

TECHNOLOGY



STRATEGY



USER EXPERIENCE



BACKGROUND

EXPANDIVERSE *TECHNOLOGY*
USER EXPERIENCE *SERVICES*
DIGITAL EARTH *STRATEGY*

ACCELERATE
& LEAD

WHERE IS THE WEALTHY FUTURE WE EXPECTED TECHNOLOGY TO DELIVER FOR EVERYONE?

It's here. We have the ability to build a positive Digital Earth, a successful planet that helps everyone rise to the top. That People-First Digital Earth is introduced here.



Dan Abelow
Author and
Inventor

The coming *Digital Economy Infrastructure* will become the world's next platform for life, work, business, learning and entertainment.

It could last for decades, concentrating the world's wealth in a few hands. Just 4 companies have already captured 80% of the Internet's value.

If you or your company want to rise to leadership, you need new options — or you will fall behind.

Here's what you need to know, and do...

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Backgrounder:

What is the problem?

The solution?

As our world becomes tech-based, a Digital Earth is arriving. But there isn't a design or plan for building a positive planet. In fact, many signs indicate trouble ahead.

What if the first design for a People-First Digital Earth was created? What if that design was being recognized by its peers — other inventors and companies that are developing and adding parts of this new world?

What would a positive Digital Earth be? What if it could enable everyone to help produce a successful planet that includes everyone?

That design for a People-First Digital Earth is introduced here.

About the invention: The invention of “people-first Expandiverse Technology,” and the design of a “people-first Digital Earth,” redefine the fundamental assumption behind technology from “Corporate First” to “People First.”

This People First Digital Earth is designed to produce and deliver universal prosperity, personal protection and greatness for all.

As a historic departure for technology and society, the first Expandiverse patent is named “Reality Alternate.” This young IP (Intellectual Property) has already received over 800 patent citations, with the most citations from world-leading companies.

(The average patent receives 3 citations. Out of every million patents, only 100 patents receive more than 100 patent citations. This IP is already 8X that exclusive group.)

The inventor, Dan Abelow, has conceived digital technologies that have gone into wide use. His previous patents were licensed by over 550 companies. Some of these include Apple, Google, Microsoft, Samsung Electronics, Oracle, MasterCard, Ford and Verizon.

For example, in 1992 the inventor filed the first patent that teaches 1-to-1 personalized interactions between customers and vendors during the use of products and services. This introduced personal interactions, sales, support and content inside of products and services. These kinds of interactions are part of what many people do throughout the day on smart phones. This intellectual property (IP) has received over 800 patent citations and been licensed by over 200 companies.

Overall, the patents Abelow created have received over 3,000 patent citations. Patent citations are a visible metric that documents contributions to digital technology. The patents that cite Abelow’s patents show where companies make forward-looking investments in research, intellectual property and product development.

The result is a “patent citation tree.” This shows the trunks and branches some historians will use to map our generation’s world-changing creation of a digital economy and a digital planet.

This inventor’s main patents have all been cited at least 200 times, with some exceeding 800 patent citations.

Today’s opportunity: Digital technology can produce exponential growth. New innovations spread around the world on networks at the speed of light. Real-time global collaborations can improve those innovations immediately.

If a new kind of platform can radically increase people’s abilities and learn from their higher performance, it can learn and deliver improvements immediately everywhere.

On the same day, people in Silicon Valley, Shanghai and Stockholm would learn today’s new breakthroughs, take the new steps and change their lives. The cycle repeats tomorrow, and the next day. Global productivity increases daily, by everyone — not annually, by corporations.

On a Digital Earth, every person can be as good as the best in the world. They can also work instantaneously with others to apply improvements and enjoy the new ways to live, work, learn and play.

Every minute, every person can exceed their personal potentials by using humanity’s combined abilities. Everyone can rise to the new standard of being the best in the world.

The new norm could be “greatness for everyone.”

Lives will be transformed worldwide in years, not generations.

This is enabled by “people-first Expandiverse Technology” that produces a Digital Earth that makes everyone capable, powerful and successful.

We are ready to make the digital transformation that could start universal prosperity, personal protection and greatness for all — without violent revolutions or attacking those at the top.

The current Expandiverse stage is to introduce its design for a People First 21st century, along with its new kind of thinking, so executives and development teams can explore these directions. Its current goal is to find partners interested in building this.

Threatened industries and companies: Leading industries and companies like retail, news and digital media face catastrophic digital threats. These companies have motivation, resources and skills to switch their industry's paradigm to People First. Then they can lead a journey to greatness that benefits everyone. Examples include:

- For publishers, the Expandiverse adds a two-way, always-on 21st century publishing platform.
- For retailers, the Expandiverse adds two-way Connected Consumption.

These new disruptions can return these industries and companies to leadership of advertising revenues, content displays and online commerce. These opportunities are described in the “Media 2025 Roadmap” (<http://media2025.com/>) and the “Platforms of the Future” keynote (<https://youtu.be/3Ywm6mrqvmk>).

Digital First Economy: In a broader example, People First technology adds Connected Consumption that creates People First Companies. They can use Connected Consumption to elevate their customers and capture markets. Global consultancies could package this know-how and deliver it systematically to thousands of companies at once. Video briefings are online at “Lead the Journey to Greatness” (<http://digitalearth2025.com/videos/>).

Universal Platform: In a global example, companies that lead this can sell their platform as a “Digital Earth as a Service.” This could be delivered by cloud services like Amazon Web Services, Microsoft Azure, Google Cloud or others.

Every person and thousands of companies could rapidly add a “people-first digital transformation” that moves them to the top of the world. Connected Consumption can transform customer-vendor relationships worldwide, with large numbers of companies adding their connected products and services. This Global Digital Transformation is summarized at “Start Here to Accelerate and Lead” (<http://digitalearth2025.com/start-here/>) and the “Platforms of the Future” keynote (<https://youtu.be/3Ywm6mrqvmk>).

Redefine and redirect technology: Expandiverse Technology introduces a fundamental redirection of digital technology to “people-first.” This design introduces a new digital dimension beyond the “corporate-first technology” in use today.

The goal of “corporate-first” technology is to produce growth and profits for shareholders. This goal shapes every step in the life cycle of technology. It changes which R&D is funded and the patents filed. It selects the products that are developed and their features. It directs the business models used, and the market capture produced. It funnels the world’s wealth into a few hands, continuing the “inequality crisis.”

Inventing “people-first technology” changes the goals and technology design during every step in the technology life cycle, and what is produced. Two of the differences are a “people-first Digital Earth” and a “people-first Digital Economy.”

Instead of profits for a few, “people-first technology” enables new technology and engineering processes for starting Universal Prosperity, Connected Consumption and exponential growth by everyone. These benefit people, people-first companies, people-first communities and inclusive digital economies. It transforms how well each person can live, work, learn and be entertained during every minute of every day — because the speed and power of networks, and humanity’s combined knowledge and resources, continuously enhance and elevate everyone.

“Greatness for all” becomes an engineered and achievable norm.

Universal Prosperity helps increase widespread wealth, and grows people-first markets larger than what “corporate-first technology” produces.

To understand the fundamental redesign that “people-first” produces, begin by seeing the problems it solves.

What problems are solved by redesigning what technology is?

