The Real World Metaverse: What's the Big Idea?

Ce Expandiverse: Universal planetary success in...

Metaverses: Virtual

The Earth: Physical





Introduction

Will the Metaverse run the Real World? Accenture research found "92% of executives agree that leading organizations will push the boundaries of the virtual world to make it more real."¹

<u>*Why*</u>? Reality is where the money is. If people control reality, they decide the \$94 trillion world economy.

<u>When?</u> This is needed now. The Earth we know is coming to an end. Our thriving world is being transformed into a hot, thirsty and disaster-ravaged planet. People, societies and economies are in peril and need solutions — all at the same time.

To produce <u>what</u> for <u>who</u>? Humanity has never built a sustainable, healthy and prosperous planet that includes everyone. We have never even known how to build this. But that is the reality most people will choose, and they will want it in years, not generations.

<u>How</u>? We are ready for humanity to take a giant step. The Expandiverse has been created as the first "planetary success" technology.

<u>Where?</u> Its vision and mission are to prove an ESG Personal Solutions Economy within 2 to 3 years, then digitally scale it worldwide within 5 to 10 years.

1 Accenture, "Accenture Technology Vision 2022: 'Metaverse Continuum' Redefining How the World Works, Operates and Interacts," https://newsroom.accenture.com/subjects/metaverse/ accenture-technology-vision-2022-metaverse-continuum-redefining-how-the-world-worksoperates-and-interacts.htm



The Real World Metaverse: What's the Big Idea?

By Dan Abelow

The vision: When humanity's combined abilities are turned into Digital Wealth that everyone receives as Personal Solutions all day long, billions of people rise toward the top every day.

The reality: Expandiverse Technology to do this has received 1,759 patent citations. Twenty of tech's largest companies have made one-third of these citations. 318 of the citations are by Amazon, Google, Apple, IBM, Samsung and Microsoft.







Contents

1 From a Problems Economy to a Solutions Economy - 3 2 What is the most powerful way to change the world? - 4 3 How much will people change? Could people end the climate crisis? - 5 4 A map of our new physical-digital-virtual world - 6 5 Every person sets their goals and runs the world digitally - 7 6 The future of Metaverse Commerce: GO FAST to the life you want - 8 7 A real time Active Guide with solutions that fit each person's goals - 9 8 Simplify remote work: Make the world one room with everyone in it - 10 9 End not knowing. Start visible benefits and results - 11 10 Evolve business: People decide. Vendors serve them in real time - 12 11 Switch our culture from misinformation to reality by experiencing it - 13 12 With a Real World Metaverse, people direct the Real World Economy - 14 13 A "Partners Planet:" Switch the Online World to Solutions Revenues - 16 14 Start our next stage: The real goal of the 21st century - 17 15 Example: Transform the industry that produces 25% of U.S. greenhouse gases - 18

Author Bio - 19 Addendum - 20 Contact - 24



1 From a Problems Economy to a Solutions Economy

The big idea: Today's world produces giant problems and limited lives for most people. How can we help many more people, and make much more money, by prospering from solutions?



Today's businesses make a lot of money, and many lives are satisfying, but they also produce a lot of problems — like climate disasters, chronic illnesses, and limited economic inclusion.

Our stewardship of the Earth is turning it into a Death Planet, blasting us with one crisis after another. The climate crisis delivers frequent disasters. The Covid pandemic inflicted waves of sickness and deaths. The war in Ukraine launched an era of big countries trying to absorb smaller countries with proxy wars waged by arms shipments, sanctions, and energy and food shortages. Economic survival threatens billions as they struggle through another day and week. Digital surveillance is expanding to criminalize human rights like pregnancy decisions, same sex marriage and LGBTQ identity.

Today's leaders build their teams with experts who know the past. They apply what worked and failed before to create best practices that produce incremental growth every year. Most world-leaders deliver incremental products and solutions that produce only stepby-step advances. They do not fix our growing Death Planet.



