metrics

		Followers	Community		Prospects		Customers			
		Engagement %		Registration %		Conversion %		Average \$		
	<b>LEVEL 5</b> 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m
	<b>LEVEL 4</b> 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m
	<b>LEVEL 3</b> 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
	<b>LEVEL 2</b> 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
	<b>LEVEL 1</b> 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K



# Level 4 Enterprise: 1,000 customers



## Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?

### Leadership

**DO**

Build a Board to support you strategically, and attract operational leadership to manage each area of flow.

**DON'T**

Continue to try and manage the company on your own, or to become detached from the customer flow.

### Product

**DO**

Focus at partnerships to enable your products to be offered by others in your market, including your customers.

**DON'T**

Over-leverage your product range without enough variety or novelty, or lose sight of the path your best customers are taking.

### Customer

**DO**

Extend your customers beyond your own pathway to partner pathways, and vice versa.

**DON'T**

Rely on your existing customer base to expand on your own in competition with the rest of the market.

### Service

**DO**

Extend your service to be customer-focused whether your customers buy from you or your partners.

**DON'T**

Try and hold on to your customers in a way that cannot scale, leading to a churn regardless of the value of your products.

### Systems

**DO**

Upgrade your systems to ensure you can manage your business remotely with daily data steering your company.

**DON'T**

Have any part of your company still relying on manual processes when they can be automated or outsourced.

# Level 4 Enterprise: 1,000 customers



**Scalable team and time to develop a sustainable business**

Am I growing my team and time to enable the business to run well without me?

## Leadership DO

Build a Board to support you strategically, and attract operational leadership to manage each area of flow.

## DON'T

Continue to try and manage the company on your own, or to become detached from the customer flow.

## Mechanic Strategy

Establish your enterprise by using your creativity to create a scalable systems team

## Creator Strategy

Establish your enterprise by using your innovation to create a world class product team

## Star Strategy

Establish your enterprise with your connections to create an a powerful marketing team

## Supporter Strategy

Establish your enterprise with your leadership to build a vibrant sales and delivery team

## Deal Maker Strategy

Establish your enterprise Expand with your deal making skills to build a strong partnerships team

## Trader Strategy

Establish your enterprise with your negotiation skills to build a reliable customer service team

## Accumulator Strategy

Establish your enterprise your project leadership skills to build competent project teams

## Lord Strategy

Establish your enterprise by using your analytical skills to build accurate data and finance teams



# SUCCESS STORY: Jonathan Boyd

[www.breakthroughguitar.com](http://www.breakthroughguitar.com)

## One Man Doing It All

Jonathan has a marketing background and is a guitar player who had a passion to use both skills to support budding guitarists to achieve their musical goals. He started as a solopreneur with a vision which quickly grew to a large community bring him in \$115,000+ per month.

Startup, small sales, one man doing it all.

## Team of 9

Jonathan joined our Enterprise level Crystal Circle in Sept 2019, he's one of the quiet achievers who shows up, steps up, and immerses into massive action.

## Results:

- Zero to 1 million gross in under 10 months
- 17,000+ clients
- \*\* May 2021, at \$500k per month and growing!



Member since 2019  
Creator Profile



THE  
SHINE AWARDS

# Level 5 Enterprise: 10,000 customers



## Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?

### Leadership

**DO**

Shift your focus to attracting resources in money and talent as your team grows the business.

**DON'T**

Get caught up in the business without being able to get perspective from the outside, or strangling the business through lack of resources.

### Product

**DO**

Ensure a full product range to serve your market now and in the future, with at least a three year product plan in place.

**DON'T**

Becoming too near-sighted in delivering what works today without anticipating what your customers will be needing three years from now.

### Customer

**DO**

Grow those you are customizing for from your customers to your partners, investors, team and community.

**DON'T**

Expect to keep a leadership position by simply scaling your earlier success with the customers and team you have.

### Service

**DO**

Grow your service to become a guardian for your community, with advocates and leaders rising from within.

**DON'T**

Try and keep a division between your value delivery and your customer's value consumption, with the inevitable loss of trust.

### Systems

**DO**

Invest in world class systems to provide fully seamless and scalable growth, with your culture being at the heart.

**DON'T**

Become overly process driven, overly controlling or overly chaotic. Or have any systems that don't put the customer first.

# Level 5 Enterprise: 10,000 customers



**Market leadership, attracting resources and partnerships**

Have I built a reputation that attracts the financing, partners and support to leverage with?

## Leadership DO

Shift your focus to attracting resources in money and talent as your team grows the business.

## DON'T

Get caught up in the business without being able to get perspective from the outside, or strangling the business through lack of resources.

## Mechanic Strategy

Scale your enterprise by using your creativity to create a predictable systems R.O.I.

## Creator Strategy

Scale your enterprise by using your innovation to create predictable capital growth for investors

## Star Strategy

Scale your enterprise with your connections to create a compelling investor pathway

## Supporter Strategy

Scale your enterprise with your leadership to build a strong investor relations team

## Deal Maker Strategy

Scale your enterprise Expand with your deal making skills to attract and secure funding

## Trader Strategy

Scale your enterprise with your negotiation skills to build sustainable market value

## Accumulator Strategy

Scale your enterprise your project leadership skills to build investible capital projects

## Lord Strategy

Scale your enterprise by using your analytical skills to build reliable future financial forecasts



# SUCCESS STORY: Chad Pope

[www.cashbox.global](http://www.cashbox.global)

## Clear Goals

Chad is passionate about financial freedom and legacy planning. He, along with his business partner Andrew Mobsby, who has been advising in this space for over 20 years created a new Startup company called CashBox. Cashbox carefully selects income protected products for clients that offer certainty of return on their investment, in a highly uncertain time.

## "Parachute" Action Plan

Having been a Crystal Circle member since 2018, it's through the guidance of Roger and his coaching team they learned how to team up with the right partners to collaborate with, enabling them to "parachute" into a network of ideal clients, and ultimately purveying a new investment product, closing 6 million dollars in investments in just 9 months.

## Results:

- Zero to 12+ million in investment funds in just over 12 months
- Engaged partnerships and key person referrals.



