

Eleanor: Bulletproof Radio. A state of high performance.

Dave: You're listening to Bulletproof Radio with Dave Asprey. Today's Cool Fact of the Day is that astronomers have measured all the starlight that's managed to escape into space over the history of the universe. And it equals about 4 times 10 to the 84th power particles of light. That's roughly equivalent to all the photons the sun would emit if it burned for 100 billion trillion years, which is a little bit longer than the five billion or so years it has left before we really have to find a new place to live.

Dave: And the universe itself is only 13.7 billion years old. And surprisingly, we just found evidence that blew archeologists up, that you wouldn't believe. They found tools and butchered bones 2.4 million years old. They clearly weren't from humans. They were from some pre proto human. But we've been working on getting to where we are for 2.4 million years. And when you think on time scales like that, amazing stuff happens. And just the fact that we could measure and do the math to figure out how much light there is in the universe is insane. Because the researchers use 10 years of data from the NASA Fermi Gamma-ray Space Telescope, which maps the entire sky every three hours. And when they put this stuff together, they figured out that even though the sky is dark, it has this diffuse glow that are from photons emitted long ago from ancient dead stars. And they call that extragalactic background light.

Dave: And I'm blown away by all this because if you ever wanted to feel inconsequential, this ought to be it. You're, right now, 2.4 million years ago doing this, and such a tiny, tiny little thing in the universe. Yet you have some pretty amazing things you could do in just one lifetime. And this just came out November 30th in Science News. And I wanted to talk about it because today's guest knows a thing or two about space, and about some other things. In fact, he is a dear friend, a leader in bringing humans to space, and an entrepreneur, inventor, physician, engineer, rocket scientist, an iconic figure, and a bunch of other good stuff like that.

Dave: I'm talking about none other than Peter Diamandis, the man who conceived of and launched the XPRIZE, which is why we have private companies going to space today. So truly, a man who has changed the world in a very, dare I say, game changing way. And Peter, welcome to the show, my friend.

Peter: Thank you, Dave. I hope my mom's listening. Because she would love to hear that all.

Dave: Well, it's actually all true. And I know it's always nice to throw out a big intro for a guest. But we know each other really well at this point. You've been on the stage at the Bulletproof Conference. In fact, a huge number of bulletproof Conference attendees, and just Bulletproof Radio listeners have joined your community online, for people who want to be disruptive, people who just make a moonshot to change the world. And you sort of teach them how to do it, called Abundance 360 Digital.

Dave: And I wanted to have you on because in my new book Game Changers, and we're actually recording this on the day it hits Amazon and Barnes & Noble, and the indie bookstores. And I'm stoked. You're in the book. Because I studied, in the first 450

episodes of Bulletproof Radio ... If you're listening and you've heard all of those, you are in a rare select group of select human beings. For the rest of us who had other stuff to do, or didn't have long commutes, I boiled down all of that knowledge with a statistician, to figure out, what are the people who've done things as big as Peter, including Peter, what do they do to perform better as a human being? Not what does this one guy do, but what do they all agree on matters as a priority? And then I got into the tools for this.

Dave: So if you wanna change things, for you to have your own moonshot, to do the really big things that Peter has done, what's required. And Peter is the star of Law 36 in the book. And I'm gonna read that to you, and we're gonna hear Peter's story about why it's so important. And Law 36 in the book ... The book is structured like The 48 Laws of Power from Robert Greene, who I interviewed for the book, who wrote that very transformative book almost 20 years ago.

Dave: So Law 36 says, "You are a reflection of your community." And the description there is, "Create a safety net of people who will be there for you when you need them, long before you ever need them. Make sure those people bring out the best in you, and push you to think bigger and be better. The motivational speaker Jim Roaten said that, "You're the average of the five people you spend the most time with. Choose them carefully."

Dave: And the people who I focus on in this rule, which was echoed dozens and dozens of times by different guests in different ways ... But there were interviews with Tony Robbins, Peter Diamandis, and JP Sears, where I zoom in on their stories. So Peter, I want to hear from you, how did you use community before you even created the XPRIZE? What was the role of community as you evolved to become the transformative person you are?

Peter: So first of all, thank you for having me. And I don't think there's anything more important than community. At the end of the day, we are the average of the people we spend time with. Life is about who you go through life with, who's by your side. And at the end of the day, it's pretty simple. If you wanna be thin, hang out with thin people. You wanna be in good shape, hang out with people who exercise everyday. If you want to push your boundaries intellectually, hang out with smart people who challenge you. It's not that difficult a lesson to learn.

