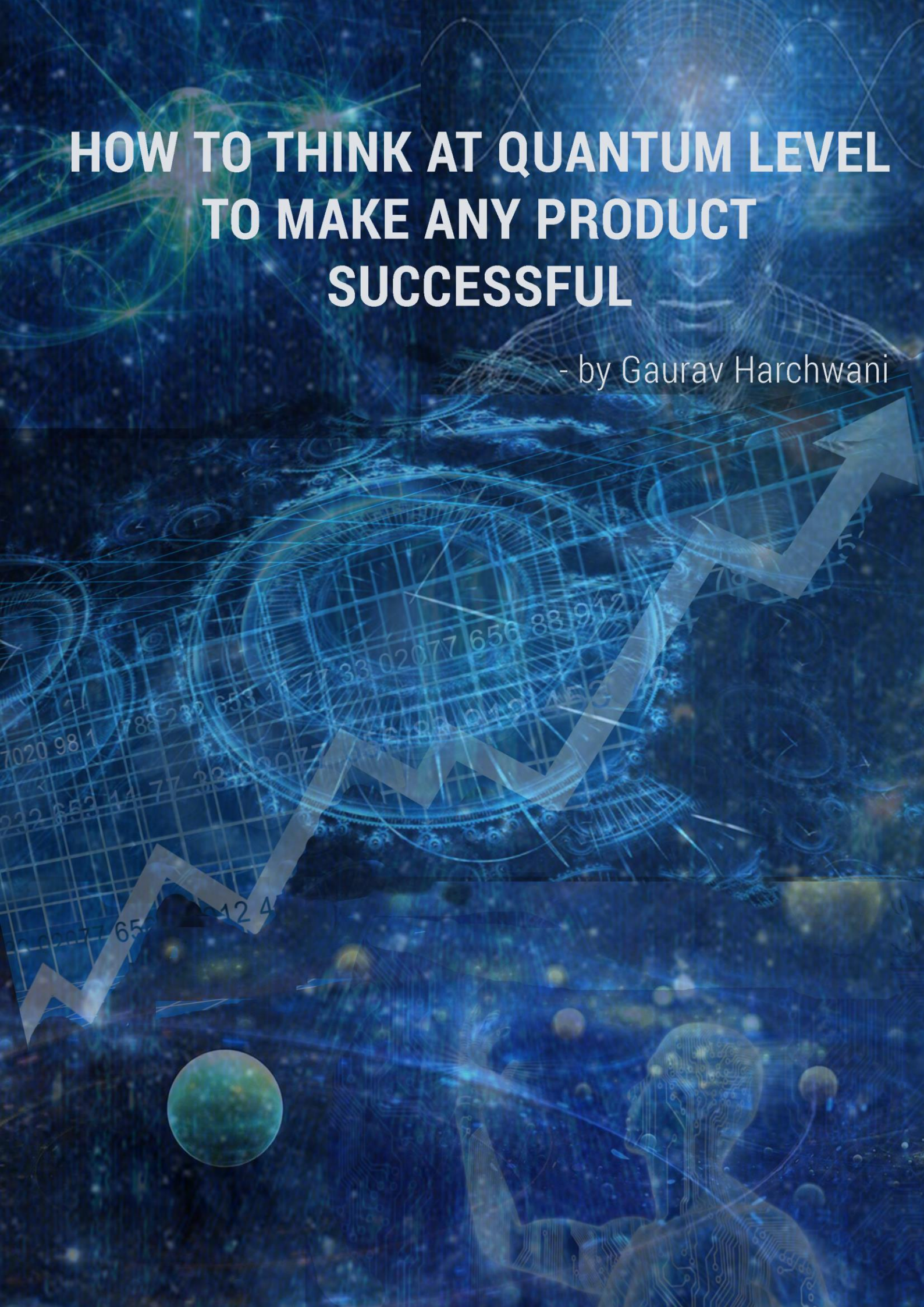


HOW TO THINK AT QUANTUM LEVEL TO MAKE ANY PRODUCT SUCCESSFUL

- by Gaurav Harchwani



" If you want to understand the universe, think in terms of energy,
frequency and vibration"

- TESLA

"If you want to create successful products for making a better society,
think in terms of energy, frequency and vibration"

- G.H

SUMMARY

The problem with traditional business models, is that it relies too much on superficial things like analysis of market before making the product, formation of marketing and sales strategies, achieving sales targets based on the analysis, trying to improve the product based on market insights ∞ . Now when these things align together properly our product becomes successful and when they don't the product does not live quite up to the mark. If the product works, the people behind them feel that they finally know how the market works, and think that they have cracked the success mantra, but what if I tell you that no one really knows the real reason behind their product success at fundamental level? Now you may think that they have already achieved success how can't they know what they did? Yes, they do know what it takes to make a successful product from traditional value system but they don't understand the core reason why this worked and so there's a high probability that it won't work out on second product. This is the reason why even big companies like Nokia, Yahoo, etc. have fallen apart.

