



## Introduction

As the world continues to exit the last stages of a global pandemic, now familiar military conflicts continue to rage, new ones threaten to boil over and destabilize already tumultuous regions, and worldwide economies find themselves stumbling while trends of automation emerge with little oversight. All the while climate change continues to relentlessly push the world to inhospitable levels, and the constant detrimental spread of disinformation and malicious use of artificial intelligence disrupt the global physical and information landscape respectively. The governments of today find themselves in precarious positions

Since February of 2022 Ukraine and Russia have remained at war with nearly half a million dead.<sup>1</sup> Ukraine's counter-offensives have begun to push the invading Russian army back with slow progress as their drone strikes remain a constant terror in the Black Sea near Crimea.<sup>2</sup> This and other devastating outbreaks of warfare should stand not only as important issues on their own, but also as worrying signs of potential escalations of conflict elsewhere across the globe. Border tensions and constant displays of might and violence threaten to erupt with devastating consequences. As Ukraine and Russia remain in conflict, western countries like the United States and those of Europe must decide their best path forward to aid their allies in the immediate conflict and to prevent it from spreading elsewhere on the continent. Whereas regional powers like the People's Republic of China may eye the conflict as an opportunity to both seek leverage over nearby partners embroiled in the conflict to attempt to cement themselves as the sole regional powerhouse, or even view it as a welcome distraction to pursue other goals as much of the fixation of the world is drawn elsewhere. No conflict happens in a vacuum. The lessons learned from Russia's direct aggression may be applicable in unforeseen circumstances, especially ones arising far sooner than any might think as tensions continue to escalate in the Taiwan Strait as well as across the globe.

Information-based warfare continues to spread and dominate much of modern technological discourse through social media and other information sharing platforms. On platforms like X (formerly known as Twitter), WeChat, and others, artificial intelligence continues to explode in popularity as new unregulated programs develop with risks of minor misrepresentations of facts at best, and dangerous violence-inciting misinformation at worst.<sup>3</sup> Current problems have only grown as platforms like X have become unmoderated landscapes of falsified information with competing propaganda narratives and an unchecked spread of near outright lies. To compound this issue, the true volatility of A.I. remains yet to be seen, as does its potential impact on the economies of the world through automation & obsolescence, beyond the continued engagement and

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<sup>1</sup> <https://www.cbc.ca/news/world/ukraine-war-estimated-casualties-1.6940723>

<sup>2</sup> <https://www.bbc.com/news/world-europe-60506682>

<sup>3</sup> <https://www.nytimes.com/2023/02/08/technology/ai-chatbots-disinformation.html>



creation of disinformation. Programs like ChatGPT, DALL·E 2, and other artificial intelligence applications continue to develop and run rampant throughout the internet with little oversight.



*Source: Stanford University, 2022*

Beyond the known concerns of warfare, both conventional and digital, climate change and its effects remains a looming specter over the entire globe. Natural disasters are undeniably increasing in intensity and frequency with record breaking heat waves, floods, and

droughts.<sup>4</sup> The average temperature of the planet has risen an entire degree Celsius since the late 19th century,<sup>5</sup> the Greenland & Antarctica ice sheets have lost an average of 280 and 150 billion tons of ice respectively,<sup>6</sup> and “Global sea level rose about 20 centimeters in the last century. The rate in the last two decades, however, is nearly double that of the last century and accelerating slightly every year.”<sup>7</sup> The world must find common ground and solutions that can work for all while there still remains a world to save.

The delegates of this body are expected to be among the brightest available and will be called to answer many challenges in a variety of unique and effective ways. The validity of the very information being presented must be questioned alongside the decisions of how to solve the issues, and no stone must be left unturned to obtain a future that will be to the benefit of all, hopefully in a world of peace and understanding.