Peter: So part of this, for me, is always realizing that for most of human history, you were born, and where you born ... That roll of the lottery dice, not only what genes you got, but the country you were born into, its ethos, its merits, its communications, transportation system, its environment, all of those things shaped you. If you were born in a poor village in Sub-Saharan Africa, your options were very limited. If you were born to an elite family in Manhattan, you had lots of options.

Peter: And so you were born into your community, and you had very little to say with it. And your ability to escape that community, hundreds of years ago, was really hard. You had to be both lucky and determined and willing to put up with extraordinary pain and suffering to go against the grain. Because it was always assumed ... Listen, and we still

see this in places, whether it's in England or India or Africa, where there's a caste system, or a stratification that, "No, you're born down here. You cannot go above that." And you'd have to fight tremendously to do that.

Peter: We forget how lucky we are today. Because it doesn't matter where you were born, in this world of increasing abundance. And it's one of the themes that I write about and focus on in Abundance 360, at Singularity University, at XPRIZE. You can be born anywhere and still have extraordinary opportunities. And just to lay it on the table for everybody, remember this. I don't care where you're born today, or at least within the next five years, everyone on the planet is gonna have access to gigabit connection speeds, right? More than any of us had growing up.

Peter: If you have a smart device, which there are in many countries, more smart devices than there are people. You have access to knowledge, information, books, music, all of that, than the heads of nations and robber barons had 250 years ago. And if you wanna know something, you can, for free. Wanna do a two-way video conferencing, you can, for free. If you wanna educate yourself, you can, for free.

Peter: All of a sudden, life is very different today, given this extraordinary technological connection. You can go from the past, where you were given your community, to the future where you select your community. Where you can say, "You know, what's really important for me is to be a woman leader. And I want to surround myself with women leaders who have fought for their rights, have stood up and proven themselves," and who have set you higher and higher standards and [inaudible 00:09:08] and create that community.

Peter: You can ... You know, what we've done at Abundance Digital is, it's a community of entrepreneurs to a large degree. Leaders. But it's moms and dads and college students, and it's a mixed community of people who believe that there is no problem that cannot be solved, and that their job is to create better and better solutions to the biggest, biggest problems. Creating abundance and transforming the world. And it's a positive mindset, that if you know, you represent this. Right?

Peter: I love this phrase that, "A negative mindset has never gotten you a positive life." And we're bombarded by negative mindsets all the time. I write about this, I speak about this, watching Fox News, the Crisis News Network, CNN, being bombarded by negative news all the time. It can put you down. You don't wanna get out of bed in the morning if you're watching that shit.

Dave: In Game Changers, I don't know if you've seen that law. I know you've got a copy of the book. But you're like me. People send you books everyday. So I have this stack of probably 50 books I want to read that I haven't yet. But I actually thank you, and I say it was you who called me out years ago for saying that I wasn't thinking big enough. And you've built this really powerful community of very successful entrepreneurs who are not thinking about, "How do I make a lot of money?" Although a lot of them have. They're thinking about, "How do I make just this massive impact, knowing that they'll probably make a difference economically, but that the mission you achieve is actually way more gratifying and important."

Dave: So I hang out every year with you and few hundred other entrepreneurs like us. And sitting in that room over the course of a couple of years, I really just wasn't thinking about Bulletproof big enough. I thought I was thinking pretty big. But the decision to go out and raise venture capital, and at this point Bulletproof has raised \$68 million in venture capital.

Peter: Amazing.

Dave: I just realized that I can disrupt the food supply. I can stop the destruction of our soil with industrial farming, by asking people and showing them what you eat changes how you feel, how long you'll live, how you show up in the world, whether you're a nice person or a cranky person, and just making it so that no one wants to eat all of that heavily sprayed corn. And understanding that that impact is massive. And it's led me to, instead of just being an e-commerce company with high margins, to take the enormous business risk of going into Whole Foods and saying, "I want every person in the country to have access to brain octane and all this other stuff." Your thinking did that to me.

Peter: Thank you.

Dave: But it wasn't just you. It was a room full of people. Everyone around me in their own industry thinking the same way. And it's infectious, and it catches on. And that's why Law 36 is here. I have experienced this. But the people I interviewed in the book talk about this incessantly. But you weren't always this kind of a world changer. You were always a rocket guy. I mean, I've seen your documentary and your biography. And since you were a kid, you were pretty obsessed with this. You're freaking smart, in that, "Yeah, I have this MD, and I'm [crosstalk 00:12:33]-"

Peter: So let me dive in there. So I am a sophomore at MIT, which, super lucky yo get into. Love the place. Both my parents immigrated from a small island in Greece, coming to the United States, expecting I'm gonna be a doctor. Star Trek and Apollo shape my life. And it's expected that I'll be a doctor, but in my heart of hearts, I wanna be an astronaut, and I wanna go to space. And so I get to MIT. I'm pre-Med. I'm doing molecular biology and genetics. But at night and weekends, I wanna do space. Right? That's truly my heart's secret fantasy and passion.

