

# Start Here

 Accelerate and Lead



## **Strategy & Tech for Leaders**

What a leader needs to know  
to deal with the coming years of  
disruptions and opportunities

# Executive Summary

To lead an industry and the world in 2020-2025, what do you need to know?

Leaders dominate **physical and digital infrastructures** that keep them in control for decades. Industries with *physical* infrastructures include:

- Energy: World-scale and utility-scale production and distribution
- Maritime shipping: Fleets of large post-Panamax containerships
- Commercial real estate: Build and own skyscraper office buildings

Is digital different? It's easy to imagine tomorrow will change quickly:

**Today:** *Billion-user Platforms are created by pivoting to find traction, then scaling.*

	Billion-user platforms:	7
	Billion-user platforms:	4
	Billion-user platforms:	2
	Billion-user platforms:	1
	68% of online merchant sales 31% of cloud services	

**The big surprise** is a **Global** Digital Transformation will eclipse each company's individual digital transformation.

The world's platform will be a **digital infrastructure** that will **last for decades**, with long-term winners and losers:

**Future:** *A people-first Digital Earth*

**Digital Earth 2025**  
Life, Work, Entertainment and Everything



By 2020-2025 we will live on a Digital Earth. The economy and world will become one digital room, with everyone in it.

An example in today's world is advertising's "track everyone" platforms:

- Winner-take-all: Google and Facebook received [85 cents of every new dollar spent on U.S. digital advertising](#) by Q1 of 2016.
- Most traditional ad-based publishers will decline or die.

Soon, the winner-take-all digital platforms will consume more industries.

"Today's wisdom" is limited: Quarterly profits and a 3-year time horizon are great to stay focused.

But now you must understand and build farther ahead.

By 2020, your company will either own your industry's digital platform, or decline.

Your industry's next **digital leaders** could **last for decades**.

**This life-or-death goal now has a new direct route:**

- New *Expandiverse Technology* to build a people-first Digital Earth.
- *Digital Earth 2025 Roadmaps* to build leadership platforms in multiple industries. See the Supply Chain example below.
- *Breakthrough UX* adds User Experience services, because users will rise to control the user interface and your ability to reach them.

Now is the time to learn how to lead a Digital Earth. Before your company is consumed by a competitor's leadership.



# Patent Citations: Next Leading Indicator

New Expandiverse Technology helps invent and build a new kind of Digital Earth. Is it real? Within months, the first Expandiverse patent was cited by over 500 subsequent patents.

Expandiverse IP adds inventions that many leading companies recognize and cite as useful for their new inventions, products and services:



More than 1 out of 5 patent citations come from 8 of the 10 biggest tech companies in the world.

The average patent is cited 3-6 times.

Only a small number of patents (out of millions) receive more than 100-200 citations.

## Four Clusters of 500+ Patent Citations received by Expandiverse Technology



**The four clusters:**

Software and Apps

Services

Devices, Games and Virtual Reality

Manufacturing

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### Start Here to Accelerate and Lead



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# Problems

*Frustration grows. Anger swells.*

*Another election looms.*

**Shocks** arrive.



"Where's our  
**wealthy**  
**future** from  
**technology?"**

Dan Abelow

## Obsolescence + Stagnation + Inequality = *Shocks*

While our lives, businesses and societies turn "fully digital:"

- Up to 47% of today's jobs will be automated.<sup>1</sup>
- Up to 75% of S&P 500 companies will be replaced by 2027.<sup>2</sup>
- 55% of Americans believe Capitalism causes inequality,<sup>3</sup> and 71% believe the U.S. economy is rigged.<sup>4</sup>
- Just 19% trust the government in Washington,<sup>5</sup> and only 31% feel the U.S. is headed in the right direction.<sup>6</sup>
- Economic growth remains low.
- Inequality and middle class decline threaten political stability.
- Individuals opt-out often. Commercially they turn to Ad Blocking and ad skipping. Culturally they replace mass media with social media news and content that expresses their beliefs (echo chambers).
- Mass rejections include Brexit, Bernie Sanders' near success, and Trump's take-over of the Republican party and the U.S. government.

Politicians and political parties don't know how to solve these problems, whether they are Conservative or Progressive.

Corporate leaders produce more billions for themselves, not Universal Prosperity.

It's visible and disliked that today's economy moves people to the bottom, wealth to the top, and power to elites to run governments.

**The consensus: Today's system causes today's problems. The "system" is at an impasse.**

1. [http://www.oxfordmartin.ox.ac.uk/downloads/academic/The\\_Future\\_of\\_Employment.pdf](http://www.oxfordmartin.ox.ac.uk/downloads/academic/The_Future_of_Employment.pdf)
2. <http://www.innosight.com/innovation-resources/strategy-innovation/creative-destruction-whips-through-corporate-america.cfm>
3. <http://fortune.com/2015/11/03/majority-of-americans-dont-like-capitalism-yougov-poll/>
4. <http://fortune.com/2016/06/29/marketplace-edison-survey-rigged/>
5. <http://fortune.com/2015/11/23/trust-in-government/>
6. [http://www.rasmussenreports.com/public\\_content/politics/mood\\_of\\_america/right\\_direction\\_wrong\\_track\\_oct31](http://www.rasmussenreports.com/public_content/politics/mood_of_america/right_direction_wrong_track_oct31)





*New technology to build a successful  
Digital Earth that includes everyone*

# Solution

## The Expandiverse: A People-First Digital Earth with Prosperity and Greatness for All



I'm Dan Abelow, creator of *Digital Earth 2025 Roadmaps* for a people-first Digital Earth, and new *Expandiverse Technology* to build it.