Member since 2018  
Mechanic Profile



**Which level are you at?**

**What is your biggest question to  
unblock and get into flow?**

# WEALTH DYNAMICS

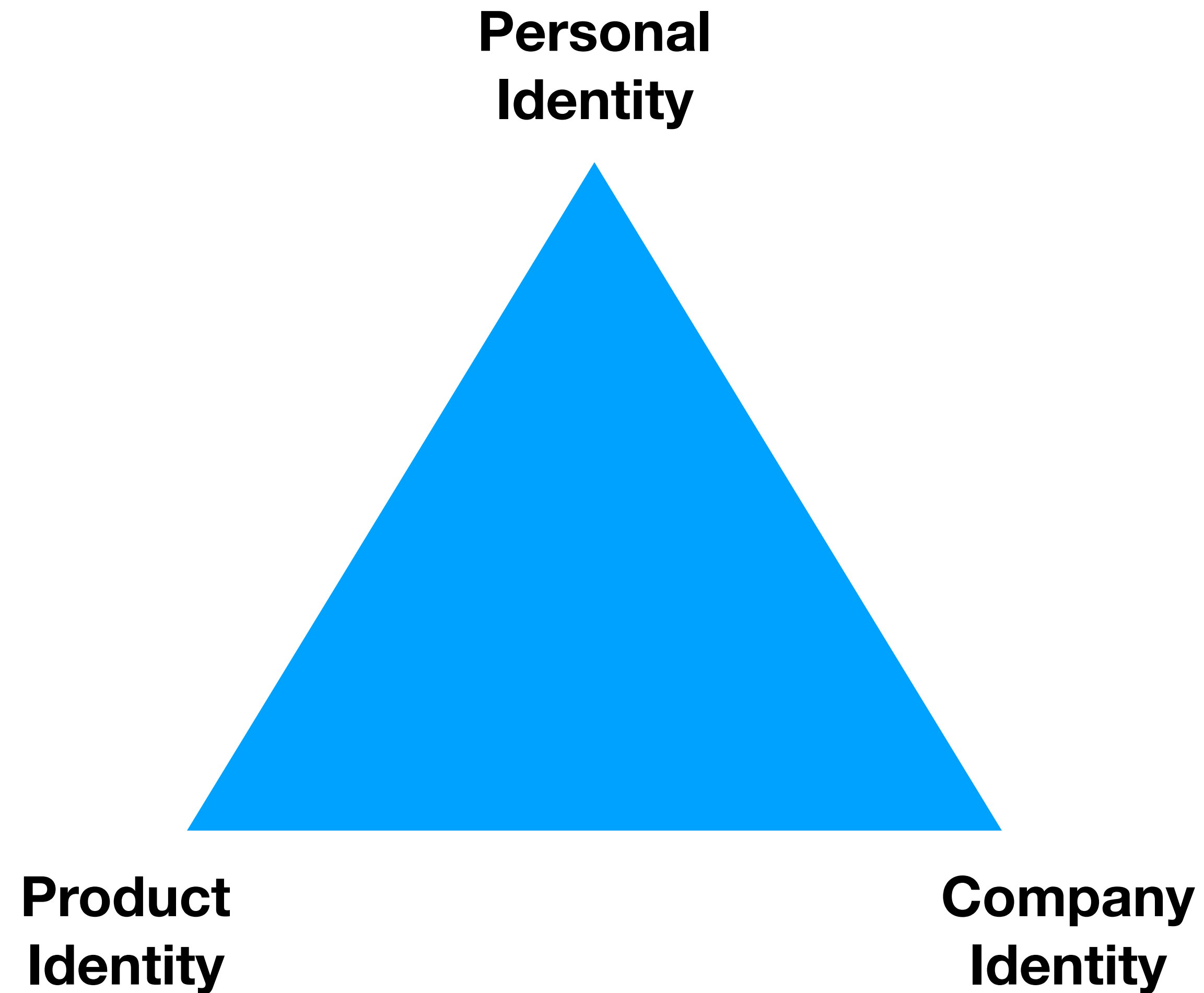
# 5.0

## Part Four



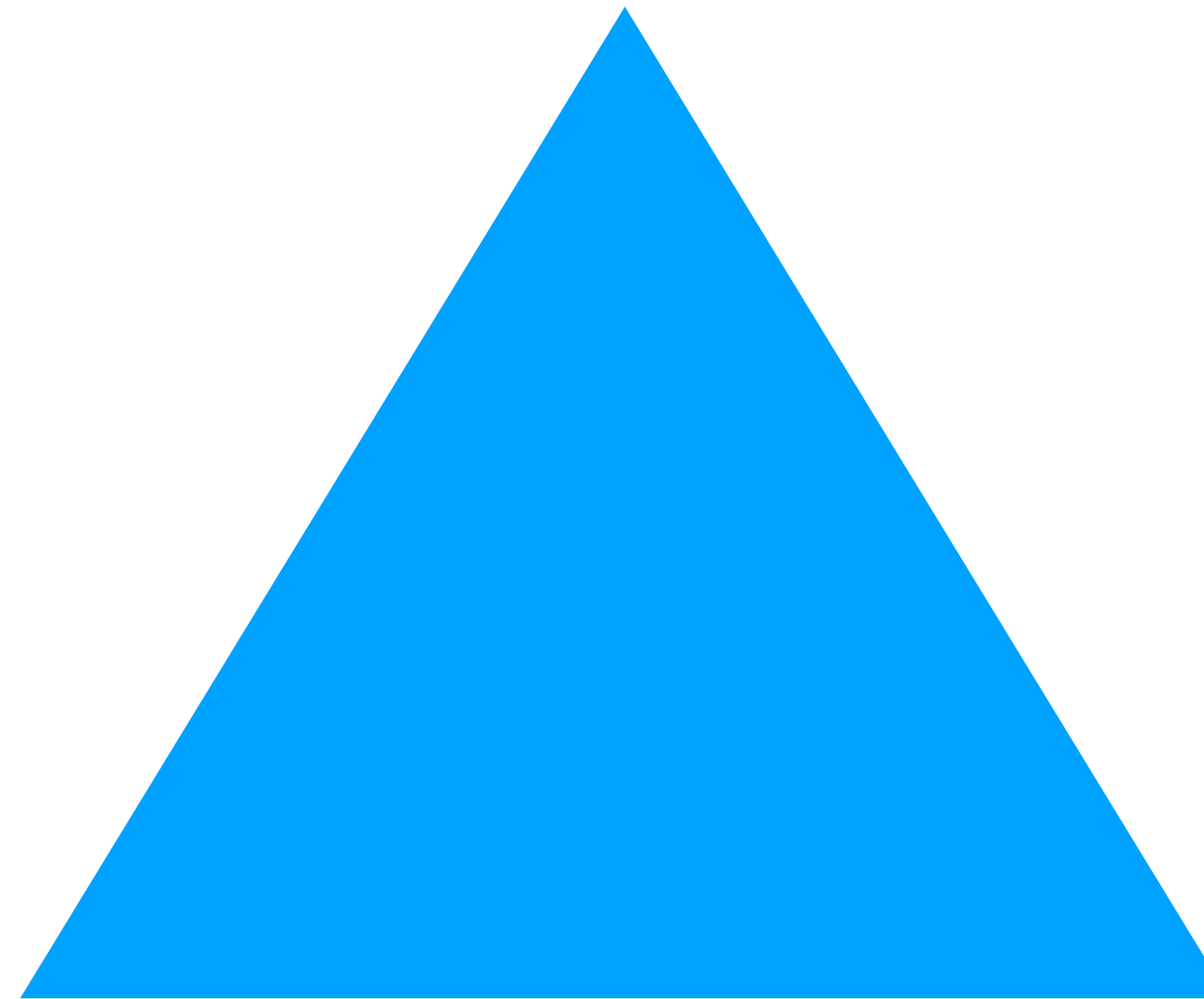


# The Trust Triangle



# The Trust Triangle

**Future Trust  
Predictability**



**Internal Trust  
Confidence**

**External Trust  
Credibility**

# Entrepreneur Dynamics

## The No.1 agile system for entrepreneurs

**Ultraviolet** - Legend



**Violet** - Composer



**Indigo** - Trustee



**Blue** - Conductor



**Green** - Performer



**Yellow** - Player



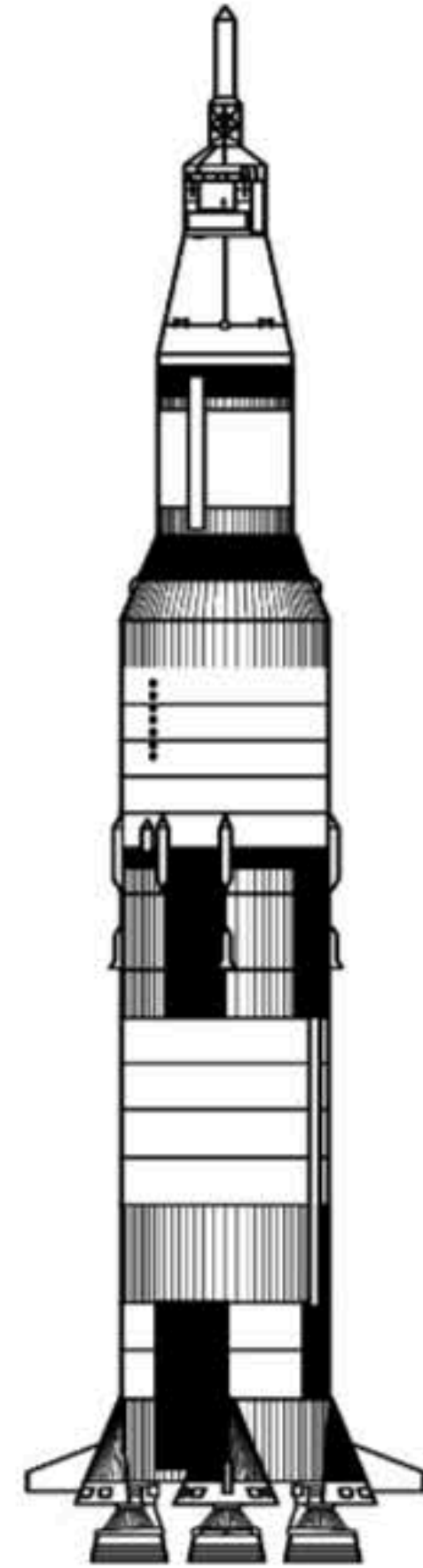
**Orange** - Worker



**Red** - Survivor



**Infrared** - Victim



**Level 8**

**Level 7**

**Level 6**

**Level 5**

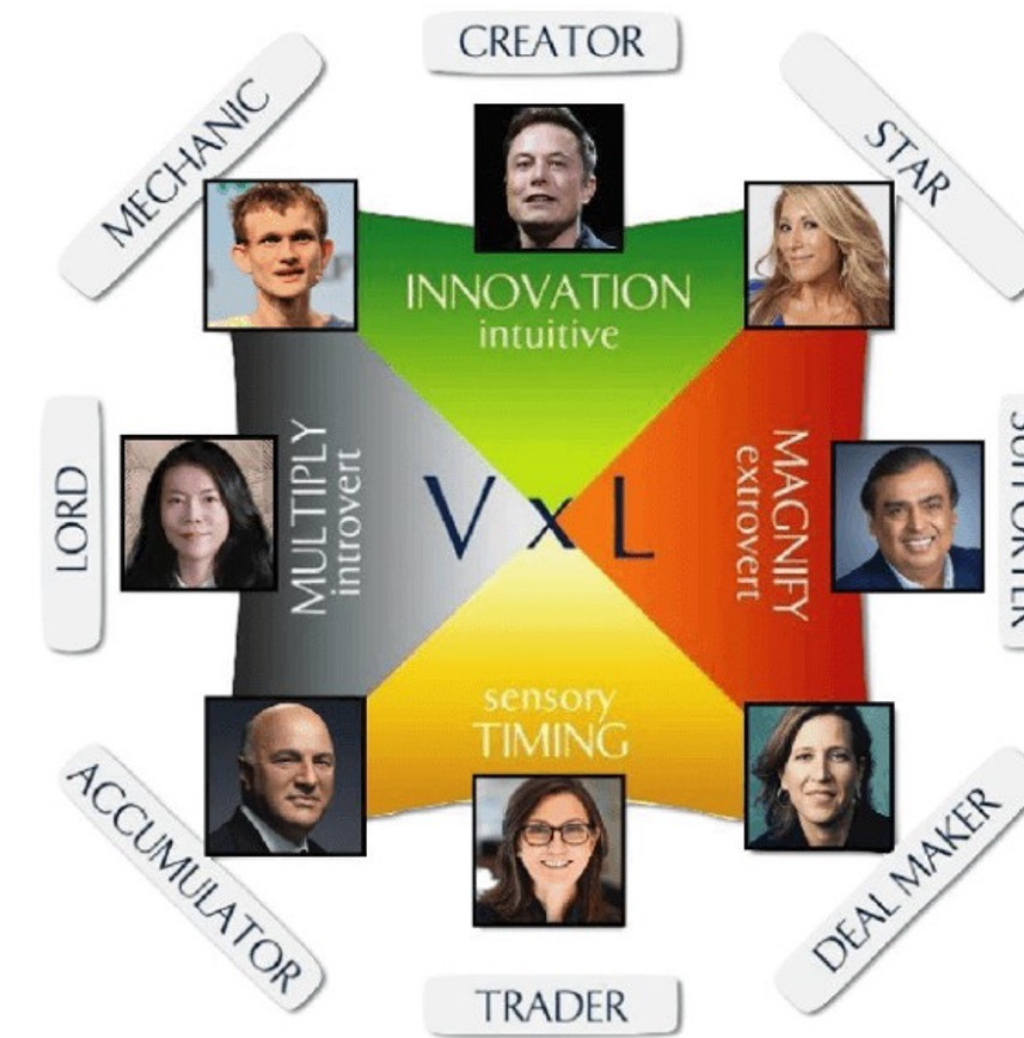