2 What is the most powerful way to change the world?

Technology is the world's most powerful source of change. Now this adds new and positive "system change" technology that makes the physical, digital and virtual world the most positive "place" to live.



Nearly every decade, technology changes how the world works. Today, surveillance capitalism profiles and targets billions of people, using their devices to sell them as advertising audiences.

We have reached an historic inflection point: "System change" technology is possible. The personal improvements billions of people want could be delivered individually throughout the day.

What will the world become this decade, and in 10 and 20 years? What will our lives be like when every person is in control? Instead of the planet of crises we expect, the Expandiverse Real World Metaverse offers:

- A transformational vision and goal
- An action plan for how business will work
- A roadmap for every person to rise toward the world's best

Soon, we could become a sustainable, healthier and more prosperous planet that delivers universal success to everyone.



3 How much will people change? Could people end the climate crisis?

How could billions of people help fix the world's problems every day? One example is those who want action on climate change. Every one of these groups is over 65%. These include Consumers, Management, Board Members, Civil Society, Shareholders and Employees.



Today, entire regions have climate disasters like a heat wave, wildfires, a drought, or an intense storm that produces a flood.

Within days, millions could use a few clicks to add the goal of "help end the climate crisis." This puts that region's people in control of their existing devices as well as new VR-AR-XR devices.

Over time, people in many regions will set the goals and use their devices to make billions of better choices every day.

These devices will display the sustainable reality people want — and make today's non-sustainable reality disappear. Billions will try the choices they want, re-use the solutions they like, see their impacts, and switch their world from problems to solutions.

Everyone who wants to end the climate crisis can personally rise to the top, select their goals, improve their lives, and change their world.





4 A map of our new physical-digital-virtual world

Humanity has been creating different kinds of world maps for centuries. This "world map" includes the physical, digital and virtual worlds. This world can run on billions of existing connected devices, as well as new VR-AR-XR, so everyone can control all parts of their world.



Today's unsustainable planet is run on surveillance advertising that targets billions of people individually, destroys their privacy and drowns them in digital garbage they do not want. Billions are stuck in limited lives, enduring climate disasters and inequality with few ways to improve their lives or change the world.

Instead the Expandiverse, a new Real World Metaverse[™] layer, elevates people above the limits of the physical world, the Internet and the Metaverse. In it, every person decides their physical world, digital world and virtual world, and has privacy and digital protections.

This is a business opportunity, not a philosophy. When people know the lives they want, choose them and act on their choices, that's not a political debate. It's a market-gobbling, profitable and fast-growing business... a people-first business.



5 Every person sets their goals and runs the world digitally

This Metaverse Layer puts every person in control and delivers what they want. On the left. the user selects their goals. One goal is to live sustainably. In red the user receives a non-sustainable fossil fuel ad. In blue the Metaverse Layer follows the user's instructions and replaces the ad with a solution that helps the user reach their goal. On the right, these replacements are done across the user's devices. giving the user a digital life and world they want and control.



When people decide their reality, they receive the choices they want and help solve the world's problems. Here's how:

In 5 to 20 years, we can all look forward to controlling our devices, choosing our goals and receiving real time ESG solutions that empower us to take multiple steps toward our goals each day. New services could monetize billions of daily improvements, as our lives and the planet benefit everywhere at once.

One example of this "system change" is virtual "Assembly Layers" like Henry Ford's Assembly Lines, but this produces private realtime steps toward the goals you want, and you see your progress and gaps on your personal dashboard. At the same time, businesses will see the aggregated goals people want, and use an Active Guide and "personal, private channels" to provide their ESG solutions.

Everyone receives ESG choices that fit their goals, excludes what they don't want, and lives what they see works best for them.





6 The future of Metaverse Commerce: GO FAST to the life you want

GO FAST Metaverse commerce has a simple user experience. GO stands for GOals, which users choose on the left. FAST stands for Find, Act, Save and Transform.



When people choose the goals and make the decisions, they will change the physical, digital and virtual world.

