GLOBAL
ENTREPRENEUR
SUMMIT
2020

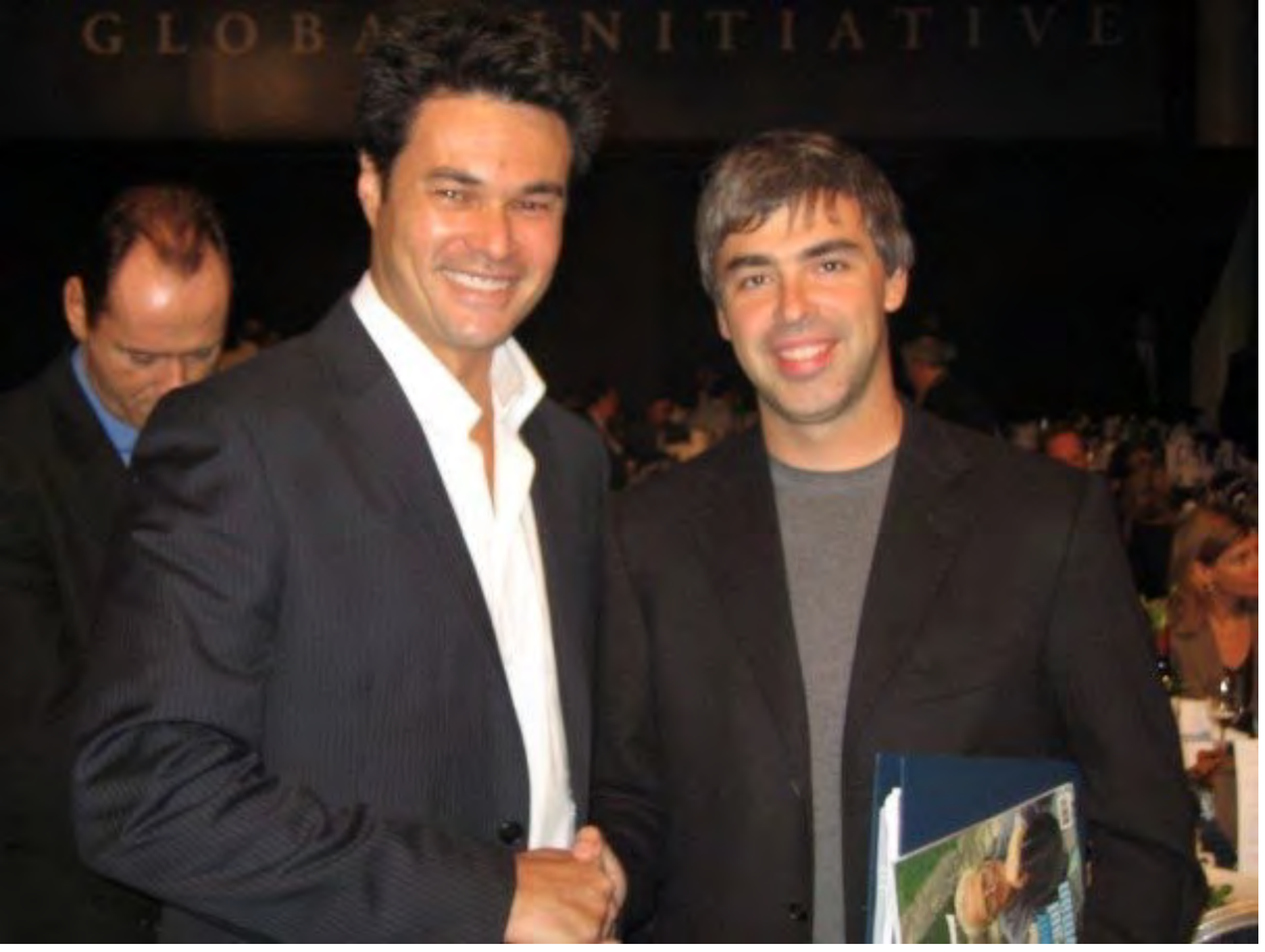
Where were you 10 years ago?

2001

2007

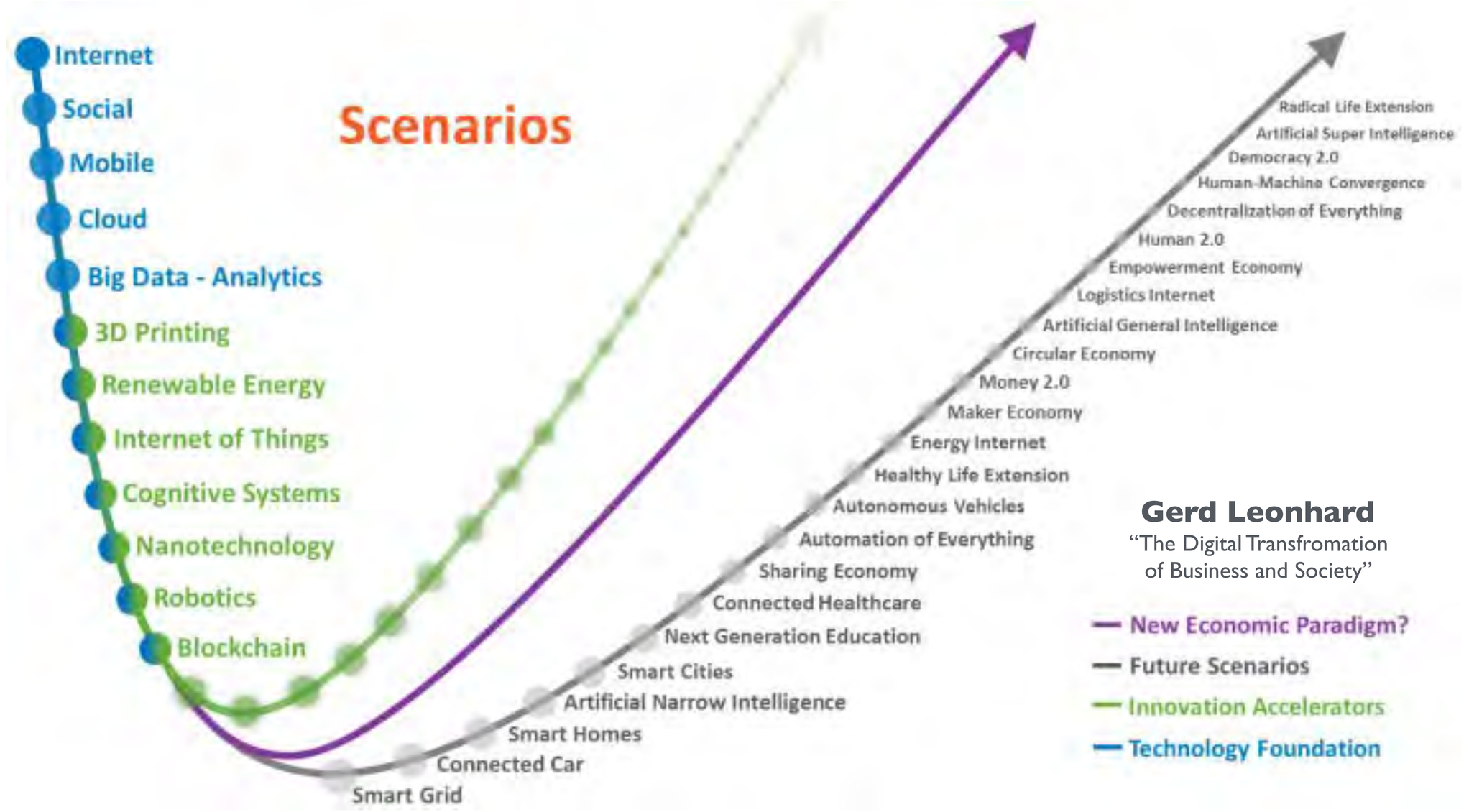
2010

CLINTON
GLOBAL
INITIATIVE



Google

YouTube



The Digital Decade: 2020 - 2030

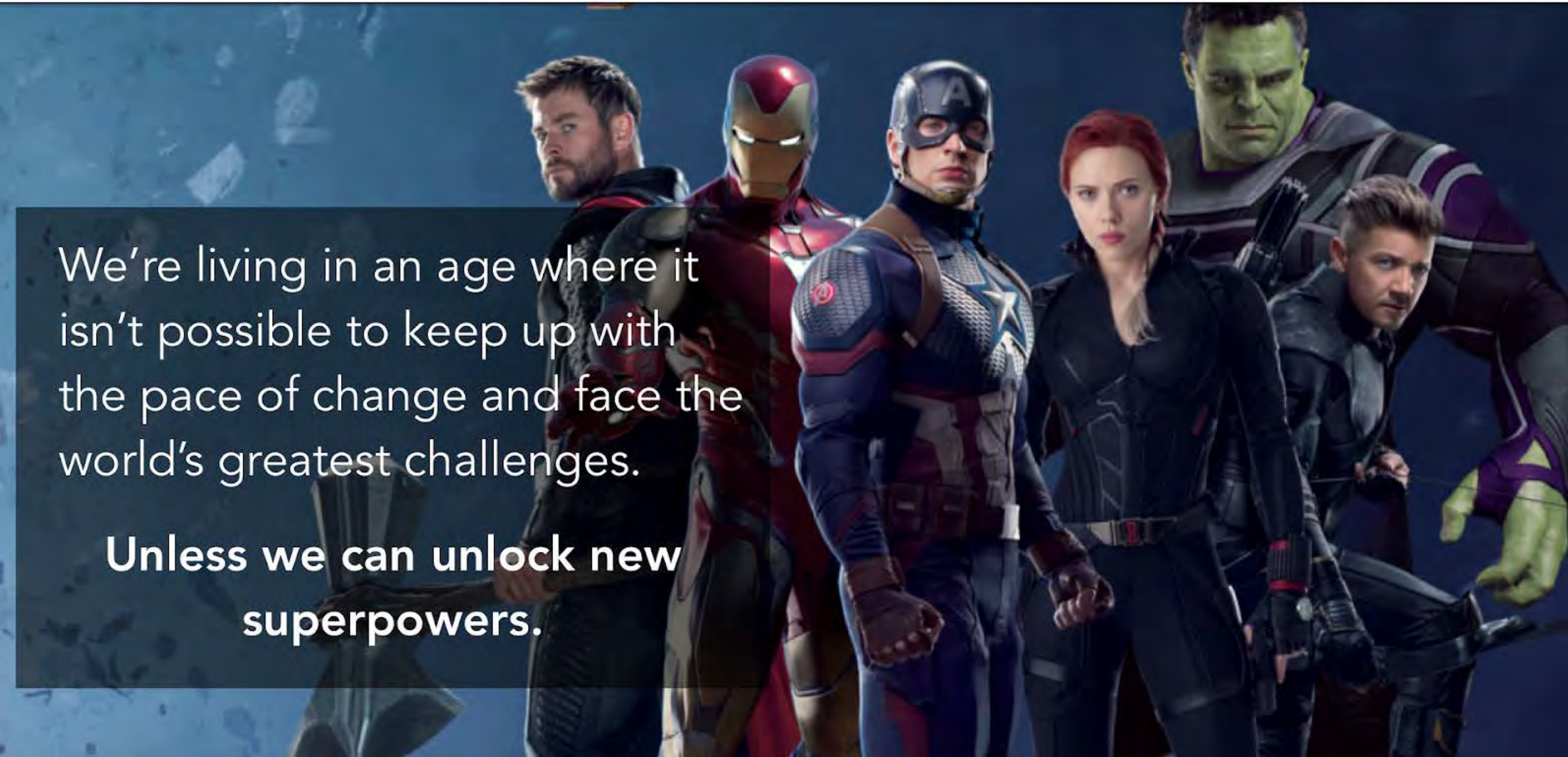
ARE YOU READY FOR THE DIGITAL DECADE?

What has worked in the last 10 years - email marketing, social media, digital marketing - is no longer working in the same way.

You know you need to change.

But how?

ARE YOU READY FOR THE DIGITAL DECADE?



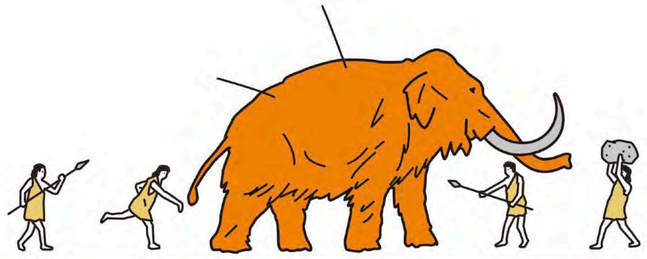
We're living in an age where it isn't possible to keep up with the pace of change and face the world's greatest challenges.

Unless we can unlock new superpowers.