In this book we will understand the core reason at **quantum level**, the universal truth, which will help you ensure that the product you are working on or the product you are trying to grow will not only be successful but you will also realize how this method is repeatable. After reading the book you will be able to identify the loopholes be it in your marketing strategies or in the product itself that you have developed and will have the capability to fix them. First two sections of this book require deep patience to understand as the knowledge you receive in the first two sections will only make sense when you read section 3.

Section 3 contains case studies on some big tech successful companies like Facebook, Wechat, Instagram, Tinder, etc. In these case studies you will understand how these companies managed to disrupt the market, changed the way we interact and behave in real world and how the strategies used by them consciously or unconsciously are exactly the same which define the quantum level of success.

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Prelude to section 1: Human nature

Now you must be thinking how will understanding human emotion will help you creating better products and better businesses? What if I tell you that this is the only one thing you need to understand to give birth to a market disruptive idea? In this section you will get the basic knowledge of how quantum world works. You will develop the wisdom to think at quantum level by understanding how it affects the world around us i.e., right from smallest unit of matter called atom up to the physical human body. We are going to keep physics in lay man terms as this is a business book. So don't worry you won't see any overwhelming physics equations but still will be able to sense world at quantum level. After completing this book you will see business from a different perspective.

SECTION 1: HUMAN NATURE

CHAPER 1: Cymatics, Sound and Energy

Let us begin our journey to understand by remembering the most influential man who defined our 21st Century, **Nikola Tesla**. Tesla clearly stated that **"To understand the universe think in terms of energy, frequency and vibration"**. Everything we see, touch, feel and even things which are beyond our human senses like UV rays, Infrared rays, Gamma rays.... have vibration. If we think at quantum level, even human emotions have properties of energy, frequency and vibration. But how can we be so sure? Do we have any kind of proof? Well yes, this is exactly what we are going to witness with our own eyes by observing the quantum world. We will see together how human emotions have a lot to do with building a better business model.

Our answers lie in electromagnetic spectrum. We all know that sound needs a medium to travel and hence sound waves cannot exist in Space. That is simply not true. What we cannot sense or see doesn't simple means that it does not exists. Sound waves can travel in space but the medium is too sparse for human ears to sense the vibration. With a very sophisticated technology we can hear these sparse vibrations and can shift them in human ear hearing range to make them audible. NASA has done that recently quite a number of times. So sound waves will be considered as a part of electromagnetic spectrum in this book even though modern science rejects this theory.

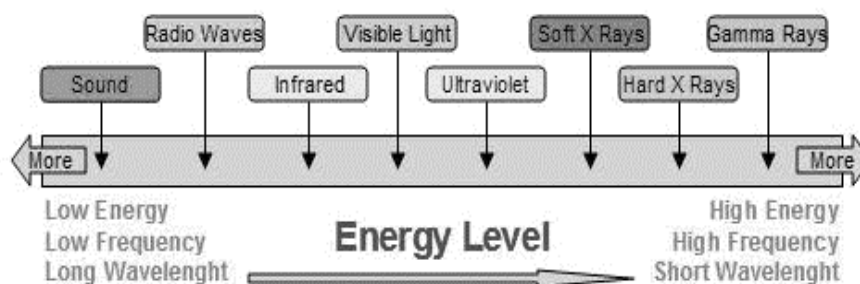


Figure 1A - Electromagnetic Spectrum

For time being, till we develop the wisdom to understand quantum world, just keep in mind that human emotions have a frequency and that they have ability to transform our society on a very large scale if we know how to use them. It's okay if this doesn't makes any sense to you at this point of time. Just keep this statement in your mind till we connect all the dots.

Moving ahead, to understand how quantum world works, we are going to see into the world of sound waves. We all know since ages that sound waves have a frequency. If the frequency is high we hear a high pitch sound else we hear a low pitch sound. Each pitch has its unique frequency. If you see the diagram given below, the pitch of sound goes on increasing from left to right as keys are pressed.