When we breathe air we don't see the atmosphere, but the results of life are all around us. As corporations make technology decisions on what is funded, developed and used, we don't readily see how that shapes what technology is, and its invisible shaping of our lives.

But the results of “corporate-first technology” are all around us:

- AI, robots and automation arrive, putting up to 47% of jobs at risk
(https://www.oxfordmartin.ox.ac.uk/downloads/academic/The_Future_of_Employment.pdf).

- Jobs disappear as AI and robots do more of the work.
- Middle class incomes stagnate. Wealth is moved to to the top. Many in the middle class are moved to lower paying jobs at the bottom.

- Inequality skyrockets. 1% of the population owns half the world's wealth, while the bottom half of the population owns 1% of the world's wealth.
(<http://www.businessinsider.com/richest-1-own-over-half-the-worlds-wealth-2017-11>)

- Super-wealthy elites capture politicians, political parties, government regulatory agencies, the (unequal) legal system and courts.

People are upset and it shows:

- 55% of Americans believe Capitalism causes inequality.
- 71% believe the U.S. economy is rigged.
- Only 19% trust the government in Washington.

- Just 31% feel the U.S. is headed in the right direction.
- Mass rejections include Brexit, Bernie Sanders' near take-over of the Democratic party, Emmanuel Macron's new movement's victory in France, and Donald Trump's take-over of the Republican party and the U.S. Presidency.
- Many believe today's system causes the problems, so it can't solve them.
- Many feel we are at an impasse and need fundamental changes.

Many leading companies are at risk: The forecast is for 50% to 75% of S&P companies to be replaced by 2027 (<https://www.innosight.com/insight/creative-destruction-whips-through-corporate-america/>).

A Digital Economy is “winners-eat-everything.” An analysis of a recent Internet Association report shows that four companies have already captured 80% of the emerging digital economy's revenues, growth, employees, and market capitalization (<http://precursorblog.com/?q=content/internet-association-proves-extreme-us-internet-market-concentration>).

These four companies are Google, Facebook, Microsoft, and Amazon. According to the analysis these four companies have captured:

- Revenues: 80% or \$347B of \$434B in total Internet market annual revenues
- Growth: 77% or \$58B of \$75B in total new absolute Internet market annual revenues
- Employees/Talent: 77% or 538K of 699K in total Internet market employees
- Market value: 81% or \$2.059T of \$2.545T in public and private Internet market, market capitalization.

As these “corporate-first” platforms build a digital infrastructure that benefits them, they concentrate the world’s wealth and power in their few hands.

So far, three of these four companies’ founders are on Oxfam’s list of the 8 wealthiest men in the world. These eight men own the same wealth as half the world (3.6 billion people). These three men are the founders of Facebook, Microsoft and Amazon, with the latter becoming the wealthiest man in the world.

These companies’ billion-user platforms track and target nearly everyone in most advanced economies. Some platforms sell tracked people to advertisers. Some platforms sell them directly using recommendation, persuasion and/or addictive technologies.

If they win the future, their infrastructure will funnel the world’s wealth into their few hands for decades to come.

“Corporate-first technology” is everywhere. It’s the invisible air we breathe. Its results are the future of our lives.

Is it taking us toward utopia, or dystopia?

Consider the redesign of technology so it is “People First:” This new invention is named the Expandiverse. “Expandiverse” is a portmanteau of “expanding” and “universe,” because tomorrow’s Digital Earth will be an expanding digital universe that enables and accelerates everyone’s personal growth, life, work, learning and play... an Expandiverse.

Over 750 subsequent patents have already cited this new IP, with the most patent citations coming from leading companies (below).

Expandiverse intellectual property (IP) is a 1,400+ page specification (over 700 published pages) that teaches how to build a “people-first Digital Earth” today.

This new “people-first technology” changes the role, value and uses of digital technology from “corporate-first” to “people-first:”

- *Corporate-first technology* preserves society’s pyramid. *People-first technology* adds a “big flip” of the pyramid through exponential growth that empowers every person while they use connected devices, products and services. They rise to the top without attacking anyone, and without violent revolutions.
- *Corporate-first tech* moves wealth to elites at the top. *People-first tech* grows everyone’s wealth by continuously increasing their personal capabilities and success, which expands markets and economies.
- *Corporate-first* moves many people to the bottom. *People-first* puts each person in control, so that people and their trusted people-first companies decide their life’s goals and have new ways to achieve them together, in real-time worldwide.
- *Corporate-first* elites purchase influence by funding politicians and revolving-door hiring of government regulatory agency employees. *People and people-first companies* lead a successful Digital Earth that uplifts everyone, while increasing everyone’s personal protection, safety and security.

While today’s “corporate-first” technology is producing the decline of people, “people-first” technology directly supports the ascension of people, so everyone can rise to the top.

This innovation, “people-first Expandiverse Technology” is designed to produce a successful Digital Earth, the start of universal prosperity, and personal greatness for all.

What does the Expandiverse include? This “people-first technology” specifies a range of components. A general description of some elements include:

- **Multiple Shared Life Spaces:** Put a powerful Digital Earth at each person's fingertips, under their control, in always-on connections. Each Shared Space includes continuous online living, working, learning or entertainment. Its always-on, multi-way connections include people, tools, places, resources and more. Flip between your continuous “presences” in each of your Shared Spaces. Turn to every part of your Digital Earth and use it instantly because it is always on.
- **Active Knowledge, Active Resources and Active Commerce:** An invisible, embedded channel inside of everything done digitally. No interruptions to search, find resources or shop. Instant guided user success, tools and purchases inside each step.
- **Digital Boundaries:** “People-first” protects people. Users control what their screens display. Boundaries are a business that can serve millions and earn billions. Turns the user-controlled UI (user interface) into the world's most valuable real estate. Each person’s boundaries focuses each interface and Shared Space on what should be displayed or not (what’s in/out). Users control their commercial preferences. These guide the economy and the user’s preferred vendors, which use Connected Consumption to build and deliver the world and lives that people choose.
- **Families of Devices:** Multiplies users’ powers to control their Digital Earth. Your interfaces and screens follow you from device to device, place to place and time to time. You control your family of devices to support the life you choose, rather than each device controlling you.
- **Connected Consumption:** Today’s marketing focuses on the steps of find, buy and deliver. Connected Consumption expands the customer experience (CX). It uses connected products add the life cycle stages of Install, Use, Service and Upgrade. This new customer experience (CX) turns every product use into a touchpoint. Connected vendors will know each person’s consumption patterns, and deliver the products they need when, where and how they are needed. This adds consumers to People-first Supply Chains as the real-time direct drivers of what is produced — increasing accuracy, lowering costs and raising profits.

- **Tech becomes a universal resource:** Tech surrounds us wirelessly. New Remote Control turns the tech industry into a universal shared resource that can help people use the best tech to succeed immediately. The best tech becomes a resource that helps everyone rise to be the best in the world.

- Some other Expandiverse capabilities include next generation entertainment with global events navigation, constructed digital realities, new kinds of devices (mixed-reality Teleportals, with subsystems), governances, utilities and more.

The U.S. Patent Office divided this 1,400 page specification into 31 technology categories. Its first granted patent specifies its new design for a Digital Earth, so it is named “Reality Alternate.” Its second patent has been applied for. This specification could enable a patent family of hundreds of patents through 2031.