**Level 4**

**Level 3**

**Level 2**

**Level 1**

**Level 0**



**Talent Dynamics**

**Wealth Dynamics**



**Society 5.0**

**Leadership 5.0**

**Entrepreneur 5.0**

### 1 Entrepreneur Impact Test

What's your level of flow and level of impact?

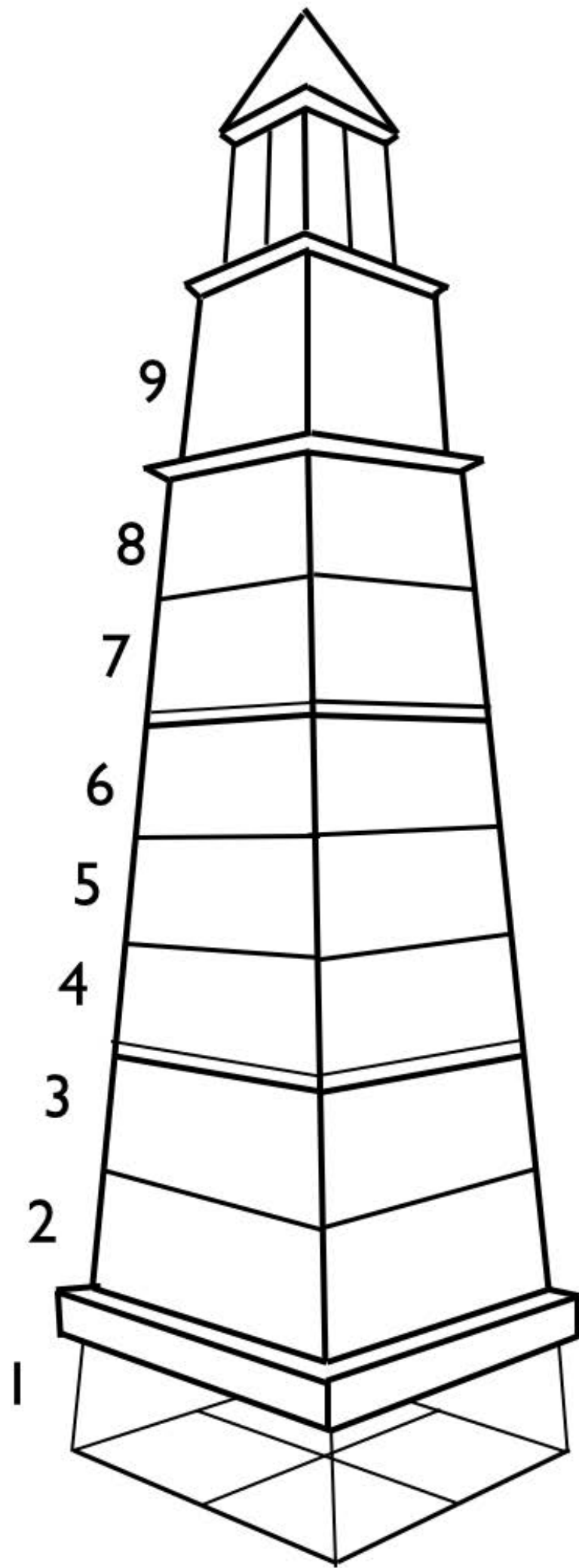
### 2 Wealth Dynamics

How to grow your flow

### 3 Impact Dynamics

How to grow your impact

# The Three Prisms



## The Alchemy Prism

This is mastery of the wealth flowing through our societies:  
This is the prism in which money itself is made and the rules of our markets are created.



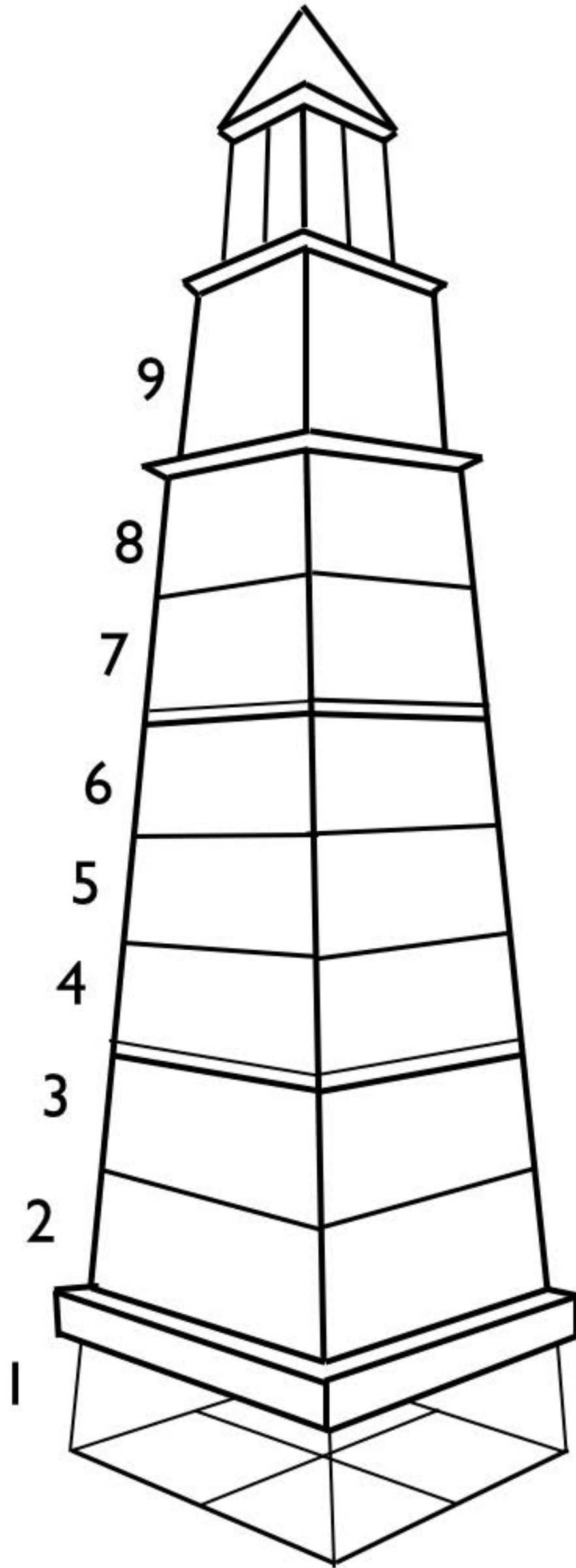
## The Enterprise Prism

This is mastery of the wealth flowing through our markets: Our ability to manage investments and enterprises effectively to flow value and money through our teams and markets.