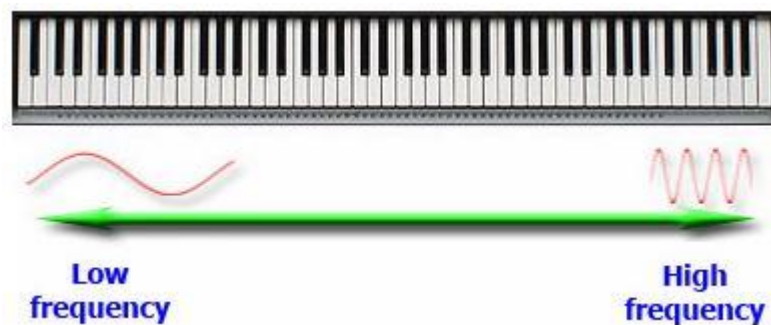


Figure 1B : Piano keys showing low and high frequency

When combination of pitches i.e keys/notes are played together it creates a chord or harmony. A musical piece is composed of many such chords which repeat over a certain interval of time called as progression. Depending upon the combination of notes we use, at basic level we have major chords and minor chords. The mood of a song depends on the chords we choose in a progression. If we choose majority of minor chords in progression than the music will sound sad whereas if we choose majority of major chords in progression than the music will sound happy.

Somehow human brain knows and it can identify between happy music and sad music. I mean why not? We are most intelligent species on earth right? But what about water droplet? Will a water droplet be able to identify when we pass music through it if it's sad or happy music? Wait a minute. How can we pass music through water? We cannot keep a speaker inside water for sure. That will render the speaker useless right? So

how can we pass music through water? Let me introduce you to the world of cymatics.

Cymatics is a study of visible sound and visible vibration. Cymatics is something that will help us see how vibration of sound at a particular frequency/pitch affects the shape of water molecule at quantum level. To conduct a cymatics experiment we will use water droplet as our subject and a slide where the drop will be placed. We can also use petri dish (glued to speaker) and speaker cone setup in **fig 2B** but instead will focus on drop-slide setup in **fig 2A**.



Figure 2A - droplet on microscopic slide

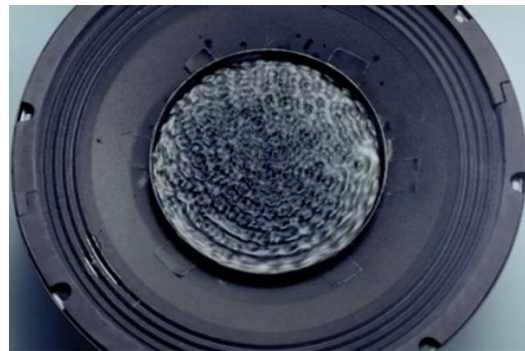


Figure 2B - petri dish hot-glued to speaker cone

Now if we try to run some harmonic sounds through the droplet and observe it under very powerful electron microscope what you will see is beyond this realm and beyond what modern science can explain. As this is my first draft, to keep things short and precise i am attaching an external video link demonstrating this experiment.



Figure 3A - Frequency affecting water molecule

Similar experiments were conducted by **Masaru Emoto** (1943-2014). Emoto was a Japanese author, researcher, photographer and entrepreneur, who claimed not only sound but also human consciousness/words/emotions have effect on the molecular structure of water. Below are some of the photographs he captured by freezing the water molecule since freezing allowed crystallization of water thus helping human eyes to see things in much more detail.



Figure 4A - Songs, Human words and Prayer affecting water molecule



Figure 5A - Water molecule exposed to heavy metal music

Above photographs in **figure 4A** are of water molecule when musical pieces like Mozart's symphony & John Lennon's song Imagine, words like love, peace & thank-you are passed through it. Also shown is the effect of prayer words on fujiwara river molecule when people gather together near the river bank and pray. As you can see looking at the photographs that when peaceful and soothing music, prayer words were passed through water molecule shown in **figure 4A**, it showed beautiful symmetry whereas when harsh heavy metal music in **figure 5A** and hate words like "I will kill you" in **figure 4A** were passed through the water molecule it shows a very dissymetric pattern.

So what do we understand? It is evident that how frequencies and vibration do have ability to change the surrounding. In other words vibration has direct impact on matter which is physical manifestation of energy. In next chapter we will understand how even human emotions like anger, hate, love, gratitude, fear have vibration and how words like **"I will kill you"/hate speech** made shape of water molecule shown in **figure 4A** dissymmetric. I know at this point you will think again how will this help me in creating better business? How will it help me in marketing if i understand human emotions? As i mentioned earlier in summary the first two sections require strong patience. Only after understanding first two sections we will be able to connect the dots in third section which has case studies of multiple tech giants.

