

# BOLD

## How to Go Big, Create Wealth, and Impact the World

**PETER DIAMANDIS and STEVEN KOTLER**

**PETER DIAMANDIS** is chairman and CEO of the XPRIZE Foundation, a nonprofit which offers large incentive prizes for radical technology breakthroughs. The Foundation is best known for the \$10 million prize it offered for private spaceflight and the \$10 million prize offered for cars which achieve 100 miles-per-gallon fuel efficiency. Dr. Diamandis is also co-founder and chairman of Singularity University, co-founder and vice-chairman of Human Longevity Inc. and co-founder and co-chairman of Planetary Resources. He and Steven Kotler co-authored *Abundance – The Future Is Better Than You Think*. He is a graduate of MIT and Harvard Medical School.

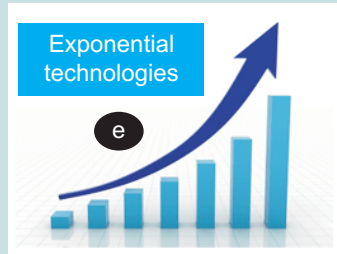
**STEVEN KOTLER** is a best-selling author and an award-winning journalist. His articles have appeared in 75 publications including *Wired*, *Popular Science*, *National Geographic* and the *New York Times Magazine*. He is the co-founder and director of research at the Flow Genome project. He writes a blog for *Forbes* about innovation (Far Frontiers) and another for *Psychology Today* (The Playing Field) about sport and culture. He is a graduate of the University of Wisconsin and the John Hopkins University.

The Web site for this book is at [www.boldbook.com](http://www.boldbook.com)

ISBN 978-1-77544-830-3

**MAIN IDEA**

The world's biggest problems are today's biggest business opportunities. The key to success is to become an "exponential entrepreneur" – that is, an entrepreneur who harnesses the growing power of exponential technologies to best effect.



The world is now on an exponential growth curve. Technologies which double in power on a regular basis are showing up in dozens of arenas: networks, sensors, robotics, digital medicine and nanotechnology to name only a few. These technologies pave the way for an increasingly abundant future for the world but it's up to us to make the most of them. That's where exponential entrepreneurs have the chance to shine.

The power to tackle big challenges and make a difference has been democratized. Instead of being the exclusive realm of royalty, governments or multinationals, today anyone with an Internet connection or even a smartphone is in the game. If you have the passion, you can bring real change into the world – and benefit tremendously.

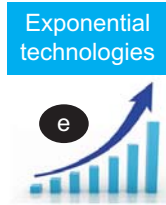
*"While we truly believe that creating a world of abundance is possible, it is by no means guaranteed. Our deepest hope is that you will get inspired to get off the couch and change the world. When Steve Jobs said that the goal of every entrepreneur should be to 'put a dent in the universe' – he wasn't talking about inventing the next Angry Birds."*

– Peter Diamandis and Steven Kotler

*"Ultimately, the best way to become a billionaire is to solve a billion-person problem."*

– Peter Diamandis and Steven Kotler

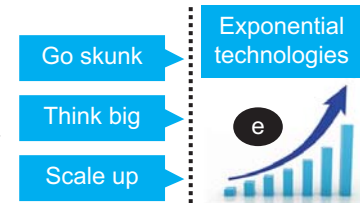
**1. What exactly are exponential technologies? . . . . . Pages 2 - 3**



Exponential technologies are those which don't just grow in a linear fashion but keep on doubling over and over. Humans aren't very good at understanding exponentials because their growth is so small in the early stages that it looks like nothing is happening. However, thanks to computers, sensors and communication technology, we now live and work in an exponential world where amazing opportunities are poised to explode in the next three to five years.

**2. What is the bold mindset? . . . . . Pages 4 - 5**

To survive and ultimately thrive in an exponential world, you need a mental toolkit for thinking at scale. That's the key to the billion-dollar opportunities of the future – being able to see what becomes not only feasible but also very desirable once exponential technologies come into play. Be prepared to go skunk, think big and scale up because the technology is coming which will make that possible.



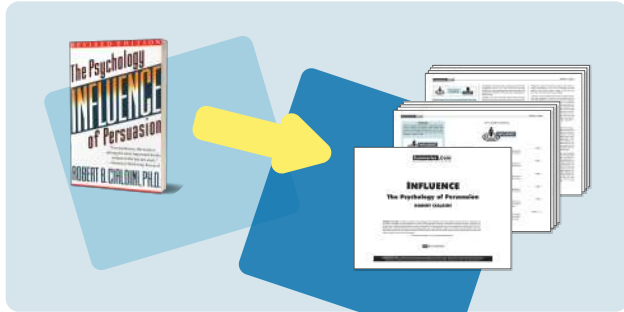
**3. How to join the bold crowd . . . . . Pages 6 - 8**

To leverage today's emerging exponential technologies and sell to today's hyper connected customers, there are four things you should be doing right now:

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- 1 Start figuring out how you can use crowdsourcing to speed up your business
  - 2 Run some incentive competitions to generate the breakthroughs you need
  - 3 Learn how to make savvy use of crowdfunding to raise the capital you need
  - 4 Build communities and use them to tackle big and bold challenges

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