For example, people can accelerate sustainability by replacing nonsustainable choices with sustainable ones across their devices. This motivates companies to deliver the sustainable choices people want, or be replaced digitally.

In this new Metaverse commerce, **GO FAST** stands for a simple and repeatable user experience:

- On the left: **GO** stands for **GOals**, which users choose and can change when they want.
- FAST stands for Find, Act, Save and Transform.
- Users **Find** solutions as they are delivered to fit their Goals.
- They **Act** on solutions they want.
- As they experience a solution they want to re-use, they **Save** it.
- On the right they re-use the best solutions, which **Transforms** their life with improvements they want.



7 A real time Active Guide with solutions that fit each person's goals

In real time, the Active Guide adds "your best next step" all day long, so everyone can become as good as the best in the world. Delivers humanity's combined abilities so they fit each person's unique goals.



As this people-decided process helps (up to billions of) personal advances every day, the Active Guide learns the goals people choose, the solutions they want, what works best and the solutions they re-use.

While this is private, this is a new kind of hyper-collaboration that learns the world's most successful and wanted solutions so it can spread this collective intelligence at digital scale.

Our new norm will be everyone always knows the world's best choices. Humanity's combined knowledge empowers every person to reach their goals.

Since many of these steps include transactions, this could monetize billions of personal advances every day. The new world-leading companies that lead this "solutions economy" will specialize in helping millions of people achieve the goals they choose.





8 Simplify remote work: Make the world one room with everyone in it

What is the stage after "Work From Home (WFH)?" The Expandiverse turns the world into one room with everyone in it. We will flip between live "Shared Planetary Life Spaces" in real time, with everything blended together in each Space. Everyone will be always-on and everywhere, experiencing everything with everyone, all the time.



No one expected to Work From Home (WFH) at the start of the Covid-19 pandemic. But now, most companies are used to WFH and most WFH employees don't want to return to the office. Remote jobs receive many more applicants than office jobs.

Remote works. Companies didn't go out of business by emptying offices. Most prospered with closed offices and remote employees.

Our remote abilities are more advanced than we know. What will happen when a procurement manager uses the Expandiverse?

- She connects live with suppliers, and blends in their data so they can align purchases, production and shipping in real-time.
- She flips live into each distribution center, going to live places where live remote teams solve inventory issues immediately.
- Then she flips into each logistics problem with its locations blended in, to solve it with its employees everywhere.

As she flips into each new Shared Life Space, its people, places, problems and data are already on, and she acts immediately.

9 End not knowing. Start visible benefits and results

Because this is digital, your personal dashboard shows your results and benefits in real time. For the first time you see both your personal progress, and your impact on world problems, with metrics like the United Nations SDG's (Sustainable Development Goals).



Instead of not knowing how to achieve your goals, or how well you are reaching them, everyone sees their progress and their gaps as they set their goals, GO FAST to reach them, and improve their life all day long, every day.

Collectively, everyone's control of reality produces a bigger, positive future where people decide the goals and businesses deliver billions of personal and achievable steps every day. This remains capitalism because companies make and sell the products, earn the profits and grow their market values.

But it produces more than capitalism as we become a sustainable, healthier and more prosperous world that includes everyone. It's a world everyone wants and chooses, for the first time in history.

Personal dashboards show each of us our personal progress toward the lives we want. Anonymous collective dashboards show us transforming the planet into the world we need and want.



10 Evolve business: People decide. Vendors serve them in real time

The Metaverse business model adds "People-First Solution Business." This new real-time stage delivers higher quality lives with less waste, more sustainability and less carbon than today's economy.



Will the economy tell people their life's choices and hold them back in limited lives? Or will people make the decisions and have their choices delivered to them by companies eager to serve them?

In the Expandiverse's Real World Metaverse:

- At the top people choose their goals and have privacy.
- Locations are the next level: Everyone's family of devices, with real-time interfaces that always show "your next best steps."
- Third is daily life: People enjoy always-on solutions with vendors that serve them personally and privately. People receive what they need, when and where they want it.
- The bottom is the world's supply chains, which use everyone's real time needs to turn faster, more accurate and sustainable.