## The Foundation Prism

This is mastery of the wealth flowing through our life: Our ability to create an abundant flow of value and money through our life regardless of market conditions.



# Infrared Level

## The Victim

*“Every month, I go deeper and deeper in debt.”*

Measure	Negative personal cash flow every month
Emotions	Struggle; blame; denial
Benefit of staying here	Martyrdom; Being anonymous; Being ‘right’
Cost of staying here	Stress; anxiety; helplessness
Focus needed	Discipline and duty
How did I get here?	Not paying attention; not knowing better; not controlling flow
How do I stay here?	Do it yourself; Blame others; Pick a fight
How do I move up?	Measure Your Money; Commit to Conduct; Do Your Duty

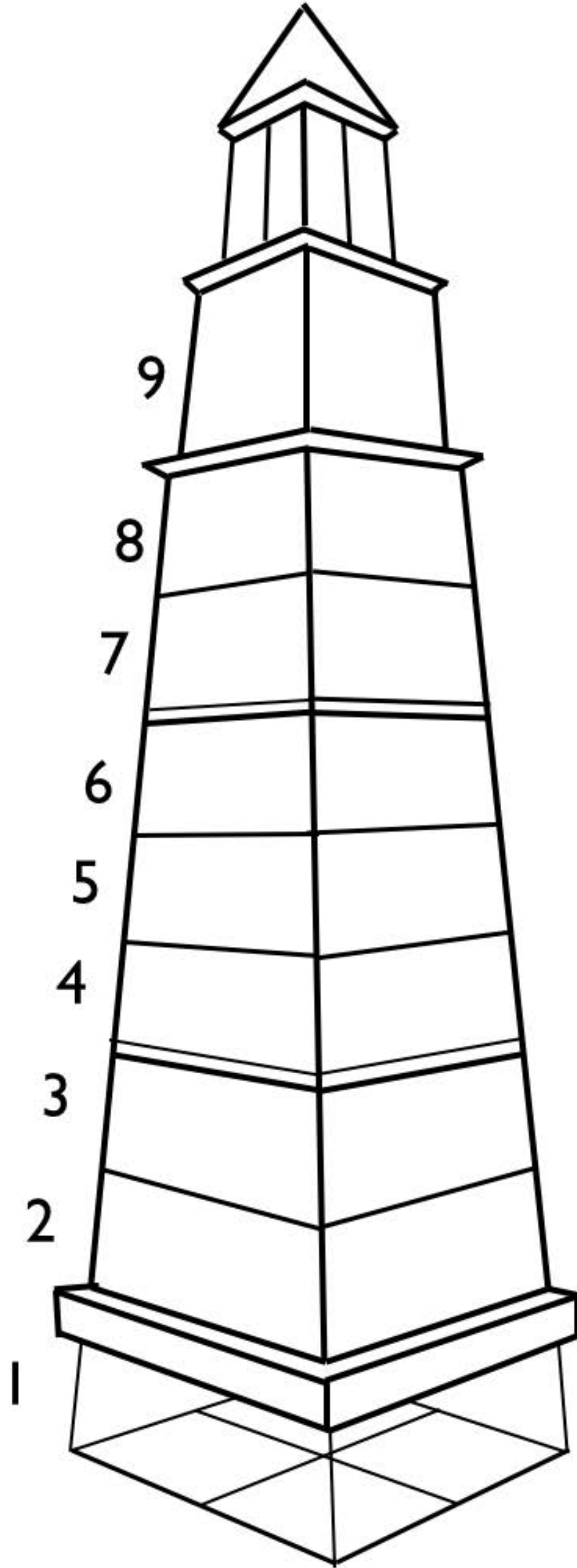


### Measure

#### Negative personal cash flow every month

Whether you are out of work or have a multi-million dollar portfolio, if your own personal cash flow is going backwards every month, you are at Infrared Level. Many at Infrared level may look outwardly successful, but to build sustainable wealth, stabilising your cash flow must be your first priority.

Like a bleeding patient in the emergency room, no matter how much you may protest that it’s only a small cut, or that it doesn’t hurt, the doctor will say stopping the bleeding is the first priority. Positive cash flow is the first discipline on your path to wealth.



# Red Level

## The Survivor

*“I have just enough money to survive.”*

Measure	Zero - no shortfall or surplus cash flow every month
Emotions	Anxiety; stress; relief
Benefit of staying here	Endurance; Comfort; Instant Gratification
Cost of staying here	Exhaustion; resignation; life repeating itself
Focus needed	Passion and connection
How did I get here?	Impatience; distraction; conditioning
How do I stay here?	Measure Your Money; Commit to Conduct; Do Your Duty
How do I move up?	Pinpoint Your Passion; Set Your Standards; Follow the Flow

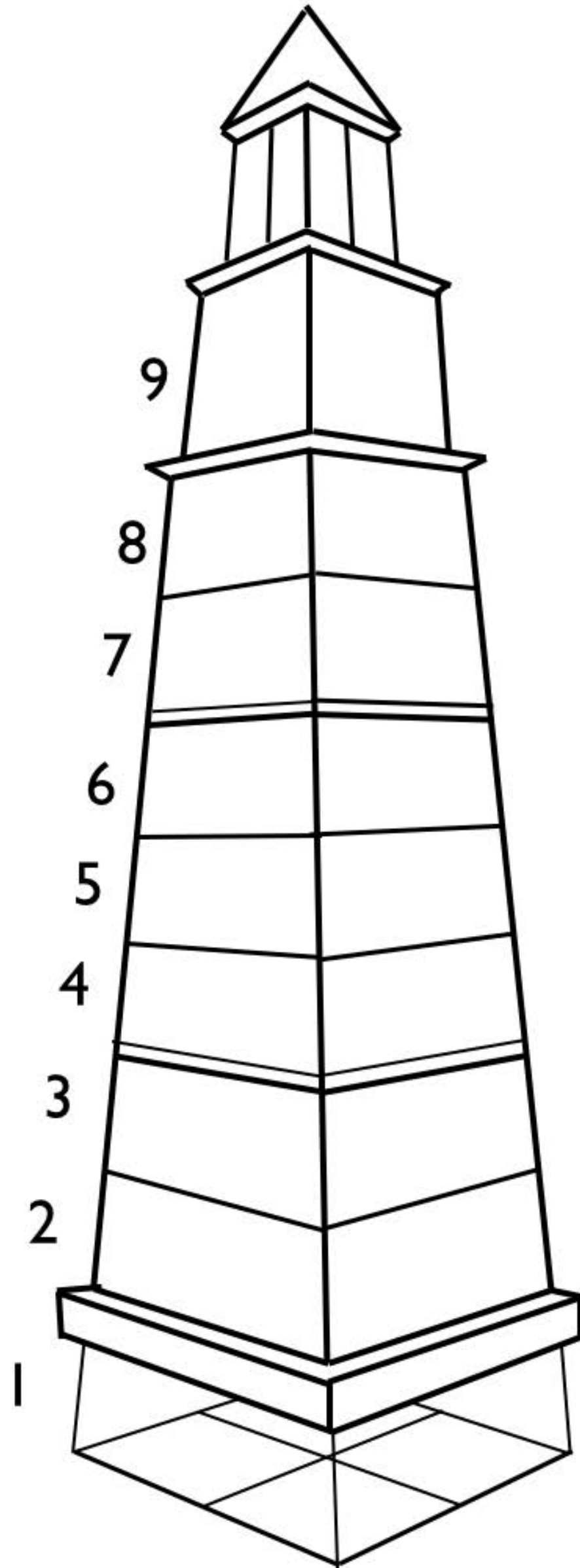


### Measure

**Zero - no shortfall or surplus cash flow every month**

Whether you are out of work or have a multi-million dollar portfolio, if your own personal cash flow has no shortfall or surplus every month, you are at Red level. People at Red level may even live in big houses and go on expensive holidays but, if they are at Red, they are in danger territory.

The impatience to spend money and get ahead is leaving you running on empty. You are not giving money a chance to properly work for you to build wealth, and this mindset will keep you at Red even by working double as hard or earning double as much.