Chapter 2: Understanding human emotions using cymatics

So what is emotion? It is something that we feel right? What if I tell you that our emotions are nothing but vibrations! Each emotion is like a **chord in music** having unique vibration/pitch. When these emotions are in harmony they trigger positivity and when in disharmony they trigger negativity. Now what do I mean here by positivity and negativity? At fundamental basic level it means either we are happy or we are sad. Now you may think that this book is certainly nowhere close to a business book. What does business has to do with positive and negative emotions? Remember the promise we made earlier in chapter 1? Just keep these things in mind. Have patience and soon everything will start making sense.

Let's us now dive deep into the world of emotions. Now like our physical body which we can see, we also have an emotional body. Remember how vibrating at particular frequency affected the shape of water molecule? In case of living beings imagine the emotional body is like speaker cone and our body cells as something kept in petri dish. This is similar to the arrangement in **figure 2B** in chapter 1 which we did not used for conducting the experiment. So now in chapter 2's version of **figure 2B**, speaker cone is the emotional body, petri dish is the physical body containing body cells which hold water. Cymatics taught us that if a vibration had positive energy like soothing harmonious music, peace words/prayer words then water molecule took a symmetrical shape whereas if it had negative energy like hate words/rock-metal music then water molecule took a dissymmetrical shape. In case of humans, if we have positive emotions like love, compassion, trust, etc we vibrate in a positive frequency and hence the water inside our cells becomes symmetrical which gives us energetic feeling. On the other hand negative emotions like fear, hatred, anger, etc makes us vibrate in low frequency which

makes water in our cells to be dissymmetric and we felt drained/stressed out. Now the water inside our cells are not aware of how we feel. So how does the shape changing mechanism works? When we feel some kind of say negative or positive emotion, electrical signals are generated in our heart which are sent to the brain. These signals are of high frequency if the emotions are positive and low frequency if the emotions are negative. When brain receives high frequency signal it releases chemicals such as dopamine's, endorphin's, serotines (happy hormones) which then mixes with our blood stream and thus reaching our cells in the end to make water in them to vibrate at high frequency, giving them a symmetric form. This is how we feel calmness and happiness. But if a low frequency signal is received by our brain, it releases stress hormones, which mixes with our blood and at cellular level makes water in our cells to take asymmetric shapes, making us to feel uneasy & stressed out. High frequency electrical signal also creates a **state of coherence** between heart and the brain which in other words mean, running our body processes at best efficiency. Low frequency on the other hand develops a **state of incoherence** which is not the best state to run body processes.

The concept of coherence and incoherence is based on research of **Heart-Math Institute, California**. Below is the video by HeartMath institute which explains in detailed way how this mechanism works.



Like electromagnetic energy spectrum we saw in **figure 1A** we also have an **emotional energy spectrum** shown below:

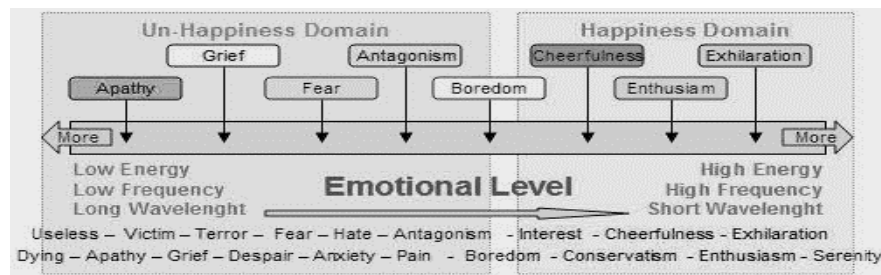


Figure 6A: Emotional energy spectrum

If we speak in terms of energy, low frequency emotions have long wavelengths and they cause heart-brain incoherence. High frequency emotions have short wavelengths and cause heart-brain coherence. Let us understand how negative emotions also affect our life span and how these low frequency emotions can cause us diseases if we vibrate in that domain for long time.

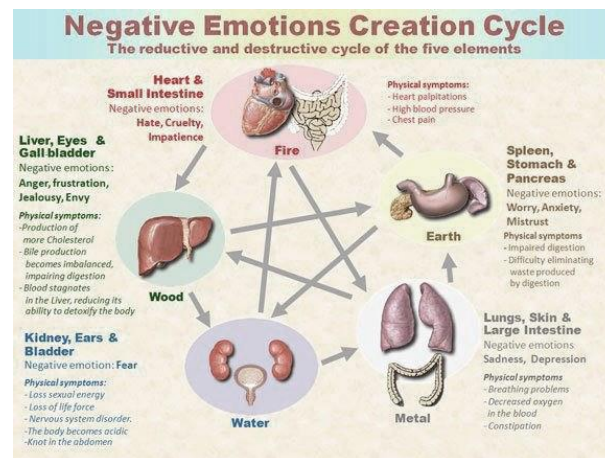


Figure 7A: Effect of negative emotion on human body

Figure 7A, shows exactly what happens in long term if we vibrate in low frequency domain. My theory suggests that heart-brain coherence is directly linked to DNA. When we vibrate in low frequency domain for long period of time our DNA structure changes due to which it becomes difficult for us to move towards high frequency vibration. This is how negative emotions causes diseases as shown in above figure.