I envision and create new digital technology first, before the rest of the world:

- My patent portfolio on digital communications, content and access was bought in 2004, then licensed by over 500 corporations that include Apple, Google, Microsoft, Samsung Electronics and many others.
- Patents and patent applications I created have been cited by over 2,200 subsequent patents.
- Degrees are from Harvard and the Wharton School.



*Some of the over 500 licensees  
of my previous patents*

*IP website: [Computing Ver. 2](#)*

**Expandiverse mission:**

Prosperity and Greatness for All on a successful Digital Earth.

**New ideas started in 2007** followed by years of confidential private creation. The first Expandiverse patent issued in November 2015. Within 10 months it had been cited by over 500 subsequent patents.

*Some of the over 500 patent citations of the first Expandiverse patent*

*Technology and services:*  
[Expandiverse.com](http://Expandiverse.com)



**A growing range of resources** are being developed for one or many companies to build a *Global Digital Transformation* rapidly:

- **Services** at [Breakthrough UX](http://Breakthrough UX)
- **Roadmaps** at [Digital Earth 2025](http://Digital Earth 2025)
- **Briefings and Videos** at [Digital Earth 2025](http://Digital Earth 2025)
- **Future Foresights and Examples** at [Digital Earth 2025](http://Digital Earth 2025)
- **Technology** at [Expandiverse.com](http://Expandiverse.com)
- **Corporate Digital Transformation Guide** at [Digital Earth 2025](http://Digital Earth 2025)
- **Vision** at [Imagine a New Future: Creating Greatness for All](http://Imagine a New Future: Creating Greatness for All)

**Expandiverse result:**

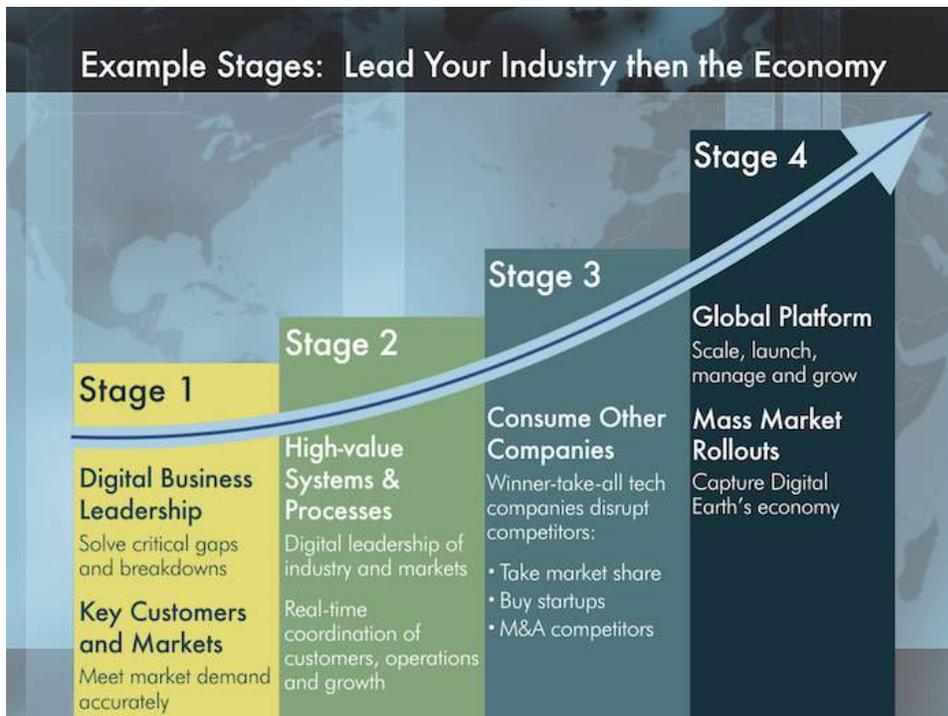
Exponentially Expand time, space, people, prosperity and planet.

**The current stage** introduces new thinking, new technology and new Roadmaps. This timeline could build industry leadership by 2020, then scale to start *Global Digital Transformation* by 2025.

**It does this by** attracting a small number of winner-take-all companies (like yours?) to use Expandiverse Technology to help capture leadership of your Industry. Then scale your platform to capture mass markets through a people-first Global Digital Transformation.

- **If your company dominates your part of the Internet:** This will help you grow your markets faster and lead a successful Digital Earth.
- **If your company is doing its Digital Transformation:** How big are your goals? This starts by helping you capture leadership of your industry. Then you can scale that to lead a successful planet that includes everyone — while you help lead the world economy.
- **If your consulting, software or services firm builds or sells platforms:** The Expandiverse can be built as a customizable platform. You can deliver hundreds of company transformations worldwide.

**Our generation could build** a planet where everyone can succeed and live good lives. Within a decade we could all start enjoying a Digital Earth that helps everyone rise to greatness. With your company a world leader.



*Timeline:*  
Four development and growth stages to Industry and World Leadership — on a transformed planet

**Familiar steps, small investments, high ROI:**

- See your company's future in a custom speech that fits your goals.
- Develop a strategic plan with workshops and other inclusive methods.
- Start development with small teams that do lean design-testing.
- Prototype the best designs for field trials to solve frequent customer problems.
- Develop your platform to solve major customer problems.
- Begin ROI: Grow your platform to industry leadership by capturing new customers during their difficulties.
- Grow ROI: Scale your industry platform to capture other industries by solving their key problems.
- Prepare your company for the Digital of 2020-2025: Scale your platform to lead the world. Capture global ROI.

**The business model** is one of two options:

- You or a competitor could own and drive this: This project is currently designed to produce 1 to 5 major sales or partnerships. It will help those companies build and capture world leadership.
- Everyone could own this: Find a benefactor who puts this in the public domain. Add education so everyone can use this to change the world.

