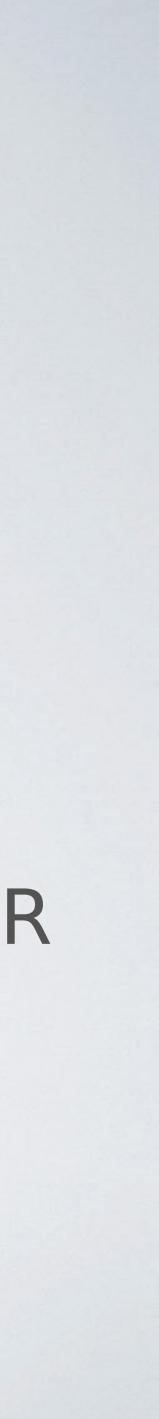
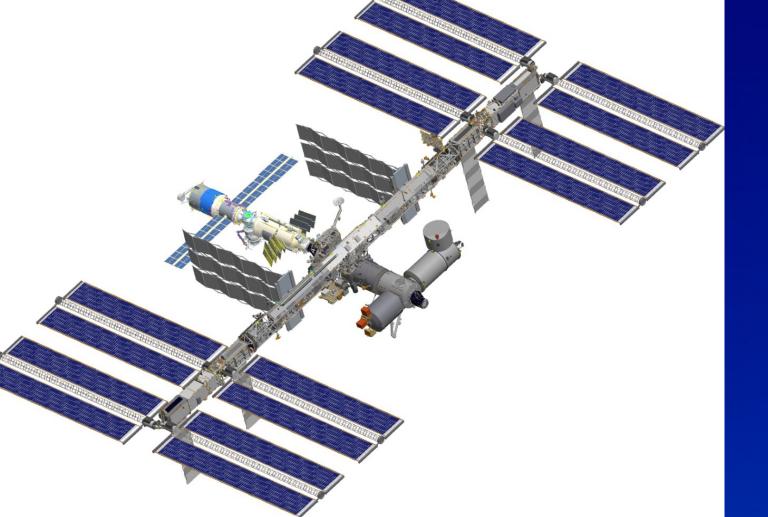


