

How to sell ideas

Vinay Gupta
Hexayurt Project
Callfist.com
@leashless

Why to sell ideas

behavior change

The Shed of Doom

how open source ruined my life





Another World
Is Possible

A photograph of a wooden shed under construction in a garden. The shed's walls are made of light-colored plywood. A large, semi-transparent blue geometric shape, consisting of a triangle and a rectangle, is overlaid on the image. The text 'The Devourment' is written in a white, bold, serif font, slanted diagonally across the blue shape. The background shows green foliage, a lawn, and some garden plants.

The Devourment

Change Behavior

a new global minimum standard of living











Ideas are bigger than products

- One idea can give rise to an endless number of products
- Individuals are limited, ideas spread endlessly
- Preserve the free will of people to choose:
ideas do not form natural monopolies

Collapsonomics & Black Elephants

THE INSTITUTE FOR COLLAPSONOMICS

collapsonomics, *n.*

1. The study of economic and state systems at the edge of their normal social and economic function, including preventative measures to avoid destructive feedback loops and vicious cycles.

2. A consulting practice based on the scientific and historical understanding of collapse conditions, and responses to them.

It seems we need a term for big, obvious threats that are sure to emerge - think asteroid impacts - but which few want to face. Handily, students of "collapsonomics" have already coined one: "black elephants." (New Scientist)

No. **We've long known** that Iceland has active volcanoes and that ash and jet engines don't mix. It seems we need a term for big, obvious threats that are sure to emerge - think asteroid impacts - but which few want to face. Handily, students of "**collapsonomics**" have already coined one: "black elephants".

Dougald Hine

Black Elephants and Skull Jackets

a conversation with Vinay Gupta

Before I know who he is, Vinay Gupta has started telling me about his plan to start a small African country. The drug factory is the important part, apparently - that and the Gurkha mercenaries.¹

2009 / 2010 – fringe status

SundayReview | OP-ED COLUMNIST

Stampeding Black Elephants

NOV. 22, 2014

**Thomas L.
Friedman**

SYDNEY, Australia — I PARTICIPATED in the World Parks Congress in Sydney last week and learned a new phrase: “a black elephant.” A black elephant, explained the London-based investor and environmentalist Adam Sweidan, is a cross between “a black swan” (an unlikely, unexpected event with enormous ramifications) and the “elephant in the room” (a problem that is visible to everyone, yet no one still wants to address it) even though we know that one day it will have vast, black-swan-like consequences.

**Thomas L. Friedman** ✓

@ tomfriedman

New York, NY

Now: mainstream

NY Times columnist and Pulitzer Prize winning author of *Lexus and the Olive Tree* and *From Beirut to Jerusalem*.
nytimes.com/friedman

