A Commerce and Society Leadership Challenge:

Who Will Use the “Everything App” to Take E-Commerce[1] and Societal Leadership?

Expandiverse IP scenario for taking economic leadership by using the $5.7 Trillion Global E-Commerce Revenues[1] to help solve personal and world problems

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(1) Statista, Retail E-Commerce Sales Worldwide from 2014 to 2026, $5.7 trillion is the 2022 total, https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/

Key to the Competitive Analysis Chart on the Next Page:

(What are your biggest competitors doing and becoming?)

Leadership Goals

Expandiverse IP

Top 5 Competitors, The Digital Business each is building

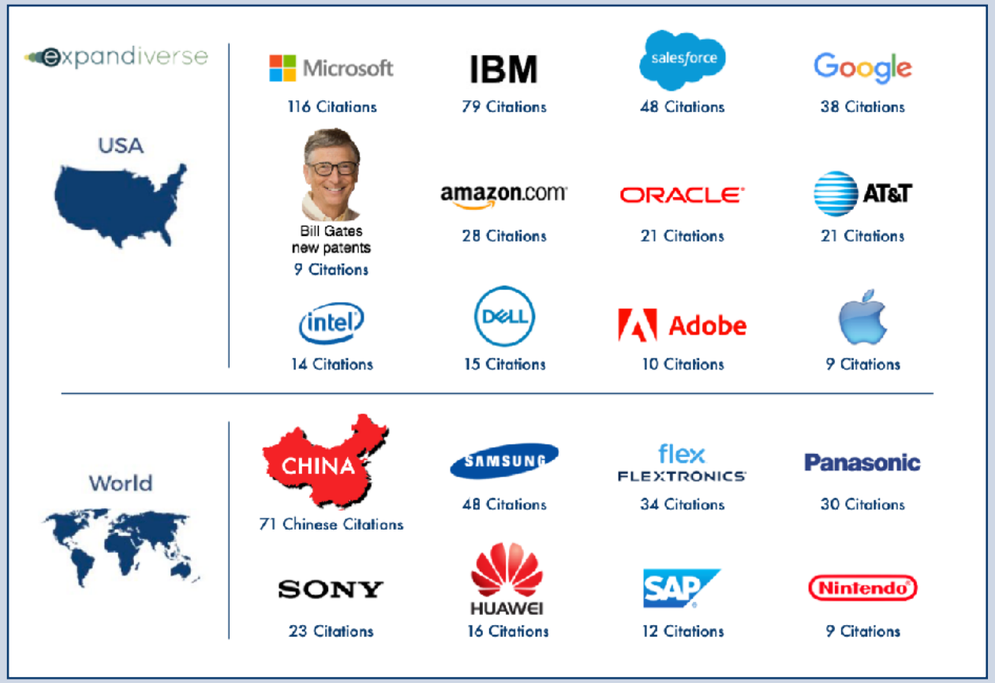
Potential benefits from IP (See Disclaimer at end)

Potential impacts without IP

This IP has been cited 1,759 times by other patents

These 20 tech leaders made 1/3rd of the patent citations

(Who cited it? How many times did each cite this?)



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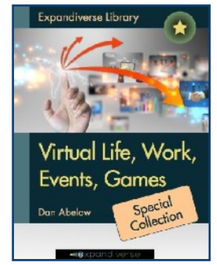
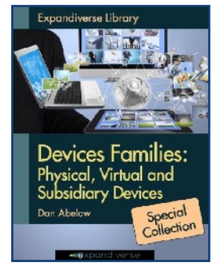
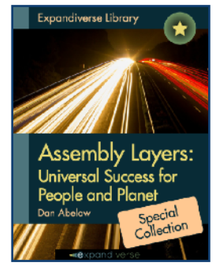
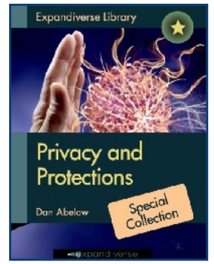




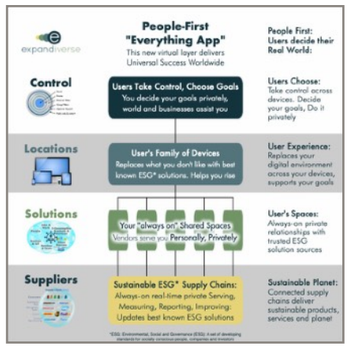




"Everything App": Everybody Runs Their World

Universal success isn't a fuzzy dream. When every person gains control, they will choose their goals. Companies will prosper by delivering interactive real-time solutions that help people succeed. Billions of daily personal improvements will improve everyone's lives and the planet.

Order: Today's dominant platforms first, Some new "Everything App" potential competitors next.

