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| Name: | Ty Yiu |
| Class Time: | MON&FRI(230pm) –LON3 |

*Example:*

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| *General Topic Area:* | *The most important topic to learn in business school is: ‘Business Communication’* |
| *What three points do you want the audience to know by the end of the presentation?* | 1. *Relevance of ‘Business Communication’ in the workplace.* 2. *How poor ‘Business Communication’ can impact the individual.* 3. *Expert insight and real-life examples of ‘Business Communication’ in the workplace.* |
| *What is the persuasive message of the presentation going to be?* | *Why ‘Business Communication’ should be taken seriously, as is has the power to help or hurt an individual in the workplace.* |

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| General Topic Area: | *How physical objects move around in the physical world; and why that needs to change again. – Transforming Humanity into a general access society.* |
| What three points do you want the audience to know by the end of the presentation? | 1. *The profound impact of physical friction in how physical things get moved around the physical world on the human species and societies.* 2. *The Concept of transforming humanity into an access society instead of remaining an ownership society* 3. *How a human access society would look like on a micro- and macro-level.* |
| What is the persuasive message of the presentation going to be? | *It´s all about efficiency and effectiveness. When something is actively used less than 1/10,000th of the time, that something is wasting space and resources.*  *Having anything at any time with no implied physical friction and minimum resource depletion is the core vision.*  *E.G. delivery by car and the implied friction:*  *Traffic congestion, Carbon footprint, Sound pollution*  *Opposed to delivery by Swarming drones:*  *Ability to use three dimensions of traffic instead of two, powered electrically (conceptualized using solar or fusion), temporal and lesser sound pollution.*  *The ratio of resources needed to deliver something to your doorstep against the resources used in production for that good.*  *(The delivery of a pair of socks is more resource consuming that the actual production cost of the socks)* |

My name is Astro Teller and I'm the Captain of Moonshots at X.

I think people over focus on drones plus burritos.

I just think that that’s sorta missing the point.

News Anchor: Flying Burritos could be a thing of the future, really.

New video as researchers start testing drone delivery [fades out]

Astro Teller: We have, as a society, as a species, removed another big chunk of the

friction in how physical things are moved around in the physical world, boats, planes,

trains, horses and the pony express, the mail system, each one of these things has profoundly

changed society.

It’s easy for us to see those things looking backwards because we’ve become used to not

having the frictions that have been removed.

We would never go back, but we’re very used to the remaining friction and how physical

things are moved around in the physical world.

If you could just snap your fingers and have something magically appear in your hand whenever

you wanted it to, let’s say it was no cost and it was instantaneous.

You have a hammer in your home.

You probably have a power drill.

You use it one 10,000th of the time, maybe one 100,000th of the time.

If that hammer was sitting in some central location it could be shared by thousands of

people, really safely, making everybody wealthier functionally because they would get the hammer

when they need it without having to pay for the hammer and drain the world’s resources

by making all of these hammers that go almost entirely unused.

If we could move from an ownership society to an access society where having it now wasn’t

important.

What was important was having it when you need it, it would really dramatically magically

change the world.

Now, how is it going to be possible for something to appear just when you want it.

Everyone can imagine Harry Potter owl post bringing that batter to the home even if they

think that drones are unlikely.

Well we certainly can't tolerate things being moved to your home with the carbon footprint

and the sound pollution and the traffic congestion and the unsafety level of cars bringing that

hammer to your home.

Why do you have a 4,000 pound truck that has one single four pound piece of food in it

coming across town.

Surely that factor of 1,000 in weight and cost doesn’t make any sense at all.

We can do better than that.

And when we do we will look backwards and wonder that we ever used to have a time when

everyone owned their own hammer.

It will just seem bizarre to us.