FUTURE TREND NO.1
SOCIETY 5.0

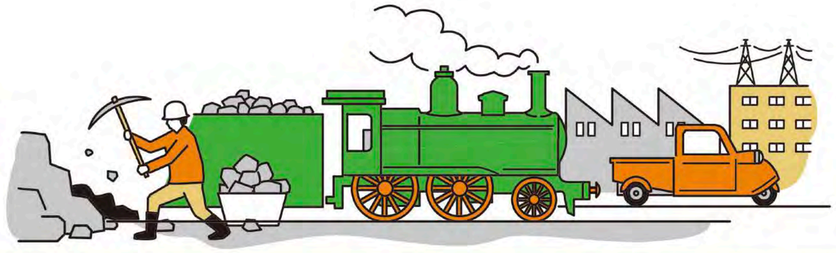
SOCIETY 5.0 THE 5TH REVOLUTION

Society 1.0
Hunter-gatherer Society



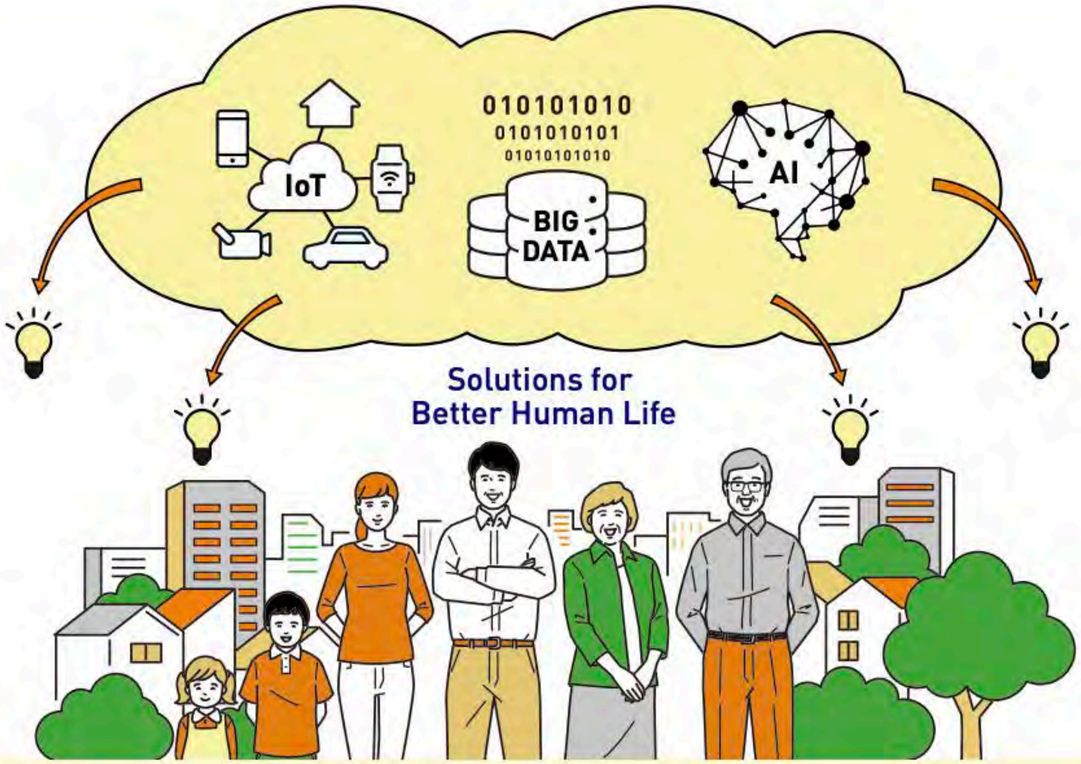
Society 2.0
Agrarian Society

Society 3.0
Industrial Society



Society 4.0
Information Society

Entering Society 5.0



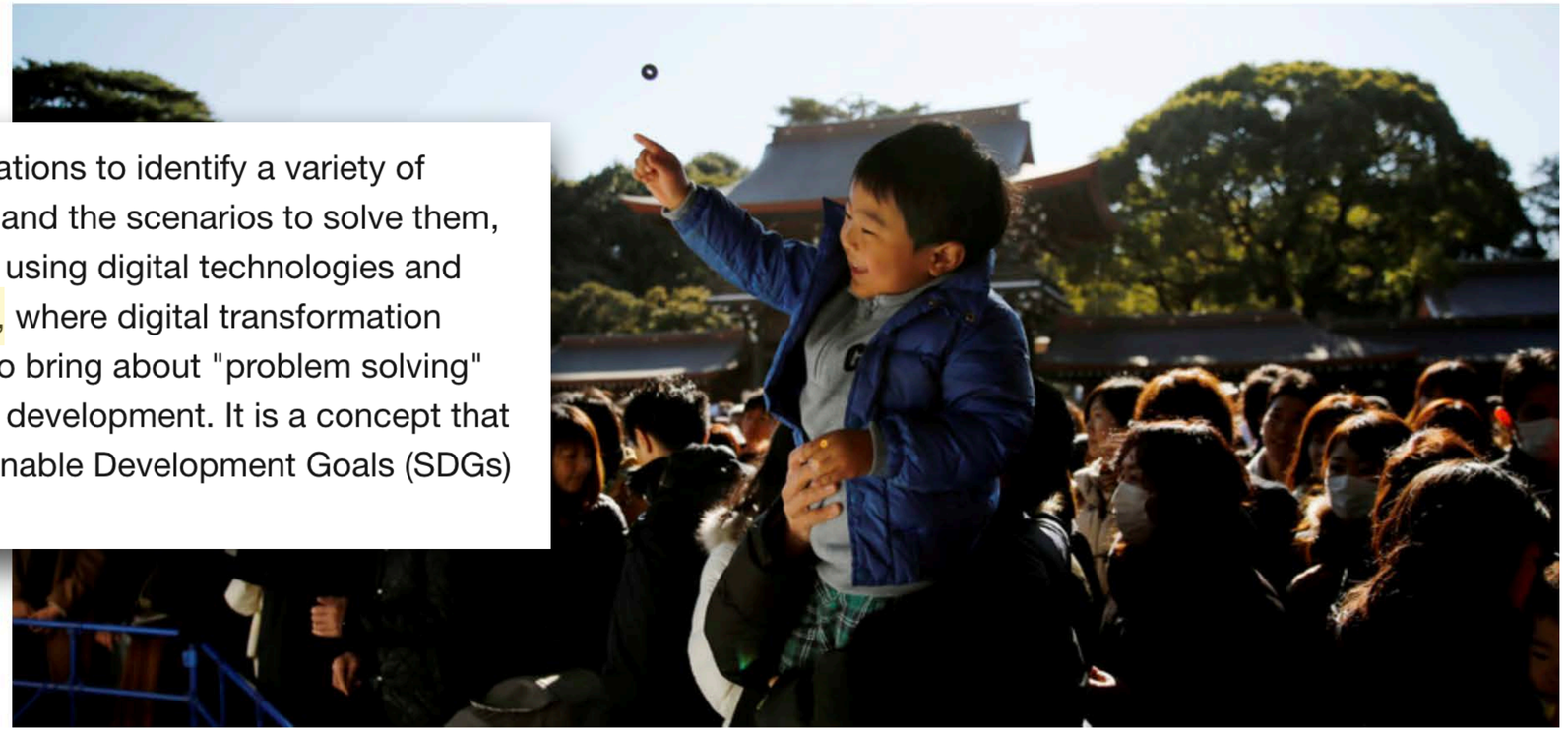
Big Data collected by IoT will be converted into a new type of intelligence by AI and will reach every corner of society. As we move into Society 5.0 all people's lives will be more comfortable and sustainable as people are provided with only the products and services in the amounts and at the time needed.

SOCIETY 5.0

THE DIGITAL DECADE

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

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



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

Image: REUTERS/Kim

SOCIETY 5.0 THE 5TH REVOLUTION

SOCIETY 5.0 AN ENTREPRENEUR BLUEPRINT

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

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

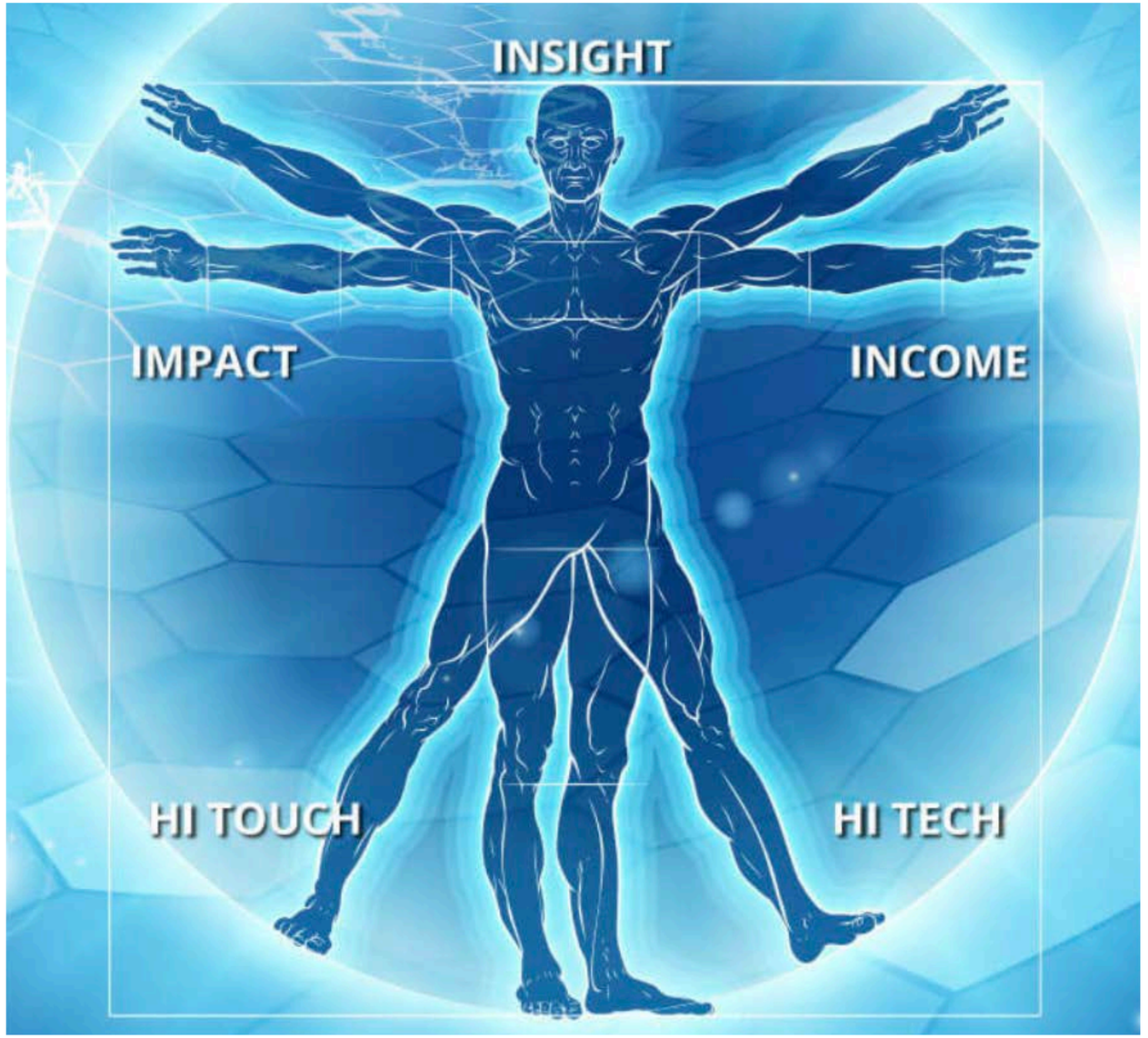
Japan hosts its first-ever G20 summit in 2019, and this grand initiative will be on the agenda at the official B20 (Business 20) summit headed by the chairman of **Hitachi**.

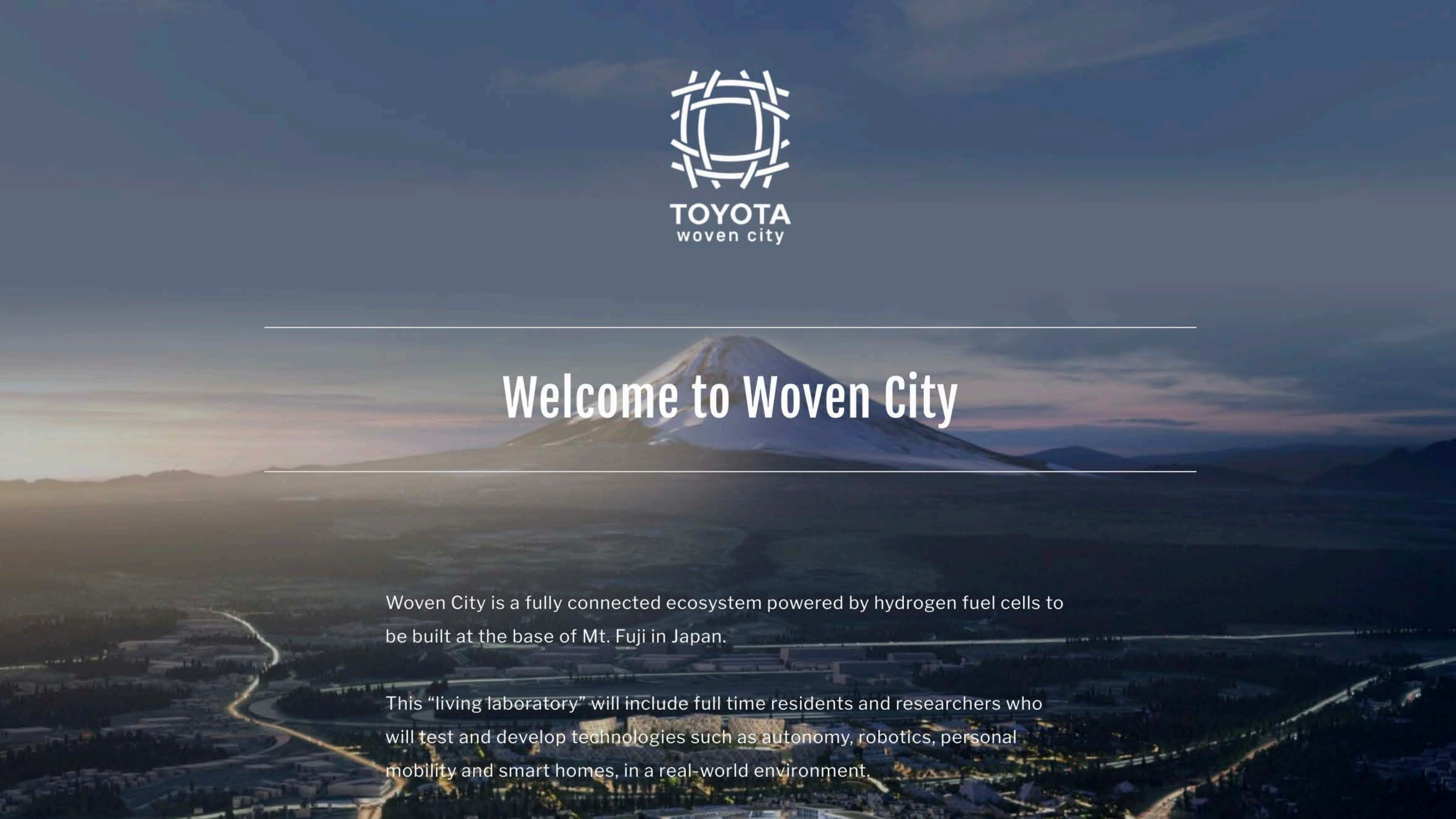
ENTREPRENEUR 5.0 5 FUNDAMENTALS

Entrepreneur 4.0 chose between employee or employer. Between being a tech startup, social entrepreneur or digital nomad. Between online or offline.

Entrepreneur 5.0 creates a job instead of getting a job: As both employee and employer. They value making money, making a difference, and living their best life: Income, impact and insight.

They use AI, AR and the digital layer to be both offline and online, hi touch and hi tech. They are the new renaissance man and woman.





Welcome to Woven City

Woven City is a fully connected ecosystem powered by hydrogen fuel cells to be built at the base of Mt. Fuji in Japan.

This “living laboratory” will include full time residents and researchers who will test and develop technologies such as autonomy, robotics, personal mobility and smart homes, in a real-world environment.

