

Dave Asprey: You're listening to Bulletproof Radio with Dave Asprey. Today's cool fact of the day is that I don't have a cool fact of the day ready, but I'm pretty sure that today's guest does.

Peter Diamandis: Hey, Dave. My cool fact of the day is that I think it's about 78.2% of people make up stats on the spot.

Dave Asprey: Nice. If you don't recognize that voice, that is none other than Peter Diamandis, founder and executive chairman of the X Prize Foundation, one of the world's 50 greatest leaders named by Fortune Magazine, co-founder of Human Longevity Inc. and founder of two companies in the commercial space, molecular geneticist and aerospace engineering and an MD from Harvard Medical School. If you guys didn't hear the previous episode with Peter Diamandis as we're listening to, Peter's one of the most inspiring guys I know. Someone who's really upped my level of thinking about what I do in the world. He runs a group called Abundance 360 that has really, really just help shape a lot of the way I think about how big I can go.

If you see my Facebook postings, I felt like, "Oh, I wasn't thinking big enough." It's usually because I haven't spent enough time with Peter. He's quoted on the back of my books. He's endorsed them. Just one of the guys who literally brought private space flight back by creating the X Prize. I don't know anyone more inspiring and I asked him to come on Bulletproof Radio today to talk about how he thinks because he spoke at the Bulletproof Conference this year and the feedback was amazing from the audience where he shared how he thinks about just doing stuff this big. Peter, welcome to the show. That was an interesting made up fact at the beginning of the day, but you and I know both because ...

Well, you're a doctor and an engineer at the same time. A lot of the science that we've relied on for a while especially in the medical side, some of these studies are not reproducible. The 78.2% of the stuff is made up, but you see something published, maybe funded by people with a specific interest, and all of a sudden you go to reproduce it and it's not reproducible. What's your take on that?

Peter Diamandis: That you get what you incentivize and unfortunately sometimes people are incentivized to stray from the truth because of whatever motivates them financially, what the case might be. The flip side of that is we're also entering a period of time where there's a massive amount of data being collected and data being created. We can create much more data driven science. We now have layers of AI and machine learning, which makes data crunching that much faster and I think we're heading towards a period of the citizen scientists being able to do extraordinary things.

Dave Asprey: It's definitely easier now to do stuff that was almost unimaginable. I go back 20 years ago at the foundations as we're building the first eCommerce on the planet and I would have quoted, for a company like Bulletproof, I would have quoted \$1 to \$2 million a month for web hosting services and infrastructure design and all that. I used to write deals like that all day long. I think we spend

\$1,200 a month on our web hosting if even that. The cost have come down to run a company at scale. Not to mention that we're able to do live video and record, even though you're in Southern California and I'm on Vancouver Island and we're getting good quality.

Peter Diamandis: This is magic. Absolutely magic.

Dave Asprey: It's incredible. Now one of the things that you taught me to do in your program and I have to just give a shout out to Joe Polish from Genius Network and to JJ Virgin. JJ said, "Dave, you have to go to Joe's event," and I did. Joe sat me next to you and I'm like, "Oh my god. Peter's an alien. I got to hang out with this guy." We became fast friends and then I came to your event. People help you to meet the people you want to meet, but you taught me to just ... How do you think 10 times bigger than you did before? You talked about these MTPs or about these moonshots.

Because what you said at the Bulletproof Conference was so transformative for people, I'm hoping everyone listening to this episode picks up on that same kind of energy and just like maybe up levels their thoughts about their place in the world. Like literally that big of a goal. That's a small goal for you, but for the rest of us, that's a pretty big goal for one episode. What is an MTP? What is a moonshot? How did you get into this stuff?

Peter Diamandis: Sure. Let's start with an MTP. The term is massively transformative purpose. It's the notion that you have to ask yourself, someone who wants to go bigger in their life, who wants to do more, who's not satisfied with what you have and some people can be, right? I'm a family man. I love my kids, my family. That's where I get my enjoyment and that's fantastic. There's no reason to not be happy with that, but if you desire to go bigger, if you're upset or excited, if there's some emotional energy, the question is what is your massively transformative purpose? What is the purpose you wake up with in the morning and say, "This is why I'm alive." You go to bed at night and saying, "I'm so excited about tomorrow to go and make this difference on the planet."