Peter: And so when I get there, I'm literally shocked to find out there's no student space organization. I was like, "Okay, I'll do academics. And at night, I'll go hang out with my fellow space cadets." There are none there.

Dave: At MIT.

Peter: At MIT.

Dave: You would think that would be like the home of space cadets.

Peter: Exactly. It was shocking. And of course, whenever there's that kind of a disruptive situation, it's an opportunity. There was a problem. You know, flip it. Opportunity. So I

start a student space organization. Long story, end up with the name SEDS, Students for Exploration and Development of Space. And I started a chapter of SEDS against all the odds, 25 students. And then I got and I reach a friend of mine at Princeton, a friend at Yale. They started a chapter. And it grows into a national and international space organization. It's a community of space enthusiasts at university level around the world. And it was the first community I ever had.

Peter: And I had to grow up super fast. I had to learn how to lead, how to raise money, how to put together conferences, how to write ... You know, it was like ... And there's nothing that teaches you more than when you do it for yourself. And ultimately, that was an extraordinary experience. Jeff Bezos became the Princeton chapter president, which is where I met him during the college days. And ultimately, that community was my community. It wasn't the Greek community. It wasn't the MIT community. That space community was my peeps. And it's where I got inspired, and where I kept on raising my game within that organization and my profile and got to meet cooler and cooler people. Met Arthur C. Clarke, and from there started a space university.

Peter: But I would ask anybody here, what is your personal brand? What is your personal passion? What is your personal moonshot and mission? What is the community in which your crazy ideas aren't crazy? Where your crazy ideas are inspirational? Where you'll find people who share them with you, who want to do them with you, who will invest in you, who will partner with you? And if you don't live next to that community, or aren't part of that community, how do you find it? Because you're lucky. Right? Back then, the connective tissue in the early Eighties was the US Post Office.

Dave: And fax machines.

Peter: Fax machines weren't even there yet. They came in a few years later. That was like 1986, '87. That was 1981, '82. It was the post office. Except there was FedEx, Zip ... Zipmail? Zapmail? Which FedEx put ... I won't go there. Anyway, long story short, and then the internet came along. And now, you could have community instantly. You could put up a website and attract that community to you. And so it's amazing. Right? A community gives you the power to be super human. It gives you the power to shape thought, to have increasing confidence.

Peter: So here's the example, right? You have a crazy idea. you walk into a room of people outside your community, who don't know you, who don't share your enthusiasm. You share your crazy idea. What do they do? They either yawn or shit on it. And what are you gonna do with that? Are you gonna pick yourself up off the floor and re-inspire yourself? Where, if you walk into a community of peers and friends and colleagues who share your passion and you share your crazy idea, they go, "That's cool. Can I join with you on that?" One of them is gonna propel you forward at lightning speed. The other one is gonna stop you in your tracks. And so ultimately, that's the value of community. Being clear about what does a community want? Either finding it, or creating it.

Dave: I have a question though. Because community can be formed so cheaply today. And I love it that you're talking about how hard it was. You're talking about real time phone calls and letters with huge lag time, and things like that. And it's a little bit frustrating.

Because you can throw up a community, but then it doesn't thrive. Because one of two things happens online. Either it gets sort of benign neglect, and if you don't believe me, look at the, what 40 million or something Facebook groups that are derelict. Or you get a community, and I'm not gonna name names. But there are some well-known ones that resemble YouTube comment threads, where it's just a bunch of just kind of hateful, everything's impossible, makes the national news look uplifting. So is the regular, just almost free ability to pull 1000 people together around some topic, has that made communities less effective?

Peter: I think ultimately a community is ... Just joining a Facebook Group or being part of an email list doesn't mean you're part of a community. I mean, being part of a community really is a function of the amount of time you invest and the quality and connection of the relationships that you have. And I am ... I mean, sure. I don't think it's any more different than having friends, right? Because we have, and our brains structured, you know this, to have a close set of, on the order of 150 friends. It's called Dunbar's Number. And the thinking is that, as we were evolving as homo sapiens 100,000 years ago, that the size of our tribe might have been 150 people. So you can, in a group of 150 people, over the course of a year, there's nobody in that group that you don't recognize or know. You may not know them well. And that Dunbar's Number is what created sort of the size of, not a military guy, but you know, troops or, I wanna say battalion size. Troop sizes, whatever the case might be. And larger than that, there are people who you never get to interact with and meet.