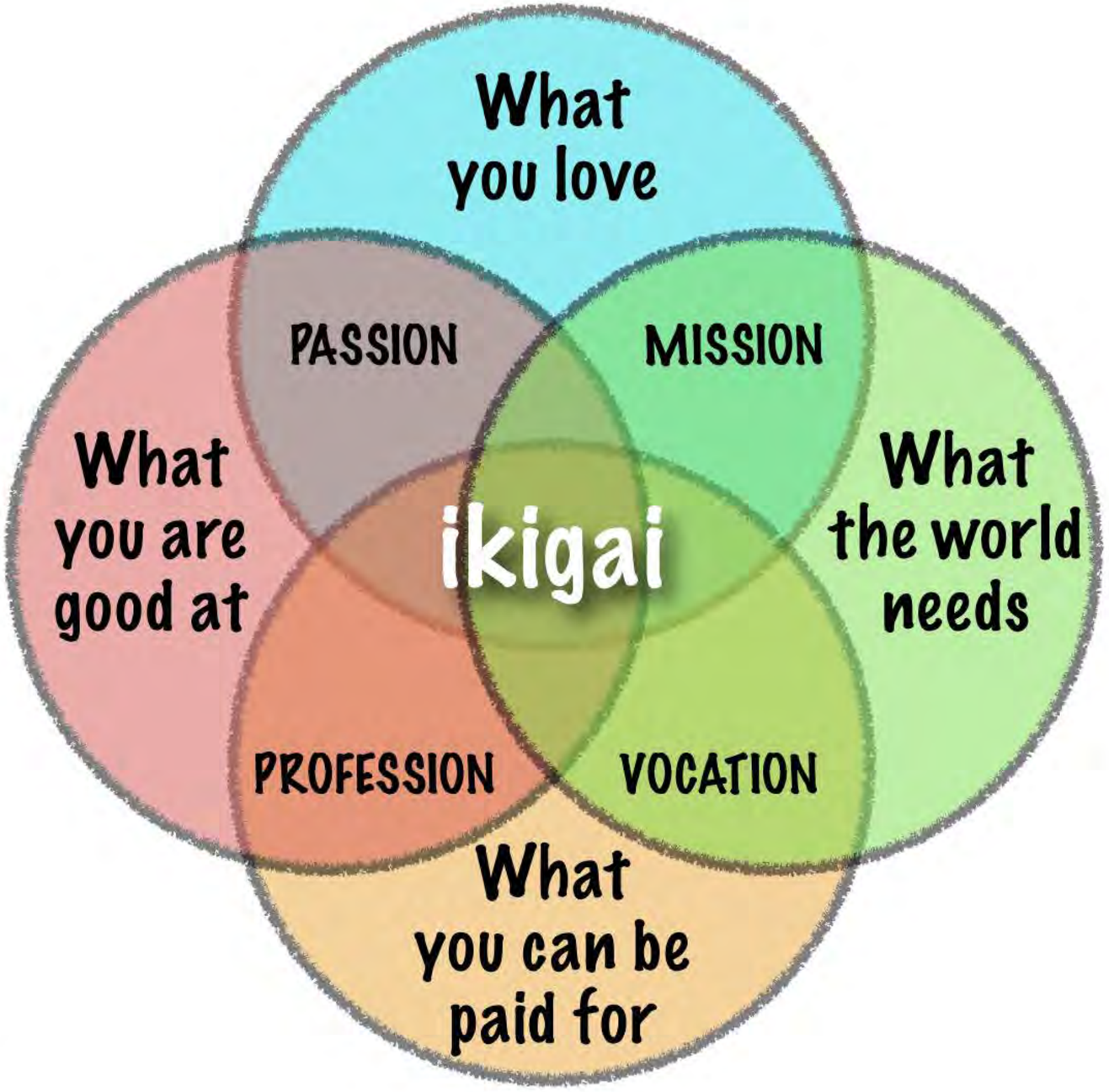
Whether it is to be Utopia or Oblivion will be a touch-and-go relay race right up to the final moment.... Humanity is in 'final exam' as to whether or not it qualifies for continuance in Universe

— R. Buckminster Fuller —

生き甲斐
i k i g a i

ikigai is the Japanese concept of **"a reason for being."** Everyone has an ikigai. To find it requires a journey of self discovery. But the search is worth it.

Your ikigai is the meaning to your life.



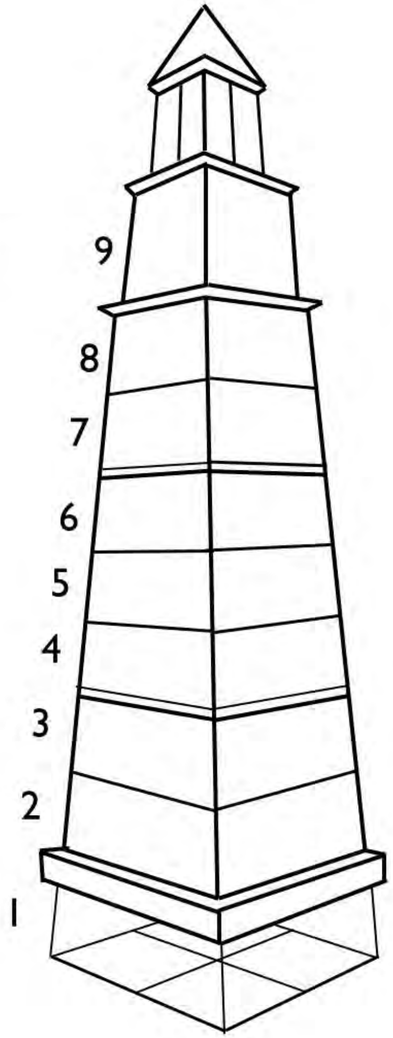
THE PASSION TEST

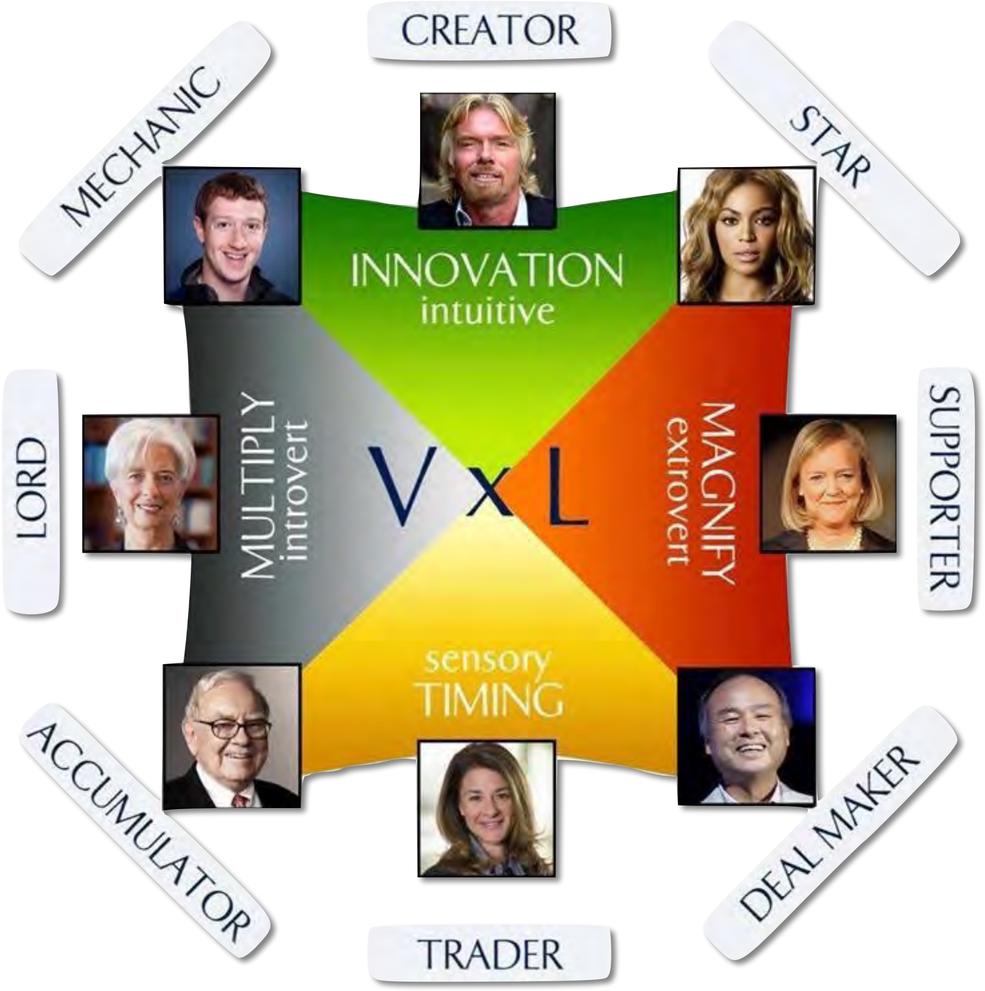
THE PURPOSE TEST

Discover Your Life Purpose

The Wealth Lighthouse

- Ultraviolet: Legend
- Violet: Composer
- Indigo: Trustee
- Blue: Conductor
- Green: Performer
- Yellow: Player
- Orange: Worker
- Red: Survivor
- Infrared: Victim

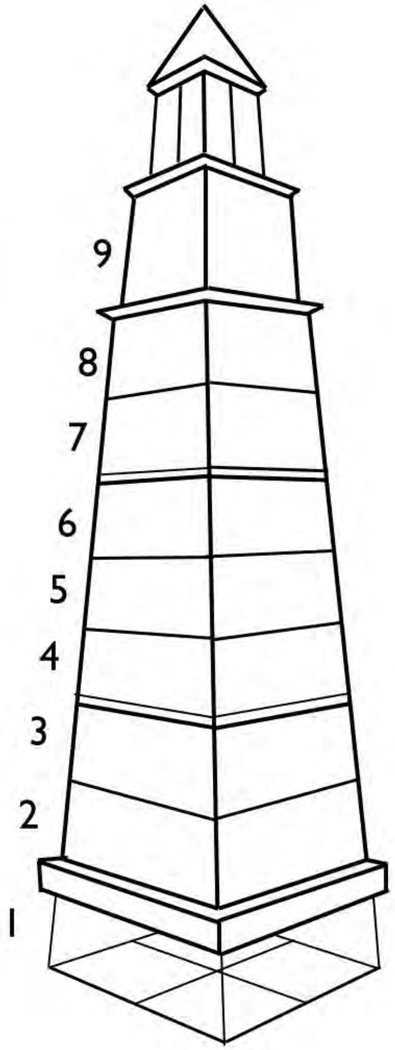




9
8
7
6
5
4
3
2
1
Global Flow
Market Flow
Personal Flow
Ultraviolet - Legend
Violet - Composer
Indigo - Trustee
Blue - Conductor
Green - Performer
Yellow - Player
Orange - Worker
Red - Survivor
Infrared - Victim

Infra-Red Level: 'Victim'
Red Level: 'Survivor'
Orange Level: 'Worker'
Yellow Level: 'Player'
Green Level: 'Performer'
Blue Level: 'Conductor'
Indigo Level: 'Trustee'
Violet Level: 'Composer'
Ultra-Violet Level: 'Legend'

The Three Prisms



The Alchemy Prism

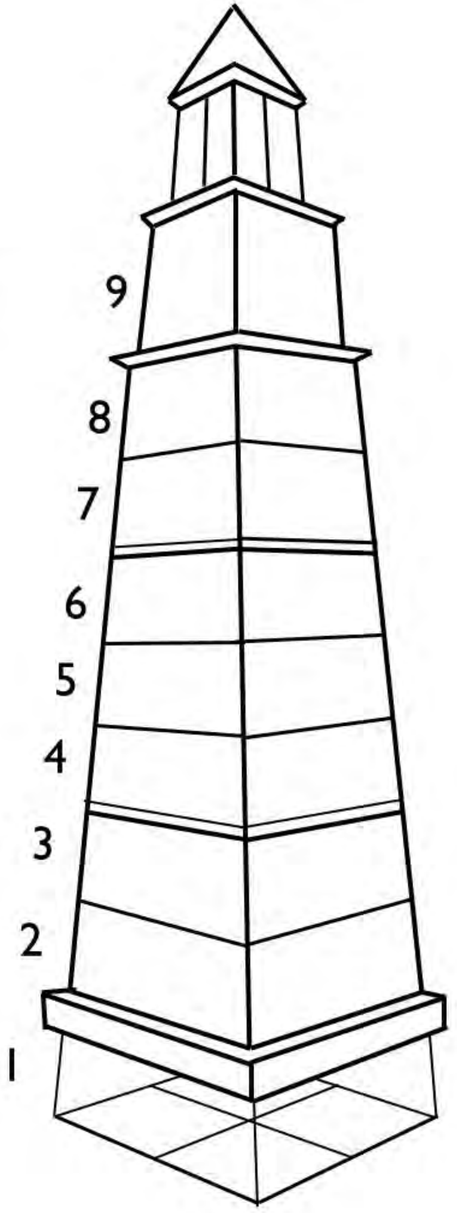
This is mastery of the wealth flowing through our societies: This is the prism in which money itself is made and the rules of our markets are created.

The Enterprise Prism

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

The Foundation Prism

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



Infrared Level

The Victim

"Every month, I go deeper and deeper in debt."

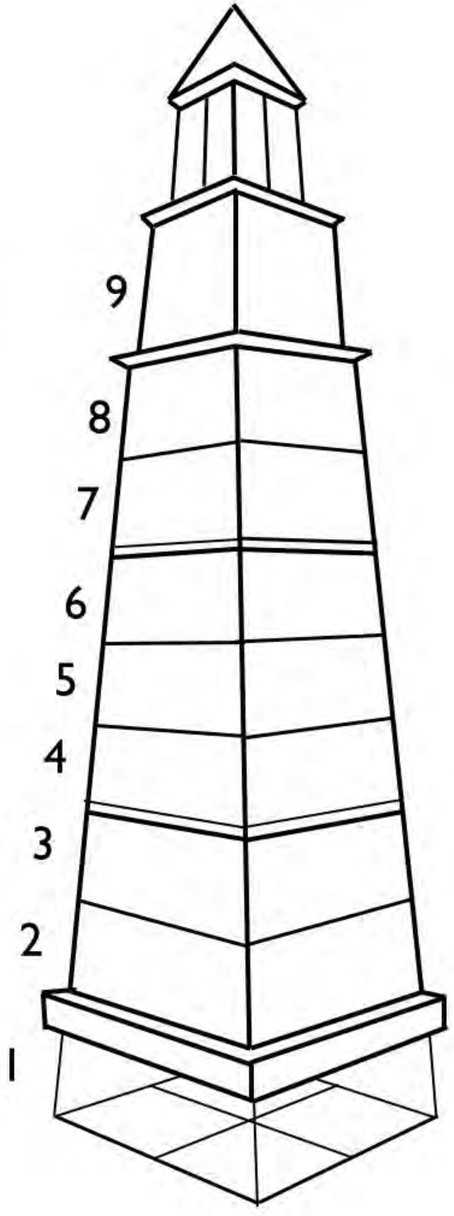
Measure	Negative personal cash flow every month
Emotions	Struggle; blame; denial
Benefit of staying here	Martyrdom; Being anonymous; Being 'right'
Cost of staying here	Stress; anxiety; helplessness
Focus needed	Discipline and duty
How did I get here?	Not paying attention; not knowing better; not controlling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

Measure

Negative personal cash flow every month

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

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



Red Level

The Survivor

"I have just enough money to survive."