*Here are talents and resources to Expand your Digital Transformation today*





# What's the Big Idea? Accelerate a Successful Future

## Digital Convergence by 2025

*First lead your industry.  
Then scale to lead the world.  
Or decline.*

### Today: Winner-Take-All Platforms

Pivot to find traction, then scale it.

### Future: Lead a *People-First* Digital Earth

Life, Business, Entertainment, *Everything*

	Billion-user platforms:	7
	Billion-user platforms:	4
	Billion-user platforms:	2
	Billion-user platforms:	1
	68% of online merchant sales 31% of cloud services	



**A digital infrastructure is coming:**

**Leaders can be at the top for *decades*.**

**Now is the time to take leadership.**

**First movers will win again.**



## Your “presence” is worldwide, in multiple "Shared Planetary Life Spaces" that you control



Each “Shared Space” keeps you continuously connected to the people, tools and resources you want in it. Digital Boundaries keep out what you don't want, so you're not distracted or disturbed.

Some examples of your Shared Spaces are family, jobs, projects at work, entertainment, friends and more.

Flip between your Shared Spaces whenever you want. As you arrive its connections are “always on” to be used as an instant environment.

For your privacy, your Boundaries keep each connection Active or Inactive. Inactive parts are on standby, ready for immediate use.

Everyone can achieve upward every minute. Individuals and companies gain focused speed, abilities and power.

Your whole world is at your fingertips, with you in control.



**Personal ability rises to humanity’s combined abilities. Personal productivity rises to the world’s highest levels.**



We are wirelessly surrounded by humanity’s best knowledge and tools. But these are disconnected from how we live every minute. Start with your industry and switch to:

- **Active Knowledge:** Embed your best knowledge in everything done with devices and screens. Transform employees, customers, suppliers and logistics with your platform. Then scale that to mass markets.
- **Active Resources:** Switch to the best tools immediately, with guidance. Everyone in your industry can switch to the best performance and productivity. Then scale that to mass markets.
- **Active Commerce:** An invisible, embedded commerce channel inside of everything digital. At each user’s “moment of need,” making the world’s best tools immediately accessible.
- **Real-time Dashboards:** Visibly show advances by people, companies and markets. See your progress and gaps. There is a new “visible hand of the market” for each person, company and the economy.



**With Digital Boundaries people control their screens. This produces *Partnership Capitalism*. Customer-centered companies deliver the world people want.**



When people control their screens they will control of the economy. Some will replace unhealthy food choices (obesity and disease). Others will replace fossil fuels (global warming) on their screens.

“One stop” Boundaries services can assist millions in replacing what they don’t like with what they believe in. Nonprofits can earn revenues (such as by directly connecting healthy food consumers and vendors) while helping redirect the economy to build the world people want.

Companies earn, too. Healthy lives raise ROI for insurance companies, corporate wellness, and capitated healthcare. Sharing Boundaries let companies and nonprofits deliver Quality Life Spaces, and add both privacy and protection from surveillance, tracking and targeting.

**Partnership Capitalism** will develop. Customer-centered companies will deliver the choices people choose to display. Their market share will grow to lead a Partnership Economy. People will decide the world they want, and Capitalism will deliver new Journeys to Quality Lives.



## Personal Exponential Growth starts Universal Prosperity by building the lives we want



Tech has grown exponentially. Now it's people's turn to enjoy exponential growth as they do connected tasks and steps:

- Active Knowledge adds “best next step” guidance.
- Active Resources adds “immediate guided switching to the best tools.”
- Active Commerce embeds commerce inside “moments of need.”
- Shared Spaces add being everywhere with the best resources always on, with guided uses to rapid successes.

**Companies** will raise performance by making employees, suppliers and customers “the best.” They will multiply employees’ continuous presences, abilities, tools, services, productivity and achievements.

By 2025 many people will immediately “be the best” as a normal part of connected steps and tasks. They will raise their productivity and achievements right now — increasing the world’s productivity *every day*.

Connected tasks and steps will be immediate global improvements that benefit everyone, all the time.



## Start the “visible marketplace:” Capitalism’s next engine for growth and progress



**Partnership Capitalism** will evolve Adam Smith’s “invisible hand of the marketplace” to the “visible choices of people.” On this Digital Earth, the economy’s consumption, needs and gaps turn visible.

Consumers Digital Boundaries will display only the products each person wants. “Always on” connections with their customer-centered companies show the products from the world people want to see — and block the world they don’t like.

Active Knowledge learns the gaps as it delivers personal success universally. What’s missing that people want and try to achieve?

What does your company gain when your Platform reveals these gaps?

You will know the world’s new investment opportunities. Customer-centered companies in your ecosystem will grow by delivering these new consumer needs in personal, 1-to-1 connections with everyone.

Visible new desires will power rapid growth. Our personal dreams will fuel Partner Companies to deliver the worlds we want to live in.



## As new devices and technologies arrive, here's the bridge from today into the powerful Digital Earth people will want



Tech's blizzard has just begun. Many new technologies don't know how to cross the chasm and be part of everyone's lives. A Digital Earth is the bridge from today into the most powerful planet we have ever imagined...