Metaverse Commerce Goals	Expandiverse: The Real World Metaverse™	Apple / Google	Amazon	Meta / Facebook, Instagram	Twitter / Musk	Games Platform (Epic, Roblox, MS/Xbox, Unity, Sony, Etc.)
The online-first world: People are choosing the online-first lives, work, learning and play they want. Our economies, societies and commerce will become realtime processes that deliver universal success. **Current world:** We live on a physical planet that has added a digital Internet layer. GAFAM* platforms run large parts of the Internet/digital economy. **Next: Virtual layer / Virtual devices:** The Metaverse is the first name for a new virtual layer. As a people-first layer every person runs the Internet, devices and physical world. **Assembly layers are next:** Assembly *Lines* revolutionized the economy and lives. Next, online-first "Assembly *Layers*" will deliver universal success to everyone. **Move every person to the top:** This will flip society's pyramid by raising everyone to the top — without attacking elites, without revolutions.	**Example – Apple apps outsell Amazon:** Apple's app ecosystem produced $519 billion in retail sales in 2019, which is much larger than Amazon's $346 billion in 2019 retail sales. But what digital channel will be bigger than Apple or Amazon? **Global Universal Success: The "Everything App":** This gives each person control to improve their life. Delivers people-first universal success worldwide:  **People-First Universal Success Virtual Layer:** • **Goals:** You take control of your devices, choose your goals. Goals can include ESG solutions to sustainability (climate crisis), health, diversity, etc. • **Locations:** Your family of devices adds what improves your life, removes what you don't want • **Solutions:** Daily life adds Shared Spaces: Private real-time relationships with your solution sources • **Suppliers:** Supply chains make what people want, then deliver it where and when they want it	**One of the possible advances from this IP:** One or more "Everything Apps" can add a private virtual layer that gives every person control above devices, app stores, surveillance ad platforms, etc. These apps include Expandiverse components for goals, dynamic replacements, personal solutions and collective actions. For example, people can improve their lives and fix the world. Users can set a goal like sustainability and have more sustainable choices across their devices. To be included, companies turn sustainable so they can be visible and serve that person. When this virtual layer gives everyone the lives they want, responsive companies grow market share and corporate value. This enables capitalism's business model to include human goals. **Companies without this IP:** Most people have major unmet goals. In addition, about two-thirds of people, investors, employees, etc. want action on climate change. With an "Everything App", everyone can improve their lives and include sustainability to collectively make this a better planet. To protect everyone, their steps, digital replacements and actions can be individual instructions with encrypted privacy, anonymity and digital protections. Millions (and billions) of people can be independent actors who make companies respond to their goals or be excluded. If a leading public company loses 5%-10% of their markets they lose their growth story. When 10%-20% of people leave they lose their profits story. Above 25% they lose their company value story. After this, companies will grow their value by aligning with people's goals, or else risk losing their leading roles and value. Apple's app ecosystem business model: • App Store receives 30% of digital sales, subscriptions and ad revenues • Current legal issue Google advertising revenue (2021): $209 billion • Repeatedly delays ending surveillance advertising • Anti-trust status	Retail business: • Amazon retail sales: $190 billion (2020) • Amazon Marketplace (third parties selling on Amazon): $300 billion (2020) Other Amazon businesses: Becoming the "everything" company: • AWS (cloud) • Amazon's many businesses	Hardware: • Quest 2 VR Headset • Quest Pro Metaverse: Horizon Worlds: • Audience use • Employee use Continuing commitment to the Metaverse: • Continuing its commitments • Also boosting its other businesses	Musk wants to start "X", the "Everything App": • Everything App vision • Elon's description Musk acquires Twitter: • Old business model • Needs revenue: Advertisers • Wants revenue: User subscriptions • Reduces costs by firing employees • Turns company "hardcore" • Restores suspended accounts	Developing: competing Metaverse business models • Business Summary • Roblox • Epic Games / Fortnite • Games subscriptions: Apple Arcade, Xbox Game Pass, Sony PlayStation Plus, Switch Online, PS Plus • Qualcomm XR • Unity • Sony motion capture • NVIDIA Omniverse

* GAFAM platforms: Google, Apple, Facebook/Meta, Amazon, Microsoft

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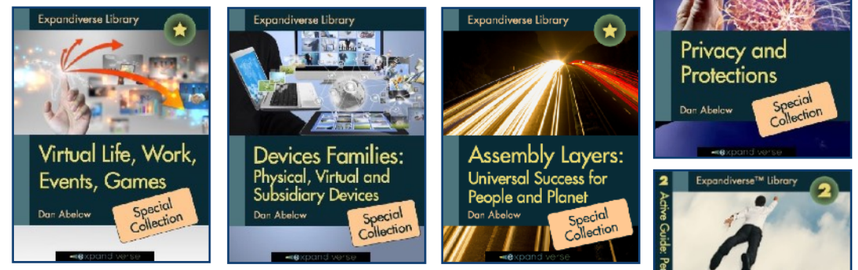


