

Jim: [00:00:23](#) Well, hello, everyone. It's Jim O'Shaughnessy with my colleague, Jamie Catherwood with another edition of Infinite Loops. I am super excited about our guest today, Brian, who I met through Twitter. We'll talk about that I think, a lot more a little bit later. Wanted to be one of the first to congratulate you, Brian, on being picked as one of the 17 influencers of Voice. I have a question. Why 17? Is there a method behind that madness?

Brian: [00:01:00](#) I'm not sure, Jim. Bret over at Voicebot.ai is an amazing guy and he's a little eclectic at times. So yeah, I don't know why there's 17, but they are amazing people, all influencers of me, so honored to be on that list. So honored to be on the show because you're not only an influencer on me, you're sort of a hero of mine. I mean, you have generated some amazing content that really inspire me. So thank you for letting me share the microphone with you today.

Jim: [00:01:33](#) That is incredibly kind of you to say. Now, if I could have you come talk to my family, that would be the big win.

Brian: [00:01:40](#) Yeah, same here.

Jim: [00:01:43](#) They all say that I'm a legend in my own mind. Okay. So I'm going to steal something from my much more famous son, Patrick O'Shaughnessy, whose podcast Invest Like the Best is listened to by I think literally everybody on the internet. He interviewed the guest, Daniel Gross, who I loved his kind of opening question. I'm going to ask you because you often post the most compelling videos that I'm like, where did he find that? Anyway, give me a couple of your favorite movies.

Brian: [00:02:18](#) That's really tough because as you can tell from my content, I go way back in history and I go very much forward in time. So I'm equal parts history buff as I am futurist. So this time of year, fundamentally, I'm more historian than futurist. It tends to go with the seasons. Spring is very much my futurist cycle time. So I really like old movies that sort of have a feel of optimism for humanity and the human race and human ingenuity. I find them extremely compelling and I love the drama and the storyline and the very Joseph Campbell-like hero's journey that is sketched out in these early movies. So I'd be very hard pressed to pick one, but I'm going to have to think about that and maybe drop them in over our conversation.

Jim: [00:03:19](#) You're clever.

Brian: [00:03:21](#) My wife says the same thing to me, like, "Pick a movie." And I'm like, "No, don't make me do that." So we flip coins.

Jim: [00:03:28](#) One of the things you're demonstrating there, which I really admire, is you're not going to become prematurely certain. I think that one of our big challenges in the world is so many people are deterministic thinkers who become prematurely certain and then lock in on their belief before really exploring it. So I applaud you.

Brian: [00:03:50](#) Thank you.

Jim: [00:03:51](#) I guess my next question really kind of gets to the heart of your work. I tend to think of progress as a directional arrow. Of course there's blips, but I see it as moving from a zero sum mindset, like early agriculture, hunter, gatherer. That kind of mindset breeds in my opinion, of course, pessimists, kind of the primary emotions or energy, or envy, excuse me, rage. From my reading, it seems that they sort of surrender their agency to other people or other institutions. That [crosstalk 00:04:34] in my opinion by a positive sum mindset, which is collaborative, highly literate.

Jim: [00:04:42](#) We'll get into that in a minute. They tend to be kind of pragmatic optimists. So to me, it's kind of like history is this massive network effect, first with people congregating in cities, and the cultural evolution that involved. Then movable type and all of this kind of stuff. But now let's talk about voice. You are really an incredibly articulate spokesman for the idea that the one ring to rule them all is going to be voice space. Can you tell us about that?

Brian: [00:05:20](#) Thank you, Jim. Really great intro on that because I really feel compelled about the arc of human history. I went back and I studied the anthropology and really the early science and technology of how humans develop this ability to speak and to separate us from the other mammalian species that have a form of communication, but not with the resolution. See, the chimpanzee, the ape, the dolphin, they have communication. So do ants and so do bees, but their resolution and the control and the complications that they can express is gone.

Brian: [00:06:11](#) So if you look at the arc of humanity and the unnuanced, almost crayon-like drawings of some of the very early cave art, we can see in that art the human spirit of inquisition of the universe and curiosity of the universe being explored. But also being restricted at the same time. The biggest fear that a human has, I

think through history, is a fear of embarrassment. The fear of embarrassment is a fear of being unloved.

Brian: [00:06:52](#) The human is designed to be an emotional machine. We are a neuropeptide cascade of emotions. Everything that we do is an emotional cascade that literally those neuropeptides attach to every cell. That's a survival tactic because if we eat the wrong food, a neuropeptide release is cascading through our body. It reminds us, don't ever bite into that thing again because it tastes bad. Man, the next morning I had to run out, literally run. I won't get so graphic. So these sort of things, the memorization and the monuments that humans create had to transfer.

Brian: [00:07:38](#) Now, I have a very interesting look at this and I'll give you a quick dive because it really informs my thinking on this. The human brain became so large that it became almost a death sentence for a woman to bear a child. Child bearing has been and always will be for humans, a potential death sentence for the female. It's not because birth is a problem per se, in any other species because it isn't. I grew up on a farm and I got the raw birth experience at a very young age. Once you've seen that, you don't unsee it and you kind of understand it at a very intimate level. I had Pennsylvania Dutch as my neighbors in New Jersey. You might still hear that Jersey accent because I was born in Newark and raised on a farm near Princeton and Flemington. The Pennsylvania Dutch had such a very deep relationship with everything around them, including their farm animals.

Brian: [00:08:50](#) So you kind of learn that. I said to myself, why do humans have such a problem birthing? Well, it's because the brain could no longer hold the information necessary for its survival. In fact, we're born naked and vulnerable. We're the only species that is born an alien in their environment. Every other species, a rabbit is a part of the environment. A bee, a butterfly. They blend in. I try to do that on Twitter to show people by nuance, this is what other animals look like. They're part of their environment. In fact, I love this one species of moth that look like a leaf. It literally looks like a leaf on the ground. Or a caterpillar whose tail looks like a snake.

Brian: [00:09:39](#) A lot of people think, well, this is an evolution versus God thing. I go, let's take that out of this. Let's just be observers and let's explore. And let's not try to make preconceived notions. Experience what it feels like to have that feeling of discovery. Why does that caterpillar have a snake on the end of its tail? How did that happen? And go down the reductive, deductive, and inductive process and come to your own conclusions. So

the brain became a death sentence for our species to a high order.

Brian: [00:10:16](#) I said to myself, well, why is that? It's because we're here to learn. We're here to explore, and our brain could not hold much more information. So therefore we had to create an archival system. That archival system, the very first invention, I believe, the technology that we really invented as the human species, it gets a gray area. Fire, really as a human species, because I think fire was invented by other prior species to the, what we would call homosapien sapien. The invention was language.

Brian: [00:10:55](#) I have a Twitter on this that was very controversial about chimpanzees having a tremendous amount of short-term memory. I mean, so much short term memory that they make humans look ridiculous. They can remember up to a 300 number sequence randomly projected after about a second and a half display. They remember up to 300. Now that's an outlier. The average is 75. The best human can only do about 20. So what happened to that part of our brain? What's that?

Jim: [00:11:35](#) I joked, unless it was Rain Man.

Brian: [00:11:37](#) Yeah, right. Rain Man. I got to meet Kim Peek and he's a great story too. We can dive into that too. Kim is just marvelous at showing us human potential and any human quagmire. So the human brain had to sacrifice something. The human brain became the language center, which the monkey, the chimpanzee, and the apes use for a memory. We call that the phonological loop, or the broca and wernicke area of the brain. If I were to disconnect a broca area in your brain, you could hear language, but you couldn't understand what those words mean. The wernicke area is you can make sounds, but you wouldn't be able to put it into words. So there's this loop of decoding.

Brian: [00:12:32](#) Then you start exploring and you say, well, how do I know what to say? What is that thing that I hear inside my head when I read a book? That's my inner silent monologue. It is a voice literally in our head. Now some psychologists and some researchers will say, there are a certain number of humans that don't have an inner monologue. They are mistaken. You simply cannot have no inner monologue. There are ways to trick that.

Brian: [00:13:03](#) But I can tell you this, I've done research where I can slightly change your inner monologue. This is part of V2K technology. We can get into technology, very sophisticated technology. But if I change that inner monologue into just a slightly different

voice, you will be the definition of what it is to be insane. You literally will be what some people will be termed as schizophrenic. You're hearing voices in your head that are not your own. So your inner monologue is your voice.

- Jim: [00:13:37](#) Yeah. I've actually written about that after reading most of Robert Anton Wilson's works and he has a very similar point of view. I actually did a couple of threads on the idea that I know that you know a lot about perception of what our conscious mind is aware of, is a tiny, tiny fraction of the actual things that hit our perception filter.
- Brian: [00:14:06](#) Absolutely.
- Jim: [00:14:07](#) One of the things that I was speculating on, and I actually found some research that hinted at it was, is schizophrenia filter failure.
- Brian: [00:14:16](#) Yeah, that's beautiful, Jim. That's beautiful.
- Jim: [00:14:20](#) Are schizophrenics really just getting way too much that the subconscious usually edits out. So I think you are definitely onto something. I did want to make a mention of, because you said two things that I believe in deeply, and that is the idea of human innovation. There's a great book. I'm sure you probably read it. The Ultimate Resource, by Julian Simon.
- Brian: [00:14:48](#) Yes, I recommend it.
- Jim: [00:14:48](#) Yeah. You mentioned the neuropeptides, which made me of Candace Pert's book, Molecules of emotion. Have you read that, Brian?
- Brian: [00:14:55](#) Yeah.
- Jim: [00:14:56](#) Yeah. Okay.
- Brian: [00:14:56](#) I read it and I also met Candace when she was on the book tour. What a beautiful soul. I mean, she lit up the room. I got to meet some magical people in my life. She is in the top 10 and I miss her dearly. I think the world had a light taken off when she left us. Man, what a struggle, what a struggle she went through to own her work in a time when it wasn't the province of a renegade, female researcher to possibly think that there are molecules of emotion. And that cells actually have memory of brain-like events. Now she's been vindicated.