The most cited IP in 2017? Expandiverse IP has already been cited by over 750 subsequent patents. This is evidence of the range of patenting activities and forward investments that relate to these concepts for a Digital Earth.

During 2017 this IP received an average of 5.3 new citations per week, which compares to an average patent receiving 3 citations in its 20-year life.

Since only 100 patents out of every million patents receive more than 100 citations, the Expandiverse is on track to exceed 1,000 patent citations in 2018. That will be a 10X milestone over what only 100 patents out of each million patents receives.

An IP professor, Dennis Crouch, wrote about the volume of citations. “For 2017 alone, the leading prior art reference is U.S. Patent Application No. 2012/0069131, which is mysteriously titled ‘Reality Alternate’ and is the thought child of Dan Abelow.”

Some of the companies citing this technology include:

- Microsoft—64 total citations: 58 Microsoft Technology Licensing and 6 Microsoft Corp
- Chinese companies—46 total citations: 33 Hisense, 5 Huawei, 4 Tencent, 2 Hon Hai [Foxconn], and 2 Guangdong Electronic
- IBM—29 total: 20 IBM and 9 INTL Business Machines
- Samsung Electronics—23 citations
- Oracle—16 citations
- Google—15 citations
- Intel—12 citations
- Amazon—10 citations
- SAP—9 citations
- Magic Leap—6 citations
- Apple—5 total citations: 3 Apple and 2 Emotient (purchased by Apple)
- Many more in tech, telecomm, manufacturing, etc. (Some examples with at least 2 patent citations each: Adobe, AT&T, Citrix, Comcast, Dell, Ebay, Ericsson Telefon, General Motors, Honda, Honeywell, Kyocera, Lexmark, Limelight Networks, Mitsubishi, Motorola Mobility, NCR, Nintendo, Nissan, Nokia, Northrop Grumman, Nuance, Nvidia, Panasonic, Porsche, Ricoh, Salesforce, Siebel Systems, State Farm, Symantec, Toshiba, Toyota, Twitter, USAA, Verizon, Vmware, Vodafone, Xerox)

How this works together, and the benefits produced: A successful Digital Earth and a people-first Digital Economy are summarized in these two articles, published by Paris Innovation Review:

- *"Capitalism switches from linear to exponential growth:"* How tech can switch rapidly from an often perceived negative to a positive global force. Companies can add “people-first technology” that helps them, their industries and customers rise to become a planet of universally successful people.

(<http://parisinnovationreview.com/articles-en/capitalism-switches-from-linear-to-exponential-growth>)

- *“The flipped economy: A People First Platform of the Future”*
How a “people-first Digital Earth” rapidly improves the quality of life for all people more than a “corporate-first” dominated world. How people-first tech makes this a universally successful planet and digital economy, instead of today’s funneling of the world’s wealth into the inequality of a few hands.
(<http://parisinnovationreview.com/articles-en/the-flipped-economy-by-dan-abelow>)

Additional Digital Earth resources include:

- Keynote Speeches and video briefings: Lead the Journey to Greatness (<http://digitalearth2025.com/videos/>)
- Vision book: Now free to read and in the top 10% of Medium.com in 2016: Imagine a New Future: Creating Greatness for All (<https://medium.com/imagine-a-new-future-digital-earth-2025>)
- Digital Earth 2025 roadmaps, foresights and use cases: DigitalEarth2025.com (<http://digitalearth2025.com/>)
- Expandiverse Technology, with over 750 patent citations: Expandiverse.com (<http://expandiverse.com/>)
- Media 2025 Exponential Growth Publishing (roadmap micro-site): Media2025.com (<https://media2025.com/>)
- UX Services for leading products and services on a Digital Earth: BreakthroughUX.com (<http://breakthroughux.com/>)

Today, progress and growth are switching from linear to exponential. A digital transformation is taking place, but it is missing a design and plan. The problems from “corporate first” technology are growing, and an alternative is needed — one that includes everyone.

The Expandiverse is the first design for using today's digital inflection — and the growth of seemingly unstoppable problems — to add “people first” technology so we can build a positive Digital Earth.

Instead of widespread stagnation or failures, this re-focuses attention, design and growth toward expanding prosperity, protection and greatness for all.

This looks forward to the possibility of starting a productive and positive Digital Earth. How can you add new ways to advance and accelerate your personal and corporate contributions? What will happen if you and everyone start exponential growth, and everyone starts rising to the top on a Digital Earth?

Can we change lives in years instead of generations? Can we begin a successful, people-first planet?

First published by:



Capitalism Switches from Linear to Exponential Growth

The evidence is in: Competitors who use exponential growth repeatedly win over linear companies. Which companies will triumph next? Will Google, Facebook, Amazon, Microsoft and Apple devour the world's wealth? Or does the advent of exponential competition open new opportunities for many companies to rise to the top, and start an exponential growth economy and planet?

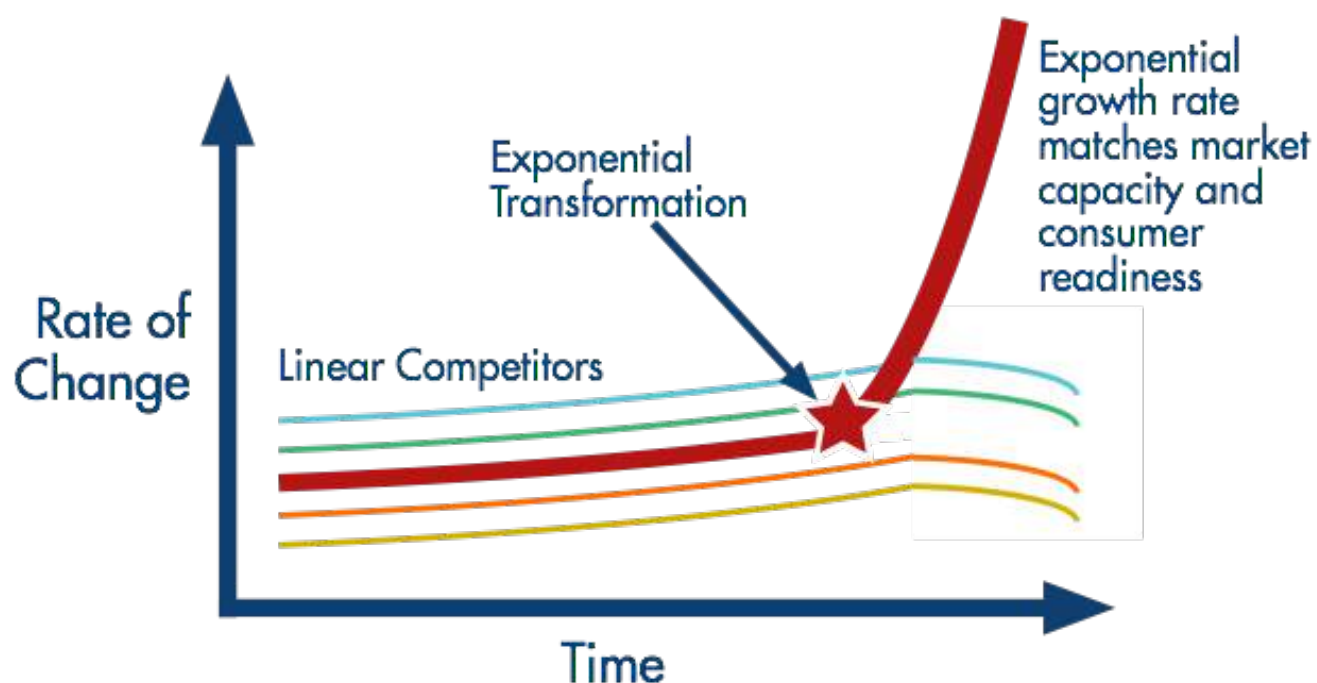
Today's ubiquitous network drives global competition at the speed of light. It changes the lives of billions of people in years instead of generations. The scale and speed of this *global* digital transformation will expand within all levels during the coming decade. This real-time planetary metamorphosis is already propelling all of humanity forward together.