"Everything App": Everyone Decides The World

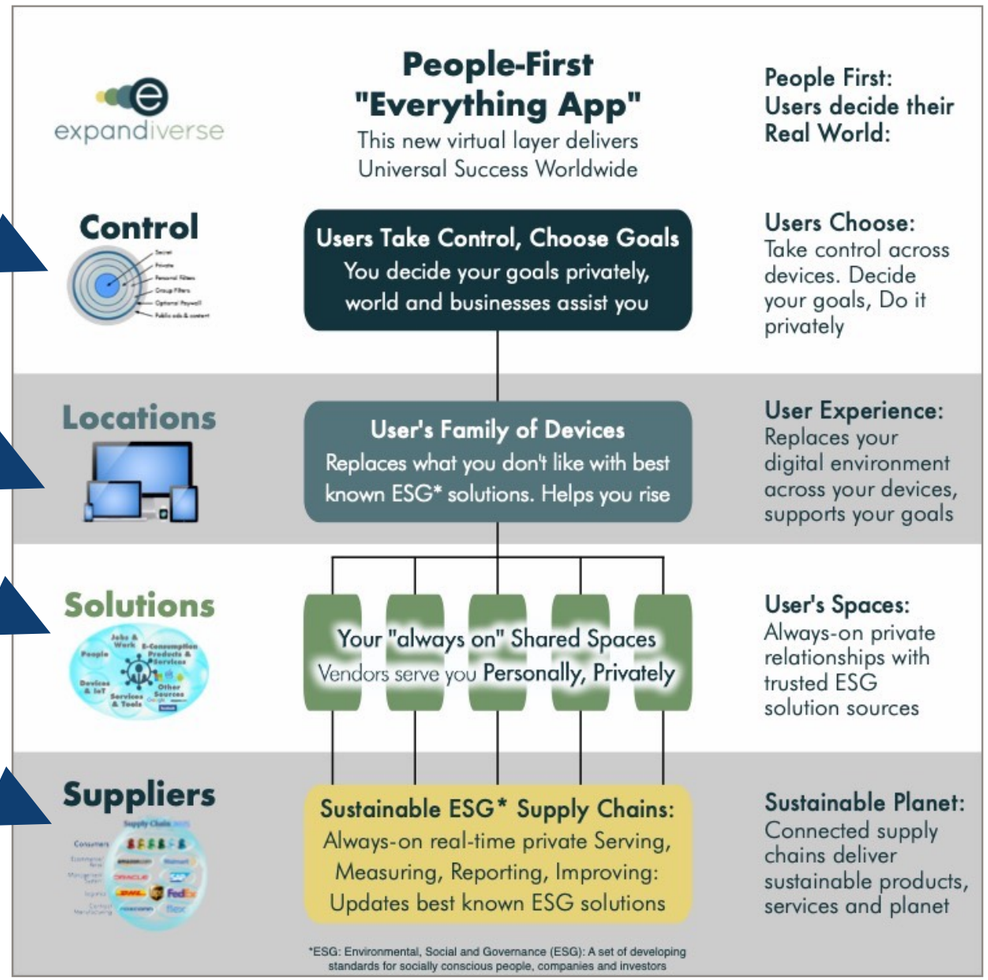
Universal success isn't a fuzzy dream. When every person gains control, they will choose their goals. Companies will prosper by delivering interactive real-time solutions that help people succeed. Billions of collective daily improvements will improve the planet and everyone's lives.

People-First "Everything App": People decide their personal goals. Collectively, people align businesses with their goals

Some of the Expandiverse IP, layers, components and privacy:

- **Users choose their goals** and take control personally and privately
- User's goals **direct real-time replacements** of ads, products, content, companies, solutions
- **Direct private solutions:** User-vendor relationships in Shared Life Spaces
- **People-first vendors** lead an ESG Solutions Economy

Economy-wide, the Personal Solutions *Operating* System becomes a Personal Solutions *Economic* System



Now every person can improve their life **and** help drive the world's solutions:

Help fix the climate crisis, health, diversity,

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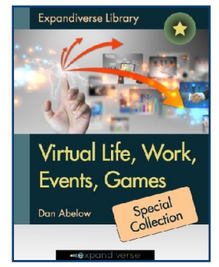

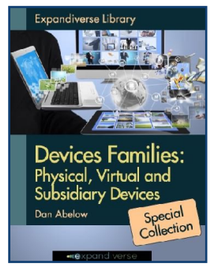

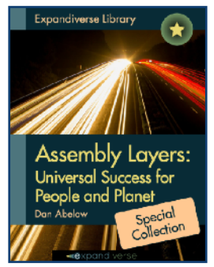

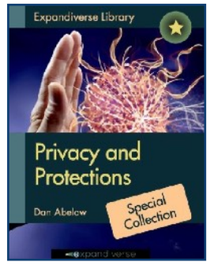

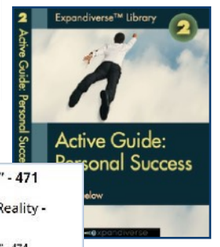

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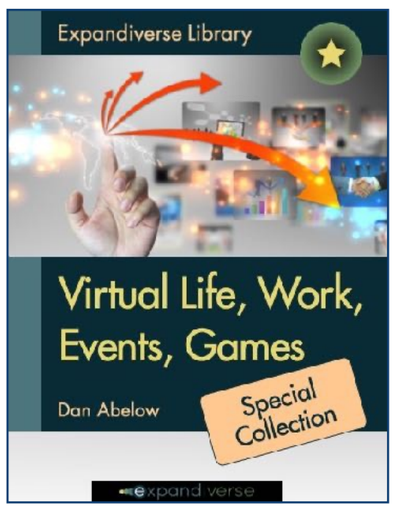