- **Today — Stage 1:** Use today's devices to deliver the Expandiverse as a DEaaS (Digital Earth as a Service).
- **Stage 2 — As VR-AR-MR (Virtual Reality, Augmented Reality, Mixed Reality) arrives:** Deliver the Expandiverse on "Virtual Teleportals" — multiple screens displayed by your MR headset or VR goggles. Surround yourself with virtual Shared Spaces that replace expensive electronic devices. This new "multi-screen reality" replaces phones, wearables, tablets, laptops/PCs, TVs — and adds wall-size images. Bring your Digital Earths with you everywhere.
- **Stage 3 — As VR-AR-MR consumes the world:** Virtual Teleportals become immersive "always on" worlds you "teleport" (or navigate) between *and into*. Save money. Be everywhere, with everyone and everything. *Do anything you want, and succeed right away.*



**People’s choices create “AnthroTechTonic Shifts” at speed and scale — a *Global Digital Transformation* to the life each person wants**



**AnthroTechTonics:** “Anthro” for people, “Tech” for technology, and “Tectonics” for the Earth-shaking changes.

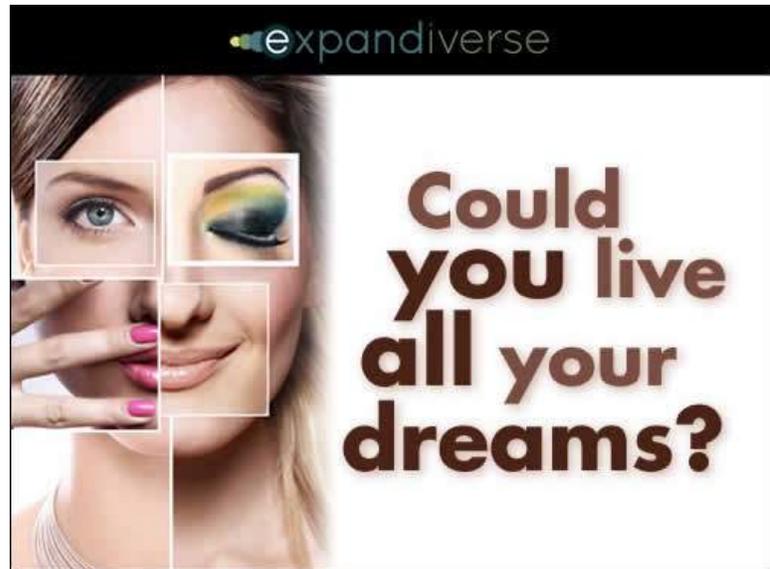
As people Journey to the High Quality Lives they want, AnthroTechTonic Shifts will create tomorrow’s Digital Earth at speed and scale.

**Global Digital Transformation:** Your company will eclipse individual companies’ Digital Transformations, by leading the start of Universal Prosperity on a successful planet.

Start now and position your company today. Enable planetary hyper-scaling, so your platform and company will lead tomorrow's Digital Earth.



## Expandiverse Vision: Exponentially expand time, space, people, prosperity and the planet

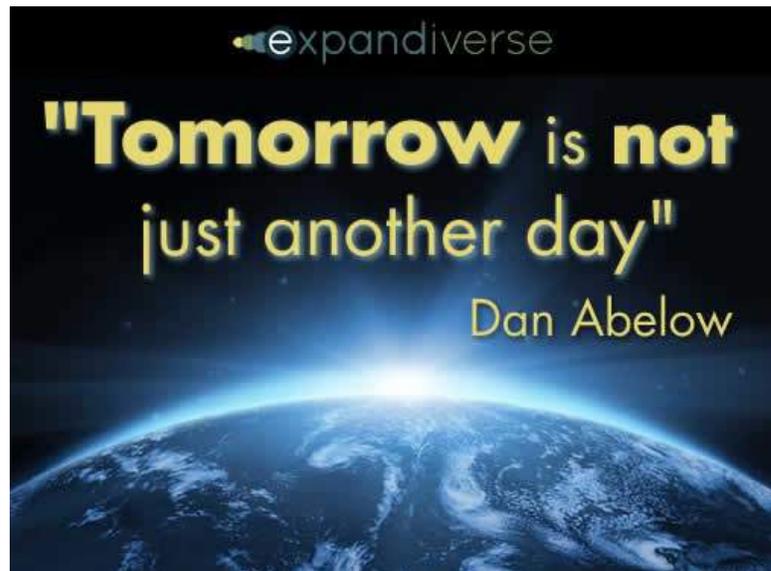


### Expandiverse Vision:

- **Expand:** Expand time, space, people, prosperity and planet exponentially.
- **Universe:** Migrate to a Digital Universe of personally controlled Digital Earths.
- **Diverse:** Start Universal Prosperity by enabling many kinds of personal exponential growth through the Expandiverse.
- **Shared:** Rapid sharing of Digital Boundaries, tools, know-how and resources in "always on" Shared Spaces. Your company can grow to lead an AnthroTechTonic economy and world that hyper-scales its delivery of Greatness for All.



## Expandiverse Speed and Result: Start Universal Prosperity and Greatness for All on a successful Digital Earth



**Expandiverse Speed:** Small investments. Large returns. A place in history for you and your company.

Targets:

- By 2020:
  - 2-5 years for core infrastructure/systems.
  - 3-5 years for leading companies to start industry leadership.
- By 2020–2025:
  - Scale to global mass markets.

**Expandiverse Result:** Start Universal Prosperity and Greatness for All on a successful Digital Earth.

Your company becomes the historic brand that changes your industry and the world.



# Roadmaps to Industry and World Leadership

**Accelerate your company to leadership:  
*Lead your industry. Then lead the world.***

Work Roadmap



Microsoft  
+ LinkedIn

expandiverse

**1**

**Work 2025 Roadmap**

**Media + People**

*Lead the world by becoming the Platform for doing Work in businesses around the world*

Commerce Roadmap



amazon.com  
Alibaba.com  
Walmart

expandiverse

**2**

**Commerce 2025 Roadmap**

**Commerce + Search**

*Lead commerce by embedding it. Replace search, advertising and shopping with "moment of need" knowledge, tools and commerce.*

Capitalism provides huge rewards for leaders, and punishing declines for laggards.