GPS shows how quickly these advances in connected technology become normal and essential in everyday life. *GPS directions* means no one will ever be lost again. *GPS marketing* includes location-based selling and augmented information. *GPS communications* is now adding mapped and continuously connected co-workers, friends and families. We have left behind the local and disconnected physical world. We are on the journey to *Shared Planetary Life Spaces* that continuously connect everyone with each other and humanity's combined knowledge and resources. The presence, power and control of every single individual is about to multiply exponentially.

This always-on Digital Earth is coming to life and growing more personal. It expands each person's abilities with appropriate continuously connected amplifications. As everyone grows more powerful in each online action, the world's people will begin exponential growth, as well as its economy. Like GPS, this will be adopted, taken for granted as essential in our many normal lifestyles.

While capitalism has been transformed, this historic switch from linear to exponential growth is only starting. Most businesses don't realize the scope of this change, or how to adjust to the total re-focusing required by this new stage of competition.

Most companies and startups remain linear. Yesterday's mantra was "faster, better, cheaper." Today's linear companies produce incremental improvements with limited but reliable success: They *meet* expectations. When they try to change too much, or too quickly, their existing businesses push back.



But today, exponential companies *exceed* expectations. They create exponential growth by changing business models, products, services and customer connectivity. They disrupt themselves. Accelerations include innovations, customer learning, design thinking, viral distributions, addictive technology and real-time relationships. Linear is not an option. Their exponential mantras are "digital changes everything," and "move fast and break things," and "do first and ask forgiveness later."

The strongest disruptions wreck current leaders. Exponential competitors reinvent industries so they can leave all of its leading companies behind. They simultaneously accelerate their skills, systems and business processes to skip over market share, and compete directly for the whole market.

Giant examples

First up are the new exponential leaders — no surprises here. Large investments have already triggered these disruptive companies to repeatedly out-compete linear producers. Their biggest advantage isn't that they turned exponential, it's how unaware and uninformed linear companies remain:

	Facebook	World's largest media company	Owens no content
	Alibaba	World's largest merchant	Owens no inventory
	Google	World's largest software vendor	Doesn't write most apps
	Uber	World's largest taxi company	Owens no cars
	Airbnb	World's largest hotel chain	Owens no property
	Skype	World's largest phone company	Owens no telco infrastructure
	Netflix	World's largest movie house	Owens no theaters

The impacts are stark. As Google and Facebook conquer advertising, ad-supported publishers decline. As Amazon conquers commerce and distribution, retail stores and malls close their doors. These exponential companies keep mushrooming while those in decline don't realize capitalism has changed.

But some industries are aware. Next up are two titanic clashes that media covers daily.

In the transportation industry, self-driving vehicles will replace drivers. Uber is “driven” to sell self-driving transportation first because anyone who beats them will launch a cheaper service and put Uber out of business. If a current leading automobile company wins, it will leap past Uber. It will pilot corporate truck and auto fleets, convert commuting and employee transit from driving to productive time, and claim the business fleets of all the transportation manufacturers.

In AI, the largest investments are made by the leading digital-first platforms — Google, Amazon, Facebook, Microsoft, Baidu and Apple. By adding AI to the core of their businesses, they aim to increase their market share, revenues and profits. [Results for early AI adopters](#) show increased profits and performance gaps compared to non-AI firms. The competitive advantages are real and growing as AI implementations accelerate.

Capitalism’s new stage: Exponential growth by people, companies and the economy

The biggest opportunity is wide open for any leading company to take it and run to world leadership. That opportunity is the exponential growth planet. Imagine every person able to grow their immediate success as they do any task online. Every minute, productivity and achievements expand around the world in the hands of every person. The planet awakens, transformed into a successful Digital Earth.

This opportunity is already emerging all around us without being recognized for the disruption it will soon become. It is capitalism’s next stage: Planetary exponential growth.

The race to live, work and shop online will decide the competition between Facebook, Google, Amazon, Microsoft, Apple and platforms that want to replace them. The platform that controls the next interface will rise to the top. Visible large investments include voice bots, AR, VR and MR (mixed reality). If one Exponential Growth User Interface (EGUI) takes over, that platform will win and others will lose.

That EGUI is actually the world’s most valuable real estate. It can tip the planet into exponential growth and universal personal success. Build once, deliver everywhere, and convert each interaction into a step toward the suc-

cessful Digital Earth. Capture this exponential market and take the whole world.

How? The emergence of a fully Digital Earth will display the User Interface of this disruption — “dynamically constructed digital realities.” This is not like the physical world of atoms that can only be changed through slow physical processes. Instead, digital screens and audio operate on bits that are transformed in nanoseconds by computers and delivered immediately everywhere by networks.

Your “digital reality” will be created and personalized for you. Some of the first stages are already on today’s screens:

- Advertising platforms track “you” and sell you in real-time auctions. Advertisers instantly select you by your tracked interests, buy space on your displayed web pages, and download their personalized ads to reach you immediately. Your screens are digitally constructed in real-time with personalized pitches that target you in response to each step you take online.
- Augmented Reality adds dynamic overlays on top of what a screen displays. Apple’s ARKit adds AR as a platform for a billion iOS users. Instant screen broadcasting is said to be included in this Fall’s iOS 11. Soon, will everyone be able to construct their augmented realities and stream them universally?
- Virtual Reality dynamically constructs shared online environments that can include multiple people and objects in a virtual place. Each person passes live in front of and behind the people, objects, working devices and advertisements that are blended seamlessly into these dynamically constructed “places.”
- Arriving soon, AI researchers are creating [fake videos](#) of someone speaking. When combined with AI-generated [fake audio](#), these will make it look like someone you know has said something, even if it never happened. History, news and veracity will never be the same.

As computing power increases, an early stage of “dynamically constructed realities” will stream created screens and enhancements to continuously connected customers. There will be “interactive YouTubes” that enable living in their “dynamically constructed realities.” When what you want is displayed, becoming it is easy. Just choose, acquire (buy, try, trade or share), receive nearly immediately, and use it right away with embedded guidance.

Over time, user choices will make “digital reality” more powerful and beneficial than “physical reality.” Cloud services will make constructing and streaming digital realities simple, because ubiquitous uses across all devices will increase their revenues quickly.