Brian: [00:15:47](#) I believe that that's going to be the directional of a lot of computer technology over the next hundred years is understanding cellular memory, and what it really entails. Why we have a quote unquote gut reaction. Why, when you've been betrayed or hurt so desperately, and we all have, where do we feel it? It's not in our head. It's not in our ears. It's not in our neck. It's in our gut. There's a reason for that. There's a big reason for it.

Jim: [00:16:15](#) It's endlessly fascinating.

Jamie Catherwoo...: [00:16:16](#) Yeah. Hey, Brian, just one thing. Are you recording on a computer?

Brian: [00:16:22](#) I'm on a computer. I'm not recording.

Jamie Catherwoo...: [00:16:25](#) I'm sorry. Not recording. Would you mind just closing any kind of background apps you might have up? Your audio is a little wonky at times, and just closing down any of the applications can sometimes help with that.

Brian: [00:16:38](#) Yeah. I'm down to zero. I think it's a wonk is because I'm on a satellite feed because I'm in the middle of nowhere in Wyoming right now.

Jim: [00:16:52](#) Okay. But we will edit that part in so that people understand that you are being very cool and calling us on a set phone. Remember that [inaudible 00:17:05]? I love that. I thought that was great, but let's get back on track. So one of the things that I love about you is you are really great at, how to put it, easing people in to changing their minds. By this, I mean, you often put up things that are really fascinating, but seem mundane to us now. So for example, you put up a thing about the IBM ball, which being 60, I had a typewriter that had the ball. I've watched it. I thought it was really interesting, but also helping people along to understand where they are on the path. You also had another thing which I really want you to talk about, which is this idea of the first followers.

Jim: [00:17:55](#) In researching mimetic behavior, I found that the people you really want to pay attention to, you want to pay attention to, and stoning is horrible, medieval. But you want to pay attention to the first person who threw a rock because they are in my way of looking at things, they are Abby Normal. What is interesting and what I want to get into with you is the second person to do it also a bit abnormal. But they are the first follower and by the

10th person, it's all mimetic, and the crowd is all picking up rocks and throwing them.

Brian: [00:18:41](#)

Exactly.

Jim: [00:18:41](#)

So if you could elaborate on your first follower theory, I think it's fascinating.

Brian: [00:18:47](#)

Yeah. Thank you, Jim. It's Prometheus. It's the story of stealing the fire from the gods. And again, Joseph Campbell in the Hero's Journey shows us this throughout history. In fact, I go boldly and I call them charlatans. In fact, I even printed a shirt that says charlatan. Be careful with that word. Anybody listening to my voice right now, be careful with the word charlatan and heretic because in my reading of history, those are truly the people that change our world. It is an act of a tremendous amount of will and courage to stand up and to take the fire from the gods, and to say, I can do something with this.

Brian: [00:19:36](#)

That's a technology. Again, we're talking about invention of technologies. That's all humans do is we invent technology. That's how we get here. We do that through a story. We're storytellers and we're technology builders, and that is it. We're in this massive journey that centers around those two things. But the currency is, I'm going to sound very California New Age now, even though I'm not right in California at this moment, is love.

Brian: [00:20:03](#)

Love is actually the currency that drives human nature. I'm not talking about the very simple definition of love that most people utilize. I'm talking about this universal love that guides human beings over the arc of history. It steps on the neck of tyrants and anybody standing in the way of love. Throughout history, we will absolutely face some incredible obstacles, but very much like the sort of nuance phrases we hear over and over, love conquers all. Yeah, it does.

Brian: [00:20:42](#)

So getting back to this sort of first mover advantage. In my study of history, every time I found an invention, every time I found something that literally moved humanity forward with us on their back kicking and screaming, sometimes giving gut punches to the person carrying us, is an individual that sees things differently and is really on the edge of what we were talking about before. What we would definitely put in psychological study of being somewhat insane.

Brian: [00:21:25](#) They are typically loners because what happens is it's very hard to keep friends when you see the world differently than your cohorts. We can use Tesla, we can use people that everybody knows, but I'm more talking about the people you don't know. I'm talking about the thousands of people that sort of faded away. I try to give them some of a spotlight on my Twitter feed, these obscure people from history that you should know about the moment you go into school. But we hear these sort of glorified, exaggerated stories. I love Edison, but Edison isn't exactly everything that people made him out to be. Nor is Henry Ford, nor is Steve jobs, another hero of mine.

Jim: [00:22:15](#) They all had great press agents.

Brian: [00:22:18](#) Yeah. Even Einstein. I grew up near the Institute of Advanced Study in Princeton, and I had a number of friends whose parents work there and I got to meet people who knew Einstein before he passed away. I got insight that I never read in books. I got insight that Einstein spent a tremendous amount of his time trying to understand alchemy, trying to understand sociology and anthropology.

Jim: [00:22:49](#) Same, by the way, with Isaac Newton.

Brian: [00:22:55](#) Exactly. A lot of folks today, because they've taken up, what I believe is scientism, as science as a religion. I don't mean to hurt anybody's feelings, but as soon as somebody is spouting out, "That is science," run the other way because those are the same people four or 500 years ago would have said, "That's a witch. Let's burn them."

Jim: [00:23:20](#) Burn them.

Brian: [00:23:21](#) Nothing is nothing in science. The period is never at the end of the sentence, the last sentence was never written. Science is a discovery process. As we invent new tools, all of a sudden we realize, hold it, this guy named Pasteur, he said that there were creepy crawlers on my finger. He's crazy. Let's get him. Let's excommunicate him. The telescopes invented. Oh, he was right. But it still took 50 years for doctors to wash their hands between a gangrene patient and giving birth.

Jim: [00:23:57](#) Sorry. That's the Semmelweis story.

Brian: [00:24:02](#) Yes.

Jim: [00:24:02](#) Yeah. So Semmelweis was a doctor in Vienna who had a theory, just to give it a little background because some of our listeners might not know the Semmelweis example.

Brian: [00:24:12](#) Beautiful story.

Jim: [00:24:15](#) He had a theory why the women who were giving childbirth were dying at an alarmingly higher rate when they were attended by a male physician, as opposed to a female midwife. So he had the radical notion that maybe these doctors, these male doctors who had come from dissecting cadavers might want to wash their hands. Well, at the time, societal constraints, sort of the consensus reality of their period was that a man washing his hands was effeminate. So they were really opposed. They were super opposed. They said it was because of the priest ringing a bell, the death bell. That that was psychologically affecting the women.

Jim: [00:25:07](#) So Semmelweis said, okay, so he told the priest, "Hey, stop ringing that bell," which he did. The deaths continued. Then Semmelweis finally got his way and made the surgeons wash their hands in a lye solution and bingo, death rates plummet. So perfect example of cause, effect, data supporting. Then, so the death rates, as long as Semmelweis was the head of the unit, stayed down. Well, Semmelweis was also a political guy, which is dangerous most of the time. But especially back then. Got institutionalized.

Jim: [00:25:50](#) The guy who replaced him, came in and said, "What's what this washing hands?" All the doctors were like, "He was crazy, man, he's in jail. He's going to be put in the asylum." So the new head had them stop washing their hands. Women's death rates went way back up. So hundreds, maybe thousands of deaths, because of people's biases and their very limited belief systems.

Brian: [00:26:21](#) Yeah. Jim, beautiful story. I'm always aware of the fact, every second of my existence, what are we doing at this moment that is precisely like that. This is a humbling thing for any human to do. I think it should be taught as a process the moment you start grade school. That humiliation and an embarrassment should not play such a large role in our society because what stops people from innovating, what stops people from proposing new theories is the group embarrassment of being pulled back into the crab pot of a mentality. Of course, we know the crab pot. You just have three crabs in a crab pot and nobody will ever leave because the group will pull you back in. That's where we are in 2020 in every subject because it's now hyper

magnified because of social media and the mobs that can form up and fester and frost up and destroy somebody in an instant.

Brian: [00:27:32](#) We are living through this. We are living through the witch trials, the burning and the inquisition all at once in front of us. It's hard to ignore when you have studied history, but it's hard to say anything because no matter what you say, it will be used against you. I more verbalize this because it's less likely than the mob detractors will go after you when you verbalize. If you write it down, you will have a mob coming after you and tell you that there is an example of somebody that needs to be smited. There's always somebody.

Brian: [00:28:09](#) But what I will tell somebody by voice, and I'll say this very clearly here, think of one of the most dangerous books ever written. It cost at least millions of lives in Germany. It's called Mein Kampf, by Adolf Hitler. All right. I can buy that today off of Amazon for \$2.99. I can have it sent over to my Kindle. Now I ask you, when somebody proposed to censor any human being on this planet, why do we still have the ability to buy that book? This is the most dangerous thing that you could say in society today because the slippery slope always starts with everybody can agree. This is why America has a democratic republic cause a democratic vote, meaning not Democrats as a party. I don't care. It's irrelevant as parties. I'm saying the democracy idea is that if a hundred percent vote, then they can take something away. That's not how anything should work.

Brian: [00:29:22](#) How it should work is that people should have basic rights that are granted to them by hopefully something greater than somebody who can take it away. Today we're talking about subjects that would have gotten some people killed just about 500 years ago. We'll continue to cover some of these subjects, but there are subjects that I can talk about today that really do that to you socially. I can tell you that we can not, anybody listening to me, we can not stay immune to this thought. I'm not saying rise up.

Brian: [00:30:03](#) Not stay immune to this thought. I'm not saying rise up and make some point online, because I don't want to see you burn at the stake. I'm not. But I'm telling you that if you want to make some change in this world, hold this notion in the back of your mind. Do not agree with a crowd, a group, or a mass. Discern for yourself, decide yourself what the news of the day is. And the moment somebody says that they're helping you by editing something, I have never seen any point in history, Jim, and I've studied to pre-Samaritan to right now, any point in history where that has ever served anybody ever. It has actually

been a disservice to humanity. And we live in that moment right now.