*This guide will present the primary concerns facing each Cabinet, Committee, and Board of Directors at the start of the conference, **December 7th, 2023**. Each body will be approaching the same issues and expected to make their own decisions in the face of an uncertain future.*

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<sup>4</sup> <https://www.bbc.com/news/world-europe-62712301>

<sup>5</sup> <https://www.ncei.noaa.gov/monitoring>

<sup>6</sup> [https://climate.nasa.gov/evidence/?trk=public\\_post\\_comment-text](https://climate.nasa.gov/evidence/?trk=public_post_comment-text)

<sup>7</sup> <https://doi.org/10.1073/pnas.1717312115>



## **Board of Directors Brief**

In October of 2022, billionaire Elon Musk, owner of companies such as Tesla, SpaceX, and the Boring Company, finalized the acquisition of Twitter, which is often referred to as the world's town square due to its ability to facilitate communication with the potential for massive outreach.<sup>8</sup> The cost of incorporating Twitter into Musk's business conglomerate amounted to \$44 billion US dollars and was followed by the tweet "the bird is freed" in which the business tycoon promised a restructuring that saw the firing of your predecessors, the Twitter c-suite.<sup>9</sup> Although not clear at first, Elon Musk eventually proposed a new vision for Twitter. Rebranding it to X, the company was to expand its focus from a communication platform to encompass payments, banking, video, marketplaces, and any other function that it could while being powered by A.I. and become an everything app in the vein of Tencent's WeChat.<sup>10</sup> The objective for X is to become an integral part of the lives of its users, providing a one-stop solution for their every need. The road to achieving said goal, however, has proven to be tumultuous.

Some recent decisions regarding X have alienated advertisers, resulting in a 60% drop in sales. Coupled with the \$1.2 billion in interest payments per year X has due to its \$13 billion of debt, X's valuation has dropped from the \$44 billion Elon Musk paid a year ago to about \$19 billion.<sup>11</sup> The main features envisioned in X as an everything app, and the opportunities this new shape will bring, are yet to arrive, giving this executive committee leeway to create new value propositions and bring to reality an app that will be central to the digital lives of millions worldwide.<sup>12</sup> Furthermore, under the mandate to create an everything app and as part of a business ecosystem that encompasses companies such as Tesla, Starlink, SpaceX, SolarCity, and Neuralink, X's executive board can propose innovative projects that will incorporate the expertise of Elon Musk's business empire into its sales differentiator. The past has been a rollercoaster for X, but under the right administration, under your leadership, the future is bright and all-encompassing.

## **Topic 1 - Consolidation of Elon Musk Subsidiaries**

For years, accomplished businessman Elon Musk has indicated interest in establishing a holding company uniting several of his subsidiary companies under one roof. Musk's empire of

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<sup>8</sup><https://www.washingtonpost.com/technology/2023/07/07/twitter-dead-musk-tiktok-public-square/>

<sup>9</sup><https://www.reuters.com/markets/deals/elon-musk-completes-44-bln-acquisition-twitter-2022-10-28/>

<sup>10</sup><https://www.linkedin.com/pulse/elon-musks-x-citing-vision-twitter-stanventures/>

<sup>11</sup><https://www.bloomberg.com/news/articles/2023-10-30/musk-s-x-valued-at-less-than-half-of-price-he-paid-for-twitter>

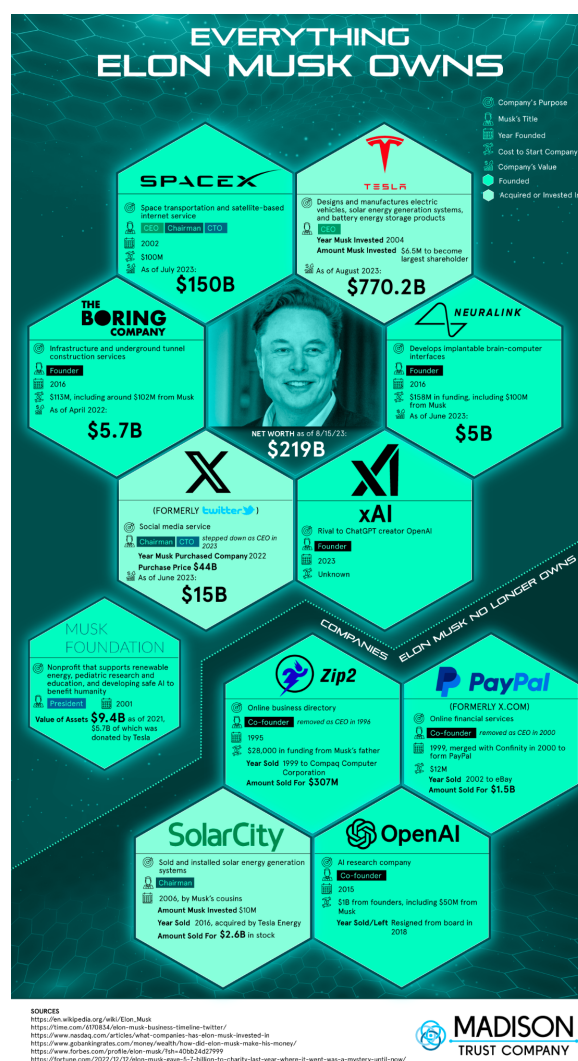
<sup>12</sup><https://www.bloomberg.com/news/articles/2023-07-27/why-rebrand-twitter-x-elon-musk-s-everything-app-explained-quicktake>