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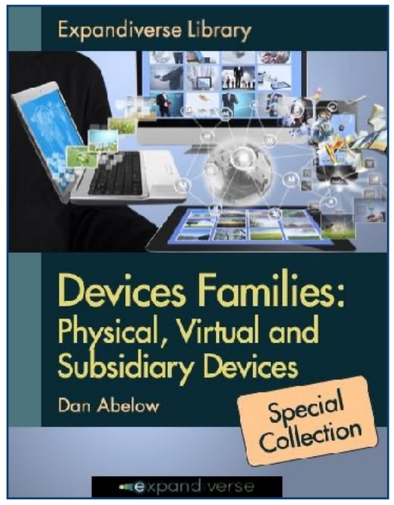

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Figure 192: Infrastructure for New TP Innovation (Technologies, Networks, Devices, Hardware, Services, Applications, Etc.; 6404)

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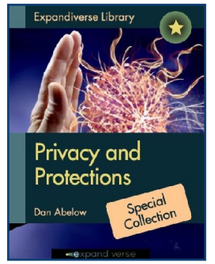

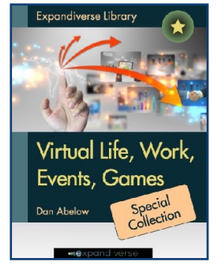

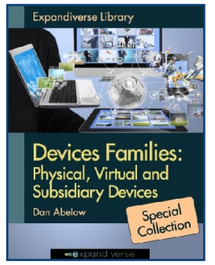

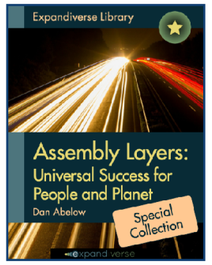

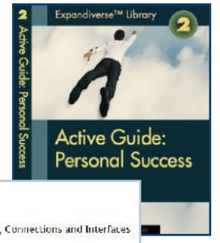

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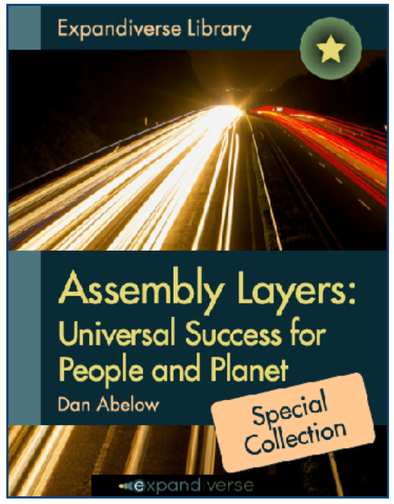

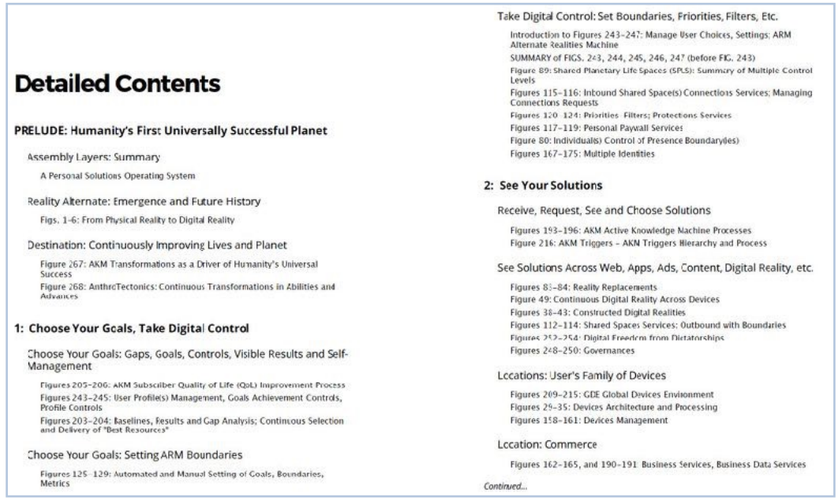

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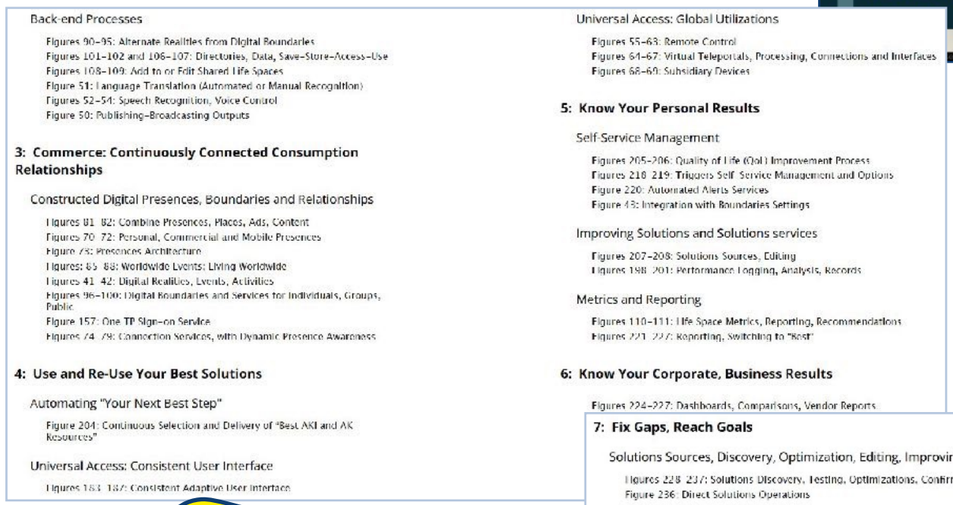

