# Optimizing For Heroism

In life, I think we can almost all agree that the highest form of consciousness to feel is one of pure and true love. In this state, one gives themselves to others who suffer in a pure blissful way. It is the strongest bond between family members, and the feeling of love from father and mother spreads from sister to brother. For those that we truly love, we would do anything for, and the loss of them feels like a loss of ourselves. Given there are over 7 Billion people on this planet, one truly cannot love everyone. Instead, those who can fathom their place in the universe, who understand their actions can save many, stand up to be the Hero's of our time. Great hero’s made possible by the rise of the internet, by the ease of spread of stories, and what greater story do we love than one of the superheroes.

No seriously, we really love NO other story more.

Avatar, Avengers: Endgame, Star Wars: Episode VI, Avengers: Infinity War, Jurassic World, The Lion King, The Avengers, Frozen II all claim spots in the top 10 highest-grossing movies of all time.\*

https://www.boxofficemojo.com/chart/top\_lifetime\_gross/?area=XWW

![Untitled](https://s3-us-west-2.amazonaws.com/secure.notion-static.com/646db4e4-2503-4d67-8539-c8e959f737a1/Untitled.png)

With the internet allowing anyone to create media these days, many stories are popping out of romance, comedy, even villainy. The question is… where are all the heroes?

Well… stories of heroes take time to piece together.

Tiktok is not a place for hero stories like YouTube can be. Sadly YouTube, having been built before the smartphone, is not optimized for Portrait mode nor do brand new videos get seen without other forms of advertisement. Persist Ventures is creating a platform where we can tell these stories.

In order to create a better reality for all men, we create visions and quests for those to follow. We create a platform to increase the attention span of youth and provide a healthier platform for the consumption of user created portrait mode videos. We take on a heroic mindset and align the values of heroism with our missions, big or small, with the intent of always improving and elevating our mission. Heroes don't get started, they start by saving themselves. Heroism by virtue attracts other heroes to your story. The strongest bond between any 2 humans, even above family is identity. If we identify as a Hero and partake in conquests together not only will the rewards be more wholesome and fruitful to the soul than any other task. We will attract pure unadulterated support from the world as they follow the story of the Hero. Come hell or high water, the simple act of trying, and trying in public will attract enough people to support, elevate, and help any heroic conquest. As our heroic conquests gain traction, the whole hero universe we are creating will gain traction. As did any new superhero Marvel released after the initial successes of Marvel heroes.

The best part is the powers we utilize are accessible by anyone, not of an outer world. We will inspire and create heroes, which will be one of the greatest impacts of our heroic conquest. Not even our own successes can pale in comparison with the societal and cultural shift butterfly effects we send into society.