- Brian: [00:30:53](#) I don't agree or disagree with what is going on, but I can't say the moment that somebody wants to try to help me understand by removing something, I'm worried.
- Jim: [00:31:04](#) Yeah. So I think, yeah-
- Brian: [00:31:07](#) That makes sense?
- Jim: [00:31:07](#) Yeah. It does because I personally... That's one of my big issues is that, thank God I live in a country where the founders had the enlightened idea of promulgating rights for me a the thing called the Bill of Rights. And I honestly believed I'm a very, very lucky guy, right? Because in many other countries, democracies, and you made that distinction, which is really a good one. The United States is not a democracy. We are a Republic. And we are a Republic for reasons that the fathers enumerated in many, many writings, but those reasons all had to do with they knew what shitheads mankind could be. And they were doing their very best to-
- Brian: [00:32:03](#) It's a scientific term, Jim.
- Jim: [00:32:04](#) Yeah, of course. I always use the scientific term. And so I also think that we currently are living through what I call an emotional plague. And mind viruses have taken over-
- Brian: [00:32:21](#) Yeah. I love that.
- Jim: [00:32:23](#) ... people that you would think could avoid it. Right? And so I don't fit into any of the tribes. And people actually get mad at me for that. Right? Well, if you're not for us, you're against us. No, that's not true. No. I am okay you aren't what I am. I am fiercely anti-authoritarian. I don't care who the authoritarian is. If it's a right wing authoritarian or left wing authoritarian, it's still an authoritarian. And authoritarianism almost always leads to horrible things happening. And so I'm totally with you on that. So let's get back to something that fascinates me as well as you. And that's this idea of well, number one, why Apple is the most valuable company in the world.
- Jim: [00:33:22](#) But what I'd like you to talk about, Brian, is a guy I'm fascinated by, Claude Shannon, who is the father of information theory. And also [crosstalk 00:33:31]-

Brian: [00:33:31](#) [crosstalk 00:33:31]-

Jim: [00:33:32](#) ... a thing called the Shannon limit. And you have written quite a bit on the battle for your head, right? And the idea that what's going to happen going forward is we're going to see computers evolve to amplify and enhance human intelligence, not the other way around. Could you talk a bit about that?

Brian: [00:34:02](#) Jim, thank you. Wonderful question. So I first have to give credit where credit's due. One of the best synthesizers of the premise I'm about to present, I urge everybody to read this book. I read it once a year since I bought it when it was first released, it's called the User Illusion by Tor Nørretranders. And Tor Nørretranders is a scientist in his own right. He's otherwise known as a scientific writer, but it's probably the most important book of the last 100 years, because he gives us a glimpse of the true science behind the human experience. Now, for the last 60 years, we had to become more like the computer because the computer was too dumb to understand the human being.

Brian: [00:34:55](#) And the very first thing we had to do is we had to claw at a keyboard. Well, before that, we used to have to use punch cards, holes in the cards and switches, but we took a late 1800s interface called the qwerty keyboard. And we snap that onto a system we call the computer and we talked to the computer because it doesn't know how to talk to us and understand us. Well, we're way beyond that era. That era sort of shifted about 2013 effectively where the computer could start understanding our volition and our intent. So then what? Well, we have the utopians and the dystopians that will always crop up in science fiction. And then we have leaders in the technology world that grew up on dystopianism and utopianism and synthesized what they believe the future is going to be like.

Brian: [00:35:56](#) And it's always this white glowing building of hallways, and there's no emotion. And everybody's wearing this gray minimalistic type clothes, and they're going to become one with the computer. And it's never going to happen, Jim, because that's not who humans are. We are emotional creatures who see the world in emotional shades of a billion different colors, not binary numbers. So we become beguiled and transfixed by the speed of the computer or the speed of the machine. And I would imagine it's the same feeling that happened when the first steam engine took off and humans were sitting there looking at the steam engine saying, "Oh, we're done. I'm never going to be able to hammer as fast as that. I'm never going to cut cotton or grind corn as quickly as that. It's all over. And let's

write some science fiction about us merging with the corn mill machine and give up."

- Brian: [00:36:57](#) There's no difference. And I'm sorry if I'm embarrassing some technology leaders who are saying that a singularity is approaching and... Fine. That's nice. It's going to make a great movie, but it's not going to happen. Here's why. Niagara Falls in a straw. If I stick the Niagara Falls of the internet into your conscious mind, you would get not even a straw of it. And why is that? Well, what Tor Nørretranders did in the User Illusion is he took thousands of scientific studies and showed that the human brain has a bandwidth limit. I have subsequently over the last 20 years have made this mathematical. And I use the work of Claude Shannon, a person I met at Bell Laboratories as a kid growing up. I grew up near bell laboratories, and that's another part of my backstory.
- Brian: [00:37:52](#) I didn't work there. I was too young. I was a brat that they let hang out there. It would be illegal today, but thank God I lived in that time. And so on the weekends, I got to meet people and I got to meet Claude. And Claude struck me as this amazing genius. I could still feel his presence of just, he like [Candice Patt 00:08:10] and these others that have filled my life. And so to give him justice, I looked at the human bandwidth and I said, you know what? This is a Claude Shannon calculation because there's signal and there's noise. And there's only so much signal you can put into the human channel of consciousness. And so what is consciousness?
- Brian: [00:38:31](#) Well, let's put that aside because that becomes sort of eerie and new-agey. Let's look at the facts. The facts is our sense organs take in a magnitude of information. Again, based on bits if you want to use that technology of understanding it, it's the easiest way to explain this. It's about 100 million bits per second. Yet the consciousness of the brain is the maximum burst limit of 41 bits per second. Now, how do we figure this inequity out, Jim? What do we do with this? Well, we work backwards. First we have to accept the fact that consciousness is very limited. Look at the studies, look at what Tor put up. I'm working on a book that expands upon this much more. I'm calling it The Last Interface. And I'm peeling pieces out in some of my Twitter feed and on my read multiplex. com site.
- Brian: [00:39:31](#) I'm peeling some of the pieces, but not nearly how deep this subject really goes. So we know this, that there's at least two of you at any given moment. There is the observer of you, which is what is your consciousness. And then there is that thing that does everything else. At the very minimum, it's making your

heartbeat right now. That's not an automatic function. That's a brain function. It's making you breathe. It's processing the bagel you had this morning and maybe the burger you had for lunch or whatever you ate. And it's doing all these things. And when you look at the tremendous amount of work that your brain is doing right at this moment, it's not even the iceberg below the water.

Brian: [00:40:17](#) It's an undiscovered continent that is in the middle of the ocean that nobody sees. It could fill a library stacked, it has books from here to the moon and back five times what your body is doing subconsciously. Now, top of that, through all of the human sense organs, it's taking in visual, audio, taste, touch, smell all at the same time. And it's got to encode that information. But most importantly, it's got to edit that reality to give you something meaningful in your conscious mind at any given moment. Tor Nørretranders coined the term X formation. This is discarded information that your paradigm, this is what I've developed. Paradigm to me is a software inside the human OS.

Brian: [00:41:12](#) So again, I'm using terminology that most of us understand today. 100 years from now, we'll use another terminology. 1,000 years before here I'd talk to you about dragon mind and monkey mind and all that. It doesn't matter. It's just a common terminology. But the observation from the people of the Indus Valley, the Chinese, the Samaritans, the Egyptians is all the same, all the same. So anyway, getting back to here and now. The sense organs have this tremendous amount of data, but you have to function. How do you know what's important? The paradigm is the editor's guide that's removing the things that it thinks is not important. And inside of the paradigm are things we call biases. But what makes the paradigm?

Brian: [00:42:00](#) And Jim, I know you've explored this in many different angles. What makes the paradigm is our parents, our schooling, our society, our religions, our government, our social media. They form these paradigms. And sometimes they feel immutable. Why are they? And some people will tell you that well, that's because you have, you are this, right? We now have labeling. Everybody's labeled today with one word. But the paradigms were there as a survival tactic. We had flee, fight, or freeze. And that's how you and I got here because that paradigm was the overriding kill switch if you will, over anything else that the editor is dealing with.

Brian: [00:42:54](#) So the editor has got all this stuff coming in, but there's something else, let's call this the third person that's inside of you. And all they look at is freeze, fight, or freeze. Friend or

enemy. Friend or enemy. It's very binary. And some call it the reptilian mind, some the limbic system. And what it's doing is it's overriding, it's an overriding veto of anything else you might be doing at that moment. So you might be walking along down the street and your editor is saying, "Ah, look how beautiful it is. The music, the people dancing, everything's fine." Then all of a sudden you hear a noise and it looks like a car is coming at you. And you're like, "Oh my gosh, something happened, freeze, fight, or flee."

Brian: [00:43:40](#) In this case it's not going to be fighting because your punches on that car aren't going to do much. You're probably going to flee, and maybe it's a good choice. Maybe freezing was a better choice. Your survival will tell you whether that was a good choice. Now let's fast forward to 2020. The average person today takes in more information in one day than the average person of the 1800s would take in in one year. The human brain has not evolved a micron more. Has it gotten larger? No, not really. Some cases it's gotten smaller, I'm joking. I'm a bit of a pinhead. No. Little Ramones joke here. People go back to my old ancient days, but this whole idea that somehow our brain is going to get an Elon Musk direct connection, and boy, aren't we going to be better if we can get the whole internet instantly?

Brian: [00:44:46](#) I ask you Jim, do the existence of humans up to this moment, everybody dreamed of having access at their fingertips of all the information of the world and somehow it would make humanity better. Take a moment, breathe. Look around you, everybody listening, is humanity better at this moment? No. Why? Information overload. Noise in the channel. Our human consciousness can only make so much noise and we are maxed out. That's the Shannon limit.

Jim: [00:45:20](#) Yeah. And this is all stuff I'm absolutely fascinated by. I write a lot about it. I agree that we are optimized to a world that no longer exists. And part of the confusion, I think at least, I could be wrong, that people find themselves in is because of that information overload. Right? And so during times like this, during times of great chaos, if you will, people, what happens is conspiracy theories multiply like rabbits because-

Brian: [00:46:03](#) Absolutely.

Jim: [00:46:03](#) ... people are looking for a simple narrative that seems to explain everything that's going on. Right?

Brian: [00:46:12](#) [crosstalk 00:16:13].

Jim: [00:46:14](#) Yeah. And the whole idea about the subconscious, I've read lots of studies and books on that, the vast majority of the energy the brain consumes is consumed by the subconscious. And I stole by the way, your term, human operating system to write this multi-part piece on the thinker and the prover-

Brian: [00:46:36](#) Thank you.