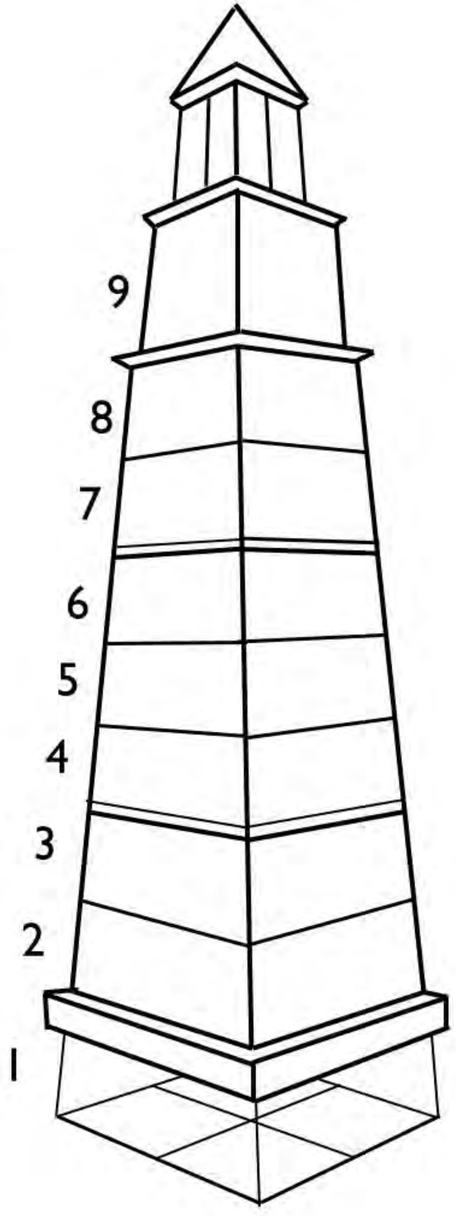
Measure	Zero - no shortfall or surplus cash flow every month
Emotions	Anxiety; stress; relief
Benefit of staying here	Endurance; Comfort; Instant Gratification
Cost of staying here	Exhaustion; resignation; life repeating itself
Focus needed	Passion and connection
How did I get here?	Impatience; distraction;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

Measure

Zero - no shortfall or surplus cash flow every month

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

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



Orange Level

The Worker

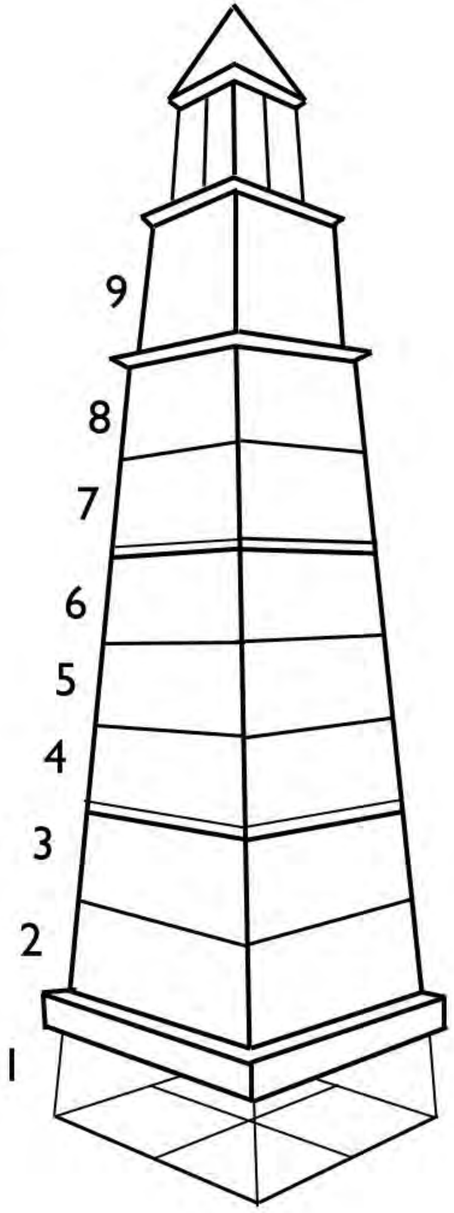
"I work hard to earn a living."

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

Measure

Positive personal cash flow controlled by others

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



Yellow Level

The Player

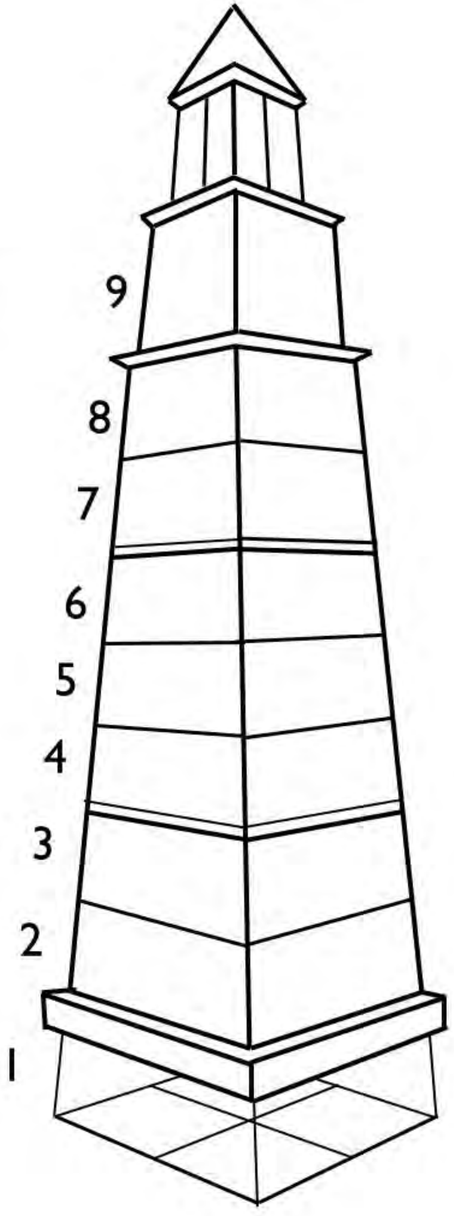
"I love what I do and create my own flow."

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

Measure

Positive cash flow from mastering your market

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



Green Level

The Performer

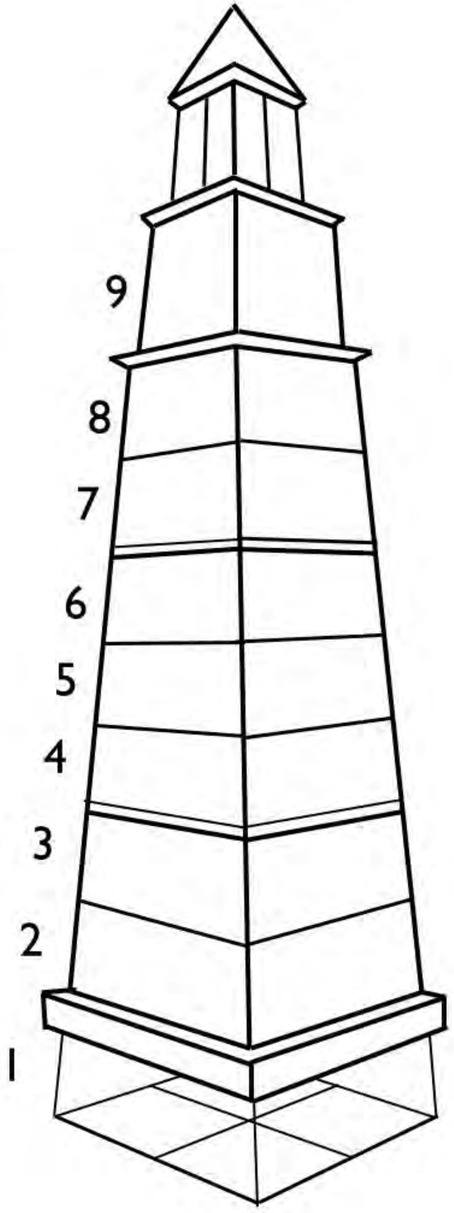
"I create flow through team rhythm."

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

Measure

Profitable cash flow through enterprise teams

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



Blue Level

The Conductor

"I create flow through team rhythm."

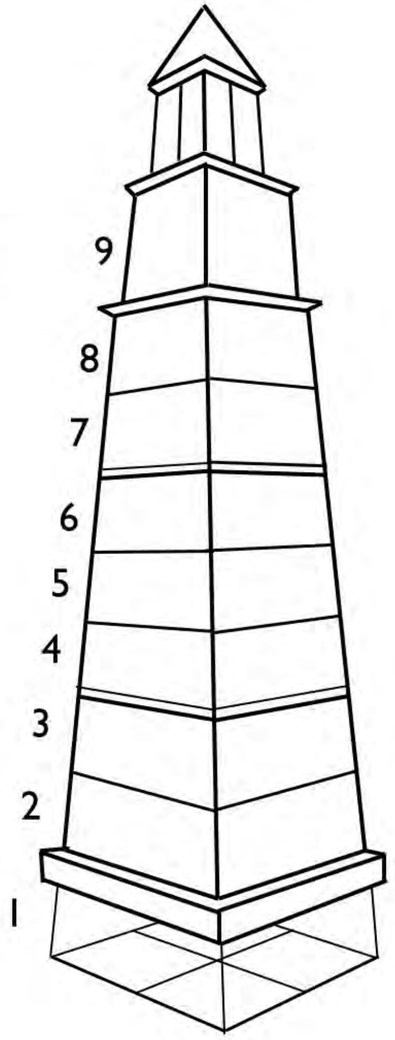
Measure	Strong cash flow from million-dollar portfolio
Emotions	Calm; patience; clarity
Benefit of staying here	Control; hedged risk; autonomy
Cost of staying here	Critics; isolation; loss of passion
Focus needed	Trust and promise
How did I get here?	Risk management; asset management; detachment
How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

Measure

Strong cash flow from million-dollar portfolio

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

The Impact Meter



LEVEL 7
1m customers

Global impact with the power to leave a legacy

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

LEVEL 6
100k customers

National impact, with the influence to shape the future

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

LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

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

LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

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

LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

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

LEVEL 2
10 customers

Intimate user group to maximise value and market fit

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

LEVEL 1
1 customer

Personal service to solve one person's problem.

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

Level 1 Enterprise: 1 customer

Personal service to solve one person's problem.

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

Leadership

DO

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

DON'T

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

Product

DO

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

DON'T

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

Customer

DO

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

DON'T

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

Service

DO

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

DON'T

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

Systems

DO

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

DON'T

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

Level 2 Enterprise: 10 customers

Intimate user group to maximise value and market fit

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

Leadership

DO

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

DON'T

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

Product

DO

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

DON'T

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

Customer

DO

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

DON'T

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

Service

DO

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

DON'T

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

Systems

DO

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

DON'T

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

Level 3 Enterprise: 100 customers

Predictable, replicable and viable model to grow with

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

Leadership

DO

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

DON'T

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

Product

DO

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

DON'T

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

Customer

DO

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

DON'T

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

Service

DO

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

DON'T

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

Systems

DO

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

DON'T

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

Level 4 Enterprise: 1,000 customers

Scalable team and time to develop a sustainable business

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

Leadership

DO

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

DON'T

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

Product

DO

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

DON'T

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

Customer

DO

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

DON'T

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

Service

DO

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

DON'T

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

Systems

DO

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

DON'T

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

Level 5 Enterprise: 10,000 customers

Market leadership, attracting resources and partnerships

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

Leadership

DO

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

DON'T

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

Product

DO

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

DON'T

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

Customer

DO

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

DON'T

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

Service

DO

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

DON'T

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

Systems

DO

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

DON'T

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

FUTURE TREND NO.2
THE METAVERSE

SAMMICHES

ENTREPRENEUR 5.0 THE METAVERSE

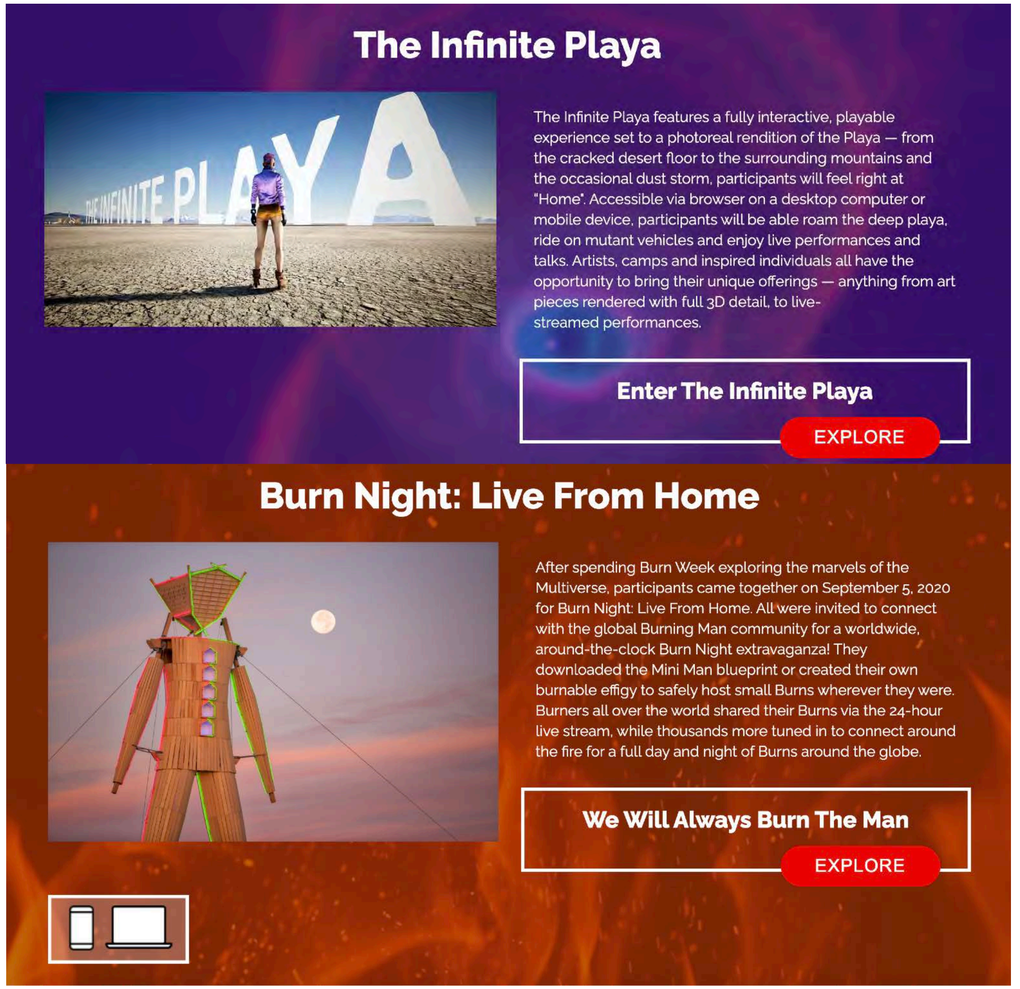
SOCIETY 4.0

A unique and distinctive culture emerges from the Burning Man experience. Rooted in the values expressed by the 10 Principles, this culture is manifested around the globe through art, communal effort, and innumerable individual acts of self-expression. To many, it is a way of life.

