

THE WORLD IS AT A BREAKING POINT

Climate change, economic inequality, and disruptive technologies are reshaping our future faster than ever before. But amid the uncertainty, one generation holds the key to transformation: Gen Z.

In *High-Tech Heroes: Why Gen Z is Our Last and Best Chance to Save the Planet*, innovation strategist Pete Dulcamara delivers a bold, urgent call to action. This groundbreaking book challenges the next wave of leaders, entrepreneurs, and change-makers to harness AI, robotics, and digital economies to build a sustainable and equitable world.

With a fresh approach to humanity-centric innovation, *High-Tech Heroes* lays out a practical roadmap for leveraging emerging technologies to tackle today's biggest challenges—from climate action and wealth disparity to systemic inefficiencies and outdated economic models. Dulcamara unveils revolutionary ideas, such as the untapped power of bodata, the reinvention of capitalism through circular economies, and a new vision of leadership where success is measured not by wealth, but by improving lives.

If you're ready to rethink leadership, ignite change, and become the kind of billionaire who improves a billion lives, *High-Tech Heroes* is your roadmap for the future.



PETE DULCAMARA is a globally recognized innovation strategist, speaker, and thought leader in AI, sustainability, and digital transformation. A former Chief Scientist at Kimberly-Clark and senior R&D executive at Dow Chemical, he now advises global business leaders on leveraging technology to solve humanity's greatest challenges. His mission? To inspire a new generation to redefine success—not by wealth, but by improving lives.



HIGH-TECH HEROES

PETE DULCAMARA

PETE DULCAMARA HIGH-TECH HEROES



WHY GEN Z IS OUR LAST AND BEST CHANCE TO SAVE THE PLANET