But behind the scenes at DNA level much more complex things happen which will be explained during **section 2** of book while I explain my HRG-E business model.

So I hope now you get the point of how human emotion can have a direct effect on our physical health. In other words, the frequency on which we vibrate will directly affect our physical health in long term. If we vibrate in high frequency we live a healthy, happy lifestyle else we live a miserable, depressed life. Keep in mind here healthy and miserable lifestyles are in no way connected to material possessions and simply mean our state of consciousness of staying happy or sad irrespective of the material world.

If you very well understood everything till here I have a good news for you. You are now ready to understand my theory of DNA consciousness which we are going to use in defining better business models. Let us now understand the theory of **HRG DNA Consciousness**. My theory suggests that each living beings DNA is coded with two basic types of components:

1. **Dark matter stored in dark matter container**
2. **Light matter stored in light matter container**

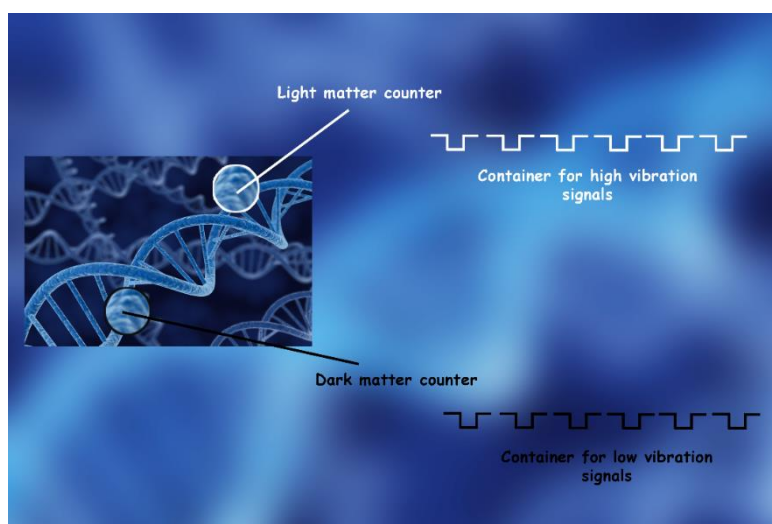


Fig 1B: DNA as container for light & dark matter

Dark matter has the code of fear which gives every animal survival instincts, fear of death, hunger, reflexes whereas light matter has the code of compassion which gives out a feeling of support, care, kindness, need to stay in society, etc. The behaviour of animal entirely depends on the quantity of dark and light matter present in them. If DNA has more of dark matter and less of

light matter then it will be ferocious. It will be filled with rage and anger eg: carnivorous animals. On a very rare day this animal will show you the signs of kindness/calmness. Whereas on the other hand if the animal DNA has more of light matter and less of dark matter it will show signs of co-operation, kindness, love, nature of staying in group etc. e.g. herbivorous animals. Now you may tell that even lions can be kept as pets sometimes and pet animals prove life threatening as well. Yes they can. But if I say yes then isn't this contradictory to what we understood earlier. Lion's DNA has more dark matter so it should hunt and cannot be trained as a pet. This is coded in lion's DNA. Similarly pet animals have more of light matter so they should not harm us right. Welcome to strange quantum world. Sure that Quantum world works on different rules but all makes sense if we dig in deeper. Let us go into much deeper level to understand this phenomenon. If you are a computer programmer, you must be aware of the terms hard coded and soft coded. For those who are not aware, hard coded simply means it cannot be changed. It is fixed. Whereas like the name suggests soft coded is something that can be changed. Now animal DNA is coded on two levels. On the first level which is the species level and on the second level which is genetic or individual level. Dark matter and light matter information is hard coded in animal DNA on species level whereas it is soft coded at an individual level. Now quantity of hard coded light and dark matter can never change. They remain fixed throughout lifetime but the quantity of soft coded light and dark matter can change at individual level. They can even change depending upon how the animal is raised. Sometimes it is even possible to override hard coded light and dark matter by increasing the quantity of soft coded light and dark matter at a very large scale. DNA always chooses the information which is present in majority. That's the reason if a lion which is a carnivore and blood thirsty animal, if trained since young age to be around humans and play with them, when it grows to adulthood you still find it playing with humans. We can very well see these in countless videos uploaded on youtube by people around the world. This is nothing but **HRG theory of DNA Consciousness** which states that quantity of light and dark matter in animal DNA on soft-coded level changes according to the vibrations we feed to the animal.