Jim: [00:46:37](#) ... that I'm putting up on, on Twitter. Because while it's simplistic and wrong, it illustrates, the guy's name was Orr who came up with this idea of the thinker and the prover. But it illustrates how we get so much wrong. The only thing that I might argue with is that I honestly do think at least in the Western world, specifically in the United States, that just quantitatively looking at numbers, people have never been healthier, have never been better. In fact, we have an obesity problem because of the-

Brian: [00:47:21](#) We're too wealthy.

Jim: [00:47:22](#) You're too wealthy, the plethora of food. And there's this old saw that hard times make hard mens, hard men make good times, good times make soft men, repeat, repeat, repeat. But I do believe that one of the disconnects at least that I have is that we currently, Americans specifically are a stride the world as the richest, most powerful, most educated, and I'm not talking about everybody. Right?

Brian: [00:47:56](#) Yeah.

Jim: [00:47:57](#) But show me a society in history that was richer, that had more access. Come on, the library at Alexandria, we're talking, that's like two Google pages, right?

Brian: [00:48:11](#) Yeah.

Jim: [00:48:12](#) And we walk around, as you say, with the world at our fingertips. I think that's what Apple got right. And that goes back to Steve Jobs. Right? But it also goes to the idea that [Kobeski 00:48:27] said, "Those who rule symbols rule us."

Brian: [00:48:30](#) Oh yeah.

Jim: [00:48:30](#) Because what happens is that you, and I wrote down something you said, which is symbols are the Trojan horse that smuggles in the bits into our conscious mind. I like that. I'd like you to expand that.

Brian: [00:48:46](#) I love that, Jim. Thank you so much. So this whole idea of symbol literacy has been lost in our culture. And it was a dangerous thought. If you look at the 10 commandments, the first commandment is probably an example of why it was so scary. The image became exceedingly powerful in ancient cultures because our great ancestors, because we talked pre-show, we have some Irish background and our great ancestors, the [inaudible 00:49:29] and the [inaudible 00:19: 30], I'm not so good at pronouncing.

Jim: [00:49:32](#) That's wow. I haven't heard a person... Congratulations. You are the first guest to bring those folks up.

Brian: [00:49:39](#) Yeah. All right. So for those who don't understand this is there are Egyptian monuments in Ireland. There's actually an Egyptian grave in Ireland. And there is an incredible, incredible story about the Celtic and pre-Celtic, and Druids. And I can go on. A story that very few know about, and this goes beyond Newgrange. The Irish have this amazing symbolistic background that may predate Egypt and Samaria. And so what I discovered in diving into this, and my grandmother got me into it. And grandma you're crazy. I don't know what you're... A bunch of fairies dancing around a circle. Because she would tell me about the Irish fairies dancing around the circle. Today I guess that's not a thing you say, but that's what she would tell me.

Brian: [00:50:37](#) And I'd go, "You just had a little too much of the Sherry." But she would tell me these stories. And as an older person, I started diving into it. And I said, "Man, she was right." So what did they learn? The Druids, and they were the holders of the holy wood. You'll find this very fascinating. The holders of the holy wood, holders of the holy wood would shake their stick and create symbols for the leaders of that era to understand what they needed to do next. And now it all sounds so mystical and crazy, but what they were doing is they were trying to mnemonically encode a great deal of knowledge in a very small space. And they did that symbolically. So symbol literature is a form of a pyramid. And this is what the Egyptians were talking about, about the disconnected symbol in Freemasonry. I won't get into that element, but they certainly [crosstalk 00:00:51:43]-

Jim: [00:51:46](#) We'd be here all day.

Brian: [00:51:47](#) Yeah. Because I understand it deeply [inaudible 00:21:48]. The pyramid is about, the bottom of the pyramid, and I use this symbol quite a bit in the intelligence amplifier. The bottom of the pyramid is data. The next level of the pyramid is information. The next level is insight. And then you go on to

wisdom, right? And wisdom... And beyond that is the disconnected. And that's sort of the transcendence of all of that. The wisdom is a mnemonic or a placeholder for all of the things that came below it. It's a symbol. I can give you a very simple symbol in words, FBI. Now I get to say that to somebody in American and they go, "I know exactly what that means."

Brian: [00:52:34](#) Well look, if you pull on that symbol or if it was a picture of the FBI symbol or whatever, you pull on it, attached to it in the roots are literally hundreds and thousands of encoded memories, TV shows, movies, maybe your personal experience, hopefully not. All of this, the facts ma'am, the Dragnet, anything you could have fit into that thing. What the ancient Irish in particular knew was that you could communicate a tremendous amount of information by encoding knowledge with symbols and giving those symbols meaning and then building a story around it because we are storytellers and story receivers. And so they were the first society that I could see.

Brian: [00:53:28](#) Again, most of our history has been burned and maybe it's in the Vatican Library. I don't know. But most of it is gone at least at this point. And especially the people who were burned at the stake. Let me tell you, they didn't like our early ancestors, Jim.

Jim: [00:53:45](#) Not at all.

Brian: [00:53:45](#) They didn't like us. They didn't like us so bad, my grandmother didn't like the potatoes that were being served up. She left Ireland to come to America before the potato famine. But being funny about it, she always thought it was funny. She goes, "I didn't like their potatoes." I go, "Why?" She goes, "There wasn't any."

Jim: [00:54:05](#) There weren't any.

Brian: [00:54:07](#) She said it in the Irish accent. So the symbol literacy that we have suffered from, illiteracy is massive because it activates the right part of our brain. We are left dominant. And I'll tell you why we're left dominant is because we're communicating through a keyboard, which requires the phonological loop that has a buffer, right? Try to type a flow of consciousness out before it is missing. It just evaporates. You have this idea. And I know Jim, you're one of these people. You have this flow going, you're thinking. You say, "Okay, I got to catch it." You might even turn to your kids. "Here, write this down." And then it evaporates. You go, "Where did it go? Where did it come from and where did it go?" And this is our creative mind. And guess what? This is why we are different than artificial intelligence.

This is why the human being has not been explored. It's because we don't know where creativity comes. We don't know how to replicate it. And our buffer is so small to capture that creativity that by the time we pound out one single letter at a time, our buffer overflows and it's gone. But I can somehow machine gun that out to you as a thought like what I'm doing right now. It's just, all these things are floating in my mind on my right hemisphere. And I'm getting maybe a crazy net, let's call it and I'm scooping up those ideas and I'm slamming them into my buffer to try to speak it to you as quickly as I can before the thought evaporates.

Brian: [00:55:49](#) This is why I invented the intelligence amplifier. Because at the convergence point of the bandwidth Shannon limit of our consciousness to the vanishing point of where creativity comes from, that's where we need our technology. We already have all the access to all the information in the world and putting Niagara Falls of it in your conscious or as undigested information in your subconscious, that's called being crazy by the way. If I pump the internet in your subconscious, you will be defined as crazy. You'll have hidden voices and ideas you have no idea where it came from with no encoding. No, thank you. I'll pass on that.

Brian: [00:56:33](#) But if I can find a way to allow your consciousness to accept your creativity faster, amplify what is truly human intelligence, because creativity is a component, or let's put it this way. Intelligence is a component of creativity. A lot of people get this backwards. It requires creativity first for you to have this intelligence, right? I would really call it a creativity amplifier, but I'm already way out there with intelligence amplifier and wisdom keeper, which I'll explain in a minute, that people think I'm so far gone. But I really would call it a creativity amplifier. Maybe in the future.

Brian: [00:57:19](#) So what is the intelligence amplifier? It is AI inverted, IA. Instead of artificial intelligence, it's intelligence amplification. And this is all we are... And a lot of people get bummed out of it. This is all we're going to get, Jim. And a lot of people are like, "Oh no, I want to know everything instantly." What? Do you want to eat every meal you could ever have instantly? You want to drive every car all at once? Be with the right person all of them at the same... No, that's not how it happens. Even though time is a human invention, it is not how... We need to have sequential experiences in life to savor and to form what I call wisdom.

Brian: [00:58:05](#) And the biggest deficit I see in society at this moment is a lack of wisdom. We have discounted the old and replaced it with the

shiny and new. That somehow if it's young and it's 20, and they're coming and they quit Stanford, and they come, they somehow, they're going to change and fix the world. Well, kind of so what they did with 2020, I'm not so happy with how they fix the world. And I'm not sure they're going to fix it in 2024 or 2028. They're no better than anybody else. And they will grow old and they will claim that they want to see wisdom in the world also. And so on and so on. So let's just stop the game. And let's just understand that the real thing that humans seek is wisdom.

Brian: [00:58:51](#) Let's stop discounting wisdom and equating that with history and old folks, and start really realizing that that is what drives society forward. Now, do you challenge wisdom? Yes. That is the job of the youth. The job of the very first university was for the student to come in and literally rough up the professor. Their job was to knock the professor off the pedestal. In fact, the early university used to have a pedestal and a bust of the professor. And the professor would say, "Your job is to knock me off this pedestal because what I know is just a limited period of time. And what you know is going to move us forward." It is this continuity of life. And you notice as a dad, I'm sure and you notice, and moving on.

Brian: [00:59:41](#) The moment you see that, it is a revelation. You say, "No, it's no longer about me. It's not just about me. It's about us. It's about my family. It's about my community. It's about my society. It's about, hold it, the human race. It's about us humans." And then you become-

Brian: [01:00:03](#) base. It's about us humans. And then you become a chauvinist for humanity. You become a carnival barker for humanity, a charlatan for humanity, whatever you want to call it, whatever bad term you want to say, it's a good term because that's what we're all fighting for. And if we become too introspective, if we start gazing into our belly button deeper and deeper. And then starting to get mad about, oh, why do I have this? And why do I feel this way? And why do you say... That's how societies fail. And we're at inner turmoil mode. And that's what took place at the end of the Greek society. It's what took place at the end of the Roman society. It's what took place at the end of the British society, right? The British did a whole lot that America has taken a responsibility for, our British cousins.