subsidiaries has crossed several high-impact sectors and engaged heavily in the ever-expanding frontier of technology with businesses such as SpaceX, Neuralink, the Boring Company, and Tesla.<sup>13</sup> Since buying out the platform formerly known as Twitter now “X,” many have wondered about the strategic planning underway and how exactly X fits into this overarching vision. Since the 2022 purchase, it has been clear that Musk is playing a long game and pushing for a particularly ambitious vision that is shaping his decisive leadership at these different corporations.

There have been different arguments made of why to consolidate, including from Musk himself. Consolidating might stabilize swings associated with the stock of the different companies and reorganizing subsidiaries may make bureaucratic structures for departments like operations and human resources more manageable and effective.<sup>14</sup> Perhaps more exciting is an ideological argument based on promoting a shared mission across companies as well as fostering collaboration and innovation.

History has already created a proven record of fruitful collaboration between different companies and has seen success from it. For instance, friction stir welding techniques used for Falcon 9 aluminum tank production at SpaceX also influenced the engineering of aluminum frames for Model S and X at Tesla.<sup>15</sup> Musk and his leadership often use tactics across businesses as well as cement similar shared values, forward-thinking being one example. For instance, strategies of vertical integration at SpaceX through in-house construction have saved the business lots of money. At the same time, there are also concerns about balancing investing in innovation with the risks associated with backing overly ambitious projects.<sup>16</sup>



<sup>13</sup><https://www.madisontrust.com/information-center/everything-elon-musk-owns/>

<sup>14</sup><https://www.theverge.com/2020/12/23/22197823/elon-musk-tesla-spacex-x-boring-company-neuralink-holding-speculation>

<sup>15</sup><https://www.elonx.net/collaboration-between-elon-musks-companies-has-lead-to-synergies-but-also-problems/>

<sup>16</sup><https://hbr.org/2022/07/does-elon-musk-have-a-strategy>



Despite these concerns, Musk has remained steadfast in his commitment to ensuring technological progress that pushes the envelope and challenges the status quo, at the same time valuing safety and creating important safeguards.<sup>17</sup> Indeed, Musk warned back in 2014 that A.I. may become “potentially more dangerous than nukes” and left the board of OpenAI in 2018 after his calls to establish protections against Artificial intelligence (AI) went ignored.<sup>18</sup> Earlier this year, Musk announced his creation of xAI as a competitor to OpenAI. He has also shown support for cryptocurrency in the past: on February 22nd, 2021, Tesla announced buying \$1.5 billion in Bitcoin, and already during Musk’s ownership of X there have been efforts to better utilize cryptocurrency. For both A.I. technology and digital currency, we can expect Musk’s leadership to encourage integrations and take advantage of such world-changing technology.<sup>19</sup>

Some experts have drawn parallels between a potential consolidation of Musk subsidiaries to Google’s creation of the Alphabet holding company in 2015.<sup>20</sup> In this instance, it entailed the merging of Google with Maple Technologies and converting Google stocks to the equivalent of Alphabet stock for shareholders. Implementing a similar type of plan for X would require acquisitions of subsidiary companies, some more difficult than others. Unlike SpaceX, Neuralink, The Boring Company, and X—Tesla is a public (and not privately-owned company). For an ultimate consolidation of Musk’s subsidiaries, the public status of Tesla remains a potential obstacle, even if Musk is Tesla’s largest current shareholder. Public companies tend to have additional regulation and oversight, particularly concerning the Securities and Exchange Commission (SEC), and, as Musk has pointed out before, being a public company subjects the business to an array of additional pressures and restrictions such as the input from stakeholders and tendency to focus on short-term rather than long-term growth.