Instead of a world that fails when it decides for people, people make the decisions, billions grow toward sustainable prosperity, and the world makes more money by delivering the lives people want — at the scale of a more successful planet.



11 Switch our culture from misinformation to reality by experiencing it

We will only heal our culture with real personal experiences: Start with your goals, try the choices you want and see your results. You could start from being misinformed and still choose the real world, because you experience it, and choose the reality that works best for you.



Today we have a giant Misinformation Culture that's driven by social media and some of the "news" networks.

A new culture — personally chosen, experienced and proven best by every person — comes out of the Expandiverse's Real World Metaverse. Every person...

- Chooses their goals on the left
- Receives the world's "next best steps" to choose what they want
- Experiences what they like and saves these for rapid re-uses
- Sees their benefits, results and gaps for themself

This is digital, private and anonymous. On the right we can now see the aggregated World that people choose, the Solutions they like, how well they reach their Goals, and the Gaps that remain.

We will see our culture in real time as it changes from a Misinformation Culture to a People-Decided Culture. We will become a planet where Everybody Rises as they develop the real life they want, and make this the real world they would like to live in.



12 With a Real World Metaverse, people direct the Real World Economy

With the Expandiverse's Real World Metaverse layer, every person will direct the world's \$94 trillion economy. Its trilliondollar companies will be the ones that make this the world humanity wants it to become.



Most Metaverse investors focus on video games because this is the first market to adopt VR and immersive environments. This \$176 billion games market only looks big when you don't know a Real World Metaverse controls the world's \$94 trillion economy.

What the Expandiverse's Real World Metaverse[™] builds is a people-run solutions economy that delivers private, personal universal success to everyone. Both existing devices and new VR-AR-XR work, so the need to for immersion headsets is not a barrier. As this "Real World Metaverse" helps people reach goals they want all day long, these revenues multiply markets while making the world more sustainable.

On the upside, markets reward visionary companies and leaders who build the future. As Tesla's market share reached 1% of auto sales, its market value grew to \$1 trillion dollars. That made Tesla's EV (Electric Vehicle) company worth more than the next 10 largest automakers combined, who collectively make and sell nearly all of



the world's ICE (Internal Combustion Engine) cars. Elon Musk became the world's richest man.

On the downside, current world-leading companies are vulnerable because of their stock values — they are not powerful juggernauts. If just 5% of a non-sustainable company's users shut them out digitally, this destroys their growth story with investors. If 10% to 15% of a company's market leaves them, this destroys their profits story. When 20% to 25% of a company's market declares them obsolete, this destroys their existence story.

Netflix watched markets punish it for not evolving when its market changed. In just two quarterly reports Netflix's shares plunged 24% and 35% as investors decided Netflix's reign over streaming video ended. \$205 billion of Netflix shareholder wealth disappeared.

Each year, hundreds of millions of people suffer climate disasters. If they decide to switch to the goal of sustainability and take digital control, their Metaverse decisions over consumption will shut out non-sustainable companies and shift their choices to new market winners.

When non-sustainable companies see their markets evolve they will want to stay visible on people's devices, and remain part of their lives worldwide. They will try to delay the market while they quickly switch their products and services to sustainability.

Collectively, companies will respond to their markets and make this a sustainable physical, digital and virtual world. They will support the people-first world their markets choose, because they will prosper by making this the positive world people want it to be.



15

13 A "Partners Planet:" Grow the Online World with Solutions Revenues

There's a huge revenues problem throughout the online world, and in virtual Metaverses. To solve it, the online world creators could earn "Partner Revenues" by displaying, selling and delivering the ESG Solutions that fit each person's goals.



The online world could decide to switch to helping fix the world and be paid an ESG Solution Partner's share of the enormous revenues from the non-sustainable economy's advertising and sales.