# Orange Level

## The Worker

*“I work hard to earn a living.”*

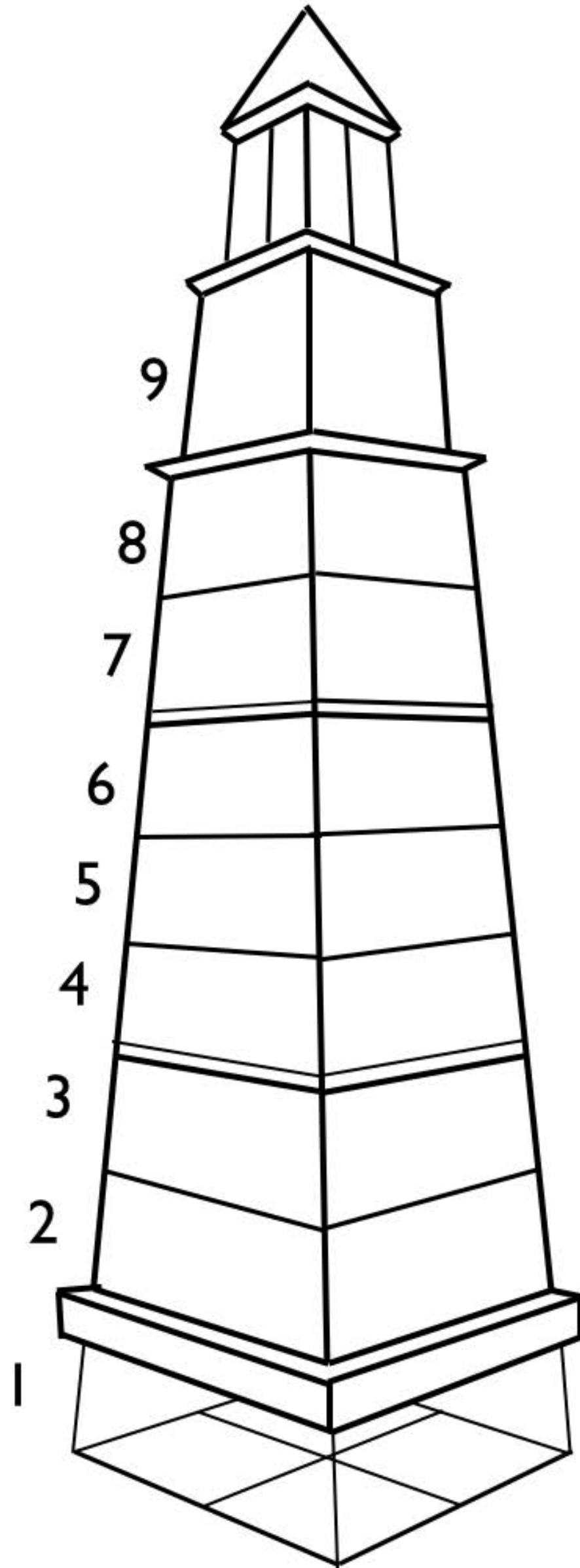
Measure	Positive personal cash flow controlled by others
Emotions	Dependence; resignation
Benefit of staying here	Self worth; Direction; Acknowledgement
Cost of staying here	Anonymity; fear; frustration
Focus needed	Identity and independence
How did I get here?	Education; mind-set; conditioning
How do I stay here?	Pinpoint Your Passion; Set Your Standards; Follow the Flow
How do I move up?	Identify Your Identity; Master Your Market; Monetize Your Moment



### Measure

#### Positive personal cash flow controlled by others

The good news is you are at the top of the Foundation Prism, where you have your personal flow in positive monthly cash flow. But your cash flow is still being controlled by others. Whether it is your company paying you a salary or your clients paying you for your services, you do not have the ability to easily increase the amount coming your way. It's a little like the difference of a pedal bike and a motor bike. At Orange level you need to put in more effort for more reward. In the Enterprise Prism, power does not come from more effort, but by having built an engine and knowing what levers to pull.



# Yellow Level

## The Player

*“I love what I do and create my own flow.”*

Measure	Positive cash flow from mastering your market
Emotions	Self reliance; attraction; limitation
Benefit of staying here	Freedom; flexibility; self-indulgence
Cost of staying here	Limited growth; limited impact; isolation
Focus needed	Rhythm and mastery
How did I get here?	Resourcefulness; resilience; stubbornness
How do I stay here?	Identify Your Identity; Master Your Market; Monetize Your Moment
How do I move up?	Establish Your Enterprise; Refine your Rhythm; Synchronize your Steps

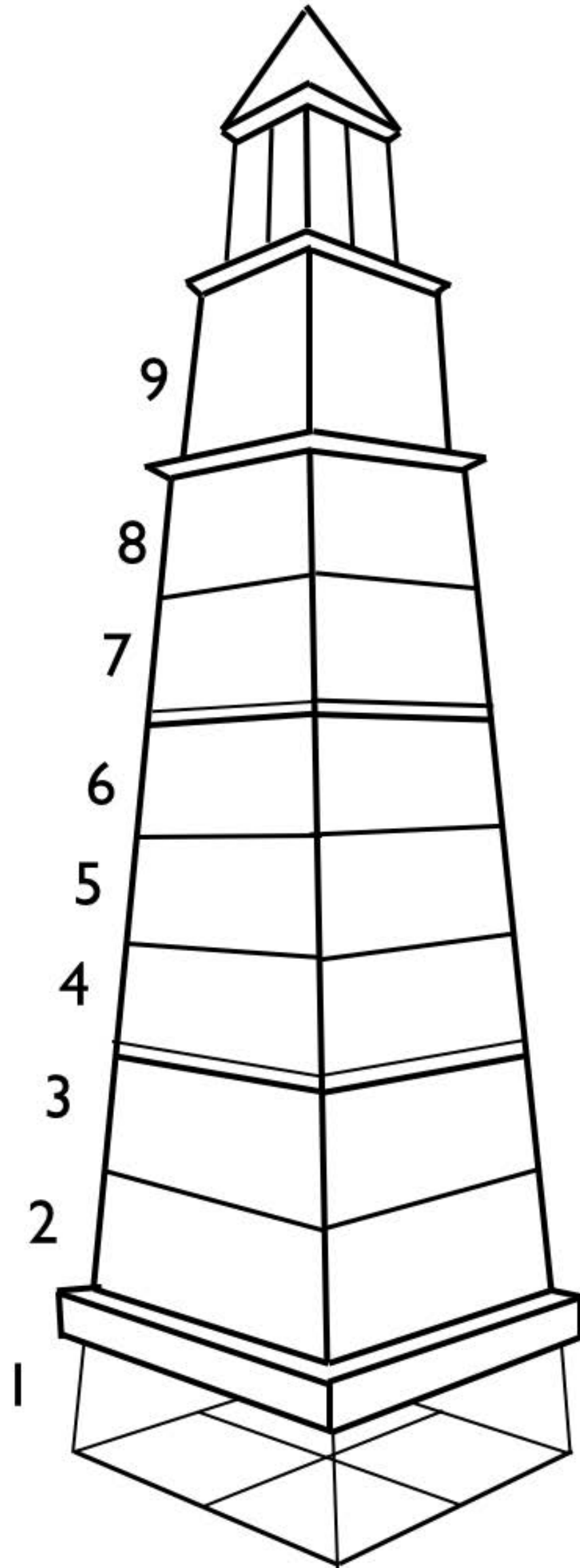


### Measure

#### Positive cash flow from mastering your market

You have mastered your own personal flow, but this flow still relies on you as the music relies on a main Player. Moving to Green level Performer – which is the next step in multiplying your flow - is all about trusting others as much as you trust yourself, which means following strategies which are often the opposite of what got you to Yellow level.