In the past, Musk has flirted with the idea of privatizing Tesla, such as during a 2018 controversy where he announced his plan to raise money over Twitter, soliciting funds from Saudi investors and considering selling shares of SpaceX, but ended up not going through with it. Even if Musk decides tomorrow he wishes to make Tesla private, complications are standing in his way. There are board restrictions on borrowing relative to share values and already half of his Tesla stock shares are being used as collateral. Musk sold a significant amount of Tesla shares to afford Twitter and used additional ones as collateral in loan borrowing. Many worry that planning around X and the possible joining of subsidiaries might put individual companies, especially Tesla, at risk. Indeed, after announcing the Twitter buyout, Tesla shares fell by over 12% (worth

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<sup>17</sup><https://www.cnbc.com/2023/05/16/elon-musk-says-hes-the-reason-chatgpt-owner-openai-exists.html>

<sup>18</sup><https://www.theverge.com/2014/8/3/5965099/elon-musk-compares-artificial-intelligence-to-nukes>

<sup>19</sup><https://www.forbes.com/sites/digital-assets/2023/10/28/shock-leak-reveals-elon-musks-mind-blowing-x-plan-to-replace-banks-and-paypal-sparking-wild-critical-mass-bitcoin-and-crypto-price-speculation/?sh=319b6e81128b>

<sup>20</sup><https://www.theverge.com/2020/12/23/22197823/elon-musk-tesla-spacex-x-boring-company-neuralink-holding-speculation>



\$125 billion).<sup>21</sup> Even as the richest man alive, Elon Musk cannot rely on himself and his assets alone moving forward. Whether X and other Musk subsidiaries are reorganized and consolidated will involve considerable planning and cooperation among different key players.

## **Topic 2 - Promotion of Global X Influence**

The rebrand of X in July of 2022 led to confusion amongst the general public, and critics were quick to label it as a desperate ploy for relevance. Joshua White, assistant professor of Finance at Vanderbilt University, attributed the rebrand to “Buying Coke and changing the bottle and name without changing the formula — likely a mistake.”<sup>1</sup> However, Elon Musk initiated this rebrand with expansive plans for X in mind as noted in his vision for the platform: “the everything app.” The Board faces challenges in this venture, however, especially in global markets.<sup>2</sup>

WeChat, owned by competitor Tencent, is the assumed inspiration for the “everything app.” The Board will not only have to focus on expanding X to include the features that would deem it a super-app but also directly compete in the same market as WeChat.<sup>2</sup> Other applications, such as TikTok, Snapchat, and Instagram have attempted to introduce more robust features outside of their primary function, and most have not been received well amongst users. In addition, X is banned in China, which complicates the ability of X to involve itself in that market. Despite many users in China circumventing internet censorship to gain access to X, the influence of X will have to be far greater than it currently is for the Chinese Government to consider lifting the ban that has been in place since 2009.<sup>3</sup> X will have to develop a truly unique application for it to attempt to be a competitor with WeChat in the Chinese market.

X has the opportunity to expand its influence in Asia by increasing its popularity in Taiwan. Facebook proves to be the largest social media platform in Taiwan, but there is still space in the market for a super-app. The people of Taiwan are likely not inclined to use WeChat, as it is heavily censored and monitored due to Chinese legislation surrounding internet censorship. However, Musk’s recent rifts with the Taiwanese Government on X may need to be discussed before X can consider any operations within Taiwan.<sup>4</sup>

X’s commitment to freedom of speech has been a pillar of its platform since the rebrand.<sup>5</sup> X states the US Constitution, the United Nations Principles on Business and Human Rights, among other international documents in its statement on freedom of speech. X has also developed the Transparency Center,<sup>6</sup> which displays statistics related to X’s pursuit of freedom of speech as well as violations of its community guidelines.