When you have that kind of emotional connection, it's an emotional energy, it will drive you and allow you to go bigger and bolder than any place else. I talk to people. I talk to companies, Fortune 500 CEOs that I've spent time with or entrepreneurs who are part of Abundance Digital or a part of Singularity University and I ask, "Do you have an MTP? Do you know what's driving you? Do you know what's your shining star?" Because if you don't have a target you're shooting for, then every opportunity looks equally the same. When you know what you're shooting for, then you can choose to ignore some and double down on others. When you've got that MTP, you're able to go 10 times bigger.

I talk about a moonshot as going 10 times bigger in your life in some area versus 10% bigger. When you're going 10 times bigger versus 10%, it's 100 times the value proposition. It's never 100 times more difficult, but it's 100 times more worth it. When you're trying to do something big and bold like a moonshot and

I'd love to talk about our moonshot include mining asteroids, extending the human lifespan, solving many of humanity's grand challenges, why? Because we can and because it's fun. This stuff is all hard. It's all impossible until you make it happen. Making it happen is being fueled by this internal emotional energy that will drive you at 3 o'clock in the morning when everyone else is giving up.

If you're going something because your mom and dad told you, because your boss told you, because your teacher told you, you're never going to have the emotional energy to push through the difficult times. That's an MTP and roughly a moonshot.

Dave Asprey: You've got some moonshots there and I've got four of them that I'm working on as well. I want to go back though because you're brilliant. I mean your educational things. I know you personally and we just have the best conversations.

Peter Diamandis: You're very kind.

Dave Asprey: How did you learn this? Most people don't come into the world knowing what you just said. You got this somewhere or you built this somewhere. How did you do that?

Peter Diamandis: I was born in the '60s. I was born at the tail end of Apollo, during the Apollo program. In 1966, well, Star Trek came online. I didn't watch it when it first came out, but I watched it shortly thereafter. At the end of the day, Apollo showed us what we were capable of doing as a human race right now. Oh my god. We're actually landing on the moon. How cool is that? Clearly in 10 years we'll be on Mars and 10 years after that I'll have my shot at going into space. Star Trek showed us where the human race was going. This one-two punch was an extraordinary accelerant for me and gave me my first MTP, my first massively transformative purpose, which was I'm on this planet to help make the human race a multi-planetary species.

That's what I wake up with every morning. It's what I see, hear, feel and know that the purpose of my life is to inspire and guide the transformation of humanity on and off the Earth. That's a phraseology from Date With Destiny of our mutual friend Tony Robbins. I believe that and I drive that. When the Apollo program died and a lot of the ethos and efforts to go to space died with it and then came the Shuttle program, which was mediocre at best and then has materialized, I still had that MTP. Then I ended up creating my own moonshots out of absolute passion and frustration. Right? Again I ask people, "When you're searching for your moonshot, what is emotionally driving you?"

I had the emotional energy of the excitement of going to space and the frustration that NASA had failed to deliver, that none of the stuff had materialized. Damn it, if I need to, I'm going to make this happen on my own for myself and for others. The terminology of moonshots really came into existence

through my relationship with Larry Page, who was the CEO of Google, now the CEO of Alphabet and the work that he did with Sebastian Thrun and Astro Teller and Google X, which was their moonshot factory. They repopularized the concept of moonshots and defined it as some place where you're going 10 times bigger. Interestingly enough, it's really important to realize you can't get a moonshot by just working harder.

You can't just like work a little bit harder to get to 10 times bigger. You can get 10% bigger by working Fridays and Saturdays, but 10 times bigger means reinventing what you do, right? Google reinvented search from what Yahoo was doing or Alta Vista was doing and reinvented it. Amazon reinvented a lot, so did Tesla, so did SpaceX. These are moonshots because they start with a clean sheet of paper and reimagined what's possible 10 times bigger. It's crazy compared to the traditional industry. I'll just say one more thing, which is I like to say that the day before something is truly a breakthrough, it's a crazy idea. Right?