# Green Level

## The Performer

*“I create flow through team rhythm.”*

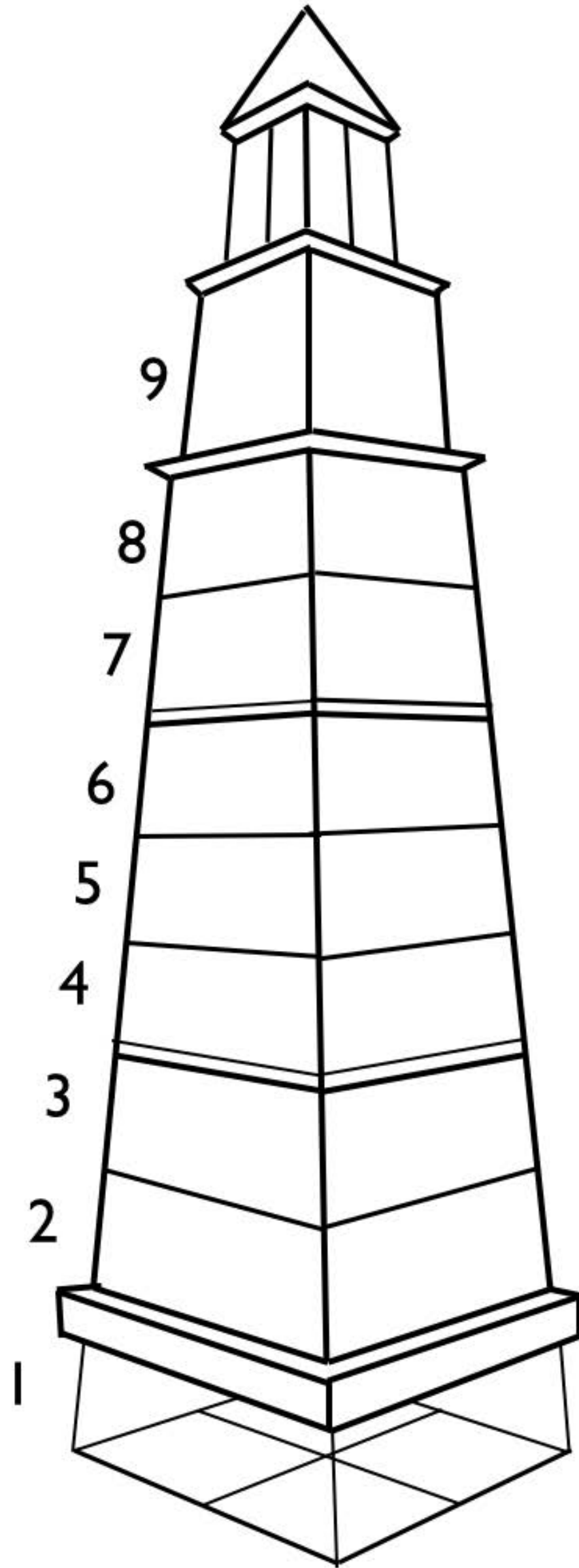
Measure	Profitable cash flow through enterprise teams
Emotions	Rhythm; culture; measurement
Benefit of staying here	Leadership; Accomplishment; Harmony
Cost of staying here	Politics; maintenance; freedom
Focus needed	Authority and capital
How did I get here?	Interdependence; preparation; ambition
How do I stay here?	Establish Your Enterprise; Refine your Rhythm; Synchronize your Steps
How do I move up?	Anchor Your Authority; Perfect Your Processes; Build Your Balance



### Measure

#### Profitable cash flow through enterprise teams

YCongratulations. You have positive personal cash flow, and are channelling market flow through an enterprise. If Yellow level Players were the single lane roads of the money map, Green level Performers are the three lane motorways. Motorways still get jammed though, and often by factors out of your control. You have the choice now of moving to Blue level, controlling multiple teams and multiple streams. When there's a jam, they by pass it altogether.



# Blue Level The Conductor

*“I create flow through team rhythm.”*

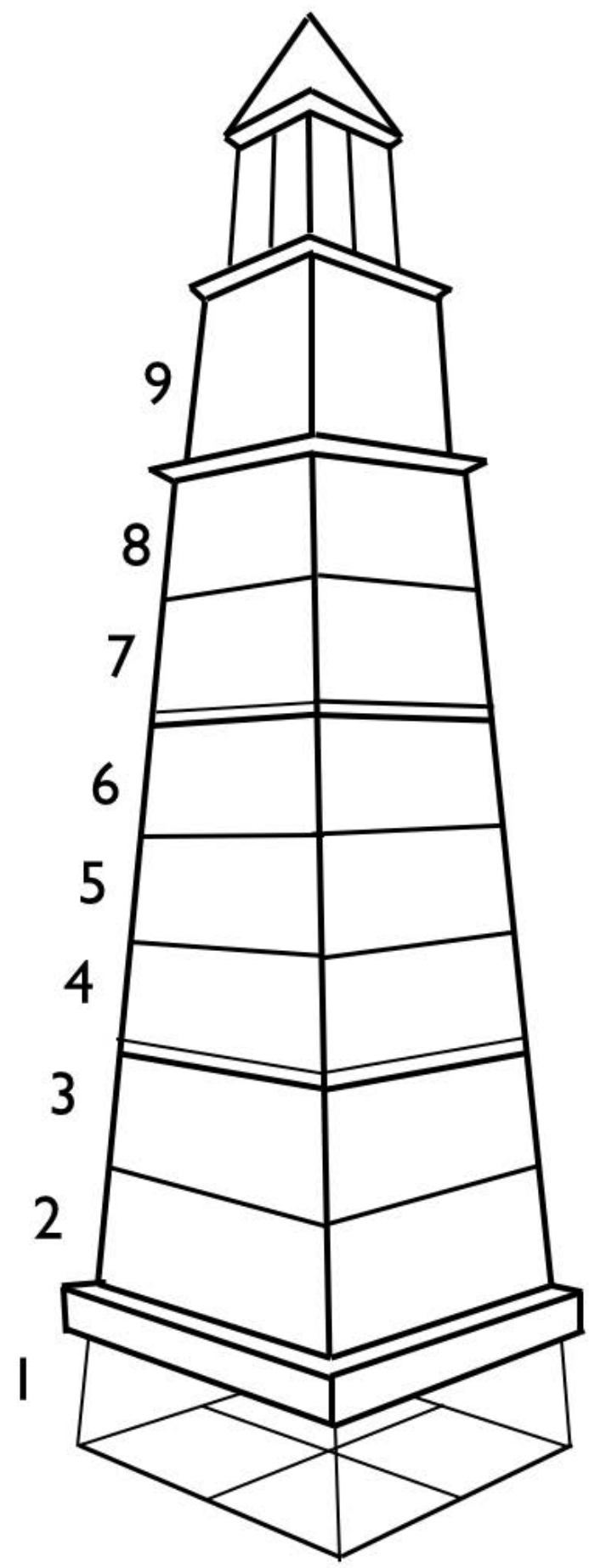
Measure	Strong cash flow from million-dollar portfolio
Emotions	Calm; patience; clarity
Benefit of staying here	Control; hedged risk; autonomy
Cost of staying here	Critics; isolation; loss of passion
Focus needed	Trust and promise
How did I get here?	Risk management; asset management; detachment
How do I stay here?	Anchor Your Authority; Perfect Your Processes; Build Your Balance
How do I move up?	Trump Your Trust; Capitalize Your Currency; Connect Your Community



## Measure

### Strong cash flow from million-dollar portfolio

Congratulations on making it to the top of the Enterprise Prism. You have a solid understanding of how to allocate capital and build asset value, and you have leveraged teams to maintain and grow your assets for you. But why have all those assets churning out cash flow anyway? What’s the point of conducting all this music if the audience will just give a polite applause and leave at the end? You may choose to stay at Blue, or you can choose to move up to Alchemy and leverage assets beyond your balance sheet. Alchemy is the domain of the billionaires.





# Simon Zutshi

Simon Zutshi, experienced investor, successful entrepreneur and best-selling author. He is also widely recognised as one of the top wealth creation strategists in the UK. Investing since 1995, he became financially independent by the age of 32.

## Simon Zutshi & property investors network

Passionate about sharing his experience, Simon founded the property investor's network in 2003. This has grown to become the largest property networking organisation in the UK. Holding monthly meetings in 50 cities, designed specifically to provide a supportive, educational and inspirational environment - for people like you to network with and learn from other successful investors.

## Star Profile

"I slowly built my property portfolio learning the hard way, by trial and error, making lots of mistakes. I want to use my experiences to help teach up and coming property investors find success without the hassle."



# Bea Benkova



Bea is a Global Transformation Leader who grew up in communist Czechoslovakia believing she could be anything she wanted to be. She thought she was destined to be the governor of a central bank when in 2006 she woke up to a health crisis in her family and the realisation that the ladder of her life was leaning against the wrong wall. Burnt out and stressed out, she got out of corporate life and embarked on a mission of healing, for herself and the women in her life.

Her transformation coaching practice has been growing prominence and over 14 years Bea personally worked with women CEOs, public figures, politicians, scientists, authors, artists, educators, and professionals, and become established as the go-to transformational coach for women with influential and entrepreneurial women across the UK, Europe, Los Angeles and New York. Bea founded GIFEW in 2012 to fulfil on her mission for all women to fulfil on their missions and transform humanity through the aligned power of evolutionary women.

## Star Profile

*I believe it is every woman's birthright to be powerful and feminine, vital and wealthy, and live her life in her natural flow whilst having love, respect and synergy with men.*



# Josef Hajkr



## Supporter Profile

*“Our recipe for success? The key is not to wait, but to implement your plans. Because an idea becomes a good idea when it’s executed and someone is willing to pay for it. Build a team, but at the same time improve your project and digital mindset. And deploy automation where you are able.”*

Josef tripled the profit of his digital project management company SHINE consulting within 1 year. With 25 years in the project management marketplace, when the Pandemic hit he knew that he had to move his business 100% online and that the ability to execute, strong leadership and mentoring were critical to his success. He turned to Genius Group.

He joined Crystal Circle and then became a Level 3 Partner to scale and magnify his business and regain personal time. Josef built his successful strategy on the know-how from GeniusU. He used Wealth Dynamics and Talent Dynamics in his community and focused on innovative products, team building, digitization and automation. His team implemented new practices very quickly and achieved a 220% increase in turnover from his project management microschool in 1 year. He now also has more personal time.