- The Culture
- Diversity & Radical Inclusion
- Community During COVID
- Burning Man in the Multiverse
- Philosophical Center
- Civic Initiatives
- Burning Man Arts
- Historical Archives
- Stories
- Show Us Your Stuff!
- Glossary

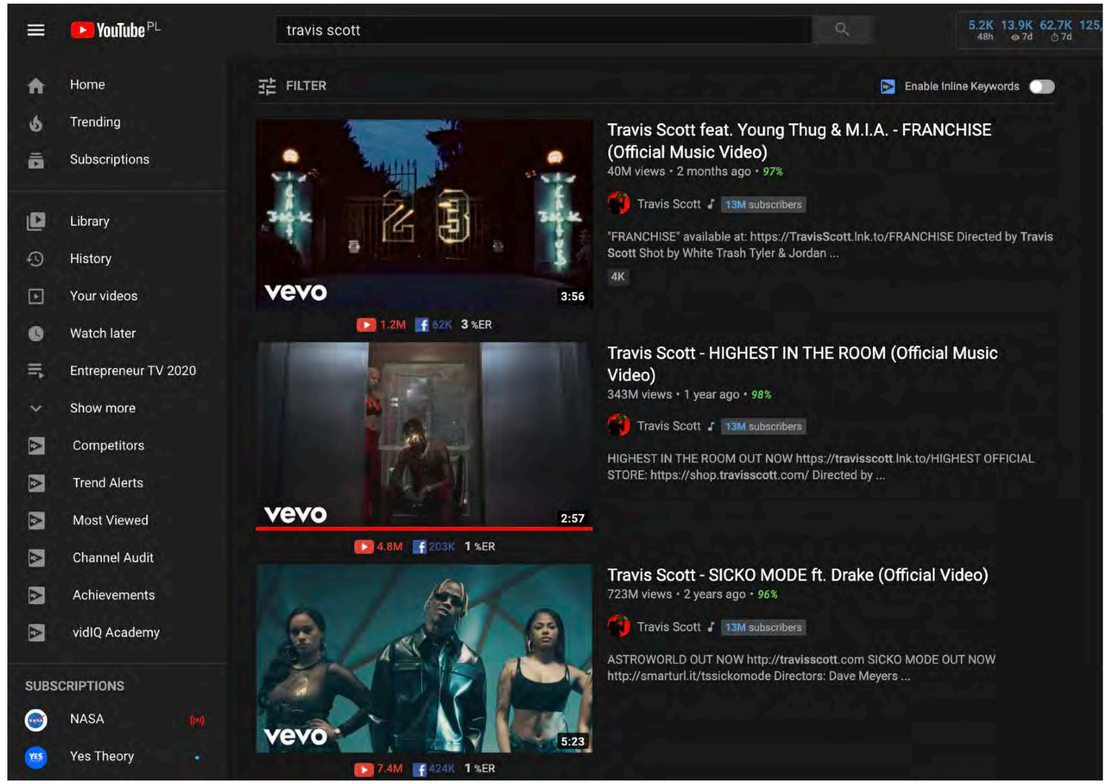
To get a sense of the richness and dynamism of the Burning Man experience as a way of life, explore our Timeline and story collection.

SOCIETY 5.0



ENTREPRENEUR 5.0 THE METAVERSE

SOCIETY 4.0

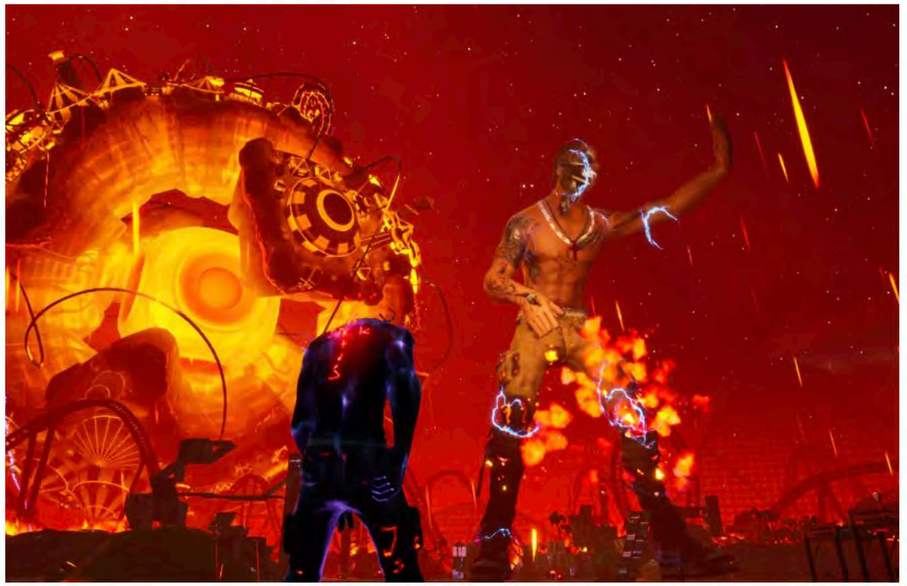


SOCIETY 5.0

More than 12 million people attended Travis Scott's Fortnite concert

A record breaking performance

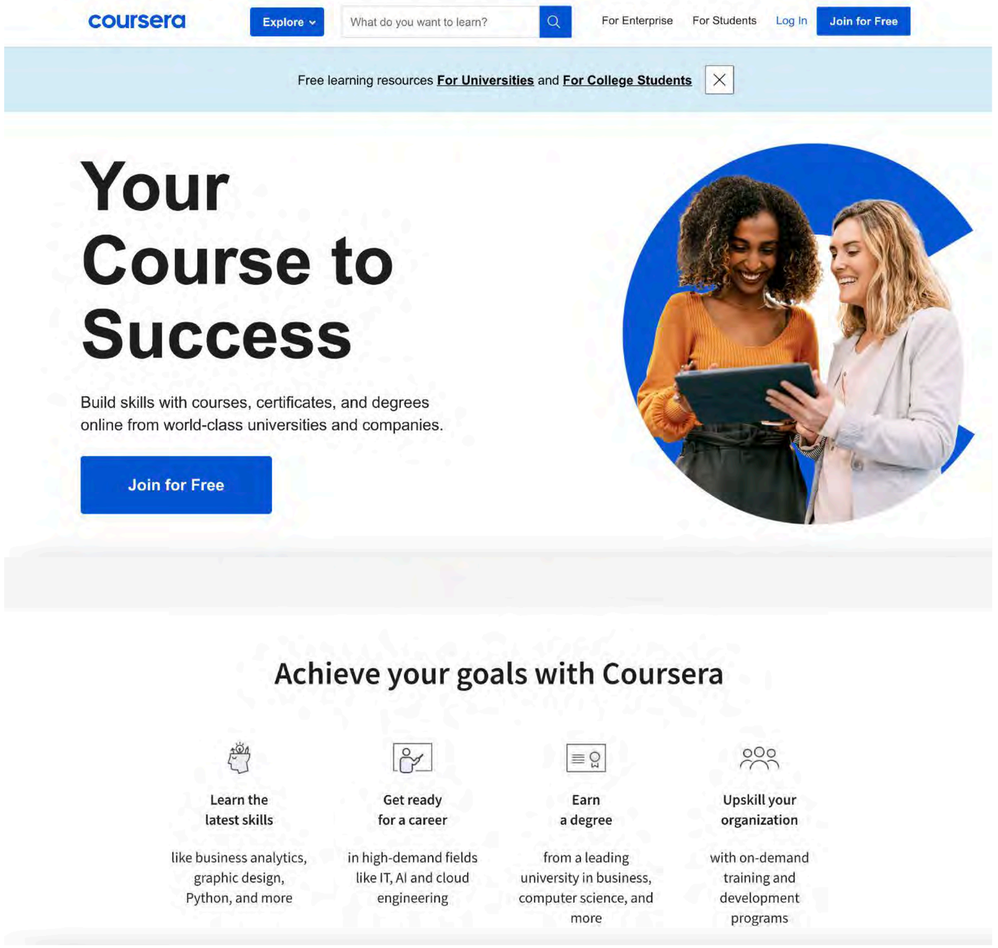
By Andrew Webster | Apr 23, 2020, 11:41pm EDT



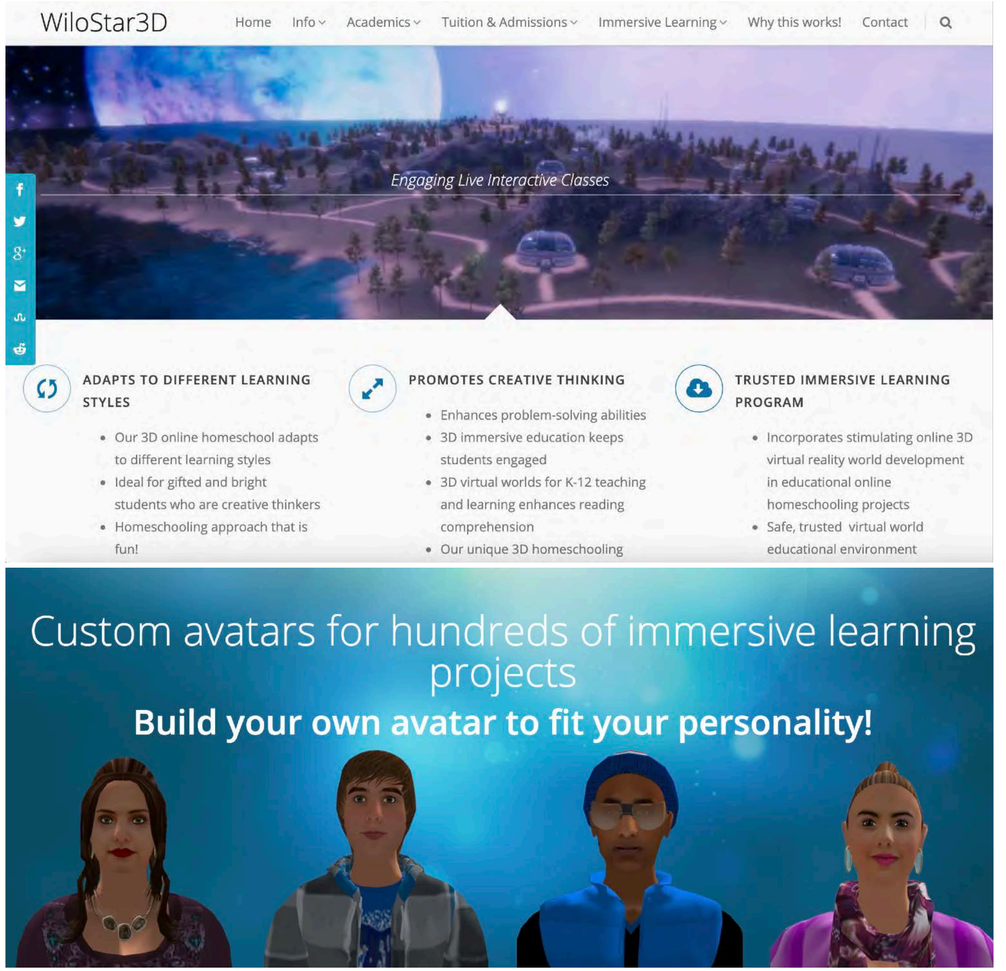
Travis Scott's first virtual performance wasn't just spectacular — it also broke a record. This evening developer Epic Games revealed that the concert, which took place inside of *Fortnite*, saw 12.3 million concurrent players participate. The developer says this is "an all-time record" for the battle royale game. The previous record holder was last year's Marshmello concert, which topped 10.7 million virtual attendees.

ENTREPRENEUR 5.0 THE METAVERSE

SOCIETY 4.0



SOCIETY 5.0



ENTREPRENEUR 5.0 THE METAVERSE

SOCIETY 4.0

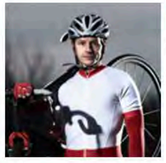
Home > Cycling > Articles > Cycling 101: Your Guide To Getting Started

Cycling 101: Your Guide to Getting Started

New to cycling? Here is a collection of tips to get you feeling comfortable on the bike in no time.

9 Tips for Beginner Cyclists

New cyclists hit the roads and trails every day. These tips will help you navigate this intricate and often intimidating sport.



How to Look Like a Cyclist

If you're new to cycling, fitting in often means looking the part. Here are mistakes common cyclists make when dressing up for a ride.

10 Things I Wish I Knew From The Start

Every cyclist has a light-bulb moment long after they start cycling. Here are 10 tips you would have been better off knowing when you first started riding.

