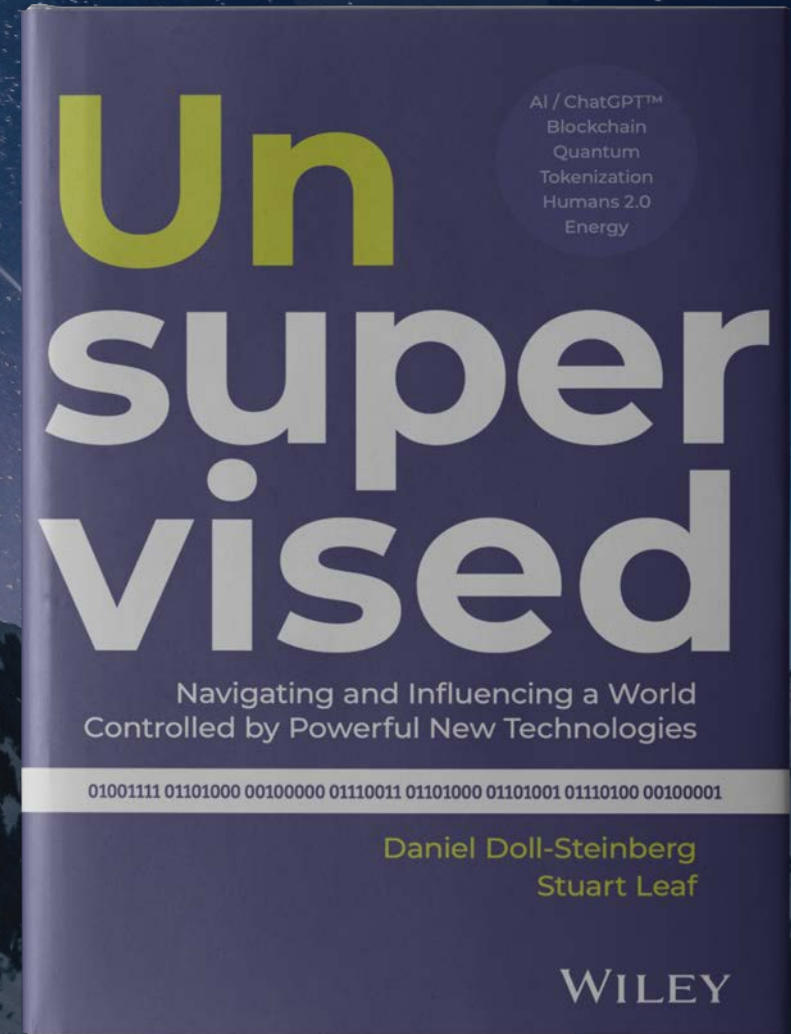# A Bloomberg Best Book of 2023

Books People in Power Found Essential: "How to Lead"

"... provides insight, hope & inspiration"

Chris Rynning, Managing Partner, AMYP, a Piech/Porsche family office

AI / ChatGPT™
Blockchain
Quantum
Tokenization
Humans 2.0
Energy

Un
super
vised

Navigating and Influencing a World
Controlled by Powerful New Technologies

01001111 01101000 00100000 01110011 01101000 01101001 01110100 00100001

Daniel Doll-Steinberg
Stuart Leaf

WILEY

The **Power** to Redefine Our World
...Lightning-Fast

With Increasing Rates of Adoption & Dematerialization

Time to 100m users

The Cloud	Today	Instantaneous
Threads	2023	5 days
ChatGPT	2022	2 months
TikTok	2017	9 months
WeChat	2011	1 year, 2 months
Instagram	2010	2 years, 6 months
Myspace	2003	3 years
WhatsApp	2009	3 years, 6 months
Snapchat	2011	3 years, 8 months
YouTube	2005	4 years, 1 month
Facebook	2004	4 years, 6 months
Pinterest	2010	5 years, 11 months
Google Translate	2006	6 years, 6 months
World Wide Web	1991	7 years