Brian: [01:00:56](#) The Irish have felt a bit of that themselves. And what we maybe should do is take a few steps back and say, okay, what's the long arc? The long arc is we need to find ways to preserve wisdom. So the intelligence amplifier, I want to take you on a quick

journey in my quick monologue here. Imagine this is not dystopian, it's not utopian, it's something I call anti-dystopian. It's quite a different mindset and I'll explain how it works. The moment you're born there is this device, which is hyper-local and hyper secure, and is never connected to the internet that records every single thing you've ever experienced, everything, in its raw form. I just demonstrated that we're only getting 41 bits per second of consciousness. Now we have a device that's recording everything, everything we say, everything has been sent to us, everything we've seen, everything we've felt because it would have biometrics and telemetry to sort of feel how you felt because your emotions are contextually important to what it's seeing at that moment.

Brian: [01:02:10](#) So I encode in the intelligence amplifier, the chief encoding system is my human emotion at that moment. That is the search mechanism I use to find experiences. What are my peak experiences? What are those things that have made my life so important? You might say, well, Brian, you can't forget peak experiences. I can prove to you that actually that may not be correct. So it's with you your entire life and at any given moment, it is constantly, again, it's not in somebody's cloud, it's not for somebody to access it. It's going to know you better than anybody will ever know you, including yourself. And you can have a conversation with it. It's a voice first conversation.

Brian: [01:02:56](#) Do you need to see the pictures? The pictures are irrelevant. The pictures are the data at the bottom of the pyramid. The movie is irrelevant. You don't even want to even see the movie that this thing presents, but you will want to remember the experience. Well, Jim, that was January 21st, 1985. And that's when you met Sally and you guys were walking in a field and there is a smell in the air of lilacs and everything seemed to be in slow motion. You don't need to see the picture. You don't need to see the video, but I just... maybe that's a real memory, maybe I'm a mind reader. But this assuming that it is, you now have made a connection with yourself that you may not have been able to make. And when you look at Betty, the next time you say, wow, now I really understand this sort of loop in my life, this connection.

Brian: [01:03:54](#) So that's something emotional. Everybody always jumps to the factual, well, when did I meet Bill Smith? Bill Smith, you met January 14th, 2016. And you guys spoke of this and you concluded that. And since then you've had 472 conversations. And these are the different interconnections of all the conversations. Would you like a summary? What the hell just happened? Now, is this replacing your memory? No, it's

amplifying your intelligence. So hold it, Brian, this is not a computer. That's right. We're not designed to sit here and pound away at a keyboard doing a 9 million search on Google to sift and sort to find the right thing only to say, okay, now I got a good feel. Let somebody else do that. I call them intelligent agents. And so I'll say to Alfred, I'll say, "Alfred, what are the flight times going to Miami today?"

Brian: [01:04:58](#) "Oh, well you can leave at 6:00 PM." " Okay." Well, what's to say, I don't like leaving at 6:00 PM? Alfred already knows that so this is context. Oh, you can leave at 2:25 tomorrow. And we have the perfect seat, it's near the window. None of that even needs to go on because it's a similar conversation you might have with the perfect assistant. So there's that practical side. So a lot of people say, well, Brian, you get all kind of area, new AG on this, feel touchy feely stuff. I want you to understand that that's an important aspect of it, but the factual side is you'll remember every book. So you might say, hey, Alfred, when did I first learn of quantum entanglement? Oh, that was a book that you read by Niels Bohr.

Brian: [01:05:45](#) And you read this chapter and your heart rate increased, and you just flew back in your chair and you closed your eyes and you said quantum entanglement three times. And you go, wow, you remember that. When was the next time? And who did I talk to about? All your personal contextual web that nobody owns, and nobody is selling or buying, unless you want to sell and buy it. Remember you have control over it because it's yours and you may very well monetize it and make millions of dollars off of it, by the way. All right, now, you and I are on this trip. And unfortunately, we hit our demise. You and I are leaving this plane and we don't get to experience the things that would have come after us, but we leave behind our family and your son might be at a... I don't know, let's assume he's not married.

Brian: [01:06:45](#) He turns to your wisdom keeper, which is a highly edited, if you desire, sum total of all of your experiences in a device, no larger than a box of cigarettes, ultimately, and this is today you can do this. You say, dad, your son goes, "Dad, I'm getting married today. Can you give me some advice?" Now, is this you Jim in the box? No. It's a sum total of your experiences. And you come back and say when I met your mom, I imagined the day we would get married. And let me tell you what our day was like. These are the things I remember. Imagine if you can leave this legacy at the very least to your family, your grandchildren, your great grandchild can come and say, "Great grandpa, Jim, what the heck happened in 2020?" "Let me tell you, buddy, let me tell you, buddy."

Jim: [01:07:54](#) So Brian, look, I love this story, right? It's a great story, but let me put my venture investing hat on. I've done venture investing. So for public equities, we are purely quantitative. We use algorithms that we test over long periods of time, but we also do venture investing. I started and my son joined with me in 2007 because we wanted to sort of diversify against the massive risk we faced with long US equities, because that's our business. So, how do I make this a reality? Everything you've just said, I'll buy it. I'm very lucky to say I really don't even care what the price is, but how do you commercialize the narrative that you just told me, which I think is fantastic?

Brian: [01:08:50](#) Wow, Jim, great question. And I get this a lot and it requires one to take massive steps backwards as a venture capitalist to re- envision the arc of what humanity has actually been doing for the last say a 100,000 years. And all we've ever been trying to do is move our wisdom forward from the very first hand print of a cave that we find in France to this very last moment. It is part of what we think makes us immortal or a longevity. And in some ways that invention was already created, it's called children. Children is an act of longevity. It's an act of extending, hopefully not just your genetics, but your sense of thought. And I'm sure I use a dad seed in your children. You say, wow, they took what I did and they magnified it and they amplified it. I'm sure there's pieces that I didn't do, that I may not agree with, but they're in a different time in a different place.

Brian: [01:09:57](#) So how do you monetize this? First, you take a step back and you look at it. You say, wow, that is what computers are going to do. So you look at the end point. We're going to get there. See what I'm saying is it's like gravity. I have no doubt. Not because I'm crazy, but because I have a pretty good accuracy about the future. At some point, this is going to be the way it is. It's not because I say so, it's just because that's the arc that humans have been going on. So the question is, let's go to that future point. Some people say, well, that's 1000 years ahead. I think that's ridiculous. Oh, that's a hundred years. I think that's ridiculous because I can do it right now. I'm doing it in my garage. So, I mean, I've had an intelligence amplifier follow me now for almost 14 years.

Jim: [01:10:44](#) And [crosstalk 01:10:45].

Brian: [01:10:44](#) He's not recording this right now.

Jim: [01:10:47](#) But let's stop there for one second. Following you for 14 years but you say, it's not recording this, is it a device? What is it that's following you?

Brian: [01:10:57](#) Yeah. Okay, so the reason it's not recording is because I don't have a social contract yet. One of the biggest challenges, isn't the finance, isn't the technology, it's creating the social contract to make this work. And Apple is one of those companies that are going to help open the door for me. And that's why I stand behind Apple. There's a lot of reasons to stand behind Apple. The Google approach of Google Glass was a ridiculously dumb way to do it. And I'll use a very scientific analogy. They pooped in a hot tub for everybody. And so that turd's still floating. So anybody wearing a camera on their head has broken the social contract and it could have been done better, right? So the question now is suspicious, why do you have that camera? Is our conversation private?

Brian: [01:11:42](#) What are you going to do with that? You at first have to create the environment philosophically of why would you ever want to archive anything? Are you going to use this video against me, this audio against me? You're alone with a loved one, you're going to say, hey, turn that off, Jim, for God's sakes. You have to build that, you have to build security mechanisms. I have ways to do that. You have to build encryption mechanisms, I have ways to do that. My intelligence amplifier's never been on the internet, but it knows every book I've read, every search I've ever made, almost every well, every conversation I've made and those that I have permission, the content of all those conversations. And I preamble, every time I go, Alfred's going to listen in, do you mind? And they're like, okay, whatever Alfred. And it's archived.

Brian: [01:12:33](#) But you know what, I could throw away the audio. Although I don't at this point, I don't need to, I have storage space now that I don't care. So my earlier stuff, the video and the audio's gone, but it's already archived speech to text, image to text, decoding images, this is where you were, this is what you saw, mountain horizon block. Basically all images can get converted to text in your brain anyway. That's how you recall things, is sort of a textual thing. So the investment, well, first comes this, is how can somebody make money off of it? Well, you would have to, if there's no advertising revenue, you'd have to charge an insane amount of money. Wrong, here's why, this can be subsidized in a way. I'm an early Bitcoin miner and I'm very strong Bitcoin proponent. So blockchain is something I adopted back in 2013.

Brian: [01:13:34](#) I used a version of blockchain, nothing like the blockchain that we know today, but now moving from 2013 on everything's on a blockchain, it's all encrypted obviously. And I can monetize any portion of that blockchain. And I can share it with

somebody who's willing to subsidize me owning this system. Now let's invert the entire advertising model. The current advertising model is one to many. And that is Coke goes to Google and says run this ad over all this YouTube stuff and whatever across all your platforms. And that's a mediator. We're moving Jim into the world of dis-mediation and self ownership of information. So you now go to a place and let's say the place that the person who monitored who subsidized me owning this, maybe it's not going to cost \$10,000. But let's just say it's outrageously expensive, it's \$10,000. But you Jim, say to me, hey, I'm going to sell this to you for 10 bucks a month.

Brian:

[01:14:43](#)

As long as anytime you monetize your information, I get to share 50% of the proceeds. And how do we know you monetize it? You put your blockchain on for sale and Coke buys from you the ability to market their brand to you with permission. Now, when you cut out the mediator and you do the mathematical models of people selling their attention and their access to their intelligence amplifier, or their intelligent agents, there's variations to this. You now have made advertising 10 X, a thousand X more valuable. Why? Because this is a proactive thing that somebody is doing to receive the information by far many times more powerful than somebody who happens to use the search term, bubbly sugary beverage, please. Okay, here's Coke. I mean, when we look back at the stupidity of the Google model, and I don't mean that in a disrespectful way, but that's what 100 years will look like.