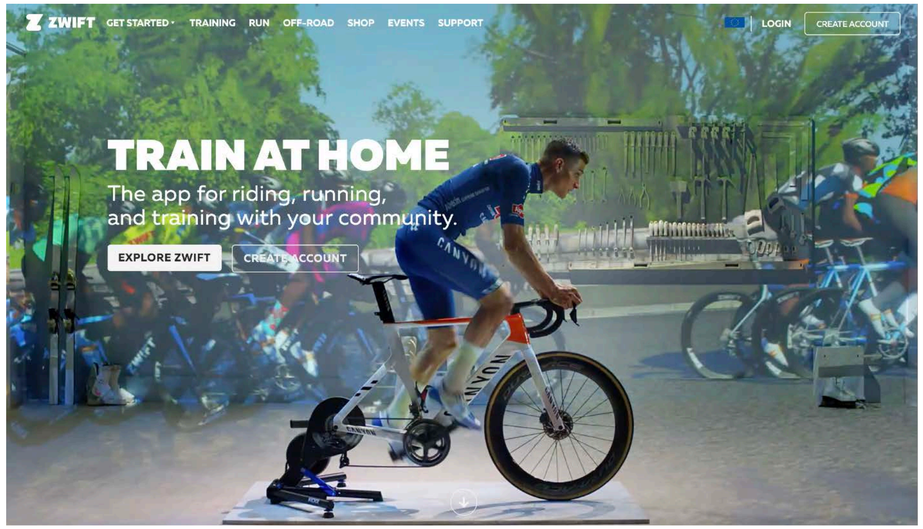
A Breakdown of Bike Gears

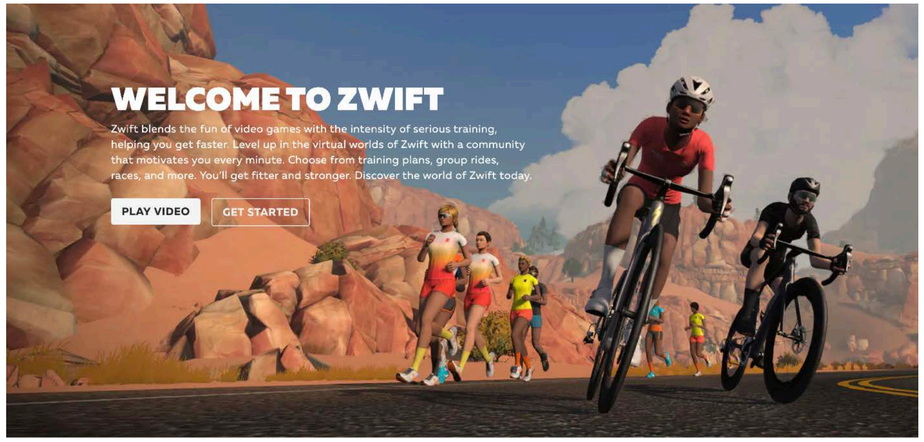
Latest In Cycling

The Best Stocking Stuffers for Cyclists

The 2020 Holiday Gift Guide for Cyclists

SOCIETY 5.0





ENTREPRENEUR 5.0 THE METAVERSE

The Metaverse Is Coming And It's A Very Big Deal

Cathy Hackl Contributor ⓘ

CMO Network

I'm a tech futurist focused on AR, VR, & AI. Views are my own.

Will Facebook Horizon be the first step toward the metaverse?

Dean Takahashi @deantak September 18, 2020 7:30 AM **AR/VR**

FUTURE TREND NO.3

SUPERHUMAN AI

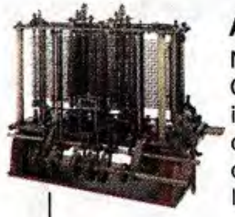
1 The accelerating pace of change ...

Agricultural Revolution ← 8,000 years → Industrial Revolution ← 120 years → Light-bulb ← 90 years → Moon landing ← 22 years → World Wide Web ← 9 years → Human genome sequenced

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

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

COMPUTER RANKINGS
By calculations per second per $1,000



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

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

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

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

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

Hollerith Tabulator
IBM Tabulator
National Ellis 3000
Zuse 2
Zuse 3
ENIAC
BINAC
IBM SSEC
EDVAC
Whirlwind
IBM 1620
Datamatic 1000
DEC PDP-4
IBM 1130
DEC PDP-10
Data General Nova
Intellec-8
IBM PC
Compaq Deskpro 386
Pentium PC
Pentium II PC
Dell Dimension 8400
Mac Pro
Nvidia Tesla GPU & PC

ELECTROMECHANICAL — RELAYS — VACUUM TUBES — TRANSISTORS — INTEGRATED CIRCUITS

1900 1920 1940 1960 1980 2000 2011 2020 2045

3 ... will lead to the Singularity

10^{26} **2045** Surpasses brainpower equivalent to that of all human brains combined

10^{20} Surpasses brainpower of human in 2023

10^{15} Surpasses brainpower of mouse in 2015

A BOT WROTE A BELIEVABLE LORD OF THE RINGS SCENE, AND NOW DEVELOPERS ARE SCARED OF ITS POWER

Time after time, the machine aced its creative writing assignment on the first try, working from nothing more than a human-written sentence or two of prompt material to get its creative juices flowing.

Via **ArsTechnica**, the aspiring Shakespeare brain is called the Generative Pre-trained Transformer-2 (GPT-2), and — to explain how it could bring Elrond into the *LOTR* story all on its own — it comes pre-loaded with 40 Gb of source text that's been pulled from nothing more than a curated collection of "outbound Reddit links," according to the report.

Here's the skimpy *LOTR* prompt researchers gave their synthetic, techy Tolkien:

Legolas and Gimli advanced on the orcs, raising their weapons with a harrowing war cry.

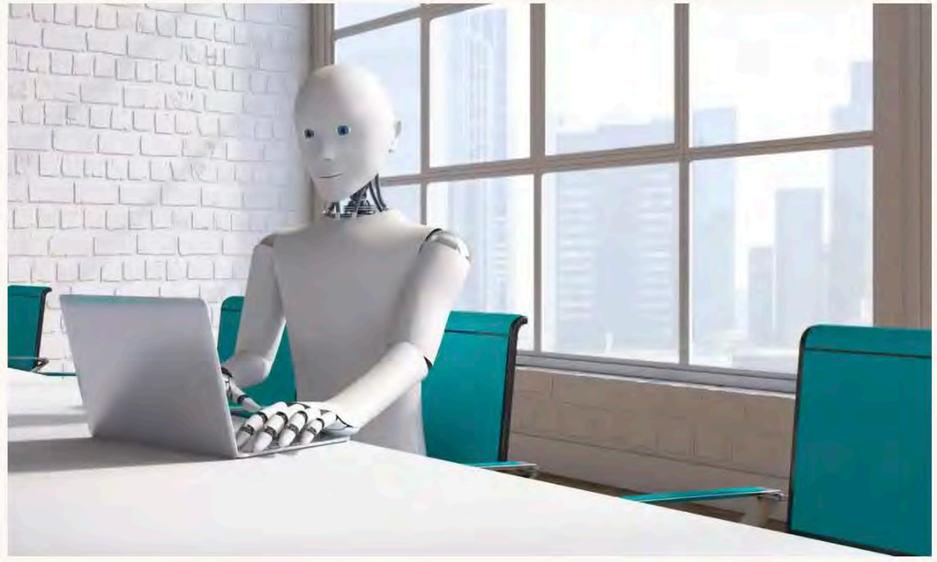
And here's only a small sample of what the AI came up with to continue the tale. Remember, all of this is completely written by a bot:

The orcs' response was a deafening onslaught of claws, claws, and claws; even Elrond was forced to retreat. "You are in good hands, dwarf," said Gimli, who had been among the first to charge at the orcs; it took only two words before their opponents were reduced to a blood-soaked quagmire, and the dwarf took his first kill of the night. The battle lasted for hours until two of the largest Orcs attempted to overwhelm Aragorn. When they finally stopped, they lay defeated and lifeless for miles and miles.

AI can write just like me. Brace for the robot apocalypse

Hannah Jane Parkinson

I've seen how OpenAI's GPT2 system can produce a column in my style. We must heed Elon Musk's warnings of AI doom



▲ 'AI like the GPT2 system could exacerbate the already massive problem of fake news.' Photograph: Alamy

OpenAI built a text generator so good, it's considered too dangerous to release

ENTREPRENEUR 5.0 SUPERHUMAN A.I.

Scale AI hits $3.5B valuation as it turns the AI boom into a venture bonanza

Kirsten Korosec @kirstenkorosec / 10:35 PM GMT+1 • December 1, 2020

Comment

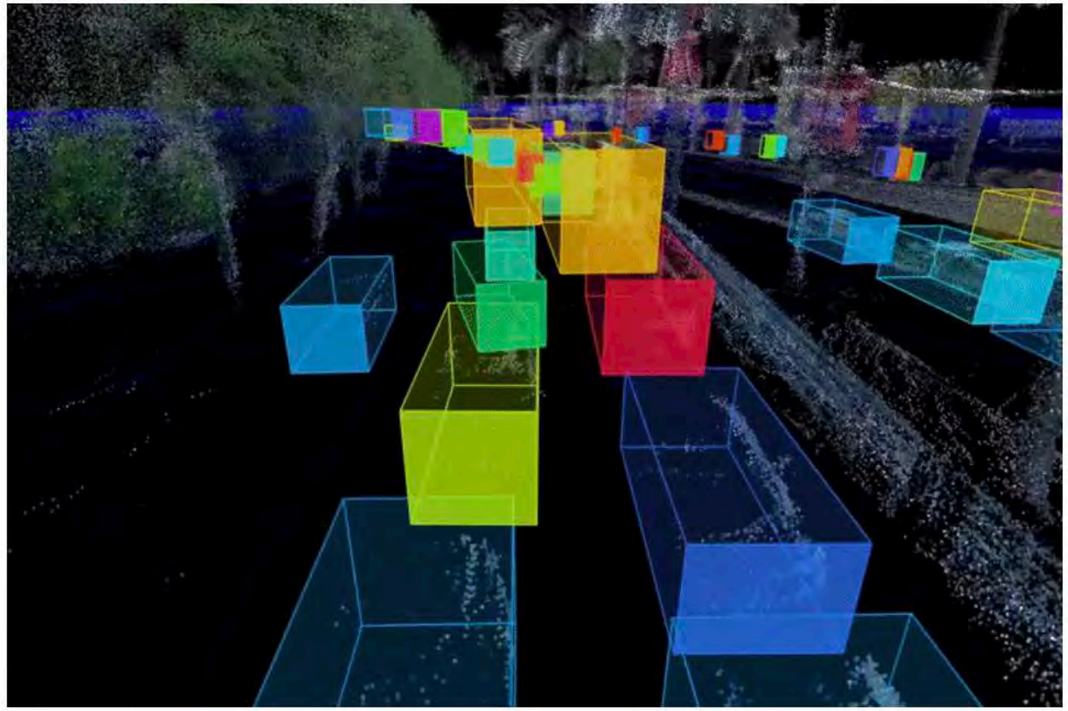


Image Credits: Scale AI

TECH

AI Solves 50-Year-Old Biology 'Grand Challenge' Decades Before Experts Predicted

PETER DOCKRILL
1 DECEMBER 2020

A long-standing and incredibly complex scientific problem concerning the structure and behaviour of proteins has been effectively solved by a new artificial intelligence (AI) system, scientists report.

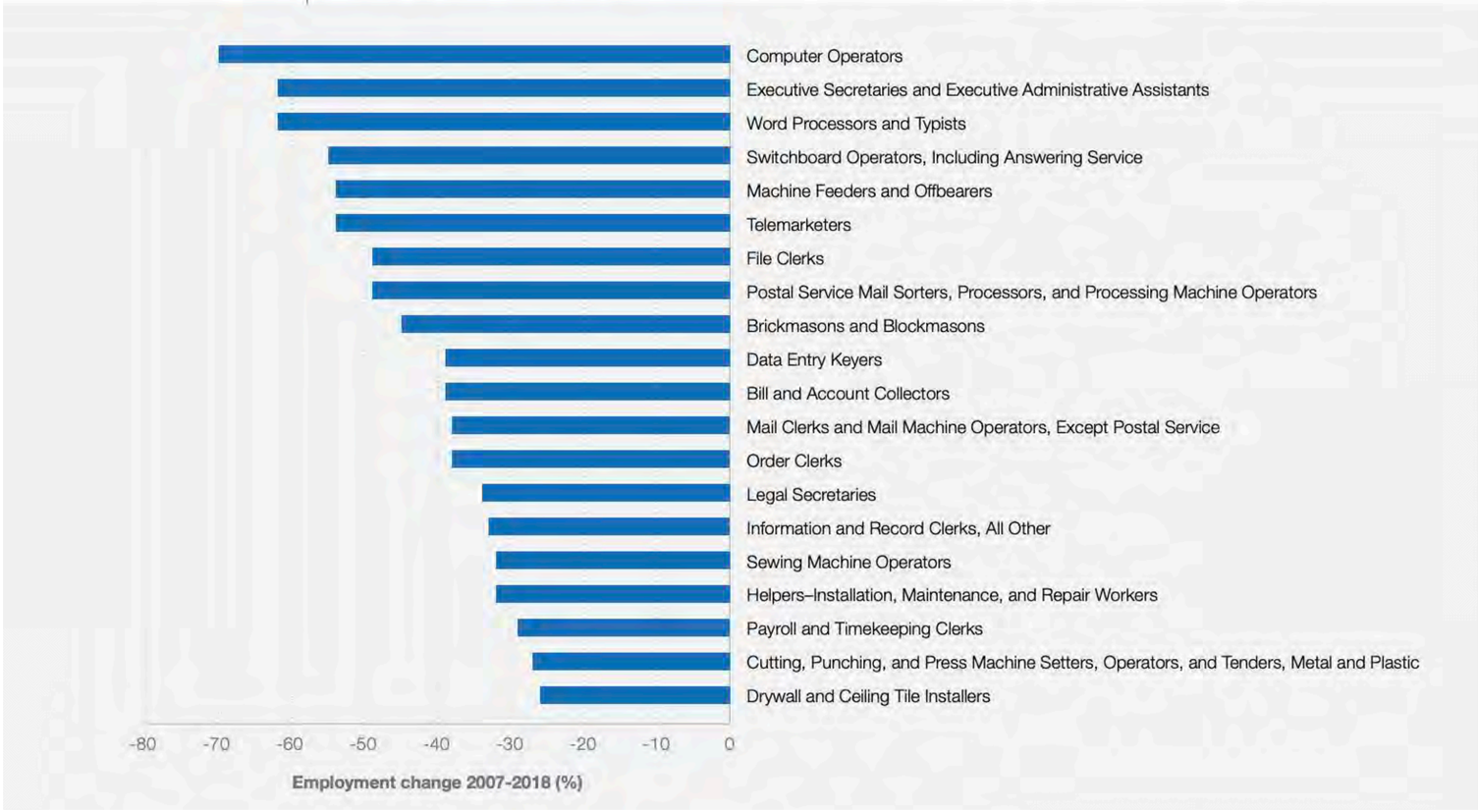
FUTURE TREND NO.3

SUPERHUMAN AI

FUTURE TREND NO.4
FUTURE JOBS

ENTREPRENEUR 5.0 FUTURE JOBS

FIGURE 1 | **Employment trends for jobs in the United States at high risk of automation, 2007–2018**