Dave Asprey:

I saw a paper yesterday that was just publicized and it was mathematicians proving that extending human lifespan and beating aging is impossible. It was like the worst paper I'd ever seen. Math is not good at that. The reason it was impossible is they made 7,000 assumptions without proving any of them. It said, "Based on these assumptions, it's impossible." I'm like great. That's a sign that we're probably about to double our lifespan because when people say it's impossible, just like no one's ever going to fly, no one's ever going to build the atomic bomb or nuclear power and just all these things, which were consistently proven false, but only after all the science trolls had their day.

I know that when you started the X Prize, the idea of private space exploration was just kind of considered to be crazy pants. I know this because my uncle who passed away about 10 years ago was named one of the 20 most influential private investors in space travel before you started the X Prize. My uncle was ... He was crazy. He was a tech entrepreneur who made enough money to buy an airport in Las Cruces and like start tinkering in his lab, but didn't have anywhere near the impact you did on doing this. People routinely were like, "Good god. You're brilliant, but what the heck? Like no."

Somehow you went out there and you had a spark or a passion and you laid out this challenge, but you actually said you were going to offer this \$10 million. You didn't have \$10 million to offer when you started the X Prize. Tell me about that.

Peter Diamandis:

Yeah. It's a story that either proves my insanity or inspires and it's up to you. The idea of the X Prize, you have to understand, in the '70s, the '80s, '90s, I am frustrated about going to space. I actually go to MIT. I got a six pack of degrees in molecular genetics and aerospace engineering. I go and get my medical degree all in part to sort of bolster my resume to eventually become an astronaut. Then I give up on the government getting me there. A dear friend of mine Greg Martinek gives me a copy of Charles Lindbergh's autobiography called The Spirit of St. Louis. I'm reading Lindbergh's biography and I had no idea

that this man actually flew from New York to Paris not on a whim, but to win a \$25,000 prize.

It was called the Orteig Prize offered by this guy Raymond Orteig who offered 25,000 bucks. Nine teams entered this competition and spent \$400,000, 16 times the prize money, to try and win this guy's \$25,000 prize. Now Lindbergh's one of those nine teams, but he is by far in the newspapers, on the radio back then, by far the underdog. He's called the flying fool. He'd only been flying for two years. No one would sell him an airplane or an engine because they were so fearful that he would crash and give their products a bad name, but he raises the money from the City of St. Louis. He names his airplane after the group that funded him, calling it The Spirit of St. Louis.

Lindbergh makes the flight extremely successful and within a couple years of his flight, aviation explodes and becoming so possible, so exciting. I said, "I think that's my game. I'm going to create a prize for private space flight. I'm going to incentivize people like your uncle and many others to go and build private spaceships that could take me and my friends into space." The rules were simple. Build a private spaceship. No government funding. Carry three people up to 100 kilometers. Land safely and within two weeks with the same ship make the flight again. You do that, you win 10 million bucks.

I announced this on the Arch of St. Louis, under the Arch of St. Louis with Buzz Aldrin there, 20 astronauts, the Lindbergh family, Burt Rutan, the head of NASA, the associate administrator of the FAA. Global coverage, except I didn't have \$10 million to announce the prize. Small detail. I actually spent all the money I had raised throwing this press conference. I'm like, "Burn the ships, dude," because I really figured who wouldn't want to fund the ... You pay the \$10 million after it's been won. I's like zero risk. I went out at that point and started talking to CEOs and pitch CEO after CEO and company after company and it was like why isn't NASA doing this? Can anyone really pull it off? Then the bummer was isn't someone going to die trying?

It was this incredible fear and lack of adventure and just this inability to dream and a risk aversion that shut it down. Long story short, I finally found the Ansari Family. Again large companies don't take risks typically. Individuals privately take risks. The Ansari family, I knew Anousheh, Hamid and Amir Ansari, amazing entrepreneurs. Had built their companies, a series of telecommunication companies, their third one called Telecom Technology sold for a \$1.4 billion to Sonus Networks. They funded the prize. They actually funded a whole in one insurance policy. Got it taken out. That's another story. We had 26 teams from seven countries spent \$100 million going after the \$10 million prize.