If animal is raised with positive vibrations of love/kindness and care, light matter becomes majority and as an adult this animal shows more signs of love/kindness and calmness. So yes, even lion can be trained as pet which is hard coded with rage and thirst of blood. On the other hand if animal is raised with

low vibrations, dark matter becomes majority and as an adult this animal shows more signs of hatred/rage.

Now let us understand why after certain time it becomes difficult for an individual to change its vibration level. Since dark matter comes with low vibration, it may give us diseases right? So why can't we change or control it? Let us understand it. DNA strands are coded to hold two kind of containers. One to hold dark matter and other to hold light matter. This is how DNA knows which one among them is the majority. Once a threshold difference between light and dark matter is reached the DNA transforms to support the majority. In case of humans, if an individual has dark matter in majority then his brain instead of producing stress hormones, will produce dopamine/endorphins for anger/hate/selfishness/lust...etc which are low frequency emotions (**reason why stress hormones are not produced will be revealed in section 3**). This person will have a violent nature. He/she would love things which contain violence and will hate things which contain high frequency emotions like love, care, kindness, compassion.....etc.

This is how behaviour of person changes and the physical/psychological damage appears unknowingly after long time due to vibration of emotional body in low frequency even though it does not causes to release stress hormones as it did at earlier stage but the damage is done on energy levels.

In our next chapter we are going to understand how HRG theory of DNA consciousness leads to development of a new type of business model called HRG-E business model.

SECTION 2: Developing business strategies by thinking at Quantum level

CHAPTER 3: HRG-E Business model at Quantum level

Till now we have understood how vibrating at a particular frequency, it be water molecule, particles of sand or even a human body, directly affects their physical structure. In other words we saw how matter gets affected when it vibrates at certain frequency. We also understood how human emotions are nothing but vibrations and how certain low frequency emotions can cause our brain to release stress hormones. Later on we also observed how each living being's DNA has a dark matter and light matter and depending upon what kind of vibrations/emotions are fed to us, the quantity of light and dark matter changes which in turn changes the actual DNA itself, transforming the person's nature into completely different being.

Finally, we are at the right time to relate these things to business and how these things actually apply at business level. Let us now understand what does **HRG-E Business model** says:

" In order to make a product successful, right from the creation of product up to its implementation in the market, the product should be able to fill either the dark matter or light matter somehow by using either the features it has or by planning the marketing strategy at subconscious level."

By observing some tech giant companies using principles of HRG-E Business model we can observe that for first few months or a year till the company grows, their marketing model is planned such that it fills in light matter which makes brain of consumer to release dopamines, endorphines and serotines. Now light matter works well as it brings positive change in society but developing a business which has capability to only feed light matter is very much difficult. Even the top 5 tech giants are unable to satisfy this criteria. So what did these

companies do? They exploited dark matter of DNA. Dark matter has a unique quality which makes it different from light matter. Dark matter has ability to create an addiction under certain circumstances. This is what majority of companies do. Once the consumer starts to trust the product these companies start to feed that person with content/ features which trigger dark matter. Now this step is only done by them once a good amount of trust i.e a fair amount of community builds up and is using the product. Once dark matter becomes majority in our DNA it causes symptoms of addiction and we start to use that service irrespective of need at subconscious level.

E.g: Facebook started out as a community platform to connect to people we know. People got excited cause some of them were now able to connect with old friends. They also started talking to each other for a while but then everyone gets busy with their life right? The act of meeting old friends triggered light matter (hope, friendship) in their DNA. Once that cycle was complete around the globe, now people had no reason to use facebook. That's the reason light matter did not worked for facebook because light matter cannot cause addiction. Now since everyone knew what facebook is, they started building features which fed on dark matter of DNA. Feature's like **unfiltered sharing of content** which promoted hate, narcissism, fear, etc (dark matter). Feature's like check-in's and status updates fed on people's thinking of developing self image which is nothing but a form of narcissism. Check-in's and status updates did not became trend by chance. They were planned at subconscious level which we will understand in section 3 soon. Research from psychological institutes around the globe have witnessed this change in human behaviour and have clearly told that Social media has turned our generation into narcissists. Majority of people participating in social media trend of posting updates have developed a narcissistic personality disorder. What a cool way to make billions of dollars right? Your business flourishes at the cost of society. Now this doesn't means facebook is evil. No one is evil. Till now we did not knew how things like emotions and DNA consciousness worked but now after discoveries in quantum physics in recent years, we now have opportunity to use it to make our societies better and that's the reason I have written this book. Entrepreneurs like **Elon-Musk**, are doing a great job by sustaining their business by actually triggering light matter. Elon-Musk's ventures are not helping to build a better society but they are also taking mankind ahead.