### BECOMING AN EXPONENTIAL LEADER IN A LINEAR WORLD

chris krusiewicz vice president burnham benefits



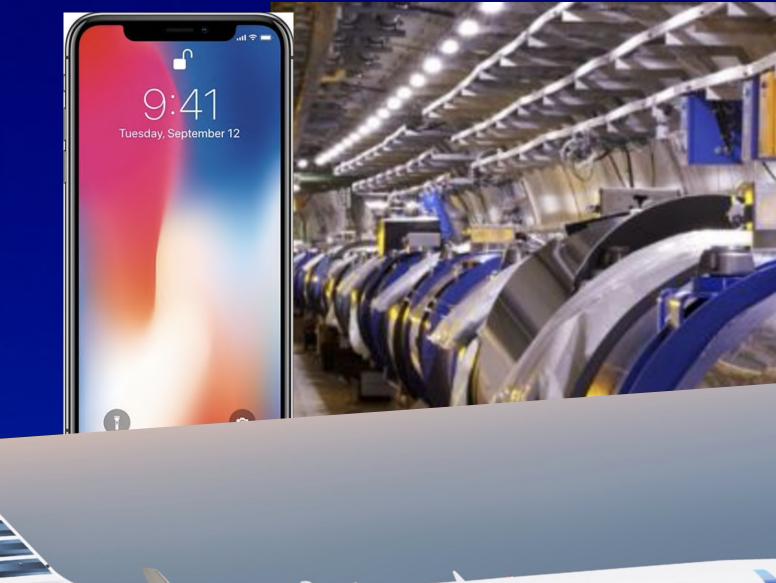








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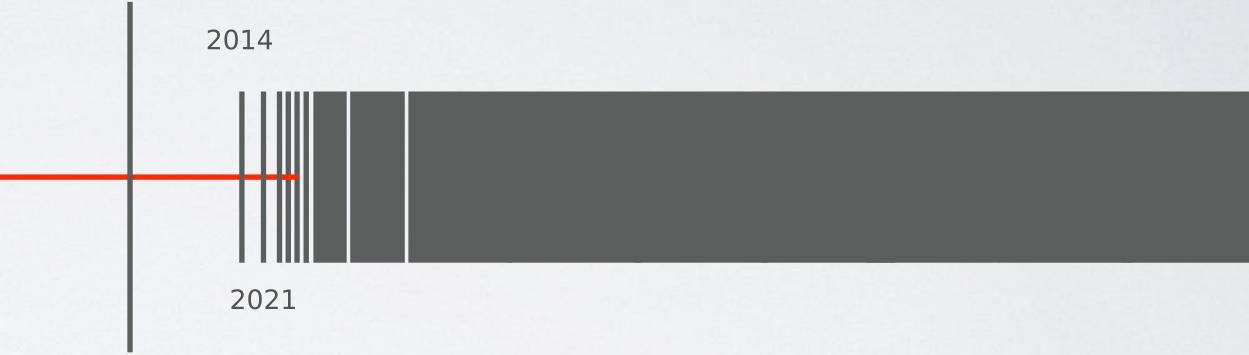
### 10,000 B.C.



### KURZWEIL'S LAW OF ACCELERATING RETURNS

### 1,000 YEARS OF HUMAN PROGRESS IN 100 YEARS!







# PROGRESS SS

### TIME

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# The 6 Ds of Exponential Growth

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### 6D's of exponential growth