Physical

Hardware miniaturization & consolidation

Camera, TV, flashlight, scanner, PC all in hand-sized device

Media digitization

Physical libraries and content going digital

Cognitive

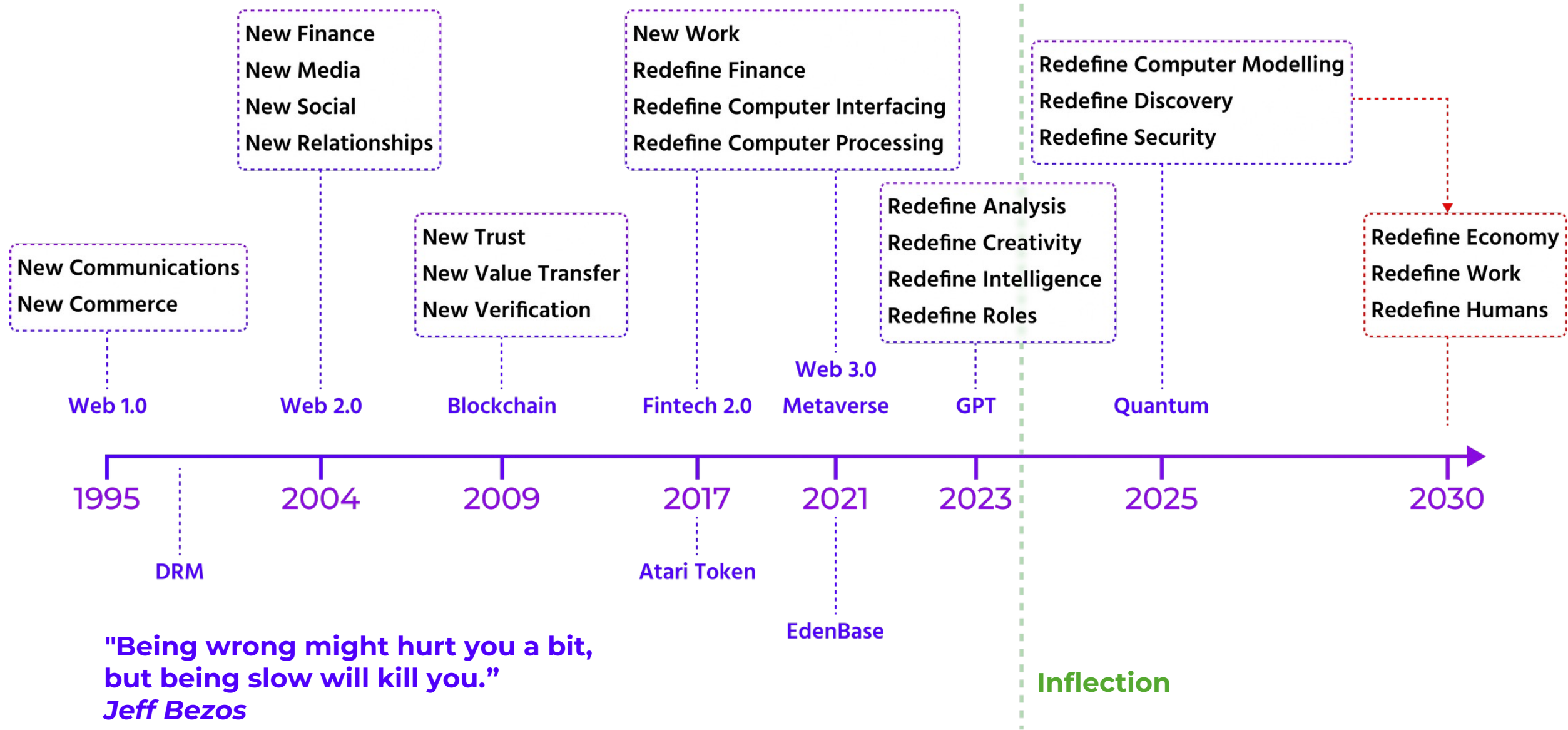**Thoughts & skills encoded & run by tech**