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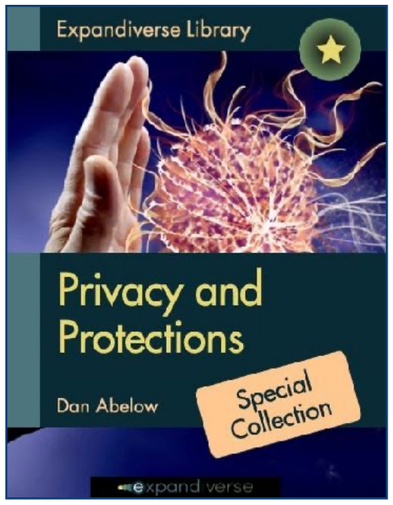

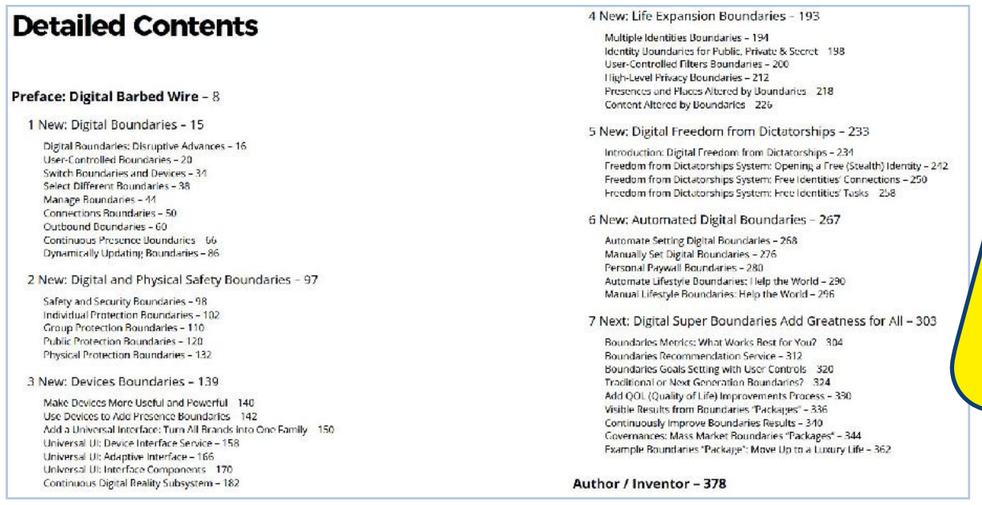

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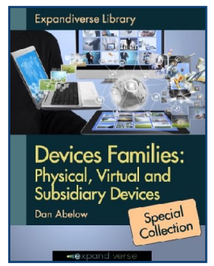
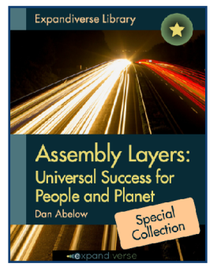
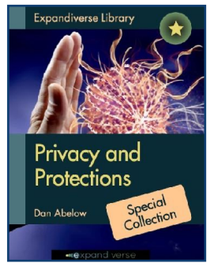
Relates to U.S. Patents 9,183,560 and 11,222,298, and Patent Applications to be filed in the 1,400 page Open Case

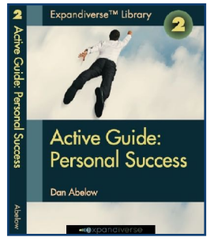
"Everything App": Everybody Runs Their World

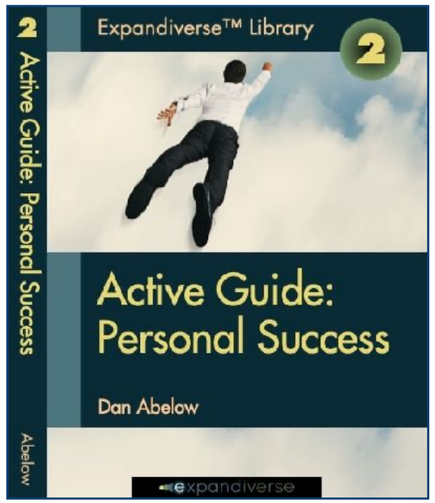
Universal success isn't a fuzzy dream. When every person gains control, they will choose their goals. Companies will prosper by delivering interactive real-time solutions that help people succeed. Billions of daily personal improvements will improve everyone's lives and the planet.