### Digitization

Deception

### Democratization

### Demonetization

### Dematerialization

### Disruption





# DIGITIZATION

### Linear thinking in an EXPONENTIAL world

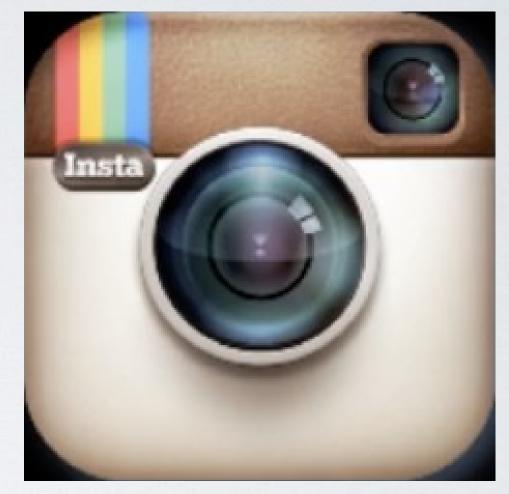




1996 Market Cap: \$28B **Employees:** 140,000

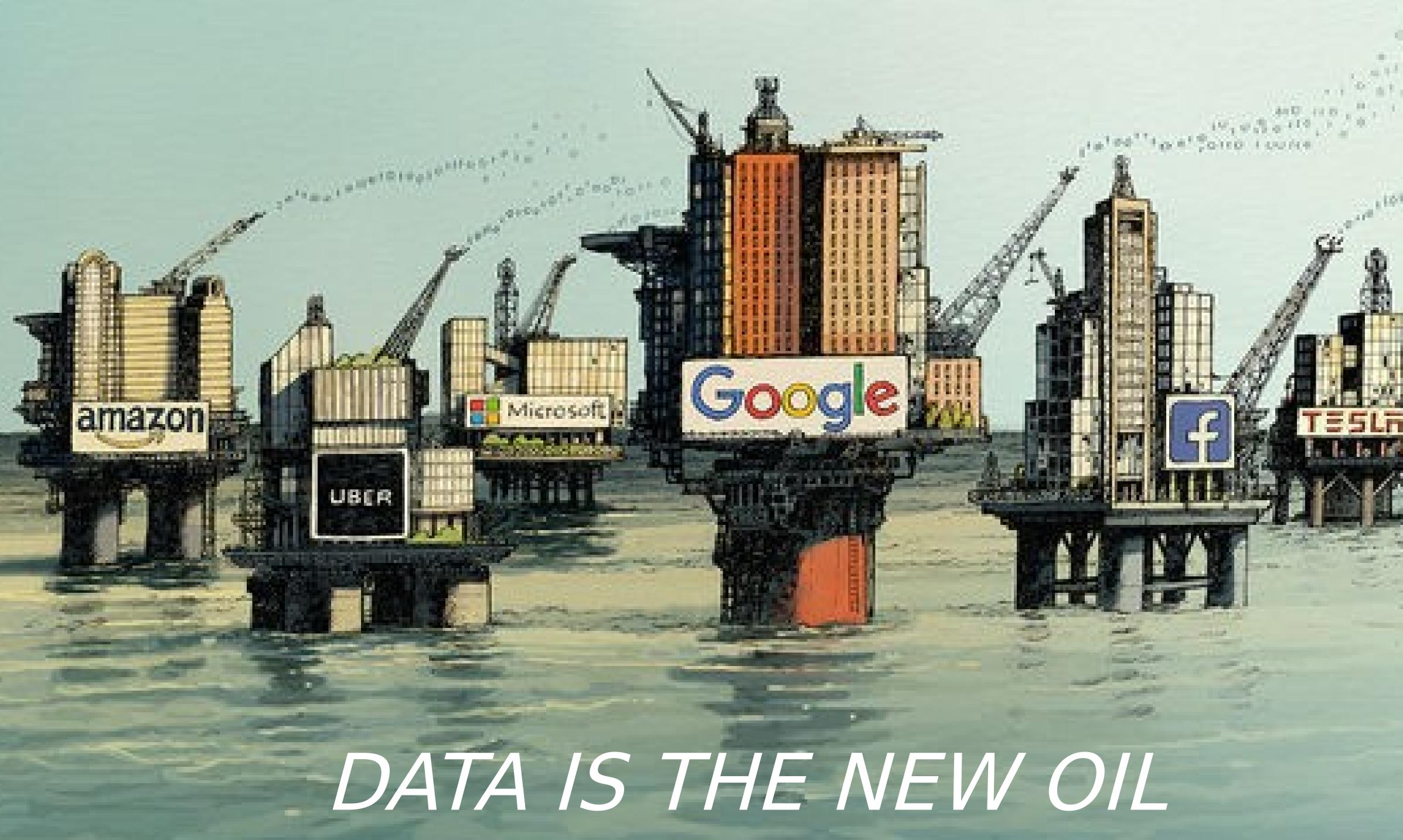
2012 Bankrupt 17,000





2012 Market Cap: \$1B **Employees: 13** 







## DIGITIZATION: "SENSORIZATION"



The second secon





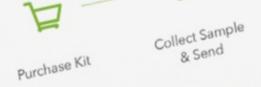
Physician-approved lab tests, fast and easy-to-read results, all from the comfort of your home.



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& Send



Receive Fast Online Results

Expedited shipping to lab included

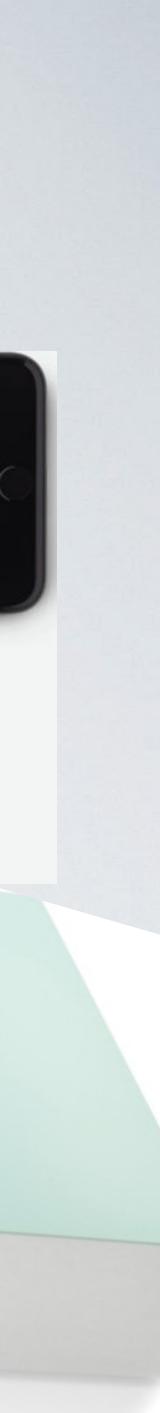
Optimal Wellness And Balance For The Universe Inside You