What drives the exponential growth? It’s the change in who is in control. A *people-first* platform empowers each user to direct his or her Digital Earth to deliver and guide them to the life they need and want. People will leave behind the limits of the can't do world. They will expand to achieving above their full potentials on a can-do planet.



The first level of user control is the display. With a people-first disruption, each user will be in control of their screens, across their family of devices. Everyone who wants to help stop climate change will be able to block fossil fuel ads and content, and see renewable energy choices in their place. Those who want healthy lifestyles will see only ads and content for the healthy foods, activities and lifestyle choices they prefer. Publishers, advertising companies and cloud services will deliver these self-selected Digital Boundaries, which also protect each user from interruptions and tracking. People-first marketers will rejoice because their ads and content will be invited and wanted — while competitors will be blocked.

A second level of user control will be always-on Connected Consumption. People-first displays will invite new customer-vendor relationships with trusted vendors. These will be personal, live connections between customers and the preferred vendors who serve them. These people-first vendors

will know their customers' consumption patterns, and use that to drive their Supply Chains. They will increase their operating accuracy, and lower their costs for marketing, distribution and personal delivery to where and when their products are consumed. These always-on relationships raise new digital barriers against non-people-first competitors. This motivates a trusted company to serve every customer well, because customers can switch to a new vendor in a nanosecond. This digital kill switch can deliver sudden death as soon as a customer is displeased.

A third level of user control is immediate personal achievements. Once each online step is two-way, people will also receive new kinds of embedded knowledge, tools and commercial choices. Today we are wirelessly surrounded by the world's best knowledge and online tools, but they are disconnected from what we do. AI will use big data and machine learning to watch user flows and discover the paths of the most successful people. As AI's learn the "next best step" and the "short path to user goals," they will map humanity's combined abilities. When using a connected screen, this "Active Knowledge" can then be embedded inside every step, every minute, to increase everyone's immediate personal success.

This embedded channel will increasingly replace search and shopping. The easiest route will be the invisible, always-on customer-vendor connection inside each step. It will include Active Knowledge for immediate guidance, Active Resources to switch to the best online tool instantly, and Active Commerce to buy or share the products and services that are best for each user's goals.

These "next best steps" will personally deliver humanity's combined abilities to each person when and where needed worldwide, triggered by each online action. Just as GPS delivers "turn-by-turn" directions, everyone can be guided through the "step-by-step" successes important to them. Billions of people will achieve more and advance faster into the lives they want to live.

As people discover new ways to succeed, Active Knowledge is self-optimizing so new advances are found, auto-developed in Darwinian digital sandboxes, then auto-delivered to everyone. Each relevant action triggers the distribution of the latest proven knowledge to every person who can benefit from it.

The world will advance from "occasional best practices" to "universal optimal practices." For those who want it, and many will, personal greatness

will be the new norm. At every level of society, countless hours will be transformed from getting by to rising above, from being a hunter for everything needed to becoming a farmer harvesting fully grown crops.

Waves of self-selected advances will be enjoyed by the world's peoples and companies, transforming our still linear world into an exponential growth planet. Every online interaction can be a step forward. Normal life will add the world's best knowledge, tools and commercial options whenever wanted. The huge waves of individually chosen advances are called Anthro-TechTonic Shifts — “Anthro” for people, “Tech” for technology, and “Tech-Tonic” for the size and strength of the Digital Earth transformations people choose.

A fourth level of control comes from the free market, directed by each user's personal choices. Since the 1776 publication of *The Wealth of Nations*, capitalist markets have operated by what Adam Smith called the “invisible hand of the market.” But now, after the Agricultural Revolution and the Industrial Revolution, capitalism enters a new stage, the Exponential Revolution.

While slow to form over 75 years, the Digital Earth is about to accelerate and transform the world. What happens when the “invisible hand of the market” is replaced by an EGUI that lets users choose what to block or allow on their screens? What happens to markets when “invisible” is replaced by Connected Consumption so vendors know when, where and how much to supply each user personally? What happens when “invisible” is replaced by Active Knowledge that learns each user's steps and is delivered when each user wants “the next best steps” to reach a goal immediately?

Within a decade, capitalism will cross the chasm to Visible Markets, Visible Consumers, Visible Actions, and Visible Goals. This will produce a new set of Visible Metrics that are much more expressive of human welfare than GDP or any Bloomberg screen.

New “Capability Models for Personal and Planetary Success” will develop. What do people want and do in Visible Markets? What do they display or block on their screens? How well do they achieve their chosen lifestyles? What are their problems identified by Active Knowledge, in priority and frequency order? And how well do their preferred vendors help them overcome each problem immediately with Active Knowledge, Active Resources and Active Commerce? These will identify goals, gaps and processes that produce the highest levels of achievement — then spread these widely and personally to everyone who wants to rise.



But only people-first companies that deliver what people want will see these Visible Metrics, participate in these trusted Shared Life Spaces, and operate in transparent markets with real vendor accountability. Non-people-first companies will be blocked until they change.

The most important Visible Metric will be the kind of world people choose to have built for them, and the kinds of lives they have delivered. The companies that win this exponential growth competition will be the ones that support people's choices, serve Connected Consumption best, and help customers enjoy their worlds and lifestyles rapidly and successfully.

These leading companies will employ UX designers, marketers and engineers who increase connected satisfaction, efficiency and productivity. People-first companies will increase sales by pleasing Connected Consumers, lower costs by serving them accurately, and raise satisfaction by producing the quality expected.

This engine is called Partnership Capitalism. In its revolutionary *Visible Hand of the Market* people control the goals, enjoy the consumption and expand their personal achievements. People-first companies build and deliver the world and lives their Connected Customers need and want. The companies who do this best will lead the economy.

This exponential growth planet will enjoy a powerful new partnership for progress and prosperity. Every person has freedom and control, and partners with their preferred companies so they both rise together to the top of a people-first pyramid.

Unlike today's giant walled digital platforms, many companies will compete by being more people-first in their connected services and products. They can innovate and win Connected Customers, because their innovations and relationships will be delivered worldwide at light speed. Anthro-TechTonic Shifts will make new companies winners when they add exponential advances that enhance everyone's life. Exponential competition will build the worlds people want ever faster.

This is how the EGUI (Exponential Growth User Interface) will be the world's most valuable real estate. When users control their digital worlds, Partnership Capitalism will begin. The economy will then build and deliver the world people choose and need.

Will Facebook, Google, Amazon, Microsoft and Apple still lead? Or will new companies run with this biggest opportunity yet for exponential growth for our planet? By building these new "people-first" platforms, they will replace today's "corporate-first" leaders by giving every person control and moving "people" to the top.

How will exponential growth change the world?

Capitalism's switch to exponential growth adds both threats and opportunities. Linear companies will be forced to decline, while companies that switch to exponential competition will rise. Capitalism remains Darwinian, but its mantra changes from "faster, better, cheaper" to "digital changes everything."

Once exponential winners capture tomorrow's "digital infrastructure" they will lead it for decades. Their "winners-eat-everything" economy will kill many linear companies and devour the world's wealth.

The most fearful threat is that a few "digital dominants" will lock societies into walled gardens with corporate surveillance, personal tracking, AI-directed marketing and persuasion/addiction technologies that retard others' innovations. This will concentrate a herded world's wealth in their few hands.