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Author / Inventor

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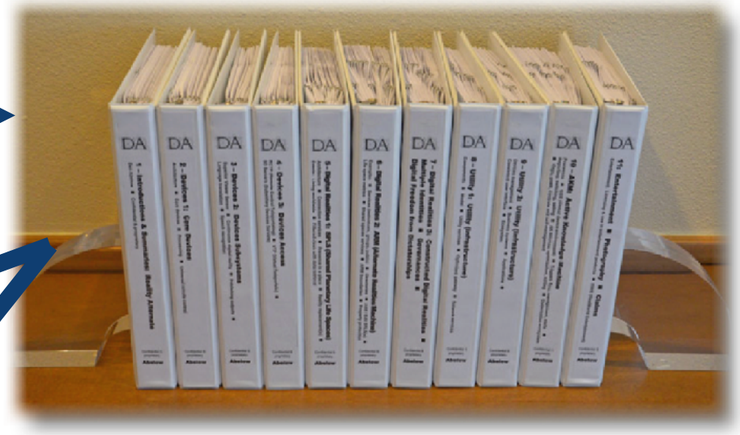
IP Filing

1,400 pages, 282 Figures

Divided into 31 Technology Categories by the U.S. Patent Office

Issued U.S. Patents: 9,183,560 and 11,222,298

Current Application (open case): 17/535,307



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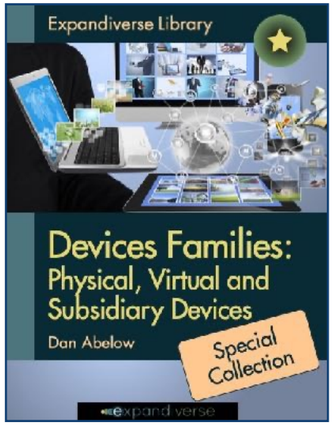
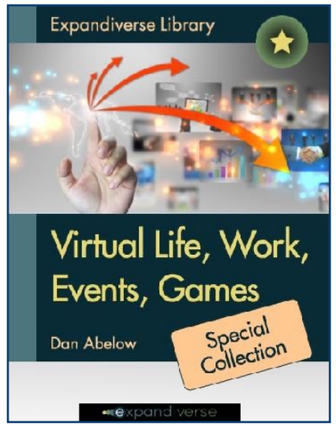
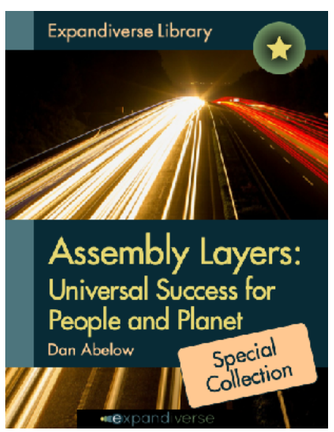
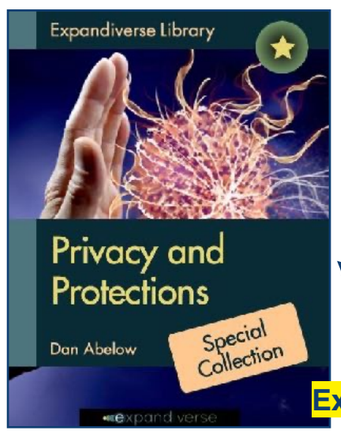
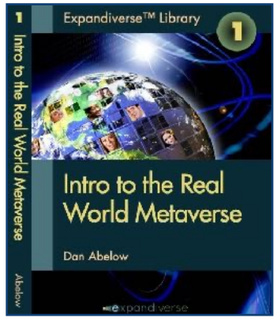


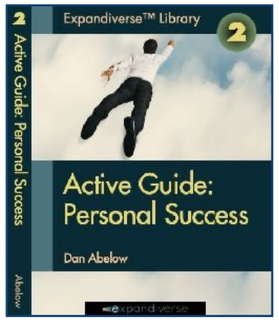


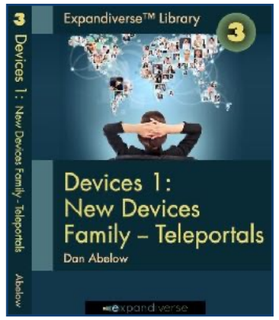


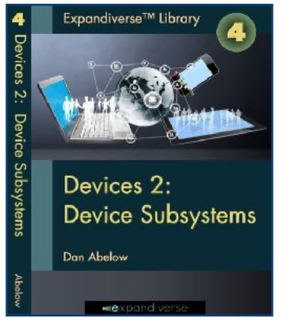


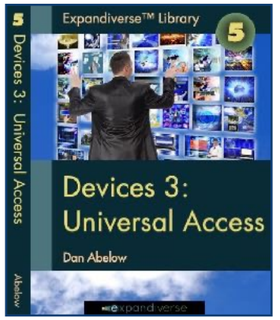
10 Volume Series: Build and Monetize Your Businesses Faster, Better and Cheaper