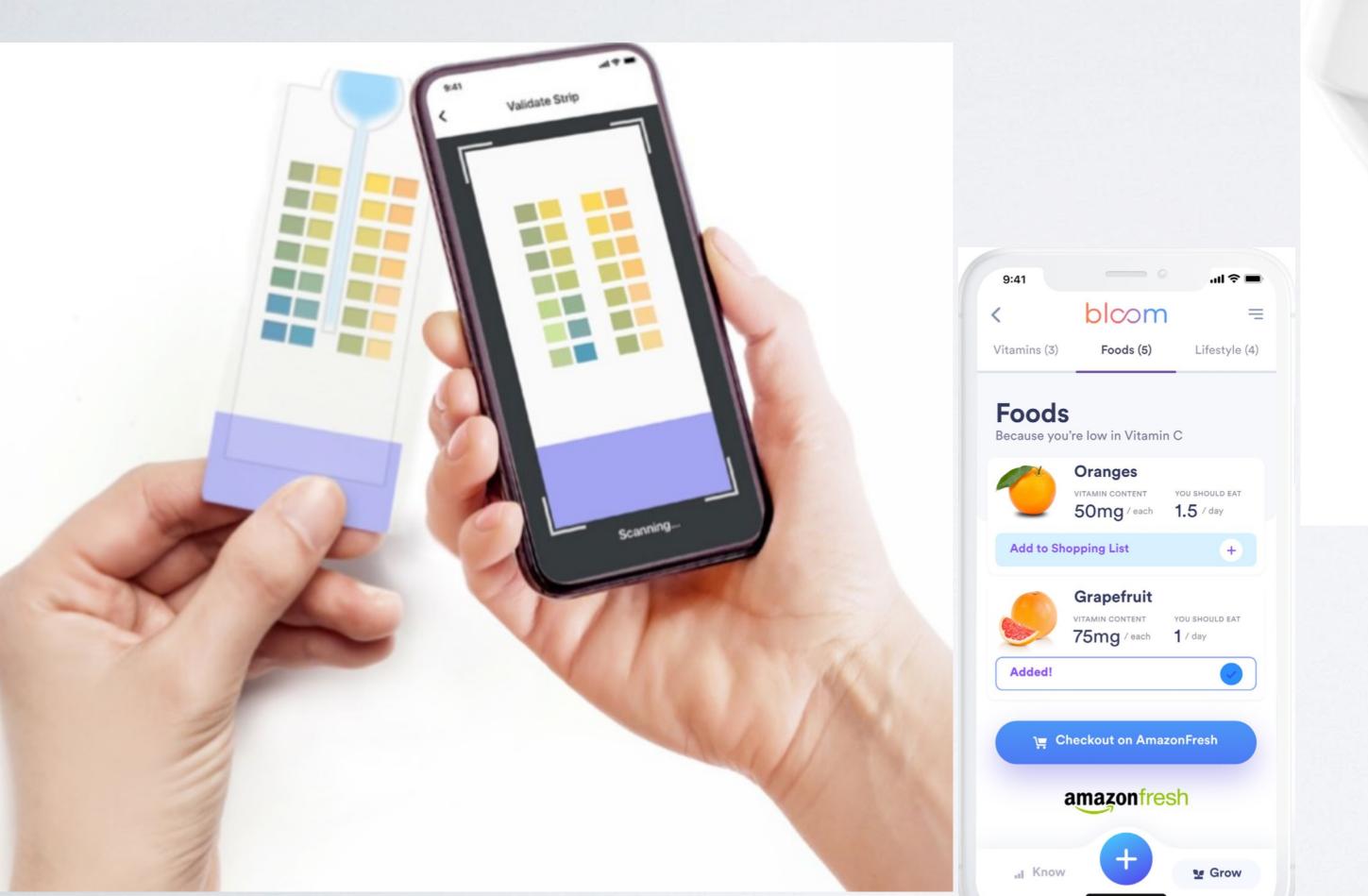


color

Unrivaled Insights Inside



# DIGITIZATION: **ON DEMAND TESTIN**



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<	<u>blcom</u>	=	
Vitamins (3)	Foods (5)	Lifestyle (4)	
Lifesty			
Drink mor DRINK AN ADDITIONAL 16 oz per day		$\bigcirc$	
Set a Remi	nder	+	
STRESS			
Get more SLEEP AN ADDITIONAL 1.8 hours per			
Set a Remi	nder	+	
Meditate	more often	Grow	

9:41		''II 🕹 🔳
<	blcom	=
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Vitami	ins	
Vitamin C Take at least 4 YOUR LEVELS	<b>40mg</b> more per day	
Vitamin B7 Take at least 1 YOUR LEVELS	15mcg more per day	
Magnesiun Take at least 2 YOUR LEVELS	n 230mg more per da	y 🖉
Order Cu	stom Supple	ments
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with exactl	ed supplements y what you need g you don't	Learn More
and nothin		



### **ULTRA-PERSONALIZATION OF** HEALTHCARE

# prime now amazon

G



### POSTMATES





### FDA approves Al-powered diagnostic that doesn't need a doctor's help

# **ARTIFICIAL INTELLIGENCE**

### I HAVE THE POWER!

May Mark

# The end of information asymmetry









# ABUNDANC E



# RESILIENCE

### re• sil• ient /rə'zilyənt/

### Adjective

- 1. (of a person or animal) able to withstand or recover quickly from difficult conditions.
- 2. (of a substance or object) able to recoil or spring back into shape after bending, stretching, or being compressed.



# RESILIENCE

"Self-pity is our worst enemy and if we yis to it, we can never do anything good in the world."



### Digitization



### Democratization

### Demonetization

### Dematerialization

### Disruption



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