Burt Rutan, backed my Paul Allen, won the prize and then on the heels of that, Virgin Galactic licensed the winning technology. We get Jeff Bezos who I've known for 30 years kicking off Blue Origin. We have Elon Musk with SpaceX. It's a dawn of private space flight and just an amazing time to be dreaming about space independent of a government funding cycle.

Dave Asprey:

Something interesting about there because I was there for the 10th anniversary of the Ansari X Prize, I got to meet Anousheh Ansari and chat with her. I met Burt Rutan and all. There is an incredible desire from a lot of the very successful billionaire entrepreneurs I've met and people who are almost billionaires where they're going, "Well, I'm feeling blessed. I'm feeling grateful. I didn't want to lose all that I've earned, but I'm absolutely willing to spend a few million dollars because it won't change my life one bit, but it could do a lot of good." You've been remarkably effective in connecting with people like that I think because you're thinking so big.

I don't think that you get that excited about donating a million dollars to a charity that's going to spend it and then come back and ask for more without changing the world. If you were to look at portfolio allocation if you have essentially almost unlimited wealth, just like a lot of people are putting a little bit of money into Bitcoin, but it's just a little bit. In terms of portfolio allocation, you could look at the prize sort of thing as the Bitcoin with extremely high returns possible, but it might not work. It seems like that was missing, that little bit of risk was missing from the giving back from some of the wealthiest families I've ever run across. Is that what made it happen?

Peter Diamandis:

I think so. I mean there's a couple of things. Number one, there's a huge amount of dreaming and there is a co-coincidence between space geeks and tech geeks. Right? A lot of people who were in the ... I mean the people who backed the X Prize are Larry Page and Sergey Brin and Eric Schmidt and Elon Musk and a lot of tech gazillionaires, I'm proud to have them on my board as my backers. Then a lot of these people ... It's interesting. Right? When you think about who's investing heavily in space right now, it's a lot of individuals who got inspired by Apollo and Apollo Star Trek, the Shuttle program, and that never paid off. I'm not in that financial category yet.

I hope a few exits will get me there eventually, but at the end of the day, they've had enough money where they can say, "I'm tired of waiting for the governments to do it. I'm going to do it myself." Right? My first organization ever was a group called SEDS, Students for the Exploration and Development of Space. SEDS became a national and international college space organization. I was running it nationally out of MIT where I was an undergrad and Jeff Bezos was the Princeton Chapter president at the time, which was very cool. I knew him back then. When I met him when he started Amazon, I said, "What are you doing?" He goes, "You know, I'm going to make enough money on Amazon where I can go and invest it in space."

An easy one-two plan. Make billions on this and then go and spend it in space and that's exactly what he's doing right now.

Dave Asprey:

This a meme. There's also a guy. It was this Sky Chilton. He started a major hotel chain because he wanted enough money to go to space. It seems like there's some people from our generation ... I mean I used to work at 3Com when Eric was CEO and when Larry and Sergey were two guys in the server, they went to

EXO Communications where I was a co-founder of the consulting group. We helped their very first servers when Google were getting going, but there's a bunch of guys there who actually started tech companies as a stepping stone to going to space. I think that's missing from the narrative. Are there other examples? Are these just outliers? These are just guys I can think of off the back of my head.

Peter Diamandis:

I mean Elon started X.com that became PayPal that he sold. He took his \$140 million and invested a hundred of it into SpaceX. Barely made it. It was just on their fourth attempt of the Falcon one that it succeeded. SpaceX and Tesla and Solar City are all heading rapidly towards the ground and then NASA gave them a commercial crew contract and that turned things around. In 2008, they got a funding for Tesla from the government. The story is untold about Elon and what makes me believe he deserves everything he's received is he bet everything on his moonshots. His two moonshots have been space/Mars and electrifying the world, going to an electric economy. He's made massive dents in both, but I know him and he's driven by that MTP, right?

It's a massively transformative purpose. It's what drives him. He's bet everything on his moonshots. The guy is also freaking smart and driven to work 80, 90 hours per week, but has pulled that off. You see this consistently. Paul Allen investing very heavily in space. Richard Branson investing very heavily in space and just getting a billion dollars of Saudi money to fund all of the space activities that he's doing. I think we're about to see for those of you are fellow space enthusiasts, we're about to see this massive emergence into space. My own company Planetary Resources, which I co-founded with Eric Anderson and Chris Lewicki, we've identified these mere Earth asteroids, which we're going to go to explore and prospect.