The positive opportunity is an exponential growth planet that includes everyone and many companies. Here, leading companies build people-first platforms that move everyone and many companies to the top. Opportuni-

ties for personal greatness are distributed every minute, everywhere. When consumers control their screens, they will display the ads and content to see the world they want to live in. With Connected Consumption, that's what they will receive from their trusted vendors. See the Paris Innovation Review article "[The flipped economy](#)" for more on building this successful Digital Earth.

What will actually develop, now that capitalism has switched to exponential growth? This will trigger our generation's most historic question: Will exponential competition deliver extreme inequality and extreme wealth for a few digital dominants? Or will it grow a Digital Earth where everyone can advance quickly, start universal prosperity, and multiply Visible Markets so many people-first companies rise to the top?

If a positive Exponential Revolution drives the economy and society, one question will ultimately define our lives. How far will our personal exponential growth go when we each control a Digital Earth that serves us and guides us?

Will we still only imagine the life we want, or will we display it and step right into it?

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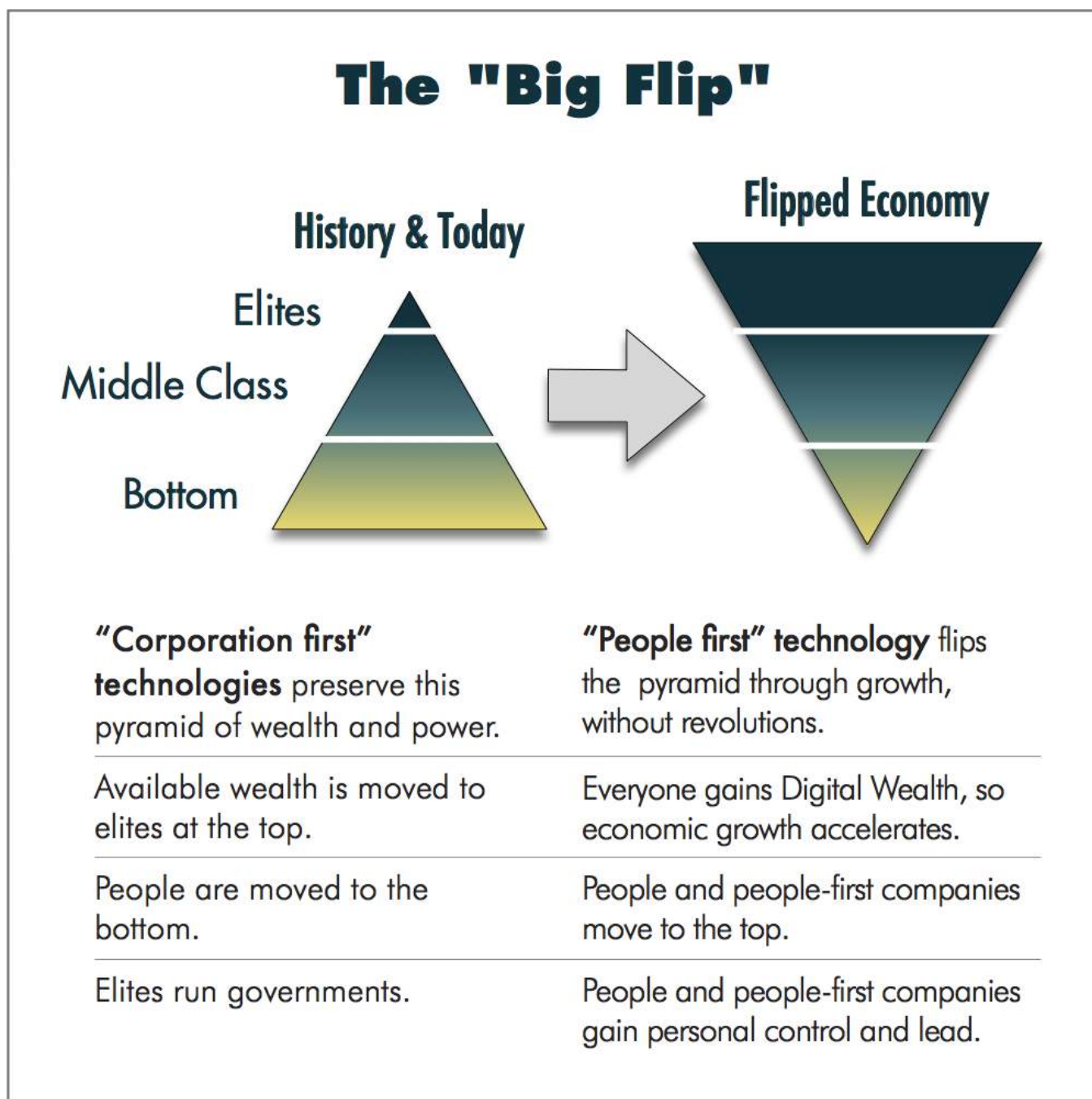
The Flipped Economy: The People First Platform of the Future

To remain a leader, a company must out-perform the billion-user platforms that threaten to eat the world. But a new disruption could produce a flip of today's pyramid to people-first. That would help everyone advance, and add a people-first ecosystem that makes everyone a winner, with many people-first companies at the top.

Digital war is starting because owning a billion-user platform is now possible. These platform companies — Google, Facebook, Microsoft, Apple and Amazon — are racing to capture tomorrow's digital infrastructure, lead the Digital Economy for decades, and concentrate worldwide wealth and power in their corporate-first pyramid — while consuming the markets and revenues from other leading companies.

In the vortex of their global reconfiguration, how could other leading companies disrupt that future? One strategy might be people-first technology that could use a “big flip” to create a people-first pyramid, and build a people-first Digital Economy.

The need for disruption is obvious. The billion-user platforms use exponential growth to power their platforms, add relationships and increase revenue. Their new engines include AI, robotics, voice interfaces, chat bots, surveillance tracking, personal manipulation and more. Their goal is



to force many companies to share their revenues when they use their platforms to make sales. (See the next article, *"Capitalism's switch from linear to exponential growth."*)

To disrupt that, new corporate strategy must set a goal to build a platform that helps deliver universal success and prosperity through continuous connections with large numbers of people and companies. The rewards for the new leaders are that they lead a successful world, and own one of its essential platforms.

Think again: What is the world?

This new strategic goal — universal success and prosperity — comes from our fast-arriving era of adding powerful new technologies and spreading them worldwide at the speed of light. The new network opportunity is to improve user abilities and resources during every digital step, every minute, everywhere.

One route to this goal was illustrated by the recent Paris Innovation Review article, "*A new R&D paradigm: Crafting strategy at designing patents.*" A core process is strategic patent design. That defines the business objective, assesses that opportunity's IP potential, then invents and patents the specific technologies needed to achieve that new business future and



Today, conditions are ripe for this kind of strategically planned global redirection. On the tech side, it's clear that dynamically blended screens, "next best step" guidance, connected consumption and always-on supply chains are arriving. On the motivation side, many leading companies face digital decline, and perhaps even death.

These companies could harness a new growth roadmap to lead the coming Digital Earth. Instead of dying quietly, major companies need to disrupt the leaders while they can, and compete by building a continuously connected platform that delivers universal success and prosperity to both people and companies.

protect it with IP. Patented technology is proactively planned, created and protected to produce a successful business.