Peter: But you can have lots of friends. You can have thousands of friends. But you really have like 100 real friends. So you can be part of lots of communities. But you align yourself with, "I'm a member of the Bulletproof tribe," right? "I not only drink the coffee and read Dave's books and prescribe to his theories and his approaches and his mindset, and go to his conference." That's difference than, "Oh, I've had a Bulletproof coffee once."

Dave: Right.

Peter: So it really does vary. And I think that ultimately, people relate to a tribe or a community that empowers them and aligns them and gives them hope and excitement for the future, and makes them feel good about their selves.

Dave: So that's the difference, is joining an online uncurated unmanaged community isn't really joining a community. It's joining a list. And you've been pushing the boundaries of what you can do, in that you have the Abundance 360 in person business leader, thought leader events, the one that I talk about in Game Changers, and the one that really helps me to annually up-level my thinking. But you've expanded it into a very different experience in an online community, where it's very information rich. And people actually do form relationship with each other. And you interact with them regularly online and all.

Dave: And so you have this hybrid, where you have Abundance 360 digital, where people who aren't at the level where, frankly, they can afford to join Abundance 360, and also you curate the crap out of it. You don't let just anyone in. There's a very high bar to get in, which is part of the reason it's expensive.

Peter: Yeah, so let me take a second and chat about that. Because I do fundamentally believe that the single most important thing anybody has, like more important than the amount of money you have in the bank, more important than your education, more important than any asset you own. It's your mindset. Right? How you think about the world is the most important thing. If you're a Negative Millie, and you're watching CNN everyday, and you don't get out of bed, and you're afraid the world is going to hell in a hand basket, you're not going to invest. You're not gonna take care of yourself. You're not gonna be contributing to society. You're gonna be just on a slow decline towards the grave.

Peter: On the other hand, if you're super excited about the future, you're super excited about the world, if you have an abundance mindset, an exponential mindset, a mindset of vitality, and a mindset of gratitude, you're going to attract amazing people to you, amazing opportunities. And it doesn't matter whether you're the best programmer or the best marketer or salesman. People want to be part of you and your life, and wanna support you. So your mindset's fundamentally key to that.

Peter: And I tell people, "Listen, it's the most important thing you have. Protect it. Nurture it. Shape it." So there are a couple of elements which I think are important on mindset. And I've written a few books on the subject, and I've build a couple of groups around the subject. So the first is the concept of abundance. That most people think we live in a world of scarcity. But we don't. We live in a world of increasing abundance, where access to food, energy, water, healthcare, education, information, all of these things are growing at extraordinary speeds. And it's uplifting all of humanity.

Peter: When you look at the actual data ... You know, I was onstage with President Bill Clinton, at the last CGI. Abundance was one of his favorite books of the year. And he says, "Peter, why are you so damn positive about the future? Don't you watch the news?" And I said, "President Clinton, I'm positive about the future for two reasons. One, no, I do not watch the news. And I don't because it steals two hours of my day. And I don't wanna let someone else decide what I should think of as important. I have very filtered news through writing mechanisms. And I get the things that are most relevant to me, not the stuff that they want to help me deliver my eyeballs to their advertisers."

Dave: What's your most effective news filtering mechanism?

Peter: Well, right now, it's Google News, where I have the key terms and my companies and the people I care about selected. And I get a customized feed about them. And it does not include Washington, DC or Moscow, or any of the national government leaders on there, unless I'm doing something specific, in which case, in which case I could change it. There's another product I'm building which uses AI and community to shape news. We'll talk about that some other time.

Dave: Oh wow. I'm excited for that one.

Peter: Yeah, yeah. Super excited about it.

Dave: I was actually really sad when Facebook changed their algorithm. And I use it much less than I used to. Because I had it set up where I had trained it, so that only the friends who shared the news that was worth reading would post, and that was what I would see in my feed. So instead of me filtering, it was all of my friends only posting the stuff that was actually worth reading. And it was such a good distributed system. And then they changed the algorithm, so all I get is pictures of puppies. And so Facebook suddenly stopped being relevant. I like puppies as much as the next guy, but that's not what I was there for. So maybe I'll try Google News again. I haven't used it in a while. But I think, everyone listening, that is a profoundly good piece of advice. If you're going to consume media, filter the crap out of it first.

Peter: The other thing is, I had this conversation with Elon, a couple of months ago, where he follows a very small number of people on Twitter whose news filtration process he enjoys. So he'll pick 12 people and look at a Twitter stream from those because those 12 people are his filters, so to speak. So you could do a very limited Twitter feed in that regard.

Dave: By the way, if you're one of those 12 people, and you're listening, if you could just mention Game Changers. Totally kidding.