We're going to be extracting liquid oxygen, rocket fuel from them because every major space launch company is dependent upon refueling in space at this point. These rocks are trillion dollar assets. Listen, it may all be insane and it probably is, but it's also the opportunity for trillion dollar economies in space.

Dave Asprey:

When I did the 10th anniversary X Prize event with you, we met someone at JPL who's job it was to keep asteroids from hitting the Earth. There's three or four people who were like, "Let's avoid an extinction event before we become a multi-planetary species," which in and of itself is a major moonshot. I wish the guy had more funding than he does and things like that. Do you see all of this stuff happening, but without trashing the planet on the way? I'm not particularly worried about you driving an asteroid into orbit and dropping it on the planet because I think you know what you're doing, but it seems like there's some big environmental or other risks like this that maybe aren't being addressed by some of these moonshots.

Peter Diamandis:

I mean to parse the questions apart, the first is yeah, the business model of taking an asteroid and dropping it for ransom on a particular city is something we decided not to go down that business route.

Dave Asprey: Some cities might deserve it though.

Peter Diamandis: By the way, when we mine an asteroid, we don't ever move it. In fact, we don't actually touch it. We actually cause the water vapor to sublimate from ice to water vapor and capture the water vapor, move that to Earth orbit in the form of ice. The asteroid stays in orbit around the sun, the heliocentric orbit, and it's no issue. In fact, the benefit we get is that we're going to be really understanding how to map and interact with asteroids much better. There's a secondary benefit to humanity. There's no environmental issues that take place. There are some 60 million known asteroids. 16,000 of those are in near Earth orbits.

About 1,000 are large enough to be even of interest to us and we've identified the top six that we're targeting to go to the Manhattan Islands if you would. I think a lot of moonshots and a lot of the conversation ... You know I focus on abundance thinking.

Dave Asprey: Yeah.

Peter Diamandis: With the entrepreneurs that I mentor and support at Abundance 360 like yourself and in Abundance Digital, my goal is creating a mindset that is an exponential mindset and an abundance mindset. One of the things that we talk about is that an abundance mindset is a realization that a few things are actually scarce. That you can turn things from scarcity into abundance by the appropriate use of technology. We have historically gone from energy, what was very scarce, like whale oil. Right? By slaughtering whales. Then we went to oil and natural gas petroleum economy and technology allowed us to drill 5,000 meters down and 5,000 meters over and oil become more and more abundant. We started fracking.

It made more and more energy available. The reality is that the largest gains in energy are going to come when we kill petroleum the same way we killed whale oil. Kill is a bad term. We shut down the petroleum industry the same way we shut down the whale industry by getting something much cheaper and much better, which is going to be solar. We're heading towards in my opinion a majority of fully solar or renewable economy. There's 8,000 times more energy that hits the surface of the Earth in a day than we consume as a species in a day. If you look at the technologies, last year we had 25% of the world's energy was from renewables. We had in 30 plus countries renewables were cheaper than petroleum for energy.

We're down at 2.1 cents a kilowatt hour out of Dubai. The sunniest countries in the world are the poorest countries in the world. Interesting co-positioning. Then battery technologies are actually nearing three times the progression and the best optimist thought. We're really heading very well towards an electric economy. Autonomous electric cars are going to slay the gasoline industry. You see country after country, auto company after auto company saying, "No more internal combustion cars. No more for sale. No more for production." A lot of

change is coming very quickly. The moonshots for a lot of people is how do you make this cheaper, more environmentally responsible and more available to people.

Dave Asprey:

What you just said there is why I love hanging out with you and I wanted the listeners to hear that too. You hear all this doom and gloom stuff, but 25% of the energy is already renewable. What I do is every January at the 360 event that you put on, it's several hundred CEO types sitting down looking at what's really going on in the speed of change. I am 100% in your camp and I hope everyone listening to this is. There's never been a better time to be alive because you can change things faster and with less effort than in all of history. It's so easy to just fall under this watching politics on the news, which doesn't do anything for anyone and just sort of get into this woe is me mindset.