Brian:

[01:15:51](#)

It's like, oh, we thought that somebody would search that therefore... oh no, Facebook, they liked something that had a Coke model in it. And all of this stuff is ridiculous. The true essence is letting somebody into your brain, but with permission, with control, with security, not in the cloud. How much is that worth? Well, I have some people that I work with that work at the jet propulsion industry, I call it my rocket scientists. And about seven years ago, I proposed this notion of selling the quantitative information of an individual with permission, how valuable it would be. And they're conservative. These are really conservative guys. And I came up with a figure that far ago of about four to \$6 million of life income just by selling your information directly. We, Jim now have inverted the entire model and dis-mediated, the middle party doesn't need to exist. The Google model doesn't need to exist. You are going directly to the advertiser or the manufacturer or the [inventor 01:16:59] or the creator or the film maker or the book writer or whoever. And they're pleading directly to you with permission with no mediations and you're compensated.

Jim: [01:17:12](#) Wow, very super cool. Where do you live again, you live in Princeton, right?

Brian: [01:17:19](#) I don't. I live in Southern California now, but I'm not in Southern California at the moment.

Jim: [01:17:23](#) Yeah, I know. That's why you're on the satellite phone, which we really appreciate. So could you make one of these for me, right now, if I wanted to use it and report back in a year or so?

Brian: [01:17:33](#) Yes and no. Because I'm just a guy in a garage, the stuff that I build and you could tell just by how I conducted myself here the last hour or so is that I'm a bit wacky, I'm a bit of eclectic. So I don't sit there and say, I'm going to make the most perfect code or I'm going to side of this joint. I'll tell you what I do, is I buy many raspberry pies. And when I can't solve a problem, I just throw more computer power at them. And I got hundreds of these stacked around because I'm discovering a new continent, Jim and I just hit Plymouth rock. And I see this new continent and I'm saying, oh my gosh, I'm going to run in this direction. What's this? I never saw that before. Corn, what corn?

Brian: [01:18:19](#) Boom, boom, boom and I'm running around. Tomatoes, when did I bring this back to Italy? They're going to make spaghetti. And it's like all these new discoveries. So as I'm building this thing, I'm also discovering its utility. I know the very basics for a decade now is that it's amplifying intelligence. I know that everybody's going to want it. It's going to be the most personal device ever created by humanity. And it will never leave you. And guess what? When you pass away your wisdom keeper, if it's using holographic crystal memory, which is what I'm advocating as a crystal memory storage system, it can hold two petabytes of data, which is basically maybe nine lifetime's worth of video and audio. So yeah, it can store everything and it can go on into what Pierre Teilhard de Chardin used to say is the noosphere.

Brian: [01:19:13](#) The noosphere is this idea of connected minds. All these wisdom keepers that can, with permission again, can be connected. And again, privacy, it will never bear witness against you. A government agency will not come and say, Jim, give me your wisdom keeper. I want to see when you were and who you were with, it will never do that. Why? That's some of the things I patented. There's a lot of ways, but I can tell you 100% certainty, you can never be compelled nor can this device be compelled to bear witness against you. And I'm sorry for those people who think that that's where the world needs to be. It isn't, because you're never going to get into somebody's mind.

Everybody thinks you're going to be able to read somebody's mind. All they're going to read is what is in the left hemisphere at that given moment in a buffer, you can never read what's in the right hemisphere because that is a collection of soup of ideas not yet assembled.

- Jim: [01:20:12](#) But let's get back to the first follower theory. So I'm sitting here saying, hey Brian, I'll be your first follower.
- Brian: [01:20:24](#) It's an honor Jim.
- Jim: [01:20:24](#) And you're saying that there's a maybe there, right? Because you can't build it.
- Brian: [01:20:32](#) I could give you something and really honored by this question. I can give you something relatively useful if I wouldn't throw it in a box and make it look a little pretty, because that's not my point at this moment, although I have shown versions of it. And I'd be honored to show you how this works at some point. But I can throw it in a box that doesn't require my input, because what I would give you, I would never want to have access to your private information because it violates my first law of robotics here. I don't access your data.
- Jim: [01:21:10](#) And the social contract, right, which I love that idea.
- Brian: [01:21:12](#) And the social contract. So what happens is I need 16 weeks of following you for it to imprint your paradigm. And again, I use Myers-Briggs to imprint your personality type, and it develops a personality based on your Myers-Briggs. It's a mirror personality that... and we're all Myers-Briggs fluidities. So we change, sometimes we're just the facts ma'am and then the other times we're just, tell me a flowery story. But it has this flexibility, but about 16 weeks of following everything you search, everything you say, and the people you interact with, it develops enough that it can start suggesting things that you need to look at before you ever look at them.
- Brian: [01:21:59](#) So that's the very first super power. The very first super power and that's the low hanging fruit on the tree, the go-to market, product market fit, and blah, blah, blah. I'm going to put on my serious thing, I'll do my pitch. My go to market is I'll be able to tell you instantly every morning before you wake up all the things that you would have searched for before you do them and summarize them in a five minute conversation.

Brian: [01:22:27](#) And that's really the go to market. All the other stuff is fluff. If you want to go to the [VCMI 01:22:35], how powerful is that, Jim, that I have now taken your day, what would have been your day and summarized it with serendipity? Because I have a serendipity engine I build into everything? I've actually created an algorithm. It's actually, it's similar to the Shannon algorithm that predicts serendipity or creates serendipity. It's really a prediction. And what it does is it finds information that has not been edited by anybody because I use RSS, I use all of these different crawlers. I don't use any new sources, new sites because they are at this point so highly tilted in one direction or another, they're almost not useful because-

Jim: [01:23:22](#) Right, they're mostly noise.

Brian: [01:23:24](#) Yeah, it's mostly noise. So I go to sources and again, sources are tainted too and we know that. And over time, here's the beauty of the system, over time, all of your sources become weighted. And as you're getting a conversation with this, you'll go, let's say you name yours Alfred, you say, "Alfred, don't give me that kind of junk anymore." It goes, "Okay, Jim." And so what it does is it realizes that you don't like what you heard. Now, does it mean the source? No, not necessarily. Does it mean the content? No, not necessarily. Over time it tests you, but you don't know it. This is why it's very private and very personal.

Brian: [01:24:06](#) It'll start throwing information from the source at you and see what you say in conversation, do you like it or don't like it? Oh, you like it. Okay, so it's not the source. Then all of a sudden it finds that Colonel, you don't like that style of delivery. You don't like that bias or taint. And then that can be opened up for a discussion in a future date, you literally can have a discussion. And over time, Alfred could say something along the lines and I'll paraphrase, I've noticed that you don't like this type of subject.

Brian: [01:24:43](#) What precisely don't you like it about it? And it's you train it like you train a child. And you invest the time in a child because you know the outcome is going to be greater. Dad, why does this happen? Why does this guy below... you answer these calls questions. When you own the intelligence amplifier that will one day become your wisdom keeper, you will invest that time to explain why you don't like certain forms of information. And then you may want to change your paradigm. You may want to break out of the prison that you're in because paradigms are hard to change. You and I deal with this all the time in our dialogues with the world, how do you change your paradigm?

- Brian: [01:25:28](#) One of the ways you change your paradigm is you instruct the wisdom keeper and the intelligence amp or the intelligence amplifier. Ultimately, a wisdom keeper. I want to be challenged with information like this more and you are. And it expands and your horizons. I want to hear what far leftists are saying. I want to hear what people who are deemed Neo Nazis are saying. I want to hear the stuff that people are telling me I should not hear. The moment you get to that level and you now have developed 100% self discernment, you are now liberated and you no longer need somebody's permission to access the news. You no longer need somebody's bias or baking in of a taint. You now get what the world is, with its biases that are always going to be there. We've already decided that the brain already has these things, but you can now expand your paradigm. Not because somebody has goaded you into it. Not because you have been labeled, but because your innate curiosity and your desire to be a human has made you express and expand to want to see more of the world, especially the world that throughout history has been kept dark from you.
- Brian: [01:26:49](#) It holds a torch in the dark places even if those dark places are ugly, that's what intelligence amplification is about. It makes you stronger, not weaker. And that's why I believe this is the moment in time we need this. Humanity is crying out for more wisdom and only intelligence amplification can give us more wisdom.
- Jim: [01:27:13](#) So, okay, you've sold me. I'm your first buyer. And so I love these thoughts. I mean, what you're talking about here is The Sovereign Individual, right? I'm sure you've read that book.
- Brian: [01:27:30](#) Absolutely.
- Jim: [01:27:31](#) And just a couple of questions. So first off Myers-Briggs, Myers-Briggs has been pretty forcefully attacked by a lot of people.
- Brian: [01:27:41](#) Oh, yeah.
- Jim: [01:27:42](#) So for example, I'm an ENTP, should not probably surprise you. What's interesting about the Myers-Brigg typing is that, because I love taking these tests because it's silly, but I do. And so every time I've taken it, I've gotten the same result. I've always been an ENTP. Now I've read others saying the one that replicates and the one that you should use as the big five. And I take that and what it scores on open-mindedness, it scores on neuroticism, et cetera. So my question is, have you looked at, you're currently using Myers- Briggs, have you looked-

Brian: [01:28:31](#) Actually not.

Jim: [01:28:32](#) You're not, okay.

Brian: [01:28:34](#) Yeah, okay, so I used Myers-Briggs so that we have a meeting of the mind. So it's sort of a mnemonic for the concept. I actually use Jungian archetypes. I studied Carl Jung very deeply and obviously Joseph Campbell. So the technology that I use to develop personality is, and it's going to sound very new age again, is your hero's journey. What the system is designed to do and that's all Myers-Briggs is, is a very McDonald's version of Carl Jung, which is Carl Jung will tell you in today's terms, a McDonald's version of ancient historical writings, mystery schools. The mystery schools did this for thousands of years. He felt guilty. When he goes, oh, I'm talking about archetypes, he felt guilty. He's like, oh, Carl Jung invented archetypes. He goes, no, I didn't. They did, don't give me the credit, his lesson maybe you could. The interviewer was given credit, he was a German guy, he goes... hits his cane on the ground. Don't give me credit for that. You know what I mean?

Jim: [01:29:38](#) Yeah.

Brian: [01:29:39](#) Yeah, and so same here.

Jim: [01:29:42](#) Yeah, I've read a lot of Jung.