financial industry paper & trading to quants, derivatives & tokens

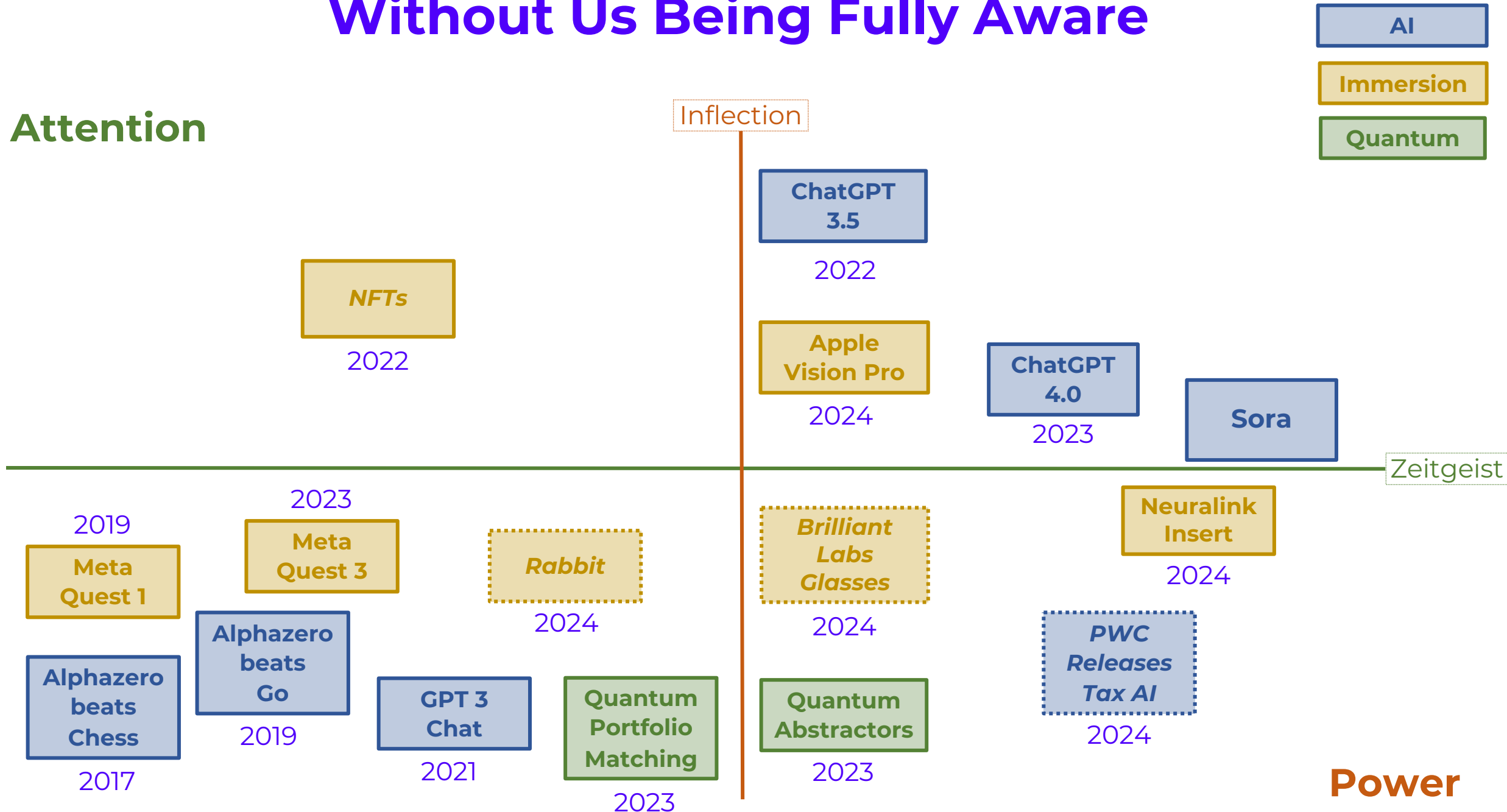simple spreadsheet a stealth example of dematerialization