In the last 6 months, Josef also doubled his community to 6000 members. More than 80% of his customers are repeat and long-term buyers. Josef is now leveraging GeniusU with digital project management products under the SIMPLY GENIUS brand.

[Results - Genius Test for Digital Project Management 5.0](#)



ENTREPRENEURS  
INSTITUTE

# Tamami Ushiki



Tamami is our longest standing Global Partner and leading the way for many EI translation partners to model from. She has been partnering with Genius Group since 2008 and has grown a multi-million dollar company using Wealth Dynamics and Talent Dynamics in Japan. Today she has a Japanese entrepreneurial community of over 300,000 with a stable 10% growth every month.

When the 2020 crisis hit, with coaching from Michelle & Roger, Tamami took the content Genius Group was teaching to entrepreneurs to help them go digital and implemented it herself. As a result, it helped her company to accelerate its business growth. By the end of 2021, they hit their revenue at \$2M.

**“EI doesn’t just tell you what to do - but they do it with you”.**

#### Results:

- 200% growth in the attendance due to shifting online
- Overall 2000 practitioners/raving fans (500+ are active )
- 2021 - 16 team members/ 2022 (up till Feb) - over 20 team members
- 2022 - launching her book about WD ( talking about Wealth beyond Money)
- WD tokens usage: Q3'21 - 338 / Q4'21 - 540 / Q1'22 (2 months) - 514 and she has just purchased an unlimited tokens usage in 2022

**Where will you be in 20 years?**



# The “Father of Artificial Intelligence” Says Singularity Is 30 Years Away

by Jolene Creighton on February 14, 2018 🔥 11124

At the [World Government Summit in Dubai](#), I spoke with Jürgen Schmidhuber, who is the Co-Founder and Chief Scientist at [AI company NNAISENSE](#), Director of the Swiss AI lab IDSIA, and heralded by some as the “father of artificial intelligence” to find out.

He is confident that the singularity “is just 30 years away, if the trend doesn’t break, and there will be rather cheap computational devices that have as many connections as your brain but are much faster,” he said.

Today, the world faces a number of hugely complex challenges, from global warming, to the refugee crisis. These are all problems that, over time, will affect everyone on the planet, deeply and irreversibly. But the real seismic change, one that will influence the way we respond to each one of those crises, will happen elsewhere.

“All of this complexity pales against this truly important development of our century, which is much more than just another industrial revolution.” Schmidhuber says. “It is something that transcends humankind and life itself.”

# 1 The accelerating pace of change ...



# 2 ... and exponential growth in computing power ...

Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years

## COMPUTER RANKINGS

By calculations per second per \$1,000

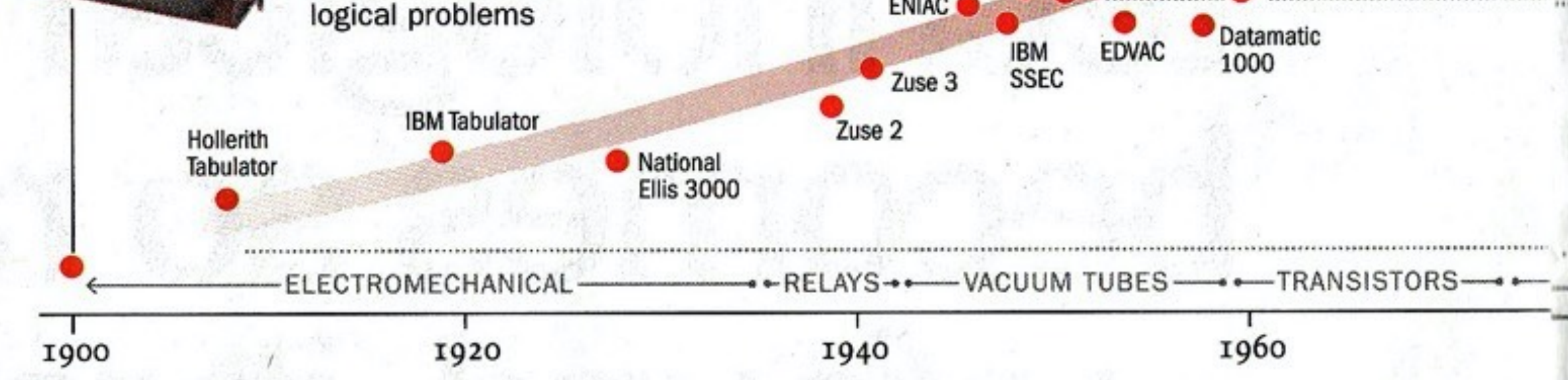
**Analytical engine**  
Never fully built, Charles Babbage's invention was designed to solve computational and logical problems



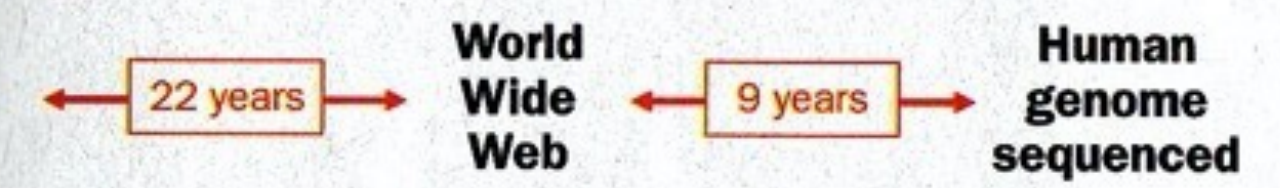
**Colossus**  
The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II