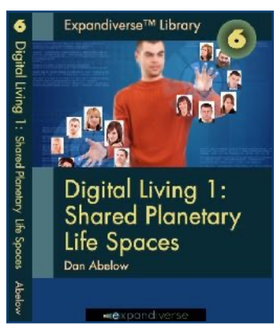


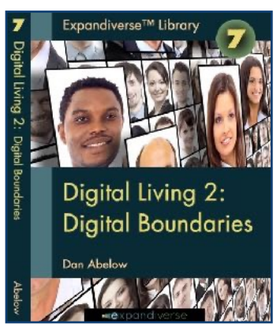


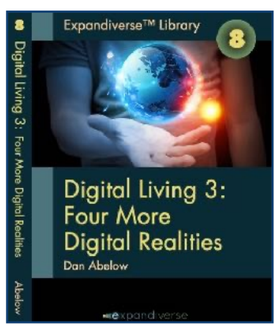


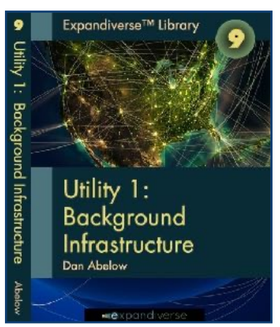


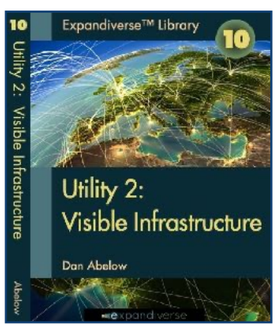












Example volume (see this PDF online): **Privacy and Protections**

The preceding scenario is part of the following Expandiverse IP Metaverse Portfolio

Metaverse Patent Portfolio: Infrastructure, Applications, Devices, E-Commerce & Privacy

METAVERSE IP ASSET PORTFOLIO

Current Intellectual Property Assets:

- **Reality Alternate: Shared Life Spaces - Digital & Physical Realities (Patent Issued)**
- **User-Controlled Digital Environment - (Patent Issued)**
- **Assembly Layers – (Patent Pending)**
- **Privacy & Protections – (In Development for Filing)**

Intellectual Property Assets in Development:

- **Active Knowledge**
- **Real World Generator**
- **Global Adaptive Resources**
- **Constructed Digital Realities**

Future Patent Filings

• Devices	• Communication	• Goals	• Identity(ies)
• Voice/Speech	• Shared Spaces	• Alerts	• Privacy
• Remote Control	• Collaborations	• Services	• Protections
• Events	• Live Presences	• Resources	• Reporting

**** Additional 31 Technology Categories Specified by the USPTO for ongoing filings***

TECHNOLOGY

Developed by a leading Futurist with over 550 patent & tech licenses with the world's largest tech firms.

The "Metaverse" is a mixture of virtual and physical world's where users interact, play, work, visit, purchase products & services and participate in a virtual world that makes the physical one even more exciting.

This patent family and parent patent "**Reality Alternate**" was the most cited intellectual property in 2017 by US patent examiners when rejecting other patent filings trying to claim what this patent family has filed first.

Portfolio open for additional Continuation & Divisional filings after acquisition

1,759 CURRENT CITATIONS

Over 1759 Global Citations including the world's largest technology companies.

Request the Full List w/ Details

FEATURES and BENEFITS

FEATURES

- Realistic blending of live people, places, data & activities in "Shared Life Spaces"; where people can switch between their multiple live presences in digital realities
- Turn life digital & global every minute, with or without VR headsets or virtual reality
- Digital Environment exists above technology platforms, meaning users can control how their privacy works
- "Assembly Layers" allows users to outline new life goals in the Metaverse to focus on solving real world problems with like-minded global users.
- The Real World Metaverse™ allows for branding outside of just VR/AR but a global solutions based Metaverse as well.

BENEFITS

- Invented by leading futurist and technologist
- Prosecuted by famed Fish & Richardson law firm
- Continuation and Additional filings Include 1,400 pages, 282 figures: USPTO divided into 31 technology categories

IP ASSET PORTFOLIO DETAILS

Patents

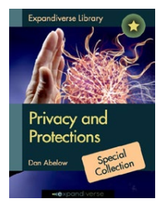
- **Reality Alternate**
  US9183560B2
- **User-controlled digital environment across devices, places, and times with continuous, variable digital boundaries**
  US11222298B2
- **Assembly Layers**
  US20220156653A1

In-Development

- Privacy & Protections
- Active Knowledge
- Adaptive Resources
- Digital Realities

IP & Tech Support

Private 11 Volume Series to accelerate building and monetizing the Metaverse, devices, services and technology



Example: Privacy & Protections

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Accelerating Growth. Increasing Value.

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www.liquidax.com
212-634-9394

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843-252-4060

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Expandiverse IP Alters Multiple Markets: Five Competitive Analyses

Here are five of the industries where Expandiverse IP disrupts competition. It adds new "people-first" technology that elevates every person to the top, making them Digitally Wealthy. Tech and companies will work for people, instead of people working for companies. The company(ies) that own and run this will maximize its strategic position, ecosystem, revenues and profits as it reshapes multiple industries.