Peter: But I will. So I created a community. It's called Abundance 360. It's 360 CEOs. You're a member of it. These are 360 CEOs that run, at the low end \$10 million a year companies, at the high end \$50 billion a year companies. And what I did was, as you know, I said ... And this came, really, through a lot of the work I did with Dan Sullivan and Joe Polish and other mutual friends. And made a commitment I'm gonna run this three-day event in January for the next 25 years. And so for 25 years, I'm gonna be, for three days, onstage, talking about what are those technologies going from deceptive to disruptive? What are the technologies that are transforming how we do our business, how we lead our lives, how we govern our nations. And I spend all year curating these three days. And then through the year, I do 48 webinars with the members. Four a month. And it's \$15,000. And it's an amazing experience. And we sell out. We have like 80% of the room renew the third day of the event for next year. We have people signing up for three years in a row.

Peter: That's awesome. I love that validation. I love that we're bringing value to their lives. Now, because it does sell out, and it's a very limited experience, we ended up creating a digital community called Abundance Digital. And Abundance Digital is a group of, right now, about 3000 entrepreneurs. We'll cap it at 10. And they are people who want this positive mindset. They seek community. They want people that they can have conversations with about how we're transforming food production, energy production, water, healthcare, education. And it's just a, "Did you see this new breakthrough? Did you see this new breakthrough?" It's not two hours of negative barrage and mind, soul numbing decimating political views. It is really a community who focuses on how the world's biggest problems are being solved, how exponentially technology is empowering individuals, and how we're going from scarcity to abundance over and over again.

Peter: And people have formed companies. They have created amazing communities. And that digital community, I'm in the digital app everyday with them, helping translate when I

see a breakthrough, how I see it, what it means to me, and ultimately trying to keep them really in a super positive state of mind.

Dave: The difference between that and a typical Facebook Group is that it costs 10% as much as going to the full Abundance 360.

Peter: Yeah, it's 1500 versus 15,000.

Dave: Yeah, but what that means is that only people who give a shit are going to be there. And that is so precious. But I'm going to break a few rules here, Peter. And we talked about this beforehand. But because you're a Bulletproof Radio listener, right now, if you think that sounds exciting, you can ... I'm gonna give you \$700 off. And this is actually a gift from me, and a copy of Game Changers, taboot. If you use the code "Bulletproof 800" and you wanna sign up for Abundance Digital, this is only from Bulletproof Radio. And when I mean that, I am actually giving you \$700 out of my pocket to do this. Because if you listen to the show, you're an entrepreneur, you wanna know the future. I actually think that this will be so valuable for the world, not just for you, that I'm willing to do that. And plus it means you'll get a copy of Game Changers and I think you'll like reading it.

Peter: And let me just state that it really is a gift from Dave to you. It is money that he's shifting to you from us, and it's a deal that we agreed to. And we're super stoked that you get a copy of game Changers as well. Just the URL, by the way, is AbundanceDigital.info. And if you go to AbundanceDigital.info and you put in the code "Bulletproof800" it drops the price from 1500 down to 800 bucks, and you get a copy of Game Changers sent to your home address.

Dave: I just want you guys to know there's no back channel money I am making from this at all. This is a real gift. That is money out of my pocket. This is maybe the most valuable episode of Bulletproof Radio, ever. But I believe in what Peter's doing wholeheartedly. That's why he's been on my stage. And that's why I've been going back, for five year now, to Abundance 360 because of this value of community. I require that community in order to do the things that I'm doing at Bulletproof, and with Bulletproof Radio, and with my books, and with my other portfolio companies. And my mind, even though it's pretty darn well-trained with all that neuroscience and stuff, your mind can get sucked in other directions. But when you make the effort that the other game changers do, to have this kind of a presence in your life, I think it's one of the most important things.

Dave: I didn't get this at all, by the way. Maybe that's a big difference between us, Peter. When I was young, in college, I wanted to be an entrepreneur. And, "I'll just be an entrepreneur all by myself." And I'm not gonna deal with any of these lemmings. And one man against the world. And it's a really painful crappy way to do it. And if I just work really hard, maybe I'll make money. And you know what? I did. I made six million bucks by the time I was 26. But I was pretty damn miserable, and I lost it when I was 28. And during that time, played a small but meaningful role in the creation of cloud computing as we know it today. I have the poster on my wall, still, from the first shipping Provisions On Demand service. It was my baby. And that business, not that actual business, but that model now, is doing 27 billion a year just for Amazon.

Peter: Wow.

Dave: So this was the birth of an industry. I got to be there. But what did I do? I was miserable. I made money. I lost money. But if I would have just been smart enough, like you were in college, to go out there and say, "Wow, what if there was a group of people? What if we all just helped each other and weren't counting nickels as we swap things back and forth?" So I guess I'm still making up for lost time on that. That's one reason, "Okay guys, I'm gonna buy you a \$700 discount on Abundance Digital." Because I wish I had been smart enough to do that younger. I wanna know, though, and you haven't told me this yet, Peter.