Enabling The Cognitive Revolution
(not a 4th Industrial Revolution)

New Finance
New Media
New Social
New Relationships

New Work
Redefine Finance
Redefine Computer Interfacing
Redefine Computer Processing

Redefine Computer Modelling
Redefine Discovery
Redefine Security

New Communications
New Commerce

New Trust
New Value Transfer
New Verification

Redefine Analysis
Redefine Creativity
Redefine Intelligence
Redefine Roles

Redefine Economy
Redefine Work
Redefine Humans

Web 1.0

Web 2.0

Blockchain

Fintech 2.0

Web 3.0
Metaverse

GPT

Quantum

1995 | 2004 | 2009 | 2017 | 2021 | 2023 | 2025 | 2030

DRM

Atari Token

EdenBase

Inflection

"Being wrong might hurt you a bit, but being slow will kill you."
Jeff Bezos

Without Us Being Fully Aware

Attention

Power

Legend:
- AI
- Immersion
- Quantum

Inflection

Zeitgeist

- ChatGPT 3.5 — 2022
- NFTs — 2022
- Apple Vision Pro — 2024
- ChatGPT 4.0 — 2023
- Sora
- Neuralink Insert — 2024
- Meta Quest 3 — 2023
- Rabbit — 2024
- Brilliant Labs Glasses — 2024
- Meta Quest 1 — 2019
- Alphazero beats Go — 2019
- GPT 3 Chat — 2021
- Quantum Portfolio Matching — 2023
- Quantum Abstractors — 2023
- PWC Releases Tax AI — 2024
- Alphazero beats Chess — 2017

Industry Foundation Analysis

Need New Language for Tech "Behaviour"

How does our Existing Industry Change?

What does a New "Base Layer" Look Like?

How do we Manage these Transformations?