Peter Diamandis:

Can I jump on that and do my favorite riff on the news here one second? I love Bulletproof. I tell people I'm blessed because I live two blocks away from Santa Monica Bulletproof and Bulletproof Labs and just the mindset of the Bulletproof community is just awesome. I really want to share that we live during a day and age that is trying in some ways. Part of the difficulty is that we live in a time where the news media is a drug pusher and negative news is their drug. The challenge is that on every device we have, our cellphones, our tablets, our TVs, our radios, our newspapers, we're being fed negative news 10 to 1 over positive news.

Now I'm not saying that the negative news isn't true, but there's a reason that we get 10 times more negative news than positive news. It's our brain and you talk about the brain. We evolve on the Savanna's of Africa hundreds of thousands, millions of years ago. Back then if you missed a piece of negative news, like some rustling leaves is a lion and not the wind, your genes right out of the gene pool. We evolved and the ancient piece of our temporal lobe called the amygdala, which scans everything you see and everything you hear first. If it sees something dangerous, it puts you on red alert. We pay so much more attention to negative news. The news media's business is to deliver your eyeballs and my eyeballs to their advertisers.

If you pay 10 times more attention to negative news, guess what? They're going to put a lot more negative news on the front page, on the second page, on the third page. I like to say there's no one standing outside LAX every morning saying on CNN, which I call the crisis news network, there's no one saying, "There's no airplane crash here today." Right? It's not new when nothing doesn't happen. It's only news when it does.

Dave Asprey:

It's funny because yes, there's 10 times more negative news and we're between three and 10 times more sensitive to remember it. It's actually three to 10 times more news. We're literally getting 300 to 1,000 times more of this than our bodies are meant for. When I read Abundance or Bold, your last two books, about this mindset and just spend time with people like you or Naveen Jain who I met through you who I'm an advisor to Viome. He's an investor in Bulletproof

and one of my advisors. People who have that abundance mindset, it completely destroys the negative stuff. Anytime you see the negative stuff, you're like you just turn it off or it doesn't land anymore.

I want people listening to Bulletproof Radio to absorb that from this interview and just realize how fast things are changing and how good it is and maybe form their own moonshot. We're actually recording two back to back. This is like part one of this interview. We're going to get a chance to talk about some of these moonshots. I think you had mentioned some years before, human longevity is one of the things. All right. We're in 100% alignment on that one. When I announced I was going to live to at least 180, it actually pissed a bunch of people off to my amusement.

I was there with Aubrey de Grey and Peter Thiel and another guy from Harvard, I think it was one of the major men's magazine, sort of saying, "Here's the strategies and maybe they're all nuts, but I'm willing to die trying. I was going to die anyway if I didn't try. It seems reasonable. You're out there spending millions of dollars building companies to do this." That's one of yours where like, "All right. Sign me up." I've done HLI testing. That's one. The other one is mining for asteroids. What are the other ones?

Peter Diamandis:

Planetary Resources, which is going out to create the resource economy in space to fuel those companies. The third category is really the work I do with the X Prize Foundation, with Abundance Digital, with A360. It's incentivizing entrepreneurs who I think are the most powerful force in the universe to take on and solve problems. The biggest dent I can make, the biggest leverage I can get is incentivizing entrepreneurs to go and find their MTP and create moonshots like Naveen who you mentioned and thank you for the kind of words you said about incentivizing you.

If I can incentivize entrepreneurs to find their massively transformative purpose, get their moonshots and support them in creating moonshots, what I realized years ago was that the world's biggest problems are the world's biggest business opportunities. Want to become a billionaire? Help a billion people. The more people finding problems and solving problems, the better the world gets. This is this positive feedback loop, which makes me realize that we're living in the best time ever and the world is getting better despite all the naysayers. Right? If you look at the actual numbers, this is from Steven Pinker at Harvard, we're living historically during the most peaceful time ever in human history.

Hard to believe watching the crisis news network or the constantly negative network or whatever you want to call CNN, but those are the numbers. We're living longer than ever before. More people are getting vaccinated. We've got more longevity. All of these things are happening at an increasing rate of prevalence. More people out of extreme poverty. At the end of the day, more access to energy, food, healthcare, education than anytime ever in human history for every single person on the planet. My moonshots is extending the healthy human lifespan. I set my target when I was in medical school. I don't

want to play games, but I set my ridiculous target at 700 years because I heard that was the age of the longest living sea creature.