By reading this book and using HRG-E business model you will get all the power to shape mankind's future. So next time when

you say to someone that you want to change the world, you know you have knowledge to back your statement. Let us now see contents of dark matter and light matter so that we can use them in our algorithm.



Fig 2b: Light matter contents



Fig 3b: Dark matter contents

Using this knowledge we can do something called as quantum level planning and quantum level marketing. As author of this book i hope the knowledge presented here will only be used to create better society. Using quantum level thinking we can now actually see things from different perspective. It can help us shape our product accordingly and can also make us aware of what our product needs for creating a better society.

Let us now do brief classification of some big tech companies according to HRG-E Business model:

1. **Facebook:** Light matter (5%-7%), Dark matter (93%-95%).
2. **Instagram:** Similar levels like Facebook.
3. **Tinder:** Light matter (2%-3%), Dark matter (97%-98%).
4. **WhatsApp:** Light matter (65%-70%), Dark matter (30%-35%).
5. **WeChat:** Light matter (30%-40%), Dark matter (60%-70%).
6. **LinkedIn:** Light matter (93%-95%), Dark matter (5%-7%).
7. **GitHub:** Light matter (97%-98%), Dark matter (2%-3%)
8. **Uber/Grab/Taxi Booking Apps:**
Light matter (85%-90%), Dark matter (10%-15%)

In the next section we will develop an algorithm using HRG-E Business model and also study other tech companies for better understanding of algorithm.

SECTION 3: CASE STUDIES OF TECH COMPANIES BASED ON HRG-E Business Model

Chapter 4: Algorithm followed by tech giants to win the market

This is the section where we will apply HRG-E business model to analyse some of the tech companies who have changed the way we live. Besides this we are also going to analyse how cosmetic industry, fashion industry, media industry are unconsciously triggering dark matter in our DNA since last few decades.

Below is the algorithm which is being followed by majority of companies:

1. Make consumer vibrate in high frequency using some app feature/ marketing campaign.
2. Brain releases good hormones which make the consumer feel relieved.
3. Consumer hence comes back.
4. Repeat steps 1,2 and 3 for some time till the market/trust is established cause no marketing campaign is as much effective as mouth marketing done among people belonging to particular group.
5. Once market/trust is established, start decreasing the dose of high frequency content/features and start with small dose of low frequency content/features.
6. Consumer's brain starts to panic as the thing which used to release good hormones is suddenly causing stress which causes us to fear which makes us vibrate in low frequency region.
7. Consumer feels that his/her trust has been broken i.e. feeling of betrayal which is again low frequency emotion.
8. Consumer feels anger and hatred which is again low frequency emotion
(* DID YOU NOTICED HOW A SMALL DOSE OF NEGATIVE EMOTION STARTED A CHAIN REACTION OF THEM!)

9. This makes the consumer to vibrate unconsciously in low frequency region as it is continuously stimulated by dark matter emotions. This is done till the consumer gets addicted or in other words till the dark matter in DNA is outnumbered by light matter. This leads to increment in stress hormones which causes an imbalance. Now brain as it is very intelligent organ of our body it finds a way to fix this. Now it starts to release happy hormones when the consumer is triggered by dark matter and this is how consumer gets addicted. Even though the DNA knows this is wrong our brain tricks us to think that this is right and thus we start to defend our decisions. This is similar to how a drug addict would behave i.e the addict would defend its actions on using the drug.
10. Consumer now permanently vibrates in low frequency for long time, even years until it realizes some kind of physical effect. This usually happens when the person is in middle/old age and by that time human lifespan is too short to do anything good. Dark matter is in so much quantity that it never allows us to vibrate in positive frequency which results into prolonged sadness, guilt and depression causing many medical conditions.

