

Zero to One

Chapter 11: If You Build It, Will They Come

Preface

Preface. Zero to One

Chapter 1

The Challenge of the Future

Chapter 2

Party Like It's 1999

Chapter 3

All Happy Companies Are Different

Chapter 4

The Ideology of Competition

Chapter 5

Last Mover Advantage

Chapter 6

You Are Not a Lottery Ticket

Chapter 7

Follow the Money

Chapter 8

Secrets

Chapter 9

Foundations

Chapter 10

Tthe Mechanics of Mafia

Chapter 11

If You Build It, Will They Come

Chapter 12

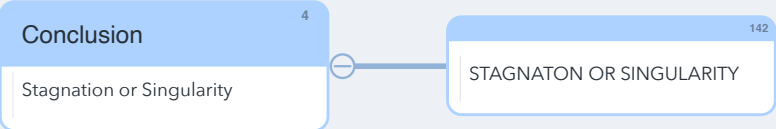
Man and Machine

Chapter 13

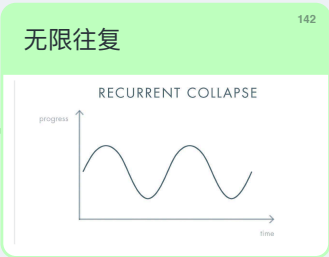
Seeing Green

Chapter 14

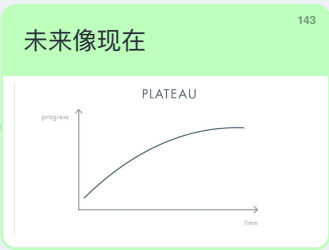
The Founder's Paradox



Only recently have people dared to hope that we might permanently escape misfortune, and it's still possible to wonder whether the stability we take for granted will last



seems unlikely: the knowledge underlying civilization is so widespread today that complete annihilation would be more probable than a long period of darkness followed by recovery

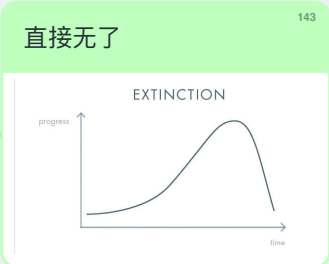


they expect coming decades to bring more globalization, convergence, and sameness. In this scenario, poorer countries will catch up to richer countries, and the world as a whole will reach an economic plateau.

could it last?

before for every single person and firm on the plan competition would be more intense than ever

Without new technology to relieve competitive pressures, stagnation is likely to erupt into conflict



In case of conflict on a global scale, stagnation collapses into extinction



we create new technology to make a much better future

result of new technologies so powerful as to transcend the current limits of our undersize ned The most dramatic version of this outcome is called the Singularity, an attempt to name the imag

Everything important to us-the universe, the planet, the country, your company, your life, and this very moment -IS Singular.

Our task today is to find singular ways to create the new things that will make the future not just different, but better-to go from 0 to 1

The essential first step is to think for yourself.