Peter: Please.

Dave: You magically decided to create this student group around the Students for Space Exploration. Or for, SEDS.

Peter: SEDS. Students for the Exploration and Development of Space.

Dave: When you did this, though, something made you do that. Did you learn this from your parents? Did you learn this from some friend in school? Why did you do that so early?

Peter: Yeah, so it's interesting, right? You naturally get this. And I think a lot of our community, and I feel I am part of yours, and you're part of mine in that regard, Dave, that doing anything big and bold in the world requires emotional energy, requires a passion. It requires either for you to be super excited about something, like inspired, enthralled, enthusiastic about something, and that emotional energy of joy and excitement, or really pissed off and angry, like, "Dammit, I refuse to let that exist. I'm gonna go and solve that." Both of those, they're poles, but they're filled with energy. So when I was ... I grew up in the the Sixties. Apollo was sort of the background story of what was going on. It was like, "Holy cow, humanity is going to the moon." Then Star Trek was this scientific documentary that showed me where the world was going. And then none of that materializing. And then, in fact, what occurred even worse, was I realized that we were retrenching, and NASA was killing all the coolest programs, and the shuttle would never get me there, and my chances of becoming a NASA astronaut were one in a thousand.

Peter: And I became so pissed off. So I came of a negative energy, being pissed off that I wasn't gonna get a chance to fulfill my destiny. And at the same time, this positive energy of massive excitement, enthusiasm, of going to the stars. And those, that one-two punch, drove me to wanna do something. I was tired of waiting. And there was a moment in time when 1981 ... This is predating everybody listening to this radio show. Radio show, great. This podcast.

Dave: We're dating ourselves. It is called Bulletproof Radio.

Peter: So there was a moment in time when NASA, where the Congress canceled Hailey's Comet mission, and canceled a solar power satellite research mission. And I was like,

"Damn these bureaucrats that are mortgaging my future. And I'm gonna organize students around the United States in particular, in the beginning, who have a common passion that I do. And we're gonna show them, right? And we're gonna organize and change the political world. Anyway, long story-

Dave: So this was a righteous anger community organizing kind of from the Sixties that was fueling you.

Peter: Yes. Perfect. Yes. Yeah. Yeah, and then from there, I went to entrepreneurship, and was like, "Okay. The government's never gonna do it. I'm gonna start companies that can do it. Fortunately, Elon and Jeff have done a much better job with SpaceX [inaudible 00:36:37] and that stuff. They started with billions of dollars in their pocket. So that's good.

Dave: And also, they wouldn't be doing what they were doing, had you not started the XPRIZE.

Peter: Well, I appreciate that. Thanks.

Dave: That is a true statement. There was no private exploration of space to speak of. And I speak from a position of authority. Way back in the day, this is probably 15, 20 years ago. Way before the XPRIZE was founded, one of my uncles was a tech entrepreneur. And my family wasn't wealthy, but he was certainly wealthy. And he became one of the 10 most influential investors in private space exploration, to the point he bought part of the Las Cruces Airport that became the Spaceport.

Peter: Amazing.

Dave: And he unfortunately passed away. But I've been hearing about this stuff in family who is full of space geeks and engineers and whatever. Physicists and nuclear people. And nothing was going on then. Then all of a sudden, the XPRIZE made it possible. Like, our consciousness shifted to say, "Wait, someone can do this for 10 million bucks, or 20 million bucks?" And I think that was what took the lid off, took the gloves off, which allowed Elon and Jeff to go out and do this stuff. I mean, the regulatory stuff you went through, all the fights. Am I overstating the case here?

Peter: No. No, no. It was an overnight success after 11 years of hard work, right? Between the time that the XPRIZE was conceived of, and the time it was won, was over a decade. And at the end of the day, it had hundreds of near death experiences. And the only thing that kept me going was that childhood passion, excitement, mixed with just righteous desire to change the problem. And so coming back to it, ultimately, and you know this. Bulletproof and the work that you've done in improving your health and then sharing your lessons with the world, came from that, "I'm sick and tired of this, and I'm gonna change it."

Peter: But ultimately, you have to connect with that emotional energy. And if you're doing something just for the money, or you're doing something just because your parents or

your teachers told you to do something, you're gonna give up before you get to the end because you [crosstalk 00:38:43]-

Dave: You're gonna hate your life along the way too.

Peter: Yes, exactly.