"Everything App": $5.7 Trillion Markets

Includes:

Google
amazon
Meta

Games Platforms

Everyone Controls E-Commerce

The Metaverse is the first name for a new virtual layer. As a people-first layer every person will be elevated to the top. They will run the Metaverses, Internet, devices and physical world.

Our economies, societies and commerce will become real-time processes that deliver universal success that includes everyone.

People will set the goals. Companies will assist and serve them personally.

Communications: $1.8 Trillion Markets

Includes:

Microsoft
Meta

Work Platforms Metaverse, Web3, Blockchain, etc.

Telecoms, Video Conferencing, Online Events, Life and Work

The Expandiverse "online-first" model adds "Shared Life Spaces" (SLS). These are user-controlled "digital environments" for work, life and play.

Each SLS includes always-on people in real, virtual or hybrid places, with their apps, services, resources, etc. These replace today's communications products and services.

Devices: $1 Trillion Markets

Includes:

Meta
QUALCOMM
Microsoft
Google

Phones, Tablets, Laptops, PC's, Wearables, etc.

The Expandiverse "devices family" model includes physical devices, virtual devices and subsidiary devices. This gives each user control over the world's "devices family."

This makes humanity's devices into sharable resources where everyone can add devices for sharing, and use others' shared devices. This makes everyone "Digitally Wealthy."

Digital Advertising: $468 Billion Markets

Includes:

Google
Meta
amazon
Microsoft

From Customer-Centered to Customer-Controlled

The Expandiverse "advertising" model elevates users to decide their devices interfaces. You choose your goals, like improving your life, and sustainability to fix the climate crisis.

Your goals are personal instructions that replace the choices across your "devices family." To be included, companies must help you reach your personal and planetary goals.

Privacy & Protections: What People Want

Includes:

Meta
Google
amazon
Microsoft

Consumers and People Choose, and Get That Privately

The Expandiverse "privacy and protections" model adds seven new kinds of privacy and digital protections to our online-first planet.

For example, privacy-first users do not need to tell the surveillance advertising platforms their goals, replacements, decisions or actions. When people are protected, they will reach their goals privately.

The detailed Competitive Analyses are available on request

Use the contact info below to make your request

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Inventor Bio: Dan Abelow

History and Metrics

I believe the real value of innovation is to solve the biggest problems, and advance humanity to its next stage. These steps are rare but they transform billions of lives by growing humanity's abilities and prosperity.

I think of myself as an Applied Futurist who starts with big, unsolved problems in life, economics and our planet. Then I use foresight to design a positive future, and create new patented technologies to build it.

Here's a few metrics:

- **Degrees:** Harvard and Wharton
- **Commercial Value:** 550 licensees of my previous patents, includes Apple, Google and Microsoft
- **Widely Useful:** Lifetime patent filings cited 4,100 times. (The average patent is cited only 3 to 6 times. Only 0.01% of patents are cited more than 100 times.)
- **Limits Others' IP:** My large filings cover many new areas at once. U.S. Patent Examiners cited Expandiverse IP the most in 2017. Their wide and continued citations limits others from getting patents on what the Expandiverse already filed.

UX (User Experience) Expert:

Hundreds of UX improvements for leading companies. Previous UX clients:

Two Examples

Anticipates What's Coming: My latest IP and patent family is the Expandiverse, the Real World Metaverse™.

- **Vision and mission: Start universal success on a sustainable, healthier and more prosperous planet that includes everyone**
- **1,759 patent citations of Expandiverse IP** (as of Jan. 2022)
- One-third of these patent citations are by 20 of tech's largest companies
- 318 patent citations are from Amazon, Google, Apple, IBM, Samsung and Microsoft

Microsoft 116 Citations
IBM 79 Citations
salesforce 48 Citations
9 Citations
Google 38 Citations
amazon.com 28 Citations
Bill Gates new patents 9 Citations
CHINA 71 Chinese Citations
SAMSUNG 48 Citations
SONY 23 Citations

Ten of the tech leaders who cite this IP, with each's number of patent citations

Use Case Example: ESG Roadmap Keynote

As the climate crisis forces your company to act, how will you use your rapid transformation as a growth opportunity by taking profits-focused economic leadership?

My keynote speech opened a 2-day ESG conference by U.S. utilities, the industry that produces 25% of U.S. Greenhouse gas emissions.

This keynote provides a two-stage ESG roadmap to use the Expandiverse Real World Metaverse to:

- **Increase revenues and profits** by becoming a real-time ESG solutions platform vendor
- **Evolve that real-time ESG Solutions Platform** to lead a worldwide ESG Solutions Economy

Stream this solutions keynote:
https://www.expandiverse.com/resource-use-case-esg-keynote/

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Liquidax Capital represents Expandiverse IP for licensing, partnering and acquisition

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Liquidax – Ahead of the Change™

Liquidax Capital is a Private Equity based IP Asset Management firm that focuses on large emerging markets

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