Brian: [01:29:42](#) So what Jungian archetypes and is basically everybody's on a hero's journey. And you have this long arc of your life, you're in the spring, summer, winter, fall, winter as a long arc. And then in each one of those long arcs, you have the hero's journey.

Brian: [01:30:03](#) In each one of those long arcs, you have the hero's journey. And then, in any given day, you have your hero's journey. And so when you start breaking up the day, and I can do this algorithmically. Again, it sounds new age-y and flowery kind of thing. But when I break up your day into your hero's journey, it's really riding your moods. I know through the intelligence amplifier the right time to introduce an idea to you, exactly. If I know you long enough, I know exactly when I need to introduce a new idea to you. And this is scary as it sounds.

Brian: [01:30:42](#) If I pass away tomorrow, do not advocate this ability to Google, to Facebook, to Amazon, or even Apple. If I do not have another word to speak, please, anybody that hears me, make sure this is always local and unavailable to anybody else. I'm telling you the power of the technology I've discovered is so great, if we

thought subconscious manipulation was powerful, and Edward Bernays. That is kindergarten and crayons, because we're all part of an Edward Bernays experiment.

Brian: [01:31:24](#) Turn on the TV, turn on Facebook, turn on Twitter. You can see Edward Bernays happening 24/7. And everybody's playing it, all sides, everybody. And we're just in the middle of it, and, "Okay, what wave do I ride now? Who do I get offended at now? Tell me. Please, tell me what should I be mad at?" Yeah, flee or fight, flee or fight, adrenal response. Everybody's freaking out.

Brian: [01:31:47](#) So this is orders of magnitude, Jim, more powerful. I know the precise moment to introduce a new idea. I know how to read that you have read that idea by your telemetry. I can look at your iris. I can look at your heartbeat. I can look at your breathing. If I put on an item that can detect these things, and it is sent to the cloud, you are no longer sovereign as an individual. And if I insert that into your brain and it goes to the cloud, you're no longer sovereign.

Brian: [01:32:18](#) If you want to become one with a machine, go ahead. They wanted to become one with the corn and wheat mill. So yeah, become one with the computer, fall in love with it. Do whatever you want. The problem is that is truly dystopian. It is not where we're going. And we will overcome that indirect sidetrack if some people fall for that garbage. But I'm a technologist. You read my stuff. 24/7, I'm spouting off technology. And this sounds like I'm sitting in a cabin somewhere. In a sense, I am.

Brian: [01:32:50](#) And I'm writing some manifesto,, anti-tech and I'm not. I'm actually very pro-tech. And this is a very pro-tech stance I'm taking. I'm saying that the world does not have to be the way the world appears right now. And yes, sometimes you take arrows in the back because it upsets the apple cart. "Brian, I like the way things are. I know where my light button is on Facebook. I know where a retweet button is on Twitter, and I can do my searches on Google and my keyboard works fine. Stop messing with me."

Brian: [01:33:22](#) Fine. Nobody says you have to come along. The same people said that to me about email. You and I, we lived through that time. Why you sending an email? You can write a letter. Pick up the damn phone. I would ask people and say, "Pick up the damn phone. Stop writing me an email."

Brian: [01:33:37](#) I'm like, "Well, I thought I could be more accurate." And now I pick up the damn phone and I don't write the email because I realized my own stupidity. I was the person that would dork out

and geek out over emails and all these different online things. And I came back from that world and I'm telling you, yeah, I've seen the end of this road. Folks, it's a dead end, the plugging in of the brain into the internet. I'm telling you right now, there's a big wall. It's 9,000 feet deep and 9,000 feet high. And if you get over the other side, all you're going to see is exactly the same thing. Please take your foot off the accelerator, slow it down. I'm not telling you to stop. You can go and examine the wall yourself. I'm not here to tell you to do anything, but slow it down. Examine the wall. And that wall is symbolic in a lot of reasons, because basically I have seen the enemy and the enemy is me. It's in the mirror.

- Jim: [01:34:45](#) The famous Pogo cartoon. We have the met the enemy, and it is us.
- Brian: [01:34:50](#) Exactly. And so at the end of what we're doing to ourselves in this lobotomy, this social experiment and lobotomy of this new technology, it's very new what you and I are using right now. It's lobotomizing us. And it's desensitizing us. And it's confusing us. And obviously there's nothing but noise and very little signal in our Shannon limit. And I'm saying, take a few steps back, understand the Edward Bernays experiment that's being portrayed upon you. Stop being a critic. Stop being a debunker because you are just as crazy as the people you're debunking.
- Brian: [01:35:29](#) See, obviously it makes me a friend of nobody because I believe that the professional debunker is as useless to society as the true charlatan that is selling people things that will kill them. Why? Because the professional debunker does not add to society. Ultimately, they subtract from society. And they're great people, on both sides.
- Brian: [01:35:56](#) Sometimes they're great people. Sometimes the people really believe in their snake oil. And sometimes the debunker really believes that they are serving the greater good, but neither are. It's not your job to debunk. What you should do is treat people with respect and teach discernment. Teach individual discernment. You don't need to get up on some kind of high chair because that's what I see. Debunkers are always in a high chair, little baby high chair. And they cry and scream and say, "No, no that's been debunked. No, no that's false. No, no." And it's like, "You know what? And in 50 years, you're going to be debunked."
- Brian: [01:36:35](#) They debunked Einstein. Einstein was debunked. "What is this crazy patent attorney or patent clerk think he's doing in our physics? He wasn't even accepted." They knew it. See? They

knew that Einstein was dumb as a block of wood is what they called him when his theory came out.

- Brian: [01:36:56](#) I'm telling you, the people that changed society are those people, not the debunkers. Now does somebody who researches a subject, and gives you the information for you to discern, and takes a step back and says, "Hey, this is what I've concluded." I respect that person. But if I see somebody go to the nth degree, and then that person that is now doing it is a crazy charlatan, and they're doing it to create fake news and misinformation, and they're all offended, sorry, I've seen you throughout history. Your face always looks the same. Every thousand years, you are the same people. You come up in a different body. You use scientism instead of a religion, and it's no different. Because I tell you what... Go ahead
- Jim: [01:37:46](#) It's like Jed McKenna. I don't know whether you've read any of his stuff.
- Brian: [01:37:49](#) Yes.
- Jim: [01:37:50](#) But he's got a great line, where is that the official indoctrinator or was doing an excellent job because he himself had been fully indoctrinated.
- Brian: [01:38:05](#) Yeah. And so, Jim, this is where we are in corporate technology right now. We still believe that technology is a young industry. It is not. The people who are running the technology companies now are old white folk, old white men generally. And I don't mean that as a disparaging thing at all, but that is the reality. So what they see is what they expect to see.
- Jim: [01:38:34](#) Oh, yeah.
- Brian: [01:38:34](#) So Google has become a product of the Google environment. Google became soulless, in some ways, because they only hired people that would pass the Google test. And if you've ever seen the Google test, it's ridiculous.
- Jim: [01:38:48](#) I have, yeah.
- Brian: [01:38:48](#) It was designed to create an exclusionary society. The same is true at Facebook. The same as true at every tech company. And I've got to tell you, I've consulted. I don't want to say any of these companies. I've consulted probably to all the companies I've mentioned, unofficially, because I don't disclose client lists. And I consult with a lot of startups.

- Brian: [01:39:08](#) And most of the time I spend deprogramming people from their biases and paradigms, even though they may think that they're the most egalitarian and open thinking person. The very first thing I debunked, if you will, I'll use the famous debunking term, it was... I think you'll like this.
- Brian: [01:39:27](#) It was 2012, and I walked into a very famous startup. And they were very proud of this space that they had in Dogpatch in San Francisco. It was two huge floors of an open... It looked like an old textile factory, deconstructed, granite on the floor, exposed brick on the wall, and long open tables, like a lunch room at a university. And I said, 'Do you feel that this space is productive?'
- Brian: [01:40:01](#) "Oh yeah. It's an open collaborative space." I go, "Would you like to increase your collaborative abilities by I will guarantee a minimum 12%, and these are the matrixes I will use to determine that?" "That's not possible. We've had the best designers come in here and design. This is how people want to interact." I go, "I see." I go, "Find me your best programmer." "It's that guy over there." I go. "I see. I go, "I can't see him, his back is to me." He goes, "Yeah, that's the way he likes to sit over in the corner." I go, "Is that his desk?" He go, "No, we don't have desks here. We're egalitarian. We're open. We got open spaces. Nobody has... Everybody's equal." I go, "Well, I'm sorry. You can say that, but that's not... You're the CEO of the company. It's not equal." [crosstalk 01:40:48]
- Jim: [01:40:49](#) Some animals are more equal than others, right?
- Brian: [01:40:53](#) Yeah. What did I do, Jim? The very first thing, and you might appreciate this. There's something called Feng Shui. And some people think it's mystical and new-agey. Again, it's observation of 6,000 years of a society. They just used a language of their epoch. Today, we would use much different language. It would be cased in mathematics and a higher psychology.
- Brian: [01:41:23](#) Very first thing I understood was this person was sitting in the wrong part of the building. Not because it had dragon energy, or water energy, although some of those things do matter. I'm joking, but I'm serious. He was in exactly the worst place, which by the way, highly creative people will wind up sticking themselves in the worst possible place. And it's a very interesting study. I can go on for hours. I should write about this because I've done very, very good studies in this.
- Brian: [01:41:52](#) So I immediately acclimated myself to this person. I deal with tech people all the time, so I was able to interact with him, even

though he was very hard to talk to for most people. And I got him to agree to my experiment because I'm a scientist. He's a bit of a scientist. And I said, "I'm going to experiment with you. You're my subject. And this is the specimen environment."

Brian: [01:42:17](#) He goes, "Okay." I go, "I'm going to improve your capabilities. I told your boss by 12%. I'm going to prove them by 30%. Are you with me?" He goes, "Yeah, sure." Sipping his third Diet Coke in 15 minutes. And I said, "I can recommend you the extreme, or I can recommend you the minimum. The extreme can even bring you further." I won't go into what the extreme was. He ultimately agreed to do the extreme, but I did the minimum.