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<sup>21</sup><https://www.npr.org/2022/04/26/1094870412/tesla-shares-sink-twitter-elon-musk>





X must now consider how far it is willing to take freedom of speech. Musk reinstated Former U.S. President Donald Trump's account, leading to controversy but showing further dedication to this ideal.<sup>7</sup> As a result of President Trump's ban on the application, many users took to alternative apps to express their views. X must decide if it desires to truly be an upholder of freedom of speech, in that it allows users to express all opinions. This would prevent users from leaving to alternate applications, but would also open up the door for more controversy. Furthermore, if X desires to become a super-app, it may need to consider putting restrictions on suspicious or criminal activity now before all future features on the app become free-for-all through precedent.

It is up to The Board of X to determine its desire to expand its global influence. Musk's vision of a super-app can only be realized if significant improvements are made to the application, especially those relating to its distinct separation from Tencent's WeChat. Furthermore, X's allegiance to the Freedom of Speech policy must take a stance - it either stands for it, or it does not. With competitor Tencent dominating a market that X desires to be a part of, in addition to its own market being saturated with social media apps, the X Board of Directors will have to create innovative solutions to ensure long-term prosperity of the application.

### **Topic 3 - All-Encompassing Personal Utility Tools**

Although not initially apparent, Elon Musk's objective with rebranding Twitter to X is not only to change its name but also its function and the perception the public has regarding the role X is meant to take in their lives. In the words of X CEO Linda Yaccarino, "Even when we announced that I was joining the company, I was joining the company to partner with Elon to transform Twitter into X, the everything app."<sup>22</sup> X is no longer just a text-based communication platform but has expanded to include long-form video and articles, as well as audio and video calling capabilities. The next step is to continue to add capabilities to X until it becomes what is commonly known as an everything app.

Everything Apps, also known as Super Apps, are those that include a wide array of functionalities in one single platform. In other words, users can fulfill all of their online needs through the ecosystem developed within a single one of these apps, including socializing but also covering financial services, grocery shopping, tax payments, transportation, job search, dating, and government services.<sup>23</sup> Everything Apps tend to be more popular in countries with the infrastructure to support them, with high regulation that incentivizes developers to enter the

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<sup>22</sup><https://www.cnbc.com/2023/08/10/x-corp-ceo-linda-yaccarino-says-she-has-autonomy-under-elon-musk.html>

<sup>23</sup><https://www.lifewire.com/what-is-an-everything-app-7567395>



ecosystem rather than publish their apps on their own, and easy access to the internet.<sup>24</sup> While the clearest examples are Chinese giants WeChat and Alibaba, other countries have similar apps such as Kakao in Korea, Line in Japan, and Tata Neu in India. The United States, however, remains a laggard on this front, and X is uniquely positioned to capture the market.

There are many challenges to solve if we're to leverage the opportunity X presents and realize Elon's vision. From the technical, avoiding a feature blot that damages user experience and the push to consolidate an entrenched and stratified payment system, to the social and legislative, data and privacy concerns are top of mind for many Americans, and granting one company access to all their information is likely to incur pushback. While these concerns need to be addressed, a 2022 consumer survey indicates that 72% of U.S. citizens are interested in an Everything App.<sup>25</sup>

Competition is already ramping up with Meta seeking to capture this interest and foreign companies having more than a decade of experience and might seek to enter the U.S. market. It's the responsibility of this C-Suite to ensure that X establishes itself as the undisputable Everything App in America, realizing Elon Musk's vision and ushering in a new era of communication across America.

#### **Additional Resources:**

- Does Elon Musk Have a Strategy?  
<https://hbr.org/2022/07/does-elon-musk-have-a-strategy>
- What Is Elon Musk Building?  
<https://newrepublic.com/article/170931/elon-musk-twitter-right-wing-conspiracy-theories>
- Six Companies Owned By Elon Musk: How the Tech Mogul Manages Them All  
<https://observer.com/2023/10/elon-musk-companies-key-people/>

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<sup>24</sup><https://www.forbes.com/sites/ronshevlin/2022/08/01/super-apps-arent-going-to-make-it-in-the-united-states/?sh=74a5c2b92e7d>

<sup>25</sup><https://hbr.org/2023/04/are-super-apps-coming-to-the-u-s-market>