

## MENTAL MODELS



# Needs: Social Relations

My friends are models



Mulher zero



# Unholy Trinity



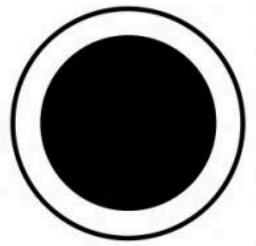
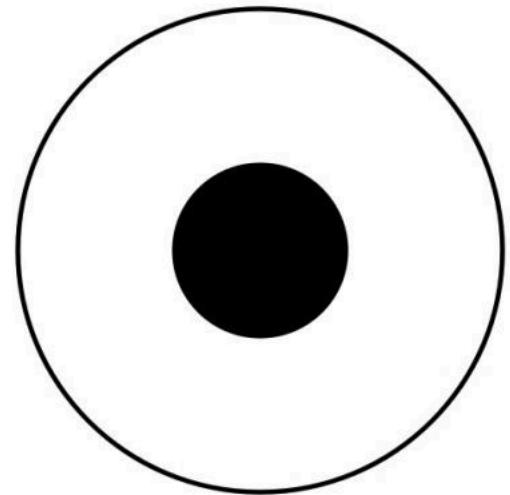
# Inversion of the problem







#Freudian  
Slips

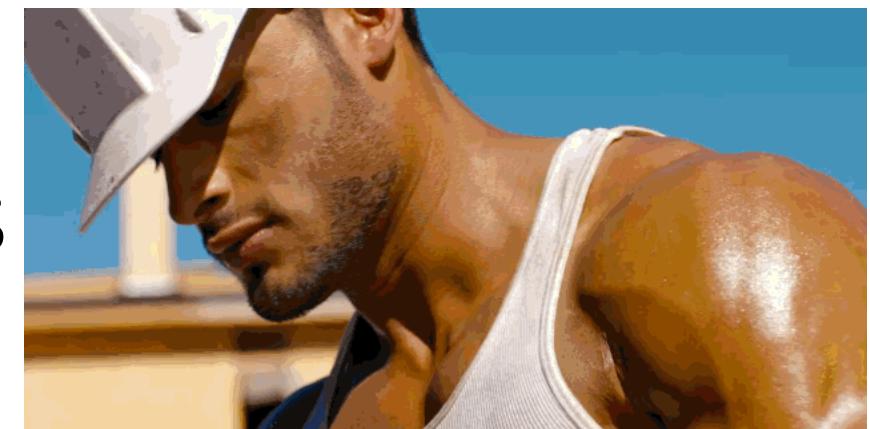


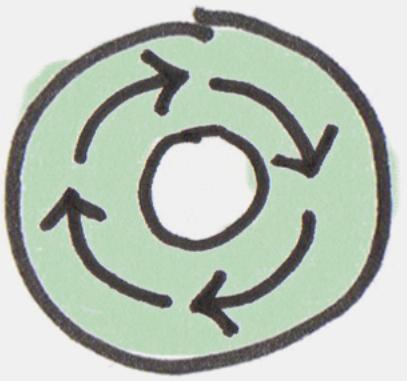
illusions





# First Principles



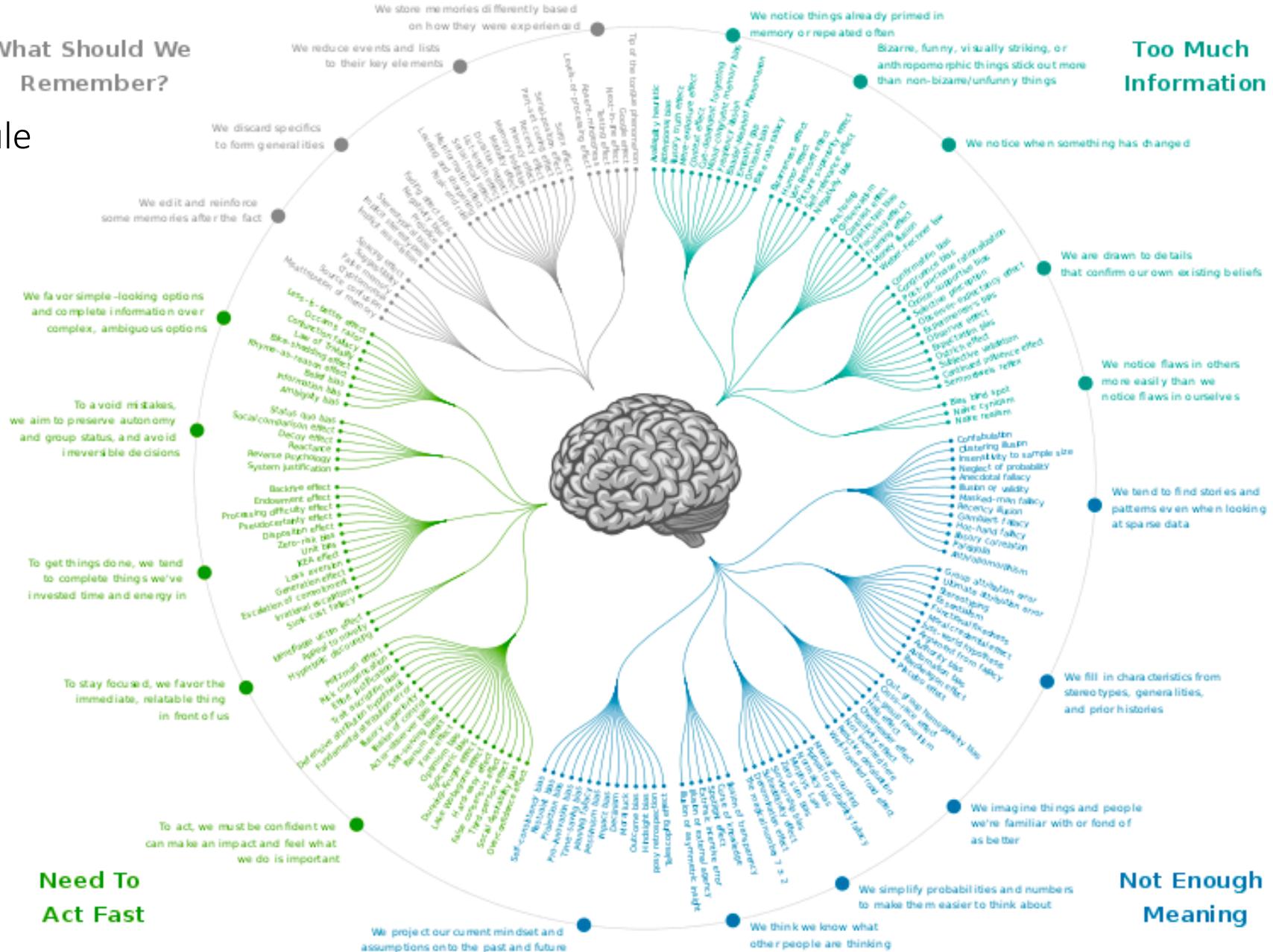


VS.