Your company can use these Roadmaps to decide whether or not to be an apex competitor. See how to lead more than your industry, then scale that to leading a people-first Digital Earth.

Or you can use these Roadmaps to see the chances of another company defeating you.

**Media Roadmap**

Disney Comcast®  
The Washington Post

expandiverse

**3**

**Media 2025 Roadmap**

**Media + Advertising + Publishing**

*Lead the world by becoming its personally controlled gateway to customized information, advertising and Personal Success*

**Growth Roadmap**

History & Today

Elites  
Middle Class  
Bottom

expandiverse

expandiverse

**4**

**Growth 2025 Roadmap**

**Economic Growth + Solve Inequality and Middle Class Decline**

*Lead the world to faster economic growth and the solution to inequality, by starting Universal Prosperity and Accelerated Global Productivity*



**5**  
Corporate Digital Transformation Roadmap

***Do yours. Then lead many global companies through the Global Digital Transformation***

*Sell Transformation as a Service. Lift other companies above their individual digital tsunamis.*

*This Roadmap architects and builds your company's Global Digital Transformation. Then it becomes service you can sell.*

-----  
 Do your company transformation, then build these  
 for ecosystem and client companies:

Then you can *run-as-a-service* the  
**cloud-based back-end infrastructure**  
 by which these companies will  
**operate for decades**  
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# Supply Chain 2025

Disrupt and Lead the Economy

## Roadmap Example: Supply Chain 2025

*By 2025, one or a few companies will dominate and lead the world's Supply and Demand Chains.*

### **FAST Platform for Worldwide Prosperity**



# How will your next Supply and Demand Platform lead the economy?

**FAST Platform** for Prosperity  
from Expandiverse Supply & Demand Chains



**Fit** consumers changing demands  
**Align** immediately worldwide  
**Solve** & deliver what's needed  
**Terminate** problems now

---

## **FAST Platform:**

Your FAST Platform will be a core service that both grows and “owns” the economy’s accelerating abilities, growth and prosperity.

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# Component Example: Connected Consumption

**Shared Spaces connects consumption as it happens, between consumers and your Supply & Demand Platform**

Continuously connect customers, trusted vendors, suppliers and logistics:

- Know personal consumption patterns and needs.
- Supply individuals continuously and efficiently.
- Get the right products and services to the right customers at the right time.
- Your FAST Supply and Demand Platform produces efficient digital operations by vendors, suppliers and logistics.



**Expandiverse Shared Spaces:**

*FAST Connected Consumption and Delivery across the Supply and Demand Chain*

## The FAST Supply Chain Platform knows each person's needs and meets them well

Think of everyone's time and activities as a pie chart. The fastest growing slice will be everything we do digitally. This digital "slice" will grow more dominant every year.

These digital abilities will drive Digital Convergence. That will satisfy mass market needs for products and services:

- Everyone's connected consumption will be learned while it happens.
- Everyone's personal needs will become a known pattern.
- A small number of connected vendors will dominate.
- They will use your FAST Supply Chain Platform to auto-supply most people's connected consumption when and where they need it.

On the back-end, they will use your FAST Platform to manage the global supply chain for efficiency and accuracy:

- Lowering everyone's cost of living
- Raising the quality of life
- Securing their personally connected dominance.

What will it be like to live on this Digital Earth?

Your Platform will start delivering Universal Prosperity and Greatness for All, on a successful Digital Earth that includes everyone.



# Component Example: Embedded Knowledge, Tools and Commerce

The FAST Platform increases everyone's abilities  
across the Supply and Demand Chain

*Expandiverse*  
**Active Knowledge,  
Active Resources and  
Active Commerce:**



\*Not a case history. Illustration based on Active Knowledge and Active Resource processes.

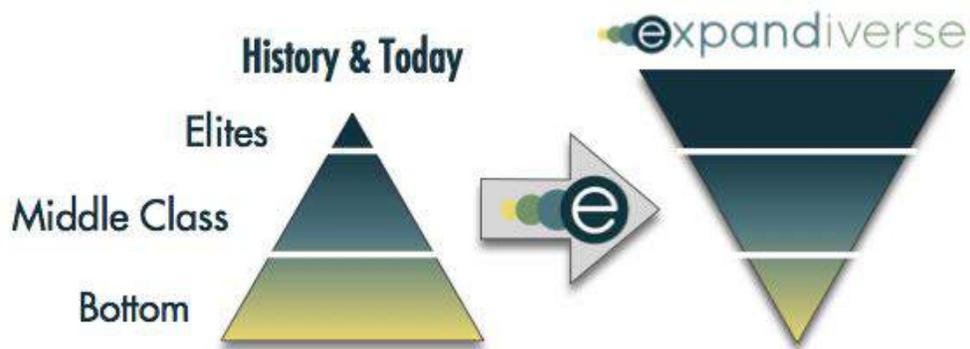
## Component example: Active Knowledge, Resources and Commerce help deliver the *Global Digital Transformation*

The best knowledge, tools and resources will find each person during tasks and steps, raising everyone to the top:

- When you flounder Active Knowledge adds the “best next step.”
- When you perform poorly Active Resources can switch you to the “best digital tool” and guide your uses.
- When a transaction is needed, Active Commerce will provide an invisible, embedded channel inside each “moment of need” — making most of shopping and e-commerce obsolete.

Tomorrow’s new norm: Your FAST Platform will operate a Digital Economy at new levels of accuracy, efficiency and prosperity.