In 2020 Google made \$147 billion by advertising the nonsustainable economy, and Amazon made \$300 billion by selling the non-sustainable economy in its marketplace for third-party sellers.

A Metaverse layer could replace the non-sustainable economy by displaying and selling personal ESG Solutions that fit each person's goals. Everyone receives "their world" instead of the nonsustainable economy that they're being sold and pushed to live in.

Every person could see the choices that fit their goals, and act on them everywhere online. Every online website, app, service, IoT device, business system, retail, NGO and Metaverse could earn "Partner Revenues" by adding an ESG Solutions Economy.

The online world can transform the \$94 trillion economy by displaying and selling Personal ESG Solutions everywhere.





14 Start our next stage: The real goal of the 21st century

What is the real goal of the 21st Century? Will we keep making the choices decided by companies that produce problems? Or will people take digital control and make the decisions they believe are right for themselves and the world?



The Expandiverse Real World Metaverse is an opportunity to start a "people-first system" where everyone decides the goals, and peoplefirst companies make more money by improving people's lives and making this a positive planet.

For the first time in history, we can start a universally successful planet that includes everyone, and turns sustainable, healthier and grows more prosperous.

Why, and how? Because instead of reality controlling people, every person controls reality.



15 Example: Transform the industry that produces 25% of U.S. greenhouse gases

Here's the Opening Keynote for a 2-Day ESG Conference by U.S. Utilities: Will ESG Utilities become the Energy Companies of the Future? (See https:// www.expandiverse. com/resource-use-

case-esg-keynote/)



Electricity production is responsible for 25% of U.S. greenhouse gas emissions. Utilities have one of the biggest opportunities to play a leading role in assisting everyone with today's crises by becoming ESG solutions businesses.

This keynote provides a digital roadmap from an industry that produces problems to prospering as ESG solutions businesses.

Its first roadmap is to become an ESG Utility that digitally expands its revenues with ESG solutions. The second roadmap grows that into ESG Energy Companies that orchestrate and profit from the real-time delivery of ESG solutions worldwide.

This digital expansion delivers Universal ESG Success to everyone personally and privately on their existing devices, all day long. These new leaders empower people to improve their lives and expand their impacts as they become ESG Solutions Businesses worthy of trillion-dollar valuations.





Author Bio: An "Applied Futurist" adds a Universally Successful Planet



Dan Abelow holds degrees from Harvard and the University of Pennsylvania's Wharton School. He is an accomplished "Applied Futurist" who combines future foresight with inventing new technologies to make this a positive planet . His previous patents were licensed by 550 companies that include Apple, Google and Microsoft. His lifetime inventions have been cited 4,100 times.

Dan adds new technologies to solve major problems, raise lives and improve how the world works. His latest IP (Intellectual Properties) are the first patents in a new category, "system change technology." They lift our "system" to new levels of universal success, sustainability, health, hyper-collaboration and inclusiveness.

Named the Expandiverse, the Real World Metaverse[™], this IP has received 1,759 patent citations. Twenty of tech's largest companies have made one-third of these citations. 318 of the citations are by Amazon, Google, Apple, IBM, Samsung and Microsoft.

A Real World Metaverse adds new Moats that protect people and companies. Five of the moats include privacy, people make the decisions, everyone can use the best choices, it's easy to add everywhere, and this replaces a system that will not change.



Addendum

Learn more

Web: <u>expandiverse.com</u>



Vision: "The Great Rise:" By choosing their goals, every person receives their parts of humanity's Digital Wealth, with solutions for everyone.