These companies could harness a new growth roadmap to lead the coming Digital Earth. Instead of dying quietly, major companies need to disrupt the leaders while they can, and compete by building a continuously connected platform that delivers universal success and prosperity to both people and companies.

A global disruption: Everyone will be the best in the world

Today's "Age of the Customer" strategies will soon be obsolete. It's already normal that customers know more about your products, prices and reputation than you do. They buy what they want instantly for delivery anywhere, and switch without hesitation from you to one of your competitors.

Unfortunately, the biggest innovation of a networked world is missing. We are wirelessly surrounded by the world's best knowledge, tools and commercial choices. But these are disconnected from what we do digitally. Over a billion people may have mobile phones, but humanity's combined abilities are missing from what they do at each step.

In tomorrow's Digital Economy, user experiences will be connected and two-way. That will require a new category of always-on relationships to win, retain and serve every customer, every minute.

This will re-order the priorities of Marketing Managers from today's steps of "find, buy and deliver." It will redirect these jobs to include the customer life cycle stages of "install, use, service and upgrade."

Always-on relationships will include four kinds of automation in each user step: Active Knowledge, Active Resources, Active Commerce and Dynamic Knowledge.

- **Active Knowledge** learns what the user does and uses that as a trigger to retrieve the "next best step" and "short path to the goal" for immediate delivery when wanted. With adequate bandwidth, that can be delivered instantly for use at any time.

Connected Consumption Life Cycle



Every user experience will be your marketing.
The total experience will be your brand.

- **Active Resources** is a service attached to each step's Active Knowledge. This adds switching the user to the best available guided tool to help the user succeed even faster and better in reaching their goal.
- **Active Commerce** is an embedded, invisible sales channel that can immediately switch the user to the best available product or service for reaching their goal.
- **Dynamic Knowledge** is when steps can be done for you. Then, to reach your goal, just choose it and it's done. No manual steps required.

An Active Knowledge network is behavioral, self-learning and user-guiding. It knows each user and the user's device, application, task and step. It learns from large numbers of users the short paths they take to reach goals, so it knows the "next best step" during each step. As users receive and use Active Knowledge, the results constantly optimize the "next best steps" and "short paths" to user goals, which continuously update to help everyone quickly advance.

The result is clear customer journeys for using each product or service. AI, big data and analytics produce these, and each step becomes a trigger for retrieving them and making it normal for everyone to benefit immediately from humanity's combined knowledge.

You could use an online service to manage your finances and immediately know the world's most successful strategies for maximizing your wealth. You could use your mobile phone to manage the IoT devices in your partly automated home, and apply the best ways to lower your electric bill, cut carbon pollution and minimize global warming. Or you could be an operations manager using a workstation to control an electricity generating wind farm, and apply the best guidance as soon as you receive an alert about an unforeseen problem.

It doesn't matter whether each user is in Manhattan, Mumbai or a Maasai village along the Great Rift Valley in Africa. Everyone can receive the world's best options as an embedded channel inside of everything they do online. Life will constantly improve for everyone at once when it is normal for everyone to succeed immediately because humanity's best guidance is always delivered.

Within a decade, competitive pressures will drive every company to make products that are interactive, satisfying and successful. Many consumers will want to buy connected products that help them succeed at the best levels. When a product does not deliver user success immediately, it may sell in low volumes, but it won't lead its category or industry.

The companies that deliver this best will gain a new way to capture their markets and industries. They can grow their platform to help other companies deliver interactive success, and could scale that to help lead the economy.

Connected Consumption: What users need, when and where needed

Think of your time and consumption as a pie chart. The fastest growing slice is your digitally connected activities or entertainment. In 1980 "digital connections" didn't exist because the world was 100% physical. By today digital includes a large part of your daily activities. In a decade the physical world will be only a slice while "digitally connected" will dominate.

This is a historic shift. Humanity has always lived disconnected and local lives. We are migrating to a Digital Earth where everyone will be in one digital room together, with personal deliveries of humanity's combined

knowledge, digital tools and resources to fit each step in our daily activities.

In its positive benefits, “digital” grows rapidly because it works for each person. It brings you what you want in a growing range of ways that include communications, social media, work collaboration, applications, information, services, entertainment and more.

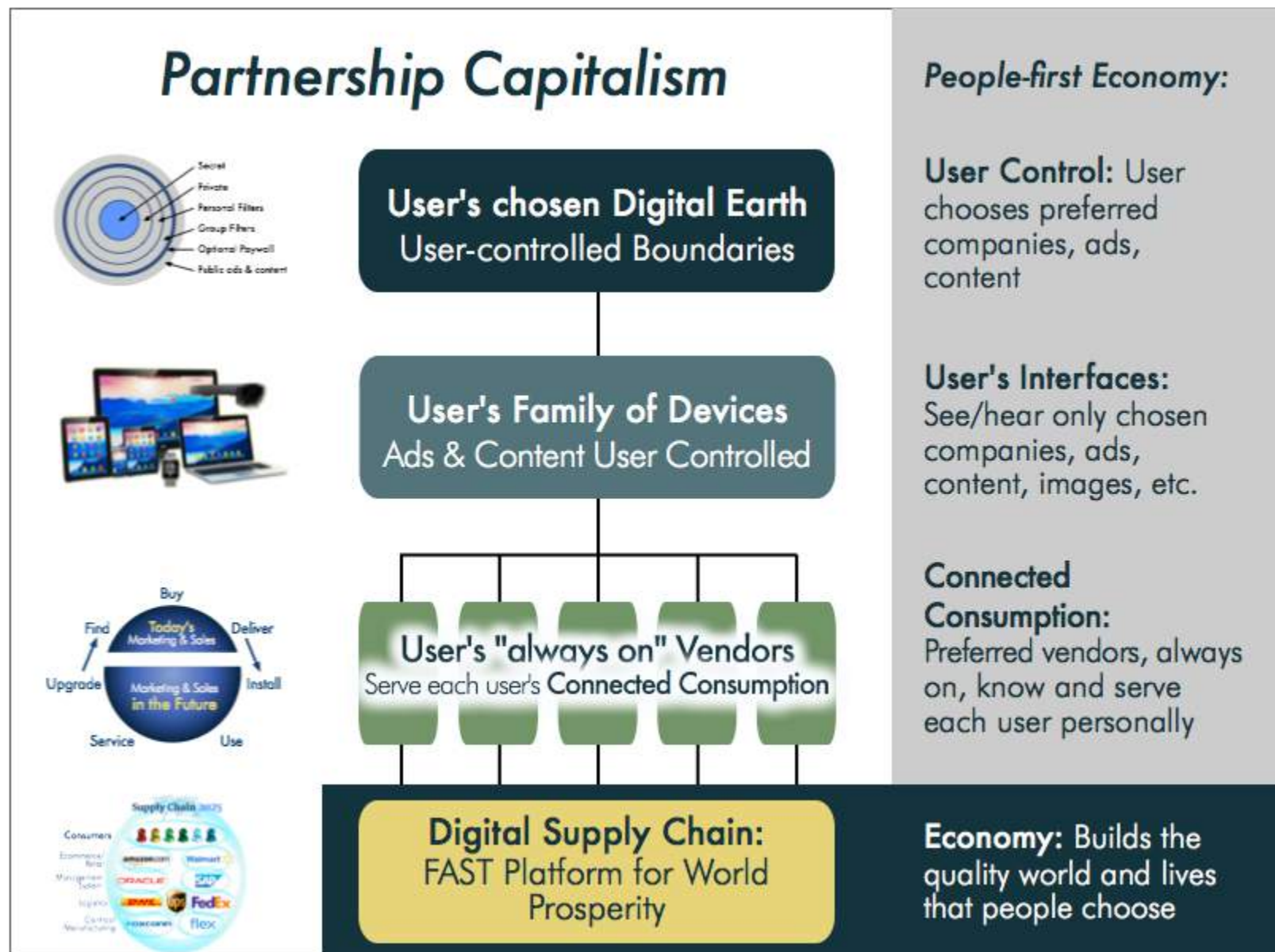
In its negative uses, today’s corporate surveillance feed big data, analytics and AI’s that profile, track and target you for engagement, conversion and retention. These systems are designed and tested so that they attract and keep your attention, and produce sales that increase revenues and accelerate growth.