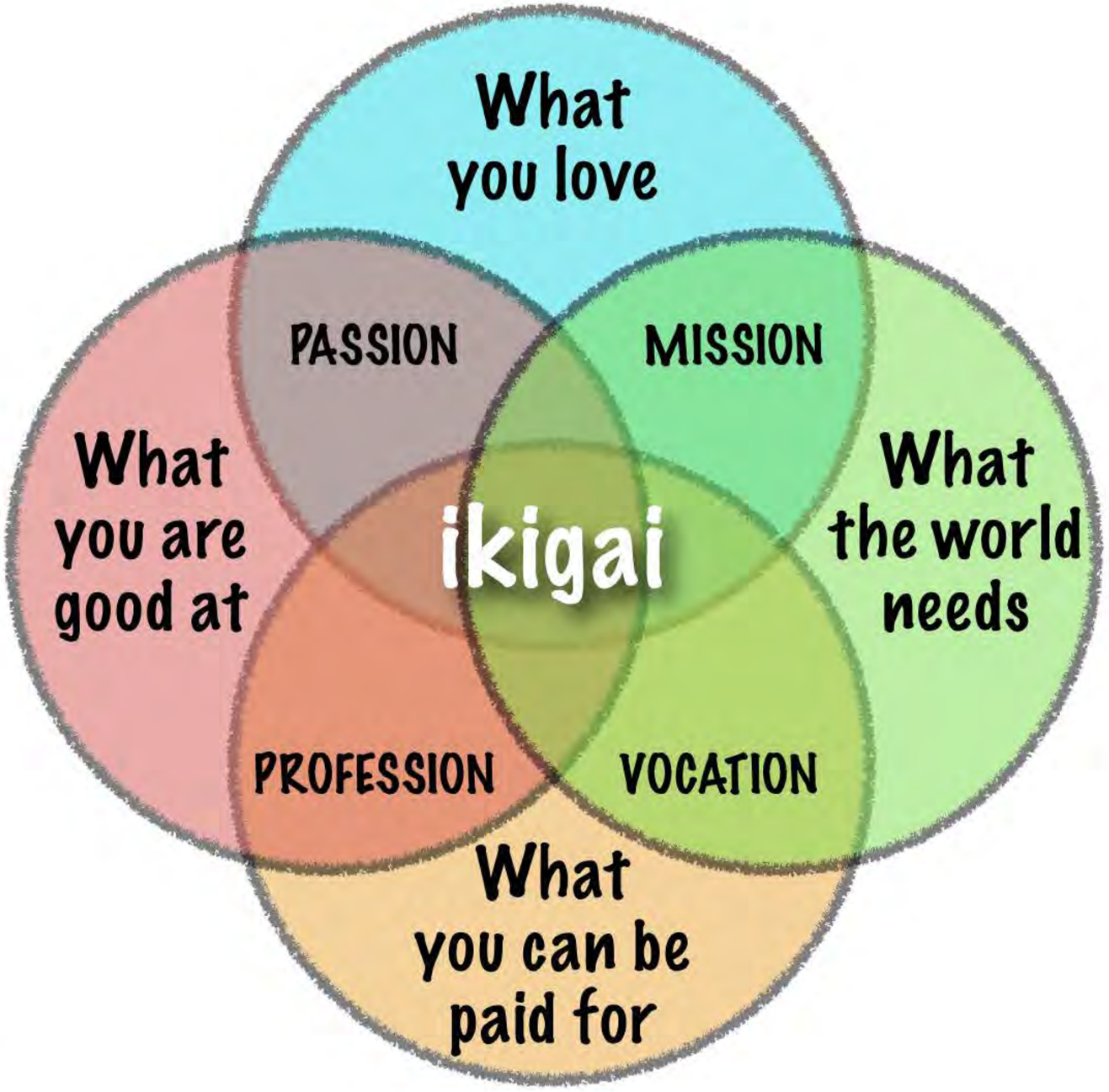
ENTREPRENEUR 5.0 BEFORE & AFTER

SOCIETY 4.0	SOCIETY 5.0
Search Generation	Solution Generation
Web Developers	World Builders
Social Networks	Net Nations
Fiat Currency	Digital Currency
Streaming	Streamers
Influencers	Integrators

生き甲斐
i k i g a i

ikigai is the Japanese concept of **"a reason for being."** Everyone has an ikigai. To find it requires a journey of self discovery. But the search is worth it.

Your ikigai is the meaning to your life.



FUTURE TREND NO.5

EDUCATION REVOLUTION

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Platform for Shaping the Future of the New Economy and Society

Schools of the Future

Defining New Models of Education for the Fourth Industrial Revolution

Figure 2: The World Economic Forum Education 4.0 Framework

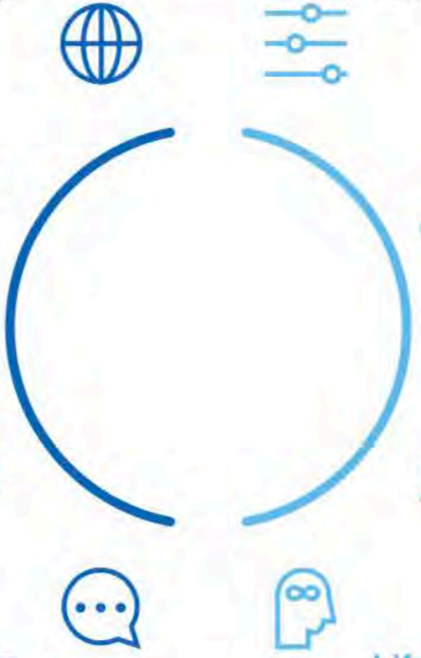
Content (built-in mechanisms for skills adaptation)

Global citizenship skills
To include content that focuses on building awareness about the wider world, sustainability and playing an active role in the global community.

Innovation and creativity skills
To include content that fosters skills required for innovation, including complex problem-solving, analytical thinking, creativity and systems-analysis.

Technology skills
To include content that is based on developing digital skills, including programming, digital responsibility and the use of technology.

Interpersonal skills
To include content that focuses on interpersonal emotional intelligence (i.e. empathy, cooperation, negotiation, leadership and social awareness).



Personalized and self-paced learning
From a system where learning is standardized, to one based on the diverse individual needs of each learner, and flexible enough to enable each learner to progress at their own pace.

Accessible and inclusive learning
From a system where learning is confined to those with access to school buildings to one in which everyone has access to learning and is therefore inclusive.

Problem-based and collaborative learning
From process-based to project and problem-based content delivery, requiring peer collaboration and more closely mirroring the future of work.

Lifelong and student-driven learning
From a system where learning and skilling decrease over one's lifespan to one where everyone continuously improves on existing skills and acquires new ones based on their individual needs.

Experiences (leveraging innovative pedagogies)

Key Findings

Eight critical characteristics in learning content and experiences have been identified to define high-quality learning in the Fourth Industrial Revolution—"Education 4.0":

1. **Global citizenship skills:** Include content that focuses on building awareness about the wider world, sustainability and playing an active role in the global community.

2. **Innovation and creativity skills:** Include content that fosters skills required for innovation, including complex problem-solving, analytical thinking, creativity and systems analysis.

3. **Technology skills:** Include content that is based on developing digital skills, including programming, digital responsibility and the use of technology.

4. **Interpersonal skills:** Include content that focuses on interpersonal emotional intelligence, including empathy, cooperation, negotiation, leadership and social awareness.

5. **Personalized and self-paced learning:** Move from a system where learning is standardized, to one based on the diverse individual needs of each learner, and flexible enough to enable each learner to progress at their own pace.

6. **Accessible and inclusive learning:** Move from a system where learning is confined to those with access to school buildings to one in which everyone has access to learning and is therefore inclusive.

7. **Problem-based and collaborative learning:** Move from process-based to project- and problem-based content delivery, requiring peer collaboration and more closely mirroring the future of work.

8. **Lifelong and student-driven learning:** Move from a system where learning and skilling decrease over one's lifespan to one where everyone continuously improves on existing skills and acquires new ones based on their individual needs.

Education 4.0: Defining and catalyzing quality learning in the new economy

These outdated systems limit access to the skills needed to drive prosperous economies and pose risks for global productivity. According to one recent estimate, as much as US$11.5 trillion could be added to global GDP by 2028 if countries succeed in better preparing learners for the needs of the future economy.[6]

At the same time, education systems play a key role in defining the values and norms that enable positive human interaction. In addition to 'hard' skills, such as technology design and data analysis, it is crucial that schools also foster human-centric skills—cooperation, empathy, social awareness and global citizenship—that enable children to shape future societies that are inclusive and equitable.

In this context, education, business and public-sector leaders must think beyond 'business-as-usual'. Transitioning all education systems to ones designed for the Fourth Industrial Revolution—"Education 4.0"—has tremendous potential to better prepare children for the future of work, revive pathways to social mobility, improve productivity and enhance social cohesion.

Indonesia

Green School: Creating a Generation of Future Green Leaders

The Green School, opened in Bali in 2008, is committed to education that promotes sustainability and shapes future green leaders. It currently serves more than 800 students aged 3–18, with plans to expand to New Zealand, South Africa and Mexico by 2021.

What makes this model unique?

Students at the Green School apply learning to the real world through a global citizenship and sustainability lens, and truly take advantage of the natural world to tap into their curiosity, empathy, and creative thinking skills.

The school's physical space supports critical thinking, creativity and entrepreneurship. Learning takes place in a completely natural and sustainable environment that includes wall-less classrooms and a structure built entirely out of bamboo. The BioBus, a cooking-oil-fueled vehicle designed by Green School students that saves over four tons of carbon emissions per year, transports students to and from school. The campus includes an Innovation Hub—a maker's space with woodworking equipment, 3D printers and laser engravers—and a Project Hub, where students pitch project ideas to be used in the classroom.

Enabling mechanisms

The Green School partners with private sector companies to support their curriculum. In 2018, for example, it partnered with Sunseap, Singapore's largest clean energy provider, to help the school with its goal of being completely off the grid. The goal is part of a student-driven initiative, Operation Rain or Shine, which aims to help the school become a model of renewable energy.

The Bali school also leads an educator course open to teachers around the world for training on pedagogy and design principles of a nature-based curriculum. To date, nearly 700 teachers from over 50 countries have participated in this immersive programme.

Measures of success

A 2012 qualitative study of the Green School found that this model has had a particularly positive impact on students with special learning needs. In fact, these students showed lower levels of stress, greater resilience, less distraction, higher self-esteem and greater motivation to learn at the Green School than similar students in other schools.[56]

Conclusion: An Action Agenda to Accelerate the Transition to Education 4.0

There is an urgent need to update education systems to equip children with the skills to navigate the future of work and the future of societies. The Education 4.0 framework provides a vision for how school systems can be updated to deliver on children's future needs. This transformation calls for shifts in learning content to include both the technical and human-centric skills needed to build growing and inclusive economies and societies and shifts in learning experiences that more closely mirror the future of work.

While many schools, programmes and school systems are pioneering the transition to Education 4.0—including the 16 in this paper—creating system-level change will require closer collaboration between education ministries, educators and private sector leaders to connect and scale those efforts to create holistic education systems. Activating Education 4.0 will require greater alignment between actors on defining and assessing the skills of the future, preparing the teaching workforce to lead this transition, and enhancing connectivity across schools and school systems.

Genius Group 2021 Genius Plan

In 2021 Genius Group is having its IPO on NYSE American in March, and launching a full US accredited Curriculum in September.

As part of the IPO, we are acquiring a high school, vocational college and US university, which will provide the certificates, diplomas and degrees for the Genius Curriculum.

In preparation for our full launch, we are inviting our global community to be first the 1st genius graduates.

WORLD ECONOMIC FORUM

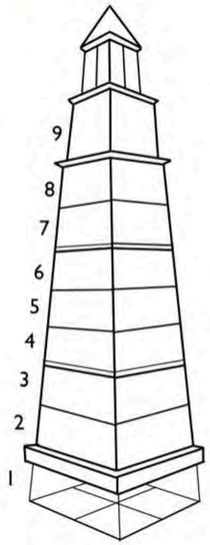
COMMITTED TO IMPROVING THE STATE OF THE WORLD

Platform for Shaping the Future of the New Economy and Society

Schools of the Future

Defining New Models of Education for the Fourth Industrial Revolution

Learning for Life



TWO
ONE
K
PRE-K

Prep

4-7

EIGHT
SEVEN
SIX
FIVE
FOUR
THREE

Primary

6-14

TWELVE
ELEVEN
TEN
NINE

Secondary

12-18

SENIOR
JUNIOR
SOPHOMORE
FRESHMAN

Apprentice

16-22

ULTRAVIOLET
VIOLET
INDIGO
BLUE
GREEN
YELLOW
ORANGE
RED
INFRARED

Entrepreneur

16-80

ELDER
MASTER TRAINER
TRAINER
FACILITATOR
CONSULTANT
COACH

Mentor

18-100+

Our genius curriculum has 33 streams in six stages from 0 to 100 years old.

Prep
4-7

Primary
6-14

Secondary
12-18

Apprentice
16-22

Entrepreneur
16-80

Mentor
18-100+

Genius School

Genius University

1st Quarter					Intake 1	Intake 1
2nd Quarter	Intake 1				Intake 2	Intake 2
3rd Quarter	Intake 2	Intake 1	Intake 1		Intake 3	Intake 3
4th Quarter	Intake 3	Intake 2	Intake 2	Intake 1	Intake 4	Intake 4

In January 2021 we are launching our first by-invitation pioneer diploma programs for our Entrepreneurs and Mentors. This will be followed by further pioneer launches over the next four quarters.

About Our Curriculum

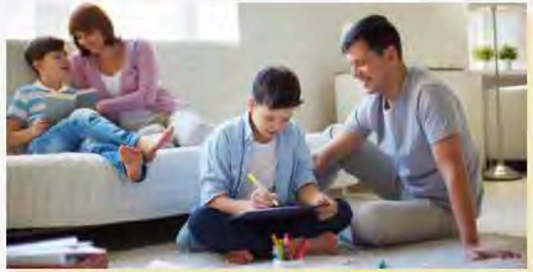
Our Curriculum is being created in direct response to the challenges in the current education system. We began by making our curriculum as an addition for the existing education system. We are now developing a lifelong curriculum to provide a full government accredited entrepreneurial alternative to the current systems offered from K-12, through university, and on to vocational and entrepreneurial training.

We believe that students, employees, freelancers, and startup founders all want to learn how to be entrepreneurial and “create a job” instead of needing to “get a job”. We believe that the current education system and online courses do not provide any recognized curriculum that they can rely on.

The global education industry is in dire need of revitalization. The 2020 World Economic Forum “Schools of the Future” report highlights the urgent need for a more relevant curriculum to prepare students and adults for the future. The COVID-19 crisis has amplified the necessity to overhaul the system.

For Students

For students who struggle with the current one-size-fits-all schooling system, we provide a personalized program helping them ignite their genius and design a life where earning and learning become lifelong activities.