Roadmap:

- Home
- Technology
- Inventor
- Metaverse Operating System
- The Great Rise
- Real World Metaverse
- Next Stage
- IP



Resources:

- E-books, articles
- Keynotes, briefings, webinars
- Videos
- Roadmaps
- Technical Guides Series

11 Binders of New IP

The U.S. PTO divided this into 31 Technology Categories

Length: 1,400+ pages / 282 Figures



Three categories that describe the Expandiverse, the Real World Metaverse:

- Technology/Innovation/Intellectual Property
- Business/Economic Growth
- Environment/Sustainability/Climate Change



Dan Abelow, keynote speaker

See <u>recorded keynotes</u>, <u>briefings and webinars</u> and the last page for contact information. This web page streams these example videos:

- U.S. keynote speeches
- Keynotes at international conferences
- An excerpt from a corporate executive briefing
- An excerpt from a webinar

Trademarks

Expandiverse ${}^{{}^{\mathrm{TM}}}$ and Real World Metaverse ${}^{{}^{\mathrm{TM}}}$ are trademarks of Daniel Abelow

Full Disclosure

Dan Abelow, the inventor and IP creator, has never sued anyone for patent infringement, but his name was connected to some patent infringement lawsuits filed by others.

Abelow sold his previous patent portfolio in 2004 to an Intellectual Ventures company who licensed many leading companies. Intellectual Ventures divested these patents to companies that used their patent ownership to license companies, and the new owners sued some companies for patent infringement. Their lawsuits named the "Abelow patents" that they owned, and they filed the lawsuits.

Dan Abelow is a tech creator who has never sued anyone for patent infringement.



Disclaimer

All Expandiverse information, websites, ebooks and downloads are provided "as is" for general information and are not intended to be used as technology, intellectual property or advisory guidance. No warranty expressed or implied is made regarding the completeness, accuracy, adequacy, or use of the information. The authors and contributors of the information and data shall have no liability for errors or omissions contained herein or for interpretations thereof. The opinions expressed herein are subject to change without notice. The descriptions of technology in this document and its images are separate from and may or may not be different from the descriptions of technology in issued patents 9,183,560 and 11,222,298, any pending patent application or new patent applications filed at the U.S. Patent and Trademark Office. Only the issued patent and patent pending application and specification describe patented and patent pending technology, and filed specifications available for future patent filings. ALTHOUGH THE INFORMATION AND DATA USED IN THIS REPORT HAVE BEEN PRODUCED AND PROCESSED FROM SOURCES BELIEVED TO BE RELIABLE, NO WARRANTY EXPRESSED OR IMPLIED IS MADE REGARDING THE COMPLETENESS, ACCURACY, ADEQUACY, OR USE OF THE INFORMATION. THE AUTHORS AND CONTRIBUTORS OF THE INFORMATION AND DATA SHALL HAVE NO LIABILITY FOR ERRORS OR OMISSIONS CONTAINED HEREIN OR FOR INTERPRETATIONS THEREOF. REFERENCE HEREIN TO ANY SPECIFIC PRODUCT OR VENDOR BY TRADE NAME, TRADEMARK, OR OTHERWISE DOES NOT CONSTITUTE OR IMPLY ITS ENDORSEMENT, RECOMMENDATION, OR FAVORING BY THE AUTHORS OR CONTRIBUTORS AND SHALL NOT BE USED FOR ADVERTISING OR PRODUCT ENDORSEMENT PURPOSES. THE OPINIONS EXPRESSED HEREIN ARE SUBJECT TO CHANGE WITHOUT NOTICE

This document refers to marks owned by third parties, and all such thirdparty marks are the property of their respective owners. No sponsorship, endorsement or approval of this content by the owners of such marks is intended, expressed or implied.



Contact

For services, assistance, keynote speeches or articles contact Dan Abelow, the inventor and founder:

- Expandiverse is new IP and services for a Real World Metaverse[™] that raises each person to the top so that everyone can improve their life and direct a better world.
- Everybody RISE is a new kind of platform to become a healthy, prosperous and sustainable planet that includes everyone.



For Expandiverse IP contact Liquidax for licensing, partnering or acquisition:

- Liquidax represents Expandiverse Technology for licensing, partnering and acquisition.
- Liquidax Capital works ahead of the change. It is a private equity based IP asset management firm that focuses on large emerging markets.