**UNIVAC I**  
The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.



# 3 ... will lead to the Singularity



**Apple II**  
At a price of \$1,298, the compact machine was one of the first massively popular personal computers



**Power Mac G4**  
The first personal computer to deliver more than 1 billion floating-point operations per second



**2045**  
Surpasses brainpower equivalent to that of all human brains combined

Surpasses brainpower of human in 2023



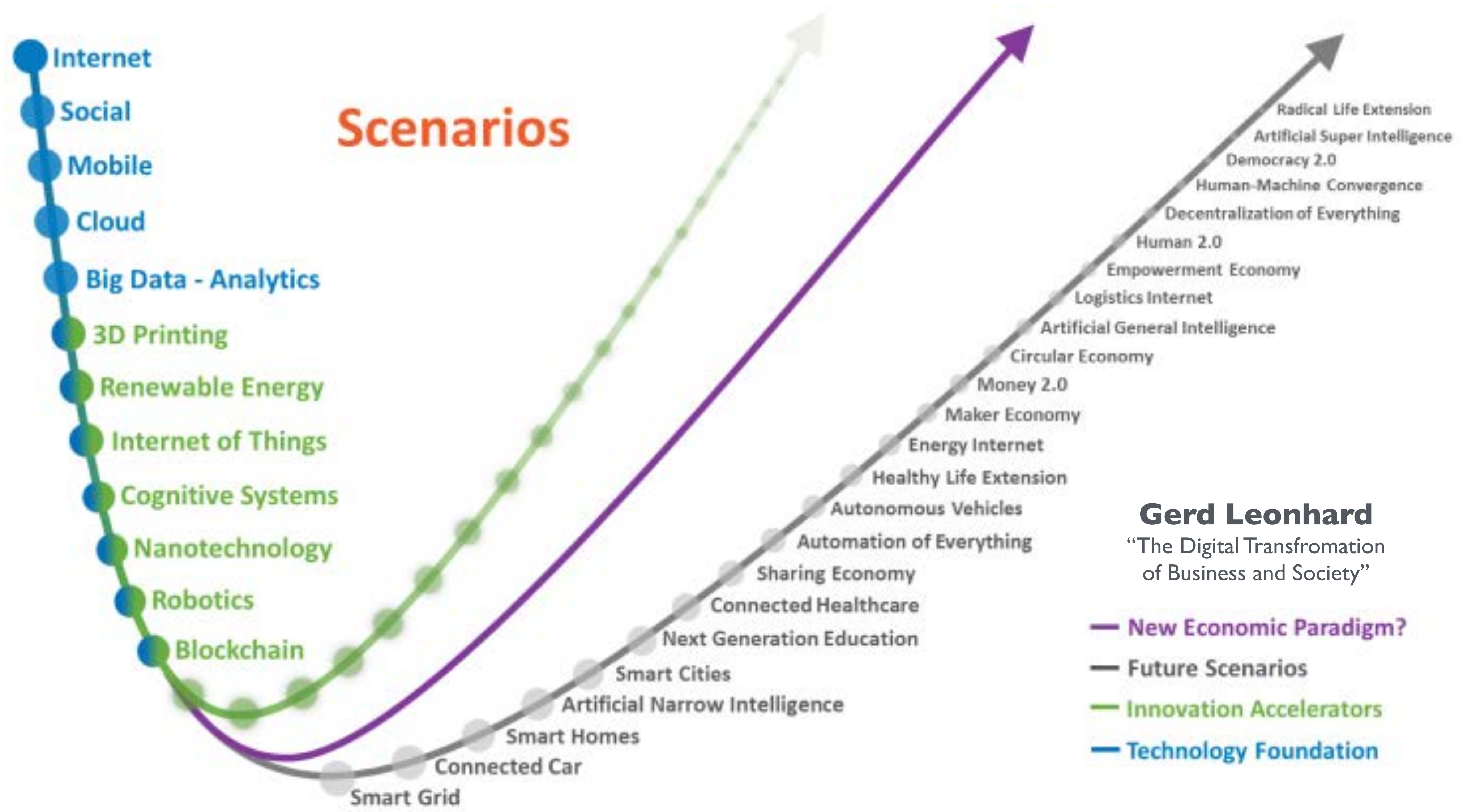
Surpasses brainpower of mouse in 2015

$10^{26}$

$10^{20}$

$10^{15}$

2045



**Gerd Leonhard**  
 “The Digital Transformation  
 of Business and Society”

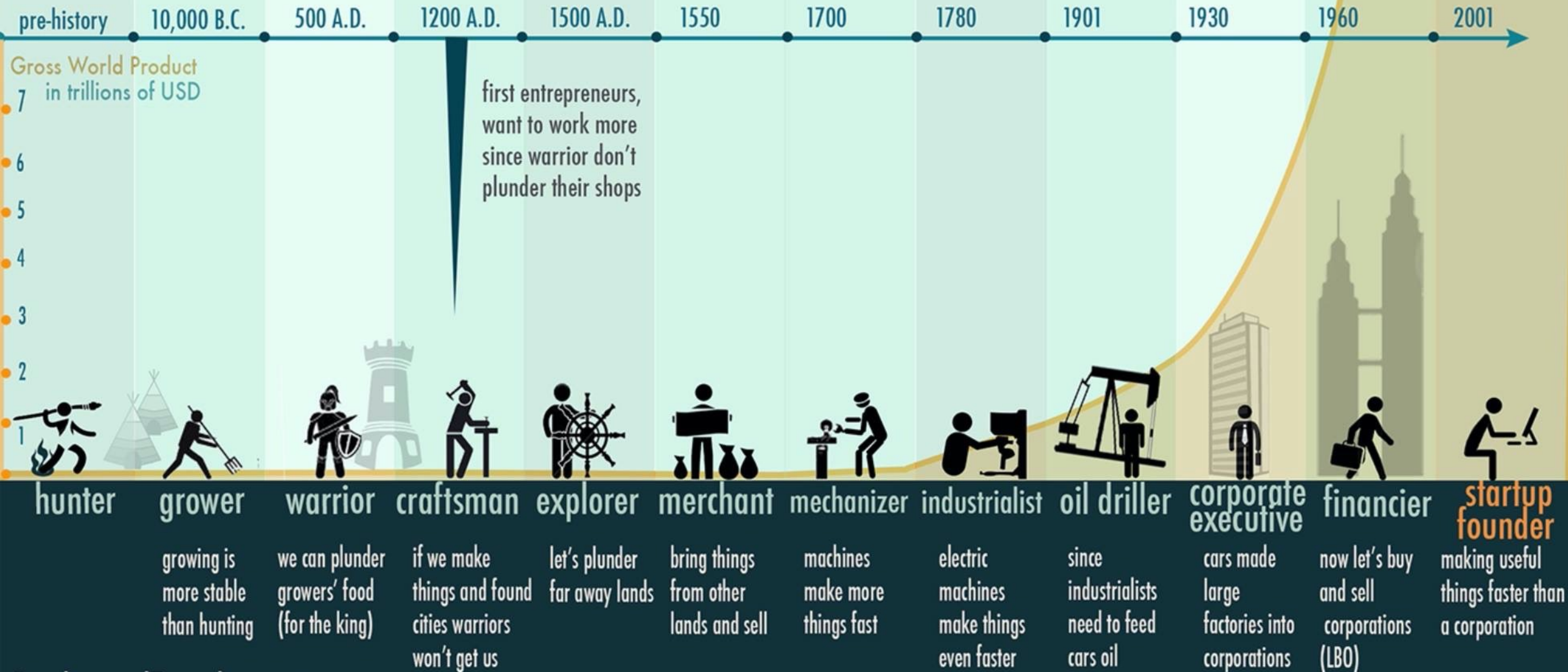
# The Digital Decade: 2020 - 2030

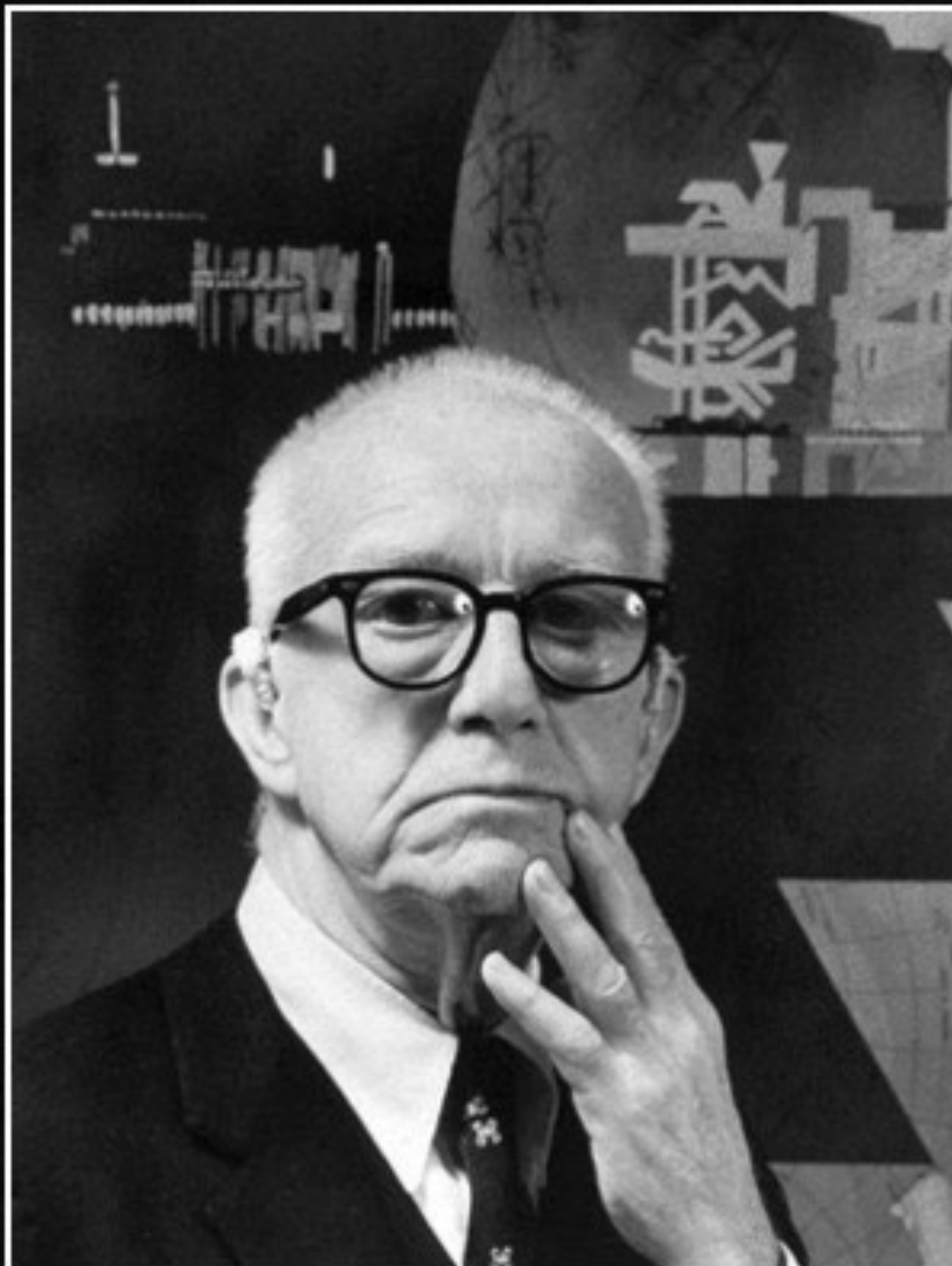
# THE HISTORY OF OPPORTUNITY

by Anna Vital

## How Humans Created Value and Made Money

in 2012  
Gross World Product  
\$71 trillion





Whether it is to be Utopia or  
Oblivion will be a touch-and-go relay  
race right up to the final moment....  
Humanity is in 'final exam' as to  
whether or not it qualifies for  
continuance in Universe

— *R. Buckminster Fuller* —



We are the ones we've  
been waiting for.

June Jordan