Analysis of tinder using HRG-E business model:

1. Made people to vibrate in high frequency by claiming it will help you to find love (light matter). They use light matter in marketing campaigns which directly goes to consumer's subconscious.
2. Consumer unconsciously feels good as this is light matter. Brain releases good hormones as we have seen it in earlier chapters. Person develops a sense of hope to find true love depending upon the kind of marketing campaign/commercial/posters company uses.
3. Consumer now is fed with two components of light matter i.e love & hope.
4. Consumer tries the application and gets a good response but does not realize that you cannot know a person simply at first meeting.
5. Now there's a probability of 3 things to happen. In one of the scenarios the person_x who met consumer never contacts after first date which is also called ghosting now days/consumer and person_x really fall in love which rarely happens/consumer develops narcissistic personality and never settles down for a single partner cause he/she believes that getting a new partner is easy using this APP.
6. What happens majority of times is that at subconscious level consumer is fed with dark matter. If the consumer gets ghosted it receives all the

dark matter components like anger, sadness, revenge, self-doubt.... as the person left without any kind of explanation. In second case the person develops a narcissistic trait and unconsciously becomes lustful. Now the funny thing is in both the cases no one leaves using tinder. Consumer who is ghosted in scenario one comes back again in search of love to heal the pain or to take revenge. The person who is now overconfident never settles and is trapped into cycle of lust which is lowest form of emotional frequency.

7. Consumer in both the cases gets trapped into viscous cycle of low vibration. Brain releases happy hormones instead of stress hormones to keep the person calm. This tricks us into thinking that we are not doing anything wrong which is similar to what drug addict says. Consumer starts to defend its actions by thinking **"Everyone is into casual dating, hook-ups, etc so its ok to participate in it."** This is consumer's brain saying by releasing happy hormones that it's ok and this is when consumer indulges in these illicit activities and stays in low vibration frequency for long time which develops depression and suicidal tendencies in long term.

Apps and dating websites like tinder and Ashley Madison are subconsciously trying to make society believe that its ok to indulge in illicit activities through careful marketing and strategy at quantum level. This kind of technology is destroying the meaning of human relationships. Increasing number of failed marriages is the evidence. This has also led to movements like feminism and MGTOW which has caused hatred for opposite sex in many people's thinking. People are scared to trust each other due to this kind of technology. So what do we learn? Our society has been trapped in low vibration. Even if we don't participate or use this technology we are now finding it hard to trust people which is nothing but fear. Technologies like tinder/Ashley Madison are not only affecting people who use them but they are also affecting people who don't use them.

Ashley Madison which is a new website which is still young is using the same strategy. It is making people believe that doing affairs outside marriage is OK. To prove this they are generating fake user count to show to society how everyone is using the service but gladly they were exposed by a team of hackers in 2015. This rises trust issues/anger/hatred unconsciously for opposite sex. The psychological effects will not be visible to society now but

only after few years. By the time modern science proves how this technology played with people's psychology the damage which be already done. Services like tinder and Ashley Madison are nothing but feeding humanity with lust in disguise.

Analysis of Facebook/Instagram using HRG-E business model:

1. Facebook in its initial days was not popular as content sharing website it was popular because it helped you connect old friends. People you knew since childhood but lost touch with them. Suddenly there was something that allowed you to communicate with them. Facebook gave people light matter of love/care/hope to connect with our friends.
2. When people did connected to old friends they felt happy as the brain released good hormones and light matter content increased.
3. To feel the same they came back again and again but after some time once the cycle of searching, contacting and communicating with old friends was completed there was no reason now to go online as light matter doesn't causes addiction.
4. But people still trusted facebook because it triggered good hormones. This event was used to trigger the dark matter inside every person. Features like status updates, check-in's directly hits the dark matter of DNA. It gives rise to narcissism which gets converted to addiction.
5. Features like relationship status are made to trigger low frequency emotions like fear/hatred/jealousy.
6. Instagram on other hand is nothing but similar to facebook. It followed same pattern what facebook did. Once addiction builds up these platforms are then used to feed consumerism using advertisements.
7. Research shows that social media is turning people towards narcissism. More and more number of people are showing traits of narcissistic personality disorder.
8. That's the reason we are living in age where people instead of helping someone dying would prefer to make a video of it and post it on social media.
9. This is how dark matter in our DNA is on rise. People who made these products feel that they changed the world. Yes they really did it but after reading this, quantum physics can tell you the answer if the change was positive or negative.

Analysis of Taxi booking apps like Uber/Grab-taxi using HRG-E business model:

Ride sharing app companies are still young but they do have potential to damage our society. On the positive side, they are also capable of taking our society to next level by innovating the way we commute from point A to point B.

Transportation is a big problem of 21st century. If these companies solve this problem innovatively, our cities will no longer be same. Things will be much more efficient which will not only save our time but also will solve the problem of environmental damage to great extent. HRG-E Business model can be used to remove fear of self-driving cars from minds of people and the dream of self-driving cars can become reality in next 3-4 years if planned carefully. However , what path these companies choose, only future will reveal us.