Dave: All right. There's something else I wanna ask you. Elon Musk was just on a podcast smoking some pot, drinking some whiskey. He's been public about acid and things like that. In Game Changers, one of the laws, and this is something I found amongst a huge number of people I interviewed, they all found a way to get outside themselves. And for some people, it is LSD. Jack Canfield, surprisingly, in my last interview that just went up. I said, "When was that moment for you?" He said, "Oh, I was 29. I did some acid." I'm like, "Oh my God, the Chicken Soup for the Soul man ..." Like, you know, a dear friend also. "He just said this on the air."

Dave: And I talk about micro-dosing. I talk about full dose. I talk about hypusine, meditation, [inaudible 00:39:29], all these different ways that are non-pharmaceutical and pharmaceutical that world changers use to get a bigger view of themselves and of the world, just to step out and have a kind of quasi-spiritual experience. Is that part of your path? Whether it's pharmaceutical or not? Have you ever had that, "I did something big, that let me just step out and have perspective on myself, my reactivity, the world around me." If so, what was it?

Peter: The first time I ever felt anything like that, and there was a very distinct moment in time, was ... I remember it as if it were yesterday. I had started that chapter of SEDS. And at the first meeting, at the MIT student center. And 25 people showed up. Some of them tried to talk me out of starting this student group, and going with an L5 Society, whatever the case would be. And at the end, we voted on it, and it formed as a student group.

Peter: And I remember it was winter time in Boston. Crystal clear night. And I walked out. And I looked up at the sky and could see the Milky Way and the stars. And I connected with this sort of cosmic future. And I was like, "Wow." It was this sense of connection with the universe. Like, "Wow, this is ..." And relatively speaking, it's a small thing. Right? Starting a student group at a university, or whatever. But for me, it was just my soul expanded. And I felt like I touched the future, in a way.

Peter: I think now, in my 50s, I crave for things that will be disruptive of my patterns. I've been having conversations about, do I go do a 10-day silent meditation? Do I go and try iowaska? Do I go and ... You know, what is it that's going to give me a way to open a clean sheet of paper and see the world differently? Because the challenge is ... The beautiful thing about, as we succeed and grow in life, is we create these patterns that are easier and easier to run. And they make our life that much more efficient. But it puts a lot of our life on automatic. And it's really, how do you disrupt and change and transform, to have new experiences and new opportunities?

Peter: Part of that is joining a community, right? Which puts you in a direction. Other ones are ... And a lot of the, what I call, right hand, right angle turns in my life were coming from reading a book. Reading the Spirit of St. Louis led to the XPRIZE. Reading The Singularity is Near led to the formation of Singularity University. Reading The Man Who Sold the Moon started a few of my space companies.

Dave: So reading has been a big transformer for you.

Peter: Diving into a person's universe, and imagining their ... It's ... Yeah. For sure.

Dave: I remember the first time I had one of those feelings. And surprisingly, it wasn't from the 25 years ago when I did iowaska with a shaman. I thought that was powerful in Peru, which is covered in Game Changers. But I didn't write about this part. Back when we were first forming the data center idea, and this idea that we could grow our ability to make the internet happen hundreds of times faster than we had before. It was before, if you wanted to, you had to put a server under your desk, and you had to call phone company, wait a few months to get a high speed connection, and just all this stuff. And I was sitting there one day at lunch with a couple of people. And it felt like this giant swirling ... Like a hurricane. You could feel, at least I could feel like the world was changing. This was something that really deeply mattered. And that vision, that sensation, fueled my career in tech, for 10-plus years before I just realized, "At this point it's incremental, and it doesn't really matter."

Dave: And when I look at things like AI, I'm like, "Okay, there's a new one of those over there. But that one's not mine." And I felt that again when I was doing Bulletproof. There was a certain point where, how can you deny that feeling when you just know in your gut, "This thing, it matters, for a lot more than me." And for me to be able to tune in to that, I've done a lot of personal development stuff. So maybe I'm more sensitive to that. But when you're looking at a new idea ... And, I mean, if anyone on earth who looks at new ideas, it's not the venture capitalist, it's you. It was at the XPRIZE vision hearing where you raised money for the next XPRIZE things. And you had this room full of very wealthy people. And you also let me in. Thank you. And they were debating these-

Peter: For anybody who's listening, please know that Dave Asprey was not just in the room. He was one of our corporate patrons sponsoring Visioneering, helping us attack and solve the world's biggest problems. He is always giving and inspiring and shaping, and I'm grateful for you, Dave. So just that downplay, I want people to know that you are a philanthropist and a huge thinker, and you play at the top of the game, dude.

Dave: Well, thank you, brother. I did make a relatively small, comparatively speaking, donation.

Peter: Meaningful. Very meaningful and appreciated.