I said, "If they can, why can't I? It's either a hardware or a software problem. Let's solve it." Anyway, inspiring entrepreneurs to say go bigger, go better, go after it, you can, there is no limitation to any of us here today on knowledge. Right? We all have access to Google or if you're in China, Baidu. Ubiquitous access to all the knowledge in the world. Oh my god, right? You want computational power? Amazon Web, AWS, Amazon Web Services, massive amount of computational power. More than the President of the United States had 20 years ago. You can spin it up. You want access to capital? More capital than anytime before in seed, angel, venture, crowdfunding. Even sovereign wealth funds are starting to come in and enter and invest in entrepreneurs.

More capital. I think ultimately it's the passionately committed mind that says, "That's a problem I'm going to solve. That's what I stand for. I'm going to build a business to make that better. That's the world I'm trying to incentivize and create."

Dave Asprey: Peter, I didn't ask ahead of time, but at the Bulletproof Conference we did a scholarship for the digital version. Can I do that on the podcast too?

Peter Diamandis: Sure. If you like, pal, it's up to you. I'd be honored.

Dave Asprey: One of the things that, Peter, that you've been working on is ... This will be fourth year of going to Abundance 360. This is a very expensive program where you're in a room and you get to meet Craig Venter and some of the most powerful decision makers in technology. It's not something that most people listening to this are going to go to. If you're in a position to do that and you can get in because there's not very many spots available, like it's kind of exclusive, but if you can get in, great. You should do it. You just launched a digital version of that. To get people to sign up, there's an incentive program. What I offer to do was to refund whatever incentive I would get.

If you're listening to this and you're like, "I want to learn from Peter's brain. I want to know this stuff and just get that," I don't even know where to send people. Do you know the URL?

Peter Diamandis: We'll include it in this version either at the bottom of this page or whatever. Just to tell people what it is, if I may, because I'm passionate about this. Part of my moonshot is to enable your moonshot. It allows me to scale, right? Everybody wants to do the best they can in the world. I'm driven by this passion. Abundance 360, which is 360 CEOs, and it sells out a year in advance, but this year in January we're going to have an amazing group. I've got Astro Teller who runs moonshots for Google. Right? He's the head of X. He's going to be spending the day with us. I've got three of the top longevity companies on the planet showing what they're up to.

Basically we're going to be doing a deep dive in artificial intelligence and brain computer interface and nanotechnology. Then we're going to be talking about the future of education. Tony Robbins is going to be joining us to talk about the impact and the future of work. It's really three days in my mind of here's the stuff that's going to change your life this year. We're doing a deep dive on Blockchain and cryptocurrency.

Dave Asprey: Nice.

Peter Diamandis: I think everybody needs to start understanding this is ... If anybody remembers the first time they used the web and the first time they send email and like, "Oh, this is going to be interesting," that's where we are with Blockchain. Right?

Dave Asprey: You're always ahead of the curve, Peter.

Peter Diamandis: At A360 three years go by the way, I brought Bitcoin ATMs and told everybody please buy this. I'm telling everybody, "I'm selling my gold and buying Bitcoin." The price of Bitcoin back then was I think 180 bucks and it's 6,000 bucks now. Hopefully some of the folks in the room bought Bitcoin.

Dave Asprey: I think they did. I just joined as an advisor and investor a Bitcoin hedge fund called Walden Bridge. That's in large part because I've been following crypto for a while and you were a big push to get me to really pay attention to adding something like that into my portfolio. It's one of my portfolio companies now.

Peter Diamandis: Good on you, pal. Abundance Digital. A360 we capped at 360. It sells out a year in advance. I had some people saying, "How do I get in? I can't afford it. Now it's 15,000 bucks. I can't afford 15,000 bucks." We ended up creating a digital version of this called Abundance Digital. It's a year-long community. When you join Abundance Digital, it's a community of individuals who are focused on changing the world, finding their MTP, creating their moonshots, supporting each other. I spend time every single day on that community. I'm in the community providing feedback to members. I do three or four live hours per month with the community. You get to watch all three days of the A360 Conference live with special content backstage.