489

TWEETS

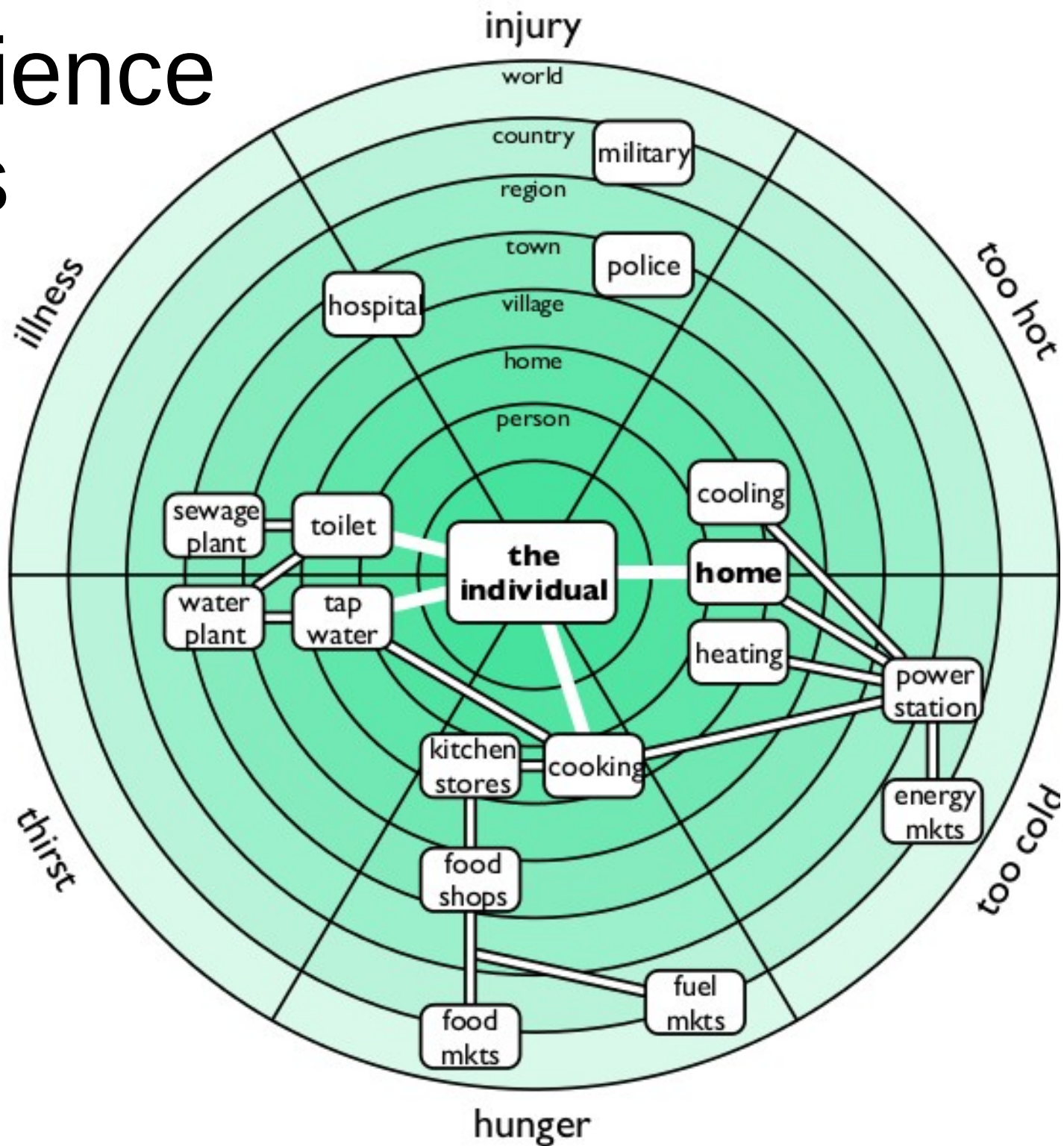
78

FOLLOWING

315,632

FOLLOWERS

Resilience maps



2009 – hippies in squats





**GOETHE
INSTITUT**

**THE WHITE BUILDING AND THE
GOETHE INSTITUT PRESENT:
(DIS)ASSEMBLING
#STACKTIVISM – A SALON**

*we cannot have a conversation about something whilst
it remains unseen*

#stacktivism is a term that attempts to give form to a
critical conversation & line of enquiry around
infrastructure & the relationship we have to it

there are many people beginning to shape/have this
conversation ::

Keller Easterling : **Extra Statecraft**

Jo Guldi : **Roads to Power: Britain Invents the
Infrastructure State**

Timo Arnall : **No to NoUI**

Benjamin Bratton : **Geopolitics of The Cloud**

Artist/Critical Engineer : **Julian Oliver**

Vinay Gupta : **Simple Critical Infrastructure Maps**

Jay Springett : **Who owns the means of not dying?**

****JULY 13 2013 LONDON UNCONFERENCE****

stacktivism.tumblr for a curated collection of links
follow [@stacktivism](https://twitter.com/stacktivism) to join the conversation

**Mainstream
artworld**

Manual Transnacional de Buenas Prácticas y Procedimientos en caso de Gripe Pandémica
(Resumen de Estudio Dinámico)



[Pandemia Gripal Grave. Guía rápida.](#) (E)



[Severe Influenza Pandemic. Quickguid](#)



Unión Europea
Fondo Europeo de
Desarrollo Regional
Iniciativa de Empleo Juvenil
Iniciativa de Empleo Juvenil



Estudio dinámico de análisis de una Cat
posibles y efectos derivados)

Severe influenza pandemic in Macarone



[Estudio](#) (Español)



[Main document](#) (English)



[Presentación](#) (Español)



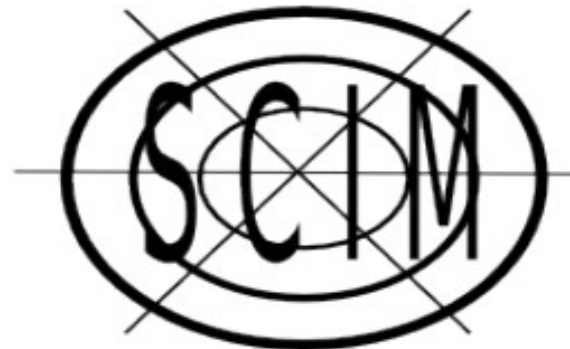
[Presentation](#) (English)



Severe influenza pandemic in Macaronesian Islands:

Preparedness and Response

Spanish panflu planning docs



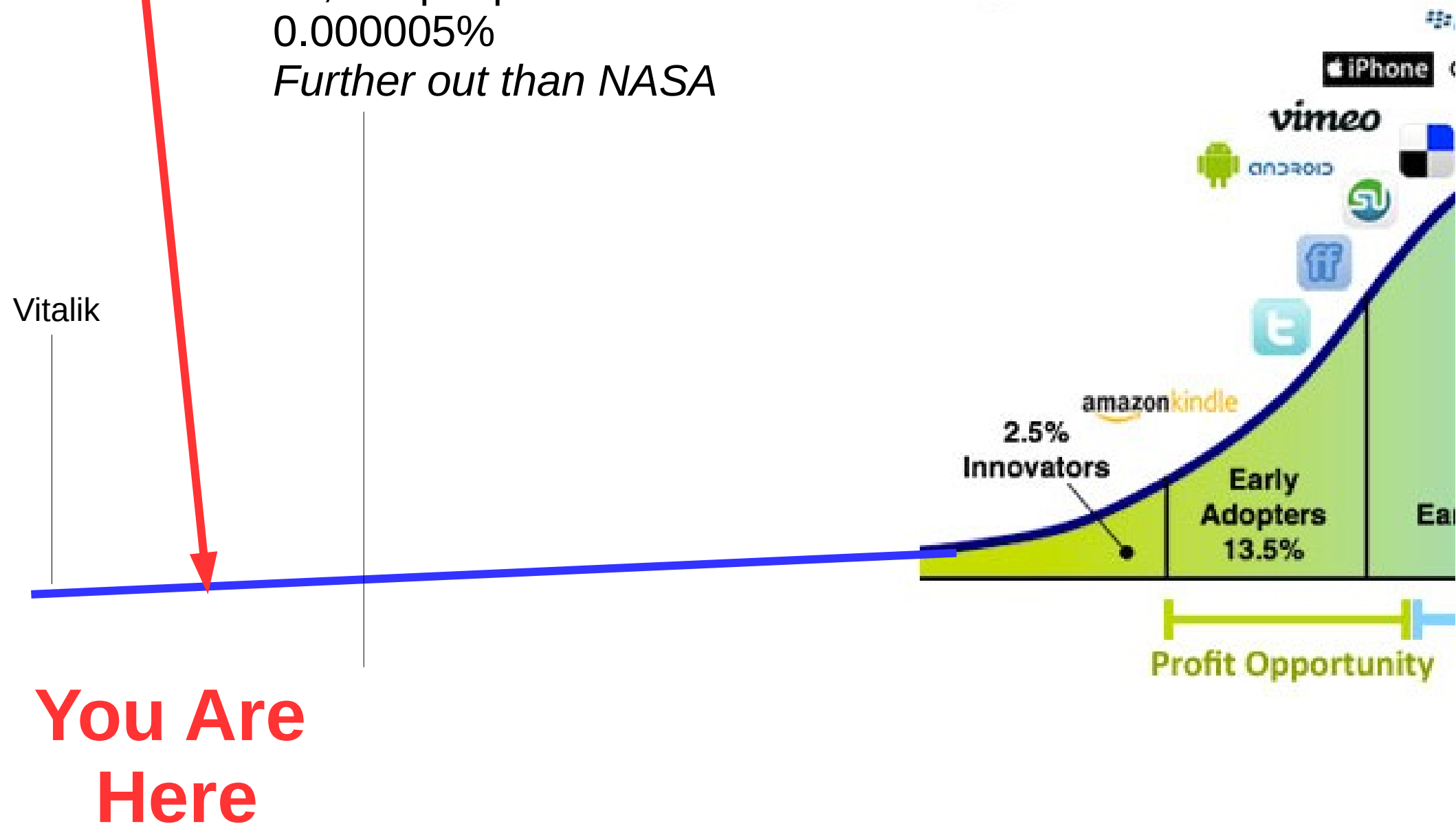
Tools

Rogers' bell curve



50,000 people in the world
0.000005%
Further out than NASA

Rogers' bell curve



What's the process for doing this?

- 1) make sure you understand it
- 2) practice explaining it to people like you
- 3) slowly explore explaining it to adjacent people
- 4) learn how different people hear the story
- 5) **everybody has their own world model**

Coke is it,

just do it,

to infinity and beyond,

do what thou wilt shall be the whole of the law,

be the change you want to see in the world,

from each according to his abilities to each
according to his needs,

do you see what I'm saying?

CHRIST WAS AN AD MAN

A witty and
wild testament
on how to
create the
miracle ads

*"He thinks big,
spends small.
His ads are
sheer genius."*

ADVERTISING AGE

ROBERT C. PRITIKIN

Pritikin's Testament:
a crazy, alcoholic
womanizing Mad
Men era ad exec
writes the best book
ever written on
human communication

Buy a copy.

Read it.

Even developers!

What's the process for doing this?

- 6) fully generalized communication: very rare!
- 7) however, **you** just need to get 10x as many people to understand your world model / message
- 8) each set of people pushes the message further down the Rogers Curve
- 9) you're just showing people your world
- 10) collaboration relies on shared experiences or expectations

Rogers' bell curve



Doing it fast

E-gold has laid the groundwork

Bitcoin has laid the groundwork

Snowden has laid the groundwork

People's world models are ready to change

The time is right