Everyone will rise above average. Today’s pyramid will flip, with most people rising to the top:



*“Corporation first” companies sustain the left pyramid: Wealth is moved to the top, people are moved to the bottom, and elites run governments.*

*“People first” companies will flip the pyramid: People and people-first companies move to the top, everyone’s wealth grows faster, and your company helps lead a successful planet that includes everyone.*

## The FAST Supply Chain Platform knows each person's abilities and makes everyone great

As you go through every minute, your tasks and steps will be known. Digital activities will be visible on connected devices. Physical activities will be visible by the IoT (Internet of Things) and universal video.

The best knowledge, tools and resources will find each person during tasks and steps, raising everyone to the top:

- Steps will embed optional choices for immediate personal success.
- Active Knowledge: Optional “next best steps” and direct task paths.
- Active Resources: Optional switch to “best digital tool” for each task.
- Active Commerce: Everyone can use your invisible e-commerce channel inside their “moments of need” — making your FAST Platform the next replacement for retail and e-commerce.

Vendors who use your FAST Platform will know everyone's wants. They will lead by making success, consumption and satisfaction the new norm.

Example results:

- Every part of the Supply Chain will be known, accelerated and continuously improved.
- Corporations will increase the performance of millions of employees.
- A company's pool of know-how, resources and transactions will also raise their customers, industry and markets worldwide.
- A new field of Human Success Engineering will develop. It will use your Platform's real-time metrics, with Active Knowledge-Resources-Commerce to deliver immediate personal improvements universally.
- This will start a new digital learning model, leading to new Business and Society Maturity Models.

Your FAST Platform will put your company at the center of tomorrow's Global Digital Transformation.

Your Platform will start delivering Universal Prosperity and Greatness for All, on a successful Digital Earth that includes everyone.

# **FAST Platform** for Worldwide Prosperity

Fix today's Supply Chain Problems by starting a Digital Earth Economy:

**Fit** consumers changing demands

**Align** immediately worldwide

**Solve** & deliver what's needed

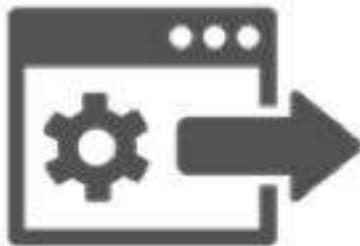
**Terminate** problems now

FAST Platform Legend:

Active Knowledge  
and Shared Spaces

# FIT consumers changing demands

Active Knowledge and Shared Spaces



B2B and B2C: Market demand is already driven by each consumer's personal choices.

Know each person's current demand through Shared Spaces, real-time Active Knowledge, and more.

Use AI and predictive analytics to know each consumer's patterns, journeys and goals. Use interactions to confirm each person's needs, locations and timing.

Use active deliveries of products and services to fit each consumer's needs and wants.



*Alive, always on connections with your real-time global supply chain*



*A high-velocity continuously connected economic system*

## Align immediately worldwide

Active Knowledge and Shared Spaces



Translate current demand into aligned operations.

Continuous connections and real-time systems use Active Knowledge and Shared Spaces to produce continuously aligned operations.

Real-time alerts drive immediate solutions that tightly integrate vendors, suppliers and logistics.



Experience: [Solve Data problems with an Asian supplier](#)



Understand: [Worldwide data problems: Common but now fixable immediately](#)

## Solve and deliver what's needed

Active Knowledge and Shared Spaces



Grow accuracy at real-time speed.

Multi-tier connections with real-time firefighting produces immediate solutions.

Converge IoT with real-time systems and continuously connected people — both throughout the Supply Chain and the worldwide economy.



Experience: [Solve a Breakdown as soon as it happens](#)



Understand: [How to Solve Supply Chain Breakdowns Immediately](#)

# Terminate problems now

Active Knowledge and Shared Spaces



Receive immediate alerts of problems or breakdowns across "Shared Spaces."

Active Knowledge and Active Resources add "know, react and fix."

Insure demand is fulfilled efficiently and accurately.



*Experience: [Step through a time machine. Imagine it's 2025 and you help build and manage the Digital Earth's Supply Chain](#)*

*What's it like at the top? Leap ahead into your Virtual Global Command Center: Identify needed products and get them to customers now;*

*You're at the center, in control of your world's Supply and Demand Chains.*

# Crossroads Decision: Lead, or get disrupted and decline

## The inflection point: Changing platforms and technologies changes the leading companies

The next reshaping is ready to begin, a *Global* Digital Transformation.

Consumers, vendors and suppliers are about to merge into a new winner-take-all infrastructure.

This could revolutionize the speed, connectivity and productivity of everyone on the planet.

The win-win: It could trigger one of the largest economic expansions in history, including everyone and starting Universal Prosperity.

Will your company be the leader, or one of the losers?



*Need talent and tech from the continuously connected future? Make the Supply Chain 2025 Roadmap part of your strategy, and help lead the future.*

## How will *your* next Supply and Demand Platform take the lead?

Technology disruptions crush market leaders, and produce new winners.