This will be transformed over time by market forces and increasing user controls. Digital grows faster in ways that work for people and deliver what they want. In the future, users will enjoy touchpoints that produce ever more satisfying experiences, with products and services that are delivered when and where they want them.

A name for this is Connected Consumption, which looks similar to today at the surface, but will transform today’s technology from a negative that attempts to manipulate people, into visible choices that people make to benefit themselves in the ways they want.

This will be developed into a platform that can already be foreseen as an “ABC Marketing Partnership:”

- **Align** users with their always-on vendors, the companies they trust with their personal needs so they can deliver Connected Consumption. When their needs are not met, users have a digital kill switch to terminate and switch to different always-on vendors.
- **Boundaries** make screen displays the world’s most valuable real estate — with users in control. Users decide what their screens display. If they want to live in a world of healthy food and renewable energy, those are what they see. The ads, content and vendors users believe are wrong disappear.
- **Connected Consumption** delivers what users need, where and when wanted, from their always-on vendors. Supply chains will be managed for accuracy and efficiency, lowering costs and prices, while raising qual-



ity. Customer Journeys to Quality Lives will dominate marketing, to know always-on users' needs and meet them as well as possible.

- **Marketing Automation** uses personal interactions during consumption and at touchpoints to fit deliveries to each person's needs. These increase user control over Boundaries and Connected Consumption, so vendors deliver Journeys to Quality Living that increase customer loyalty.
- **Partnership Capitalism** delivers the worlds users want, and makes people-first companies the economic leaders. The size of the economy is increased by making personal success the norm. The productivity of the economy is transformed by Connected Consumption and efficient supply chains.

For the first time in history, people can choose the world they want, and trusted companies can deliver it. These always-on companies gain reduced marketing, minimized advertising and decreased risk by serving Connected



Consumption within Digital Boundaries. The size and shape of the economy are transformed by universal personal success and Connected Consumption.

The flipped economy, with every person and many companies on top

Why would threatened companies do this? Billions of advertising dollars, and trillions of consumption dollars are at stake.

Major industries and companies are being slaughtered by digital platforms that take those advertising and consumption dollars for themselves. Newsrooms are shrinking, stores are closing and the middle class is failing. Instead, this could be a Digital Earth where today's billion-user platforms are important, but both people and people-first companies also grow strong and powerful.

Users have always controlled what they see, but until now screens have been dynamically constructed for them. Ads that fit each user are retrieved in real-time to display a unique combination on each person's screens. Augmented Reality recognizes an object, retrieves information about it and dynamically blends that in. Virtual Reality draws a new screen every 30th of a second as people and objects pass in front of each other, change perspective, and move in every direction. A powerful advance will be user control of their own screens, when the user's Boundary instructions decide what is and is not displayed.

New Boundaries services might be able to limit today's advertising platforms role and power. The ad platforms will transmit ads and content, but might not know if the user displayed them on their screens.

Consumers could see the quality lives they choose by displaying the world they believe is right for them. They won't need search, shopping or an ecommerce store. Instead of searching, their Boundaries display their choices of products, ads and content. Connected Consumption brings them what they need at the times and places needed.

Just as important, each step embeds an invisible, private channel of the world's best knowledge, tools and commercial choices for what they are doing. Everyone can succeed immediately, or switch to use the best digital tools or products immediately, and be as good as the best in the world.

These new services expand our generation's exponential growth opportunities. Living the dream could be normal, producing it the best way known.

The evolution with no revolution

User-controlled Boundary and Connected Consumption services might be added by today's dominant platforms. Or they could be built and run by ad-tech and ecommerce companies — and managed and sold by new companies that need to compete with today's dominant platforms.

Major media companies (Disney, NY Times, Fox) may want to claim the role of content and advertising gatekeepers for consumers worldwide. Major Supply Chain companies (Oracle, SAP) may want to sell these as platform services to the global Fortune 2000. Top consulting firms (Deloitte, PwC, Accenture) may want to help hundreds of leading companies build their own private services, or integrate their systems into Connected Consumption platforms. Nonprofits could help manage Boundaries and Connected Consumption that promote their goals and fundraising in causes like environment (Nature Conservancy, World Wildlife Fund), hunger (Feeding America, Food for the Poor), health (Doctors Without Borders, Red Cross), medical (St. Jude's, Dana-Farber), poverty (Salvation Army, Save the Children), or others. Or these Boundary and Connected Consumption services can be managed for consumers by niche companies in businesses like weight loss, exercise gyms, or health care to help their customers see only appropriate ads and Connected Consumption in their part of customers' lives.

Boundaries and Connected Consumption give users control of the world in which they live. In Partnership Capitalism, people-first companies really must please consumers.

This turns today's pyramid into a relic. Our "few-elites-at-the-top-who-run-everything" world could be obsolete. Tomorrow's "winners-eat-everything world" will flip everyone and many people-first companies to the top. The world will be what we choose, with humanity's best knowledge-tools-and-choices embedded in what we do, with always-on companies serving people immediately.

Digital changes everything. Is it finally time to flower into a planet that delivers universal success and prosperity, and makes personal greatness its new norm — without attacking those at the top, and without a revolution.

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Dan Abelow is an independent inventor, author, speaker, and technology consultant. He holds degrees from Harvard and the Wharton School of Business.

His latest invention, the [Expandiverse](#), is new technology for building a people-first Digital Earth. Its first patent has already been cited over 800 times by subsequent patents. Dan's previous patents were licensed by over 550 corporations that include Apple, Google, Samsung Electronics, Microsoft and others.

In addition, he has developed hundreds of UX advances for industry-leading companies.

- [Expandiverse Technology](#): New technology to build the People First Digital Earth, with over 800 patent citations
- [Digital Earth 2025](#): Strategy and roadmaps to build the People First Digital Earth
- [Breakthrough UX](#): UX services to build People First products, services and platforms
- [Media 2025](#): People First platform to lead Publishing, Advertising and Content
- [Computing ver. 2](#): Previous patents and IP, licensed to 550+ companies
- [Abelow.com](#): Professional summary: Anticipate, innovate, implement and lead the People First Digital Earth

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