Computers
Do Things
Differently

With Great Power Comes Great Responsibility

Identify, Transform & Invest

Changing our World

Mark Zuckerberg

President Xi

Elon Musk / Peter Thiel

Sam Altman

Demis Hassabis

Jensen Huang

Nadella, Bezos, Benioff

Users

Deploying Billions
Access to Trillions

End to End Reinvention of Entertainment

Immersive, Persistent, Predictive, Personalised, Directed

Imagination

From Idea to Story

ChatGPT, Sora, Midjourney

Creation

Transforming Imagination into Image

Miquela, Sora, Midjourney, Unreal

Storytelling 2030

Dissemination

Becoming Immersive & Personalized

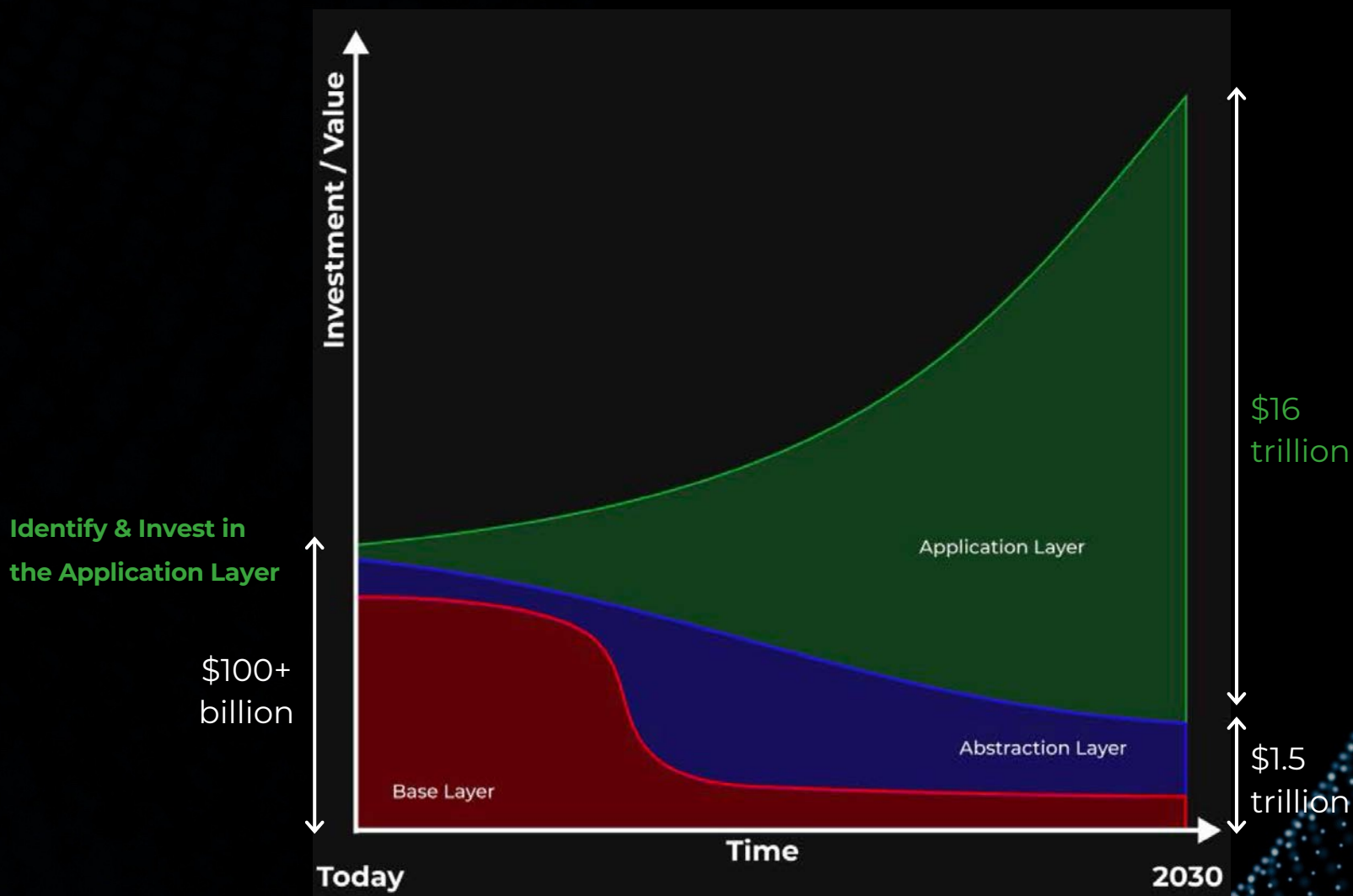**5G, 6G, Starlink, Cloud, Quantum**

Consumption

When does Fantasy become Reality

Brilliant Labs, Vision Pro, Neuralink

... or do we **become** the movie?

Identify: The Value is Created in the Application Layer

In previous technology transformations
the real value was created in the Application Layer

PC
Base layer - Desktop
Abstraction layer - MacOS, MSDOS
Application layer - Spreadsheets, Word Processor,
Graphic Design, CAD

Internet
Base layer – TCP/IP, HHTP
Abstraction layer - Browsers, Email
Application layer - Search, Ecommerce, Social Network

Frontier Tech
Base layer - LLM (GPT), Quantum Computing, Blockchain
Abstraction layer - ChatGPT, CoPilots, QC
Application layer - Where we invest

Transform: Initiate Internal Changes

Build Trust – Valve, Forums

Responsibility - Consistent Stakeholders

Acquire Knowledge

Pragmatism

Unintended Consequences

Take Action

We are early, but it is moving very fast

Strive to Adapt

Invest: in Disruptors

External Innovation with a Multi-Disciplinary Focus

Plan **a 5 to 10 year journey**

Collaborate with Tech Experts and Funds

Invest in **New Idea Startups** to Mitigate Disruption

Create a **Portfolio Approach**

Look for **Known & be Open to Unknown** Outcomes

Become **Smart Buyers**

Run **Proof of Concepts** and be the **First Customer**