

PRINCIPLES FOR SERVING BILLIONS ACCORDING TO ZULF

ZULFIKAR MOINUDDIN AHMED

MIT Sloan and Harvard Management Company and other Investors are the audience of this note. But please read on even if you are not a large investor.

What I will have to say will seem simple, but they are *true* and therefore they are serious concerns.

Suppose you have a good or service X that you want to provide to 8 billion people. It is very important for our thinking that the customer base is all of human race and not some niche market. In this case, you have a small group of people, P_0 , the various people involved in organisation and dissemination and collecting money from P_∞ the human race. Obviously $|P_0| < 10^{-8}|P_\infty|$ is true. In this situation, each person of P_0 ought to have benevolent intentions toward all members of P_∞ far exceeding 'customer is always right'. You see all theories of enterprise and business in tiny scales such as developed in American rise in entrepreneurship are not correct any more. We cannot have malevolence in the heart of any member of P_0 at all for this process to lead to best outcome. Universal benevolence is here not a secondary concern, not "PR", not extracurricular propaganda. It is one of the main ingredients for this sort of situation to succeed.

If you think about it a bit you will see that it is obvious, because no good or service X can be sold without being of benefit to the entire human race, and inevitably if P_0 consists of some predatory greedy fucks who want to rip people off and harm a lot of people, or hold racially derogatory prejudices the enterprise will have a miserable failure. With massive outlay, trust cannot come from PR; the people actually have to be deeply benevolent towards the affairs and well-being of the entire P_∞ to succeed.

The technical infrastructure of 1000 node clusters with internet servers is trivial. If I have \$200 million I can pay for a world class technical operation of resilient 24-7 web services that is accessible to P_∞ . But without benevolent intentions in the deep hearts of the P_0 the operation will fail in the end.

I do have the talents and skills to be benevolent to P_∞ and that, rather than particular professional experiences, is what makes me one of the best people to manage this sort of effort. It will be because I can judge whether someone is or is not universally benevolent intuitively. So the people I will pick will be infinitely more appropriate to produce a great success for improvement of Life Satisfaction for all of human race in Thyself Inc. than almost any person on Earth. Why? Because I have struggled to understand that my people is the Human Race in an age where this is so uncommon that people think it is a joke. It's not a joke. I have made great and costly sacrifices in my life to get here, sacrifices that are too alien for a man like Bill Gates to even comprehend.