# Biases

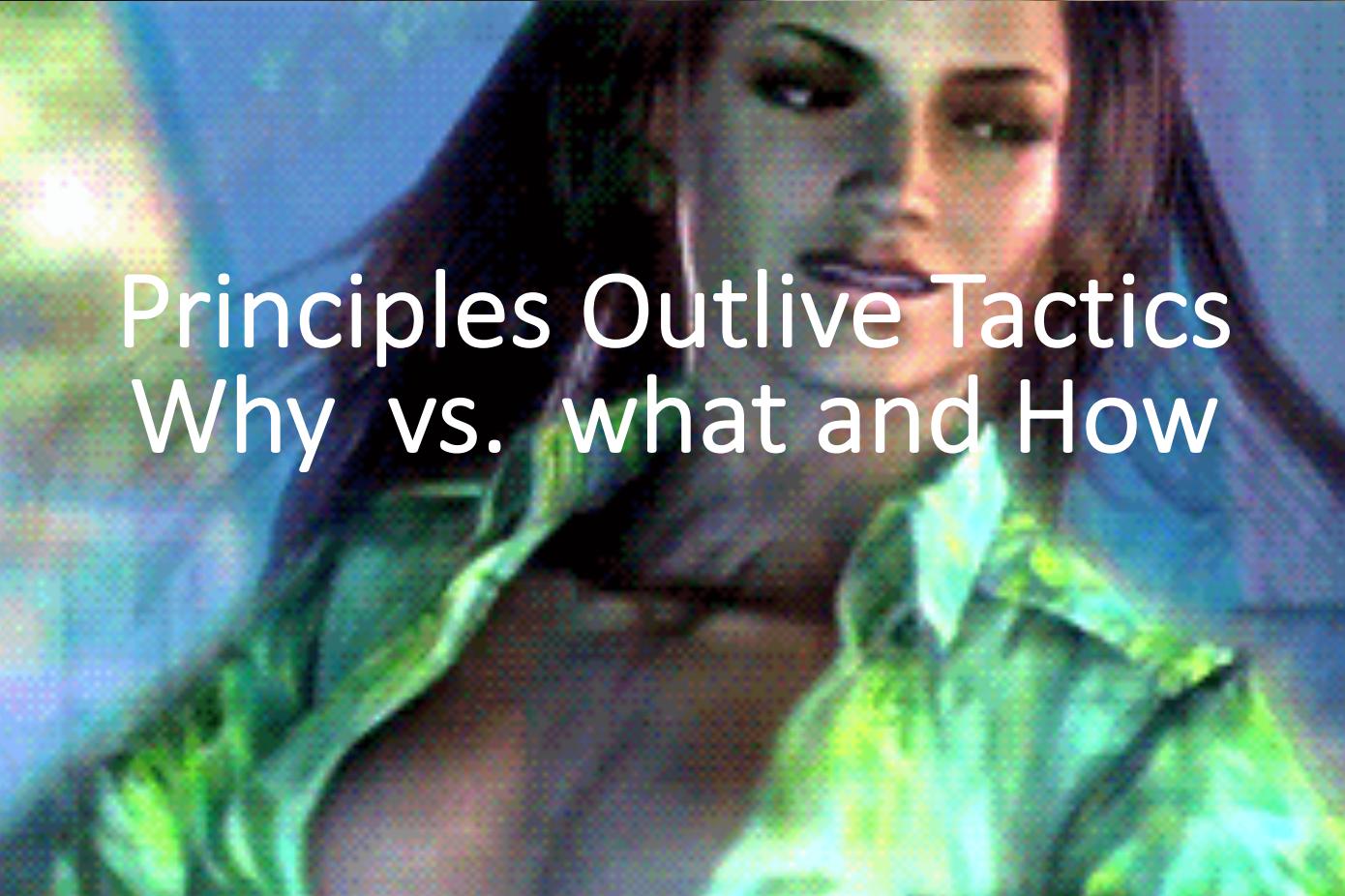
THE COGNITIVE BIAS CODEX



Trage

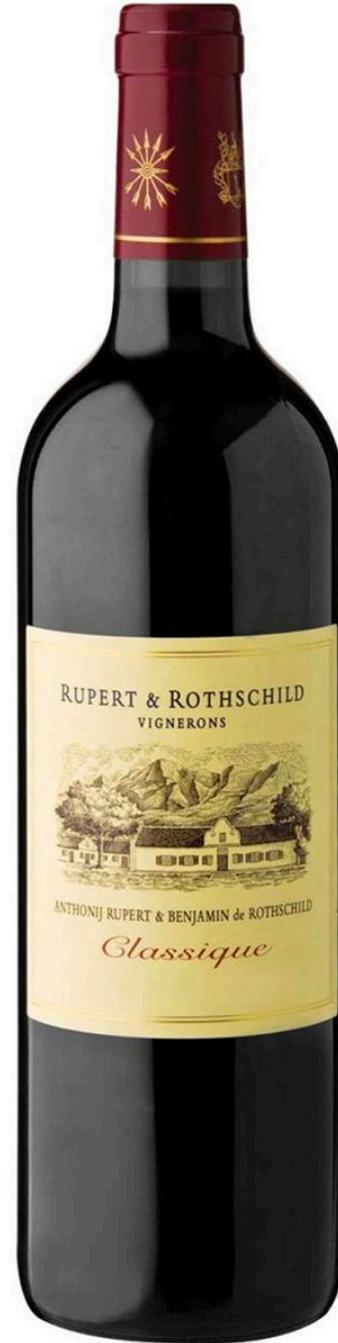


Law

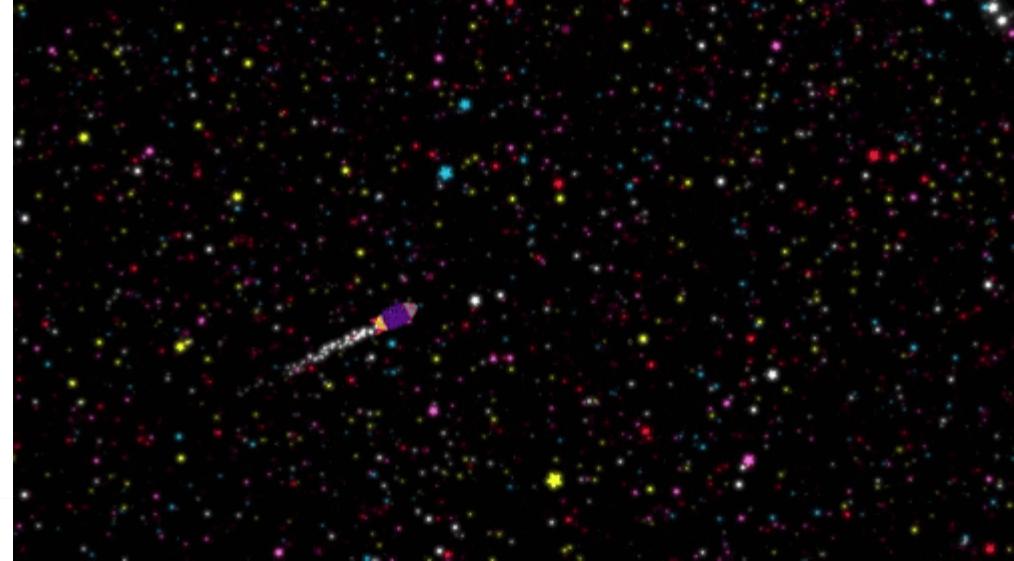


Principles Outlive Tactics  
Why vs. what and How

STRATEGY  
HUMAN COMPETITION



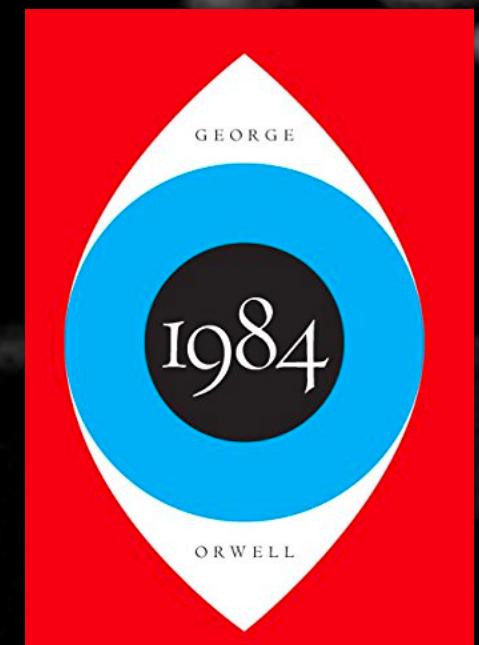
# Thinking



eppelinqueen



# LINDY Effect



# Futurism

Faster,  
Cheaper,  
Computing  
Power



Networks & Sensors

Synthetic Biology

Robotics

3D Printing

VR & AR

Artificial Intelligence

Blockchain



New Business

Models &

Ecosystems



SPEED



VELOCITY