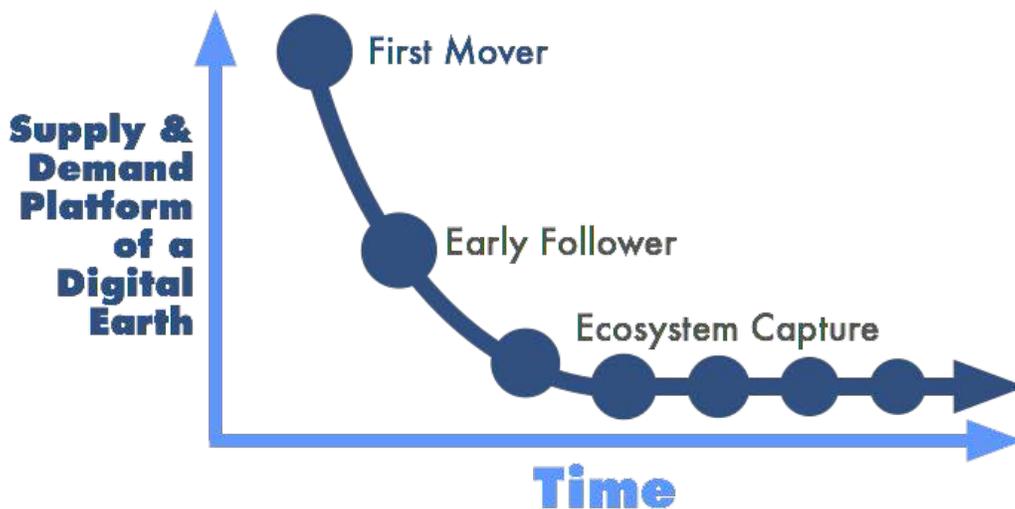
New Expandiverse Technology enables a new kind of dominant Platform. The right products will reach the right customers quickly and accurately by “always coordinating” in real time.

Consumers own their screens. They will add fine-grained control of the products they display. They will choose the kinds of worlds they want to live in. Connected vendors will serve each consumer personally.

The supply chain will race to align with more visible and productive markets. The most responsive vendors and suppliers will win, growing dramatically to lead the world economy.

If you have an Expandiverse Platform, you will connect consumers, vendors, suppliers and logistics.

This will give you Supply and Demand leadership, through a global Platform that serves Demand and Supply Chains worldwide.



*One or a few companies are likely to dominate because of “network effects:” More users make a platform more valuable and harder to disrupt. That’s why starting now to build a FAST Expandiverse Platform could be critical for your survival.*

“Our world will be run, lived in and enjoyed through digital connections.”

Dan Abelow



## Prepare your company to be the disruptor that captures world Supply Chain leadership

How will your company capture Supply Chain leadership?

- Your Supply Chain 2025 Platform will be in millions of consumers' devices.
- It will know demand because its Digital Boundaries help display consumers' choices, adding Active Knowledge “best steps” during tasks, and increasing successes with Active Resources.
- It will identify gaps, develop new products and sell them using real-time, Active Knowledge connections at the moments of need worldwide.
- You will connect consumers with leading vendors worldwide.
- You will connect vendors with their suppliers.
- You will make logistics real-time, delivering products where and when needed.
- Your "control towers" will show current activities across Demand and Supply Chains.
- Your analyses will surface issues and your alerts will connect everyone who needs to help fix them immediately.

Through use, your platform will grow in features, speed and value. You will be ready to take Supply Chain leadership. Then you can scale to start leading the world economy.

## With your new Supply Chain 2025 Platform, what will you do better?

This disruptive economic transformation is named Supply Chain 2025.

With a winner-take-all Digital Economy, will your company lead this disruption to start preparing now to lead the future? Or will you skip it and risk everything?

- On the *demand* side connected consumers and markets raise the accuracy of demand plans.
- On the *supply* side, continuous connections raise the speed and accuracy of vendors, suppliers, partners, logistics and distributors.
- To raise *Supply Chain performance*, Active Knowledge adds “next best step” guidance. Active Resources adds the best guided tools. Immediate success becomes the norm.
- *Supply Chain Actions* are measured in real time, surfacing gaps and priorities for immediate improvements — in markets, suppliers and logistics.
- *Your platform* adds the “visible hand of the market,” showing you current consumers' activities, gaps and new investment opportunities.

Your choice is simple: If you lead the coming Digital Earth economy you can disrupt your competitors instead of being dominated by one of them.

The *Global* Digital Transformation is coming. It's time to accelerate and Expand your future.



# Timeline 2025

## Four stages to Lead a World that starts Universal Prosperity and Greatness for All

### Familiar steps, investments and ROI

- **Custom foresight:** See your company’s future in a custom speech that fits your goals.
- **Strategic plan:** Develop a plan, timeline and budget with workshops and other inclusive methods.
- **Lean design-testing:** Start low-cost development with small teams.
- **Field trials:** Use prototypes in field trials to solve frequent customer problems.
- **Solve major customer problems:** Develop your platform to solve key customer problems.
- **Begin ROI:** Grow your platform to lead your industry by capturing new customers during their problems.
- **Grow ROI:** Scale your industry platform to capture other industries by solving their key problems.
- **Get Future Ready:** Prepare your company for the Digital Convergence of 2020-2025: Scale your platform to lead the world.



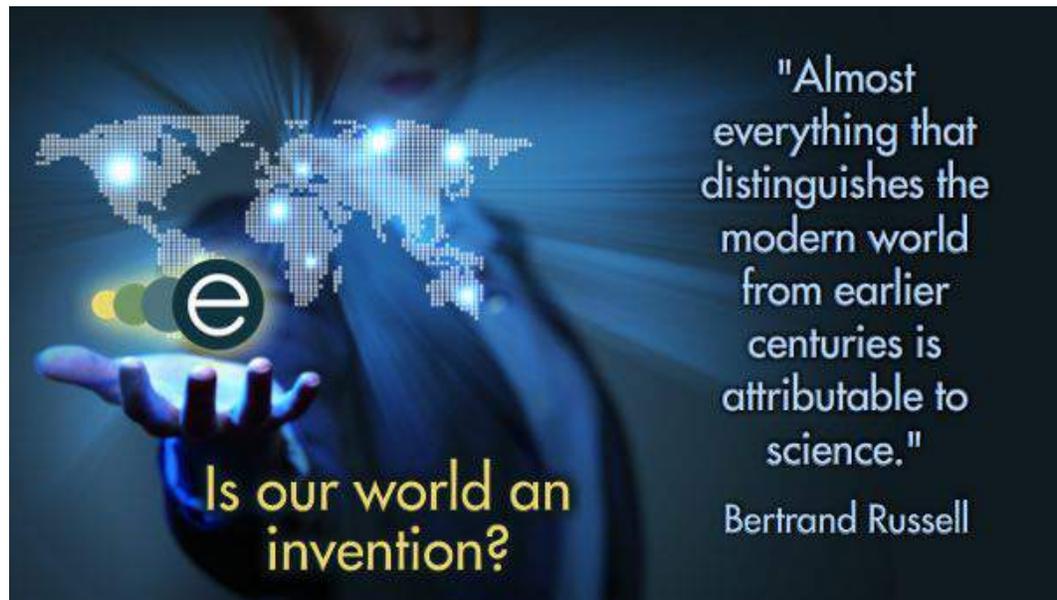
The four stages in Global Digital Transformation of the Supply Chain:

1. Solve problems.
2. Eclipse today's leaders.
3. Consume competitors.
4. Scale to world economic (winner-take-all) leadership.



# Start Here to Accelerate and Lead

Where does the Future come from?



“Change the technology and change the world.”  
— Dan Abelow

## Up next: The Expandiverse *Global* Digital Transformation, the *people-first* Digital Earth

### Past

Our world has been transformed repeatedly by intentional inventions: Some include steam power, railroads, electricity, automobiles, television, airplanes, computers and the Internet.

### Present

Today's lives, economy and societies depend on connected screens. The exponential growth of technology is leaving many companies, jobs and people behind.

Today limits most people. Wealth and power grow quickly for elites, who run governments. The majority believes the system is rigged. They lose faith in both Capitalism and "Democratic" governments.

What's next? Today's business and political leaders can't fix the problems caused by "the system." We are at an impasse, with mass frustration.

### Future

Is it possible to invent and build new technology that helps everyone and starts Universal Prosperity on a successful planet?

That's this project, the Expandiverse.

This time, let's make it the world we want: A people-first Digital Earth where every person *and the companies that lead* receive new options for growth and greatness.

On a Digital Earth where everyone can rise toward the top every day.



## On-Demand Briefings



### [CXO Briefing: Your Silver Bullet Innovation](#)

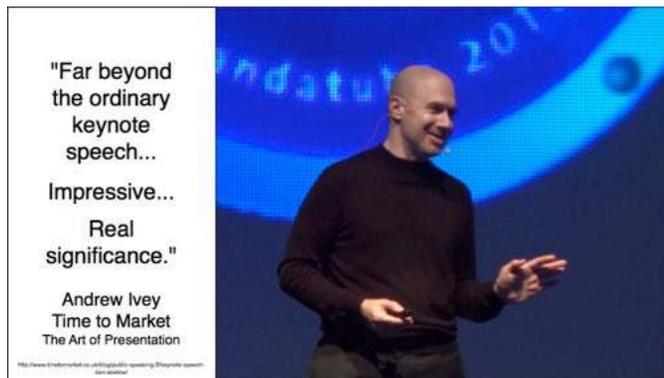
Based on Dan Abelow's opening keynote to The Conference Board's Enterprise Digital Transformation Council

(41:09 video)



### [Strategy Briefing: How to Get to the Top](#)

First lead your industry. Then scale and lead the world.



### [Vision Briefing: The Crisis of Success and Our Journey to Greatness](#)

Based on Dan Abelow's visionary keynote to a conference in Brazil

(32:15 video)

## Next steps



### [Accelerate Your Company Today](#)

*Rapid and responsive help for your company*

*(0:53 video)*

expandiverse

Filed 1992...

[57]                    **ABSTRACT**

The invention may be embedded in products or services that contain a microprocessor and a facility for communication. The resulting two-way interactive media enables relationships to be built with individual customers and groups of customers throughout a product's or service's life cycle. Customers may also be provided with automatic, portable in-use access to constantly updated information during product use, to increase user success and reduce costly and error-filled processes of acquiring product expertise. The invention may interact with customers, gather information from customers, communicate customer information securely to a vendor or external third party(ies), construct and transmit new pre-programmed interactions to the customer communications system in the product, and analyze and report customer information. This new medium provides a worldwide way to transform the use of products and services into interactive two-way dialogues; add in-product performance measures and any specific assistance needed; educate and train customers as their product uses change; permit vendors to discover and respond instantly to market shifts and opportunities; generate and test new ideas; enable customers to guide a vendor or a third party(ies) in satisfying their needs; and other means of using in-product communications to fit business operations with rapidly changing customers and markets. By making two-way learning and information delivery part of the product and service environment, vendors or third parties can become faster, more efficient and accurate in designing, delivering and supporting what customers want to buy.

### [Forecast future technology?](#)

*Been there, done that. Here are early steps into today's 1-to-1 interactive products, services and economy.*

*This patented tech has been cited over 700 times, and licensed by more than 200 companies.*



**Patent Value Research**

*What is the value and importance of over 500 early patent citations for a new technology like the Expandiverse?*

## Is the Expandiverse for every leader? Or for your company only?

Put these talents, IP and resources inside your company. *Make them yours...?*



*Become a historic brand by adding people-first leadership of your industry and a Digital Earth.*

*Then use that to lead for decades.*

## To use this talent, technology and business option, contact:



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My latest invention, the Expandiverse, is new technology to build a people-first Digital Earth. Within 10 months after issue, its first patent was cited over 500 times. Digital Earth 2025 Roadmaps are developed for company, Industry and Global Digital Transformations. Custom services are at [Breakthrough UX](#).

My previous patents have been licensed by over 500 corporations that include Apple, Google, Samsung Electronics and Microsoft. In addition, I am an author, speaker and consultant. Degrees from the Wharton School and Harvard.

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