There's a whole video curriculum, about 160 videos you have access to that I've recorded. For me it's about helping entrepreneurs play the bigger game, but there's one other thing which is a lot of people want to play the bigger game, but they live in some place or they're in a home or in a group of people who keep them down. Right? Someone says, "Oh, that's a stupid idea. Oh, who are you to say you can do that?" Unless you've got a community of people who enable you to aspire and inspire, you're never going to go for that moonshot. You'll keep on being knocked down.

The most important part of Abundance Digital is a community of people who are exponentially minded and abundance minded who would be there to help

you shape your ideas, help you think about crazy ideas. The mantra and the values we have is there is no crazy idea and that helps someone shape their MTPs, help them shape their moonshots. Hopefully people start companies, find co-founders and go big and bold as a result of being part of this.

Dave Asprey: All right. I figured out the URL from the conference. It was bulletproofabundance.com, but it says it's expired. If you'll wake that thing back up for us?

Peter Diamandis: I will.

Dave Asprey: All right. bulletproofabundance.com. Just that one URL. Here's the deal, every Bulletproof entrepreneur who is at the Bulletproof Conference, we have about 2,500 people this year, has I think signed up for this. There's a huge number of Bulletproof people there. I want to inspire people the way you do, Peter, and I do in my own way with Bulletproof. There's another level of just like get out there and do something that is ... I'll do that for get out there and do something for your biology, but once you turn your biology on and you have this untapped energy that comes from your mitochondria that you can turn on, you're going to want to do something with it.

Do something good with it. That's why I'm just a fan and that's why this code is ... Essentially I'm funding a scholarship for people who listen to radio show. It's a very meaningful discount, whatever it is.

Peter Diamandis: The program's \$1,500 per year and what Dave did was give a 50% discount on that. 50% scholarship I should say on that. It's \$750 instead of 1,500 bucks.

Dave Asprey: That's basically coming out of my pocket because honestly, I want my kids to grow up in a world where everyone acts like you do. That's what we want and that's what I want. It's a meaningful thing. I have no financial incentive for doing this other than I want to live in this world.

Peter Diamandis: Thank you, pal.

Dave Asprey: On that note, I'm not interviewing you to sell that. That's an offer for listeners that I think is as generous as I know how to make it. It's just worthwhile. We talked about your three big moonshots. We talked about how you got there. In the next episode of this, this is part one, part two, which we're going to put up on iTunes right after this, it will come up in about probably two or three days after you hear this unless you're listening to the back catalog, in which case it'll already be available, we're going to talk in more specifics about your moonshots, about the moonshots that I'm working on as well and how your work has influenced those.

More about how people listening can access their own even if they don't do the program we just talked about, the Abundance Digital program, even if they just

want to sit down and just up their game. I'm going to ask you for some very specific pieces of advice there.

Peter Diamandis: I do and I'd love to do that to help figure out ... I have some tricks in helping you figure out what's your massively transformative purpose and then start there, but I want to hear more about your moonshots in our next episode.

Dave Asprey: I wrote these down during your program sitting in that room just being inspired by the community around me and by you and the people you put on the stage. It really changed several of the things I'm working on. We'll go through that because well, I don't know anything more important than taking people who've already got the energy that comes from just having their mitochondria working and then redirecting that energy into creating amazing stuff instead of sort of wallowing in whatever stories we're telling ourselves. All right. We're going to record the next episode shortly. Peter, thanks as always for all of your work. I'm truly grateful.

Peter Diamandis: Dave, thank you, pal. Great to have you as a friend and a co-conspirator and my mentor in the realm of health and bulletproofing myself.

Dave Asprey: Beautiful. All right. If you like this episode, you know what to do. Head on over to bulletproofabundance.com and consider taking advantage of the scholarship and just up leveling what you think about every single month and your set of knowledge, or head on over to iTunes and leave a review for this episode if it was inspiring, or read a copy of *Bold* or *Abundance*, Peter's two books, that will also if you read those, you cannot think the world's a crappy place if you read those books. Just take this opportunity to think about what are you going to do with all this new energy you've got. I'll see you on the next episode.