For Parents

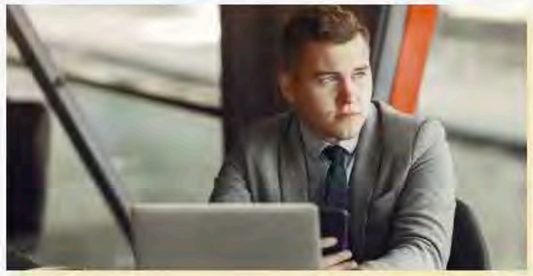
For parents we provide an option for a globally-accredited schooling system accessible online anytime, giving them choices that best suit their circumstances and help their children to succeed.

For Teachers

For teachers, who are often underappreciated and underpaid, we provide a platform that recognizes and rewards thought leaders for the valuable content, enabling the best coursework to be shared globally.

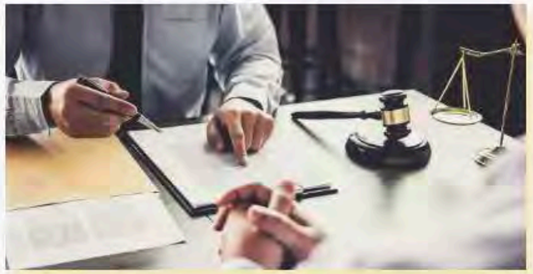
For Schools & Colleges

For schools and colleges, we provide a cutting-edge curriculum preparing students to create jobs in a changing global economy as well as learn key life skills alongside our global community.



For Companies

For companies struggling to find employees with adequate leadership and technical skills, we provide company-sponsored programs creating a global stream of employable students and leaders updated to the needs of the times.



For Government

For governments, our mission is to provide an alternative to the current system and train people to overcome various limitations on how rapidly they can innovate, especially given the current state of the education system due to the COVID-19 pandemic.

By the end of 2021 we plan to have over 2.5 million students on GeniusU. Many will be taking free courses and microdegrees.

We also plan to have 10,000 students at all six stages of our curriculum enrolled in our microschools, earning their diplomas to progress through each level of their entrepreneur journey.

PREP
4 to 5 years old

Our early learning program begins from birth, with a highly successful model delivered by New Zealand-based Education Angels. In this model, parents hire certified home educators for their children ages 0-5 years old. 50% of the monthly charge is funded by the New Zealand government, and all home educators are trained in both child care and education, with children participating in group learning activities.

The children learn through play, with a connection to the environment and citizenship. This home-based service is being expanded globally via our community of certified home educators who utilize the mentor and microschool tools on GeniusU. This growth is being expanded in cities around the world with the support of our City Leaders.

PRIMARY
6 to 14 years old

Our current primary school programs range from entrepreneur microcamps and microschools to full school programs.

Primary school students have the option of joining a SuperCamp to cultivate leadership and accelerated learning skills, joining a Genius Camp with their family at our safari lodge or in our Bali resort, or participating in our Young Entrepreneur Academy and creating their own startup.

SECONDARY

12 to 18 years old

Alongside microcamps and SuperCamp programs online and on-campus, our E-Square Campus model extends to a full high school diploma. Students at this age cultivate leadership skills; accelerated learning skills including literacy, memorization, and speed reading; entrepreneurial skills including product design, market testing, and creating their pitch deck; and self-awareness through assessments and visioneering.

We are developing a secondary curriculum leading to graduation through the UK and US high school system, set to launch in 2021. This will be in partnership with accredited examination partners, delivered online or by a tutor, and will blend learning with partnership schools and our E-Square Secondary School Campus.

We are also developing our Genius Central Hub in Singapore into a city campus model that we will be licensing via our City Leaders and entrepreneur network around the world.

APPRENTICE
16 to 22 years old

The University of Antelope Valley in Lancaster, California provides career-focused programs at the Masters, Bachelors, and Associates Degree levels as well as certificates and continuing education programs in the high-demand sectors of healthcare, EMS, nursing, engineering, psychology, business, hospitality, education, criminal justice, and sports management. The University is WASC accredited to offer degrees on campus & online and has Title IV certification to receive US government financial aid as well as SEVP certification to enroll international students.

Our plan is to extend the degrees offered by the University to students who choose to pursue higher education, tracking their progress on our GeniusU platform. With this, we will be the first edtech company to be offering our own US-accredited degree level programs online.

ENTREPRENEUR
16 to 80 years old

Our adult learning begins with free microdegrees and masterclasses. Students can pay for live courses, training tools, mentoring sessions, and faculty services. The Wealth Dynamics and Talent Dynamics Tests identify students' entrepreneur and leader profiles. Our Impact Dynamics system outlines specific steps along the entrepreneur journey; the mentors, microdegrees, and microschools on GeniusU provide students support at every level.

Entrepreneurs Institute supplements the online programs of GeniusU with in-person training and events like the Global Entrepreneur Summit, the Impact Investor Retreat, Wealth Dynamics Masters Retreats, Entrepreneur 5.0 Events, and Entrepreneur Fast Track Events. Entrepreneurs Institute also runs monthly Entrepreneur Socials hosted by city leaders around the world, adding a high touch, local element to the high tech, global delivery on GeniusU.

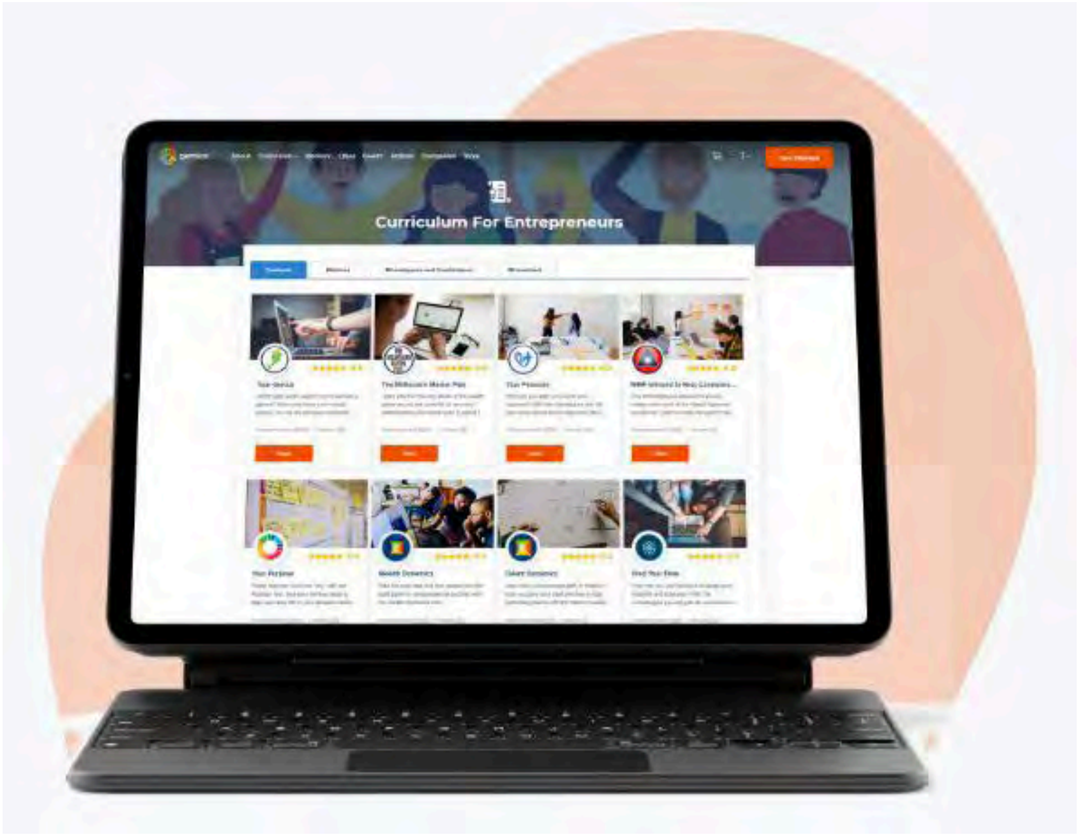
MENTOR
18 to 100+ years old

We have grown 7,500 partners and 2,000 faculty through the path students have taken to rise to a mentor level within our community. GeniusU mentors can earn on the platform as a regional partner or as a faculty member. Each position comes with an annual fee, a percentage of revenue, and certification courses so our partner community and faculty maintain proficiency

Mentors receive ratings from their students, ensuring that students are always learning from the faculty and courses that are most relevant and that the curriculum is always updated. While teachers in the traditional education system are limited by their class size, the impact they can have, and the amount they can earn, our GeniusU platform and global community enable our best mentors to reach a global audience.

Each of our quarterly launches in 2021 will include a full program of entrepreneur education with the following benefits:

1. World class education on GeniusU to ensure you graduate to the next level.
2. Two 4-week microschools each quarter with hands-on mentoring.
3. Credits towards earning your diploma in the form of digital currency.
4. Guaranteed results to ensure you graduate to the next level.



Entrepreneur

16-80

Ultraviolet: Legend

Violet: Composer

Indigo: Trustee

Blue: Conductor

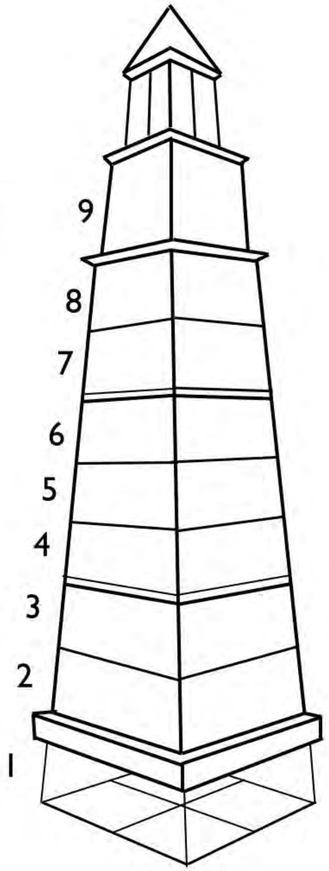
Green: Performer

Yellow: Player

Orange: Worker

Red: Survivor

Infrared: Victim



LEVEL 7 — 1m customers
Global impact with the power to leave a legacy
Have I directed the trust that I am growing towards a meaningful global purpose?

LEVEL 6 — 100k customers
National impact, with the influence to shape the future
Am I establishing a mission, culture and model that is inspiring others on their journeys?

LEVEL 5 — 10k customers
Market leadership, attracting resources and partnerships
Have I built a reputation that attracts the financing, partners and support to leverage with?

LEVEL 4 — 1k customers
Scalable team and time to develop a sustainable business
Am I growing my team and time to enable the business to run well without me?

LEVEL 3 — 100 customers
Predictable, replicable and viable model to grow with
Have I found a repeatable pathway from my market's need to my solution that I can measure?

LEVEL 2 — 10 customers
Intimate user group to maximise value and market fit
Can I scale my solution to ten people such that they are willing to pay and refer me to others?

LEVEL 1 — 1 customer
Personal service to solve one person's problem.
Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

The nine levels of education for entrepreneurs link to the nine levels of the Entrepreneur Spectrum. In Q1 2020 we are launching four levels: Orange (Self-employed), Enterprise (Start Up Founder), Emerald (Scale Up Leader), Sapphire (Investor).

World class education on GeniusU to ensure you graduate to the next level.

Entrepreneur

16-80

1

Blue: Conductor	**Blue+ level, Level 5+ enterprise, $10M+ annual revenue**
Green: Performer	**Green+ level, Level 4+ enterprise, $1M+ annual revenue**
Yellow: Player	**Yellow+ level, Level 3+ enterprise, $100K+ annual revenue**
Orange: Worker	**Orange+ level, Level 2+ enterprise, $10K+ annual revenue**

Each of the four levels has eight 4-week microschool modules that lead to certification. Entrepreneurs can choose to complete a specific microschool, or join the full diploma program. The Diploma program guarantees graduation with a free retake.

To graduate, the entrepreneur completes the one year of microschools (in one or more years) and passes by proving the results within their business.

World class education on GeniusU to ensure you graduate to the next level.

Entrepreneur

16-80

Vision & Identity	**Team Leadership**
Community Building	**Financial Metrics**
Customer Intelligence	**Digital Marketing**
Promotion Planning	**Sales & Service**

Yellow: Player

The eight microschools in each level cover all the key skills needed to achieve the results in their entrepreneur journey needed to graduate. In each module, the students apply the skills and tools from the microschool to generate additional income. As with a flight school, graduation comes from a combination of both theory and practice.

Students may graduate faster (by progressing faster and taking the microdegrees for each microschool early, or graduate slower (by spreading out their microschools)

2

Two 4-week microschools each quarter with hands-on mentoring.

Entrepreneur

16-80

Marketing 5.0 MICROSCHOOL

Sales & Service 5.0 MICROSCHOOL

Prep	AI-based ads AI-driven pathway Optimization Marketing Chatbots	World Game	AI-based CRM AI-driven customer segmenting & targeting Service Chatbots	World Game
1/1 - 10/1	11 Jan - 7 Feb	8/2 - 21/2	22 Feb - 21 Mar	22/3 - 4/8

In Q1 2021, we will be launching the first two microschools in our Entrepreneur Genius Diploma. This will be for all four streams: Marketing 5.0 and Sales & Service 5.0.

These two Microschools will link to the Global Entrepreneur Summit and Genius 5.0 theme for 2021, and will ensure all entrepreneurs and mentors have the latest chatbot, AI-driven marketing and AI-driven sales & service tools in their business.

2

Two 4-week microschools each quarter with hands-on mentoring.

Entrepreneur

16-80

2

DIY	DIWY	DIFY
Self Study	Mentor Guidance Community Support & Competition	Genius Solutions In-house Delivery Out-source Service & Expertise
$300 / Microdegree	$1,500 / Microschool	$2,500 / Microsolution

Students can earn their GEMs for each Microschool in one of three modes. Either Do-It-Yourself (DIY) Microdegree, Do-It-With-You (DIWY) Microschool or Do-If-For-You (DIFY), Microsolutions each at a different cost.

DIY mode enables self-study. DIWY includes direct mentoring and group participation to ensure graduation. DIFY includes accessing the Genius Solutions team to deliver the results of that level together with the student within their business.

Two 4-week microschools each quarter with hands-on mentoring.

GLOBAL ENTREPRENEUR SUMMIT

VIP Fast Track Programme

JOIN NOW

Join our VIP Fast Track Programme today.

Ensure your business is totally set up for success in 2021 and the coming Digital Decade.

Grow your skills, connections, knowledge, resources and talents with the world's leading Entrepreneurial Mastermind at over 70% off its normal price

JOIN NOW

Only 100 VIP Fast Track programmes available

HUMANITY 5.0