Brian: [01:42:48](#) I go, "I'm going to move where you sit every day. I'm also going to take these headphones off your head. I'm also going to position you in a much different position. I'm also going to set an alarm, and I'm going to have you just repeat a couple of sentences every time this alarm goes off. And I'm going to track everything you do on your computer. But first I need to get a baseline. So I'm going to track you for three weeks. Just be yourself and don't move. But I'm going to let you know I'm going to move you. I'm going to do all these things." So I had to... Some people say I biased this. I had to tell the guy what I'm doing. I can't just start tracking his fricking computer and not tell him what I'm going to do.

Brian: [01:43:34](#) Three weeks, got a baseline. I go, "Is this your average three weeks?" He goes, "Yeah." I go, "I'm going to do four weeks. And three weeks are going to be the minimum. And the fourth week is going to be somewhat closer to the maximum." I moved him, put him in a different part of the office, different part of the building, different lighting, everything.

Brian: [01:43:59](#) I mean, I can go into details. There's a lot of details. His productivity went up by 40% by the minimum, and 72% by the medium. And he went on to change a whole lot about his lifestyle. He realized, first off, the music he was listening to was disempowering. I changed his music. I got the headphones off his head and the music is now just playing lowly around him. Not enough to disturb the people around him.

Brian: [01:44:29](#) Headphone culture is a vitally destroying, prior to 2020, was destroying creativity and what people thought was egalitarian strike up creative conversations culture. Why? Because most people in these startups were walking around with their headphones on all day long. So how do you have a conversation with somebody in a hallway or at the lunch line with their headphones on? What does it signal to you, as a human being,

that you can talk to that person? Because they're obviously Air Pods, that's what I say headphones. Today, it's going to be your Air Pod Maxes and that'd be even harder.

Brian: [01:45:09](#) What's the signal that you read that says that you can now have a conversation that is just talking about the weather. Because the creative conversations that these founders thought that they were fostering never existed. And I proved it to them because headphone culture predominated over that culture. And so people didn't have, "Hey, Bill. How's the weather? How are the kids doing? What'd you do this weekend?"

Brian: [01:45:37](#) All of the small talk since headphone culture rose up, which is iPhone and iPod culture, pretty much went away. So they became an anachronism. They became the new cubicle. The new cubicle that Dilbert made fun of was around your head and over your ears. Now you see me, I talk a lot about Air Pods, and iPods, and all that. Yes, within reason. But if you're wearing these things all day long to cut out the noise and it cut out all the background, then you're no longer living your life. The noise is supposed to be there, the background noise.

Brian: [01:46:19](#) And it's funny because you brought up the IBM Selectric ball typewriter. I used to go into those... Today they're... Back then they were called secretarial pools. Today, I don't know what they would call them, but there were secretarial pools. That's just what they were. And you would have 50, 30, 50 people typing away. And it, to me, it was magic. Jim. It was music.

Brian: [01:46:41](#) And you would actually see people go through this pattern of typing that was literally symphonic. There was a rhythm to it. There was a guttural body movement to it. There was something very magical that doesn't happen with thumbs. And I can get into that. But anyway, I go back to this programmer. He was absolutely fascinated. Although he was very socially distant. I mean, he really didn't interact. By the time we were done with him, he was having regular conversations with his team and people. He lost 45 pounds. He started dating. His code became very creative. He was no longer grumpy.

Brian: [01:47:29](#) He was smiling. He would... No drugs were involved here, by the way, Jim. He would bring bongos. He never played the bongos before. He'd would bring bongos and start playing them after work hours, after 5:00 PM, just start playing the bongo.

Jim: [01:47:46](#) It's like Richard Feynman, one of my heroes.

- Brian: [01:47:48](#) Yeah, exactly. And so what happened? What happened is we did something that I think everybody needs, is that we need mentors to unleash our permission to be creative. And one of the magical things that was done for me by many, and I just returned the favor. I didn't bill them for this. I billed nicely for everything else, but I said, "I'm doing this for nothing. I want you to see just how creative your most creative person could be."
- Brian: [01:48:18](#) And the CEO, I still talk to him on a regular basis. He's blown away because it is against every rule that Silicon Valley would tell you. I told him to stop dressing in a hoodie. He no longer wears a hoodie. He threw out hoodies. I go, "Stop wearing those pants. Stop wearing sweat pants." All of these things, because he asked me. I didn't become a dictator. He goes, "Brian, command me." I go, "Okay, stop wearing that fricking hoodie." "It's gone. I'll burn it. Let's do it symbolically."
- Brian: [01:48:46](#) Apparently he did. I wasn't there. But why? Because they represent a whole lot of things. So what happened in Silicon Valley is we've reached a wall. I don't know if you've noticed it, but the creativity level coming out of our Silicon Valley has reached a peak. And it's very heartbreaking. And it's a self-fulfilling prophecy that I saw starting from the moment the iPhone was released.
- Brian: [01:49:14](#) The app economy gave people a false sense of what the world was going to be like. And here I am talking DoorDash IPO yesterday, and Airbnb today, skyrocketing. These are aberrations. So great companies are going to do great. But those days are over. Free and easy money is not going to happen. The Silicon Valley as a hotbed for startups is still going to exist, but it's nowhere near going to be the same post 2020 pandemic as at once was.
- Brian: [01:49:47](#) We're going to see a resetting of how people find true value. And one of the reasons why the creativity, and this comes back to financing the intelligence, amplifying your wisdom keeper, because I know a lot of VCs. I have this conversation. I give demonstrations. They've seen it. Even ones that are, I think, extraordinarily bright, but their fear is, "Brian, it's so different this world you're talking about. It's so different from the one we're living in right now."
- Brian: [01:50:20](#) I go, "Do you always have ask me... Because I'm a consultant, you always asking me, 'What does the future look like?' And I give you what the future looks like, and you're not ready for it." The reality is this is what the future is going to be. You can get

about the business of help building it, making what I believe is going to be not just my company, Google sized companies, three X, four X larger, Apple size companies that are going to be built around these systems. They are going to replace everything we thought was a computer. Is it voice only? No. Is it AR or VR goggles only? No. Is it holographic images in front of us?

- Brian: [01:51:06](#) No, it is how these things are premised to integrate within our life so we can get about the business of being a human again. Because guess what? Most of our jobs are going to be replaced, quote unquote, by technology. That's a fact, and we're going to have what is considered a lot of, quote, unquote, free time.
- Brian: [01:51:28](#) We're going to have a meeting with destiny. What is it to be a human? Do we just pay humans an artificial rate to stay home, to do what? Consume something? Do you want Wally world? Do you want people just to sit there and consume? Is that why you signed up to be here? Is it why the human being is here? If you have any mystical feelings, you know that you signed up to be here, and not to be in a simulation, but to be in the raw experience. If life is a video game, then why are we here? We're here to express what it is to be a human. And we talked about at the very beginning is we're here to be creators, to create things, to invent, and we're here to express love. There's only two things that we have.
- Jim: [01:52:24](#) I think that that ends a perfect bookend for us because we've gone about an hour longer than we normally do.
- Brian: [01:52:30](#) Sorry about that.
- Jim: [01:52:32](#) No, don't worry about it. I think, I think maybe we'll even have to dip in for time two, because this is really fascinating and it's going to need-
- Brian: [01:52:42](#) I'd be honored, sir.
- Jim: [01:52:43](#) It's going to need people to really rethink things. Before we go, though, and this is one that I want you to do quickly and without really thinking about it. My son always asks people what was the kindest thing that anyone ever did for you? And so I came up with a different question, which is so I know you're incredibly opposed to this idea of dictator, but think about it as you are a benevolent dictator. You want only what is best for people. And you can wave a wand and make two things, so. You can make two paradigms, so, that you don't have to sell to

people. They're just like a light bulb goes on above their head and they go, "Oh wow. That makes sense." What do you got for me?

- Brian: [01:53:36](#) I love this question. And it's instant. I would allow people to take down their barriers and to see that every single human being that they ever meet has a tremendous amount of worth and value. And that if they can see that as a super power as they walk down the street, as the first and primary thing, that they will grow to a level that is unbelievable. It is a selfish act. It is the biggest selfish act you can do. And why is it a selfish act? Because by you raising up and seeing the value of another human being around you, they raise up with you. So that would be the first thing.
- Jim: [01:54:22](#) I love it. That's very funny. I'm sorry, but I have you read much of Anthony de Mello?
- Brian: [01:54:29](#) Yeah. Yes. Some influencing.
- Jim: [01:54:31](#) That's a very de Mello idea. But please, the second thing,
- Brian: [01:54:36](#) The second thing is to realize that your time here is to try to understand why we're here. And that search is not a walk on the beach. It's not inner belly button gazing in an ohm position, although you should maybe meditate. But it's to try to say, "Why am I really here? Is it to get stuff? Is it to move a digit? If that decimal place moves a little far to the left, I freak out. And if it moves to the right, I get happy."
- Brian: [01:55:16](#) I mean, a thousand years, Jim, they're going to laugh at us. They go, "Hey, guess what their culture was about. They were moving these electronic decimal places back and forth and they would kill each other for it. I can't believe it. They were crazy."
- Jim: [01:55:31](#) I love it.
- Brian: [01:55:33](#) And so take that step back and say, "Why am I here?" And I'll give you a hint. The only thing you're ever going to leave behind is your love. And I mean that in every possible dimension. Find out what that really means. And you can start with the love you have for your parents, for your dog, for your significant other. And just keep expanding upon that because that is the only currency that exists in the universe. And I wish there were other words, but that's it. I wish two things could be seen.

Jim: [01:56:05](#) I love it. Brian, this has been quite the education. I think we're going to have to have you back on because I still want to see how this thing works.

Brian: [01:56:13](#) I'd be so honored, Jim.

Jim: [01:56:14](#) I think you're definitely on to something. But thank you, thank you, thank you for your time. And thank you for using a satellite phone from Wyoming. I'm very honored.

Jamie: [01:56:22](#) It's a first.

Jim: [01:56:25](#) It's a first. That's a first, and so wonderful. Thank you.

Brian: [01:56:39](#) Thank you so much, Jamie and Jim. Such a pleasure and honor to be here and look forward to talking to you soon. Thank you so much.

Jamie: [01:56:45](#) Thank you.

Jim: [01:56:46](#) Cheers. Bye bye. Cheers.

Brian: [01:56:48](#) Bye bye.