Dave: Yeah, well thank you. To support the carbon capture XPRIZE because if we can suck carbon out of the air and use it to build our houses, that seems a lot better than just being carbon neutral. Screw carbon neutral. That's for wusses. There's our new tag line

for that one. Just the ideas that came from that room, from these big, big ... I wouldn't say big names, but people who had the money, the power, and the wholehearted posited desire to use the wealth that they, well, usually had earned, and occasionally were gifted with from their families, to just go big in a way that's crazy. When you're sitting there onstage, and you look at a dozen ideas, all of which have incredible world changer things, do you get a feeling in your gut that goes, "Oh my God. That's the one." Or are just all of them so exciting that there's not a lot of signal in there.

Peter: So, great question. And I do, I see thousands of ideas per year. I have my venture fund, both Capital Partners. We've got \$250 million we've investing in deals. The XPRIZE Foundation sees hundreds of ideas, my own inner team. And an idea can be a really bad idea just in general. It can be a bad idea right now, and in the future a great idea. It can be a good idea for you, a great idea for someone else. So what really matters is, the timing is probably the most important thing for an idea. Another friend, Bill Gross, who is the chairman and CEO of Idealab, did an analysis of ideas that flopped and ideas that succeeded. And he measured things like, "How was the experience with the CEO? How much money did they have? When did they start the company? What was going on politically?" All these things. It turns out the number one thing that correlated to success of the company was the timing. Was when the company was starting, and did it live long enough to live forever.

Peter: SpaceX, an amazing company, I'm proud to be an investor, succeeded because the shuttle program was shut down, and NASA needed a successor. Right? Even Tesla succeeded post-2008 when they got a large loan from the government. And if the timing wasn't there, we might not be having this same conversation. But Elon's a master of timing and one of the most brilliant engineers that I know. Having said that, I see lots of ideas, and I have to put them through the filter of, "Am I passionate enough about this idea that I'm willing to push it, stick with it, invest in it, to the end?" And that's ultimately my most precious time. My most precious asset isn't my money, it's my time. And my attention. So that's ultimately what it is. So there are a lot of ideas that are super exciting, just not for me. They are super exciting for somebody else.

Dave: It seems like you use your community, both Abundance 360, Abundance Digital, and even the Visioneering, which is the donor level, what's the next XPRIZE going to be, and what problem are you gonna solve next? It seems like you use a carefully curated community as part of your vetting process of these really good ideas.

Peter: Absolutely. In the Abundance Digital community, I will share ideas. Like, for example, this filtration program for filtering news by AI and community and so forth, I shared that first with Abundance Digital, right? And I get their feedback in that community. Other new startup ideas that I have that I'm in early alpha, I will share it with them. I encourage them to share ideas with each other and such because they're intelligent, and they're future forward. And they wanna change the world. And I'm just not big about companies that make money just to make money. Lots of private equity funds that are there. I teach at Singularity University, and at Abundance 360, at XPRIZE, the world's biggest problems are the world's biggest business opportunities. Wanna become a billionaire, help a billion people. And that alignment is super cool and super meaningful.

Dave: Have you ever invested with [inaudible 00:49:56], with any other investments you make, on a deal where you didn't feel that tingle in your gut or that spark, but all of the other parts of your community were in on it. You're saying, "They must be right. Even though I don't feel it, this is a good opportunity." Or do you always have the gut alignment with what the community says?

Peter: I will never invest if I feel negatively about a company. If I'm neutral and my partners are excited, fine, I'll go along. But if I feel like the CEO is not a good person, not moral. If the idea has got negative consequences, externalities, not something I can allow myself to do. I wanna just point out that a lot of times, how do I put this, our gut about what will turn out to be a great success can be off. And I'm reminded by a fascinating fact. If you look at the 10 most valuable companies on the planet, Dave, 5 of those 10, 50%, were started by first time entrepreneurs in their early 20s. Pretty fascinating, huh?

Dave: It is fascinating. And I certainly started a variety of companies in my 20s. One of my favorite ones was called California Student Transport Network. And we were a rides haring company. Uber-esque, except we didn't have much in the way of the internet. So we did a little bit on Usenet because there was no web browser yet. And we posted flyer around. And of course we failed miserably because the tech wasn't ready yet. Otherwise, I'd have been-

Peter: Timing, right? All about timing.

Dave: Yeah, it was too soon. And a lot of my career as a young man, I told a reporter, I sold the first thing ever sold over the internet. It was a caffeine t-shirt. And it was sold out of my dorm room.

Peter: One second. 1, 3, 7 trimethylxanthine.

Dave: That actually says that on the ... Like, it has the caffeine molecule. It says, "Caffeine, My Drug of Choice," and it says the chemical name, trimethylxanthine.

Peter: Yeah, if you're addicted to a drug, you should at least memorize its formula.

Dave: Oh, right. I love it that you know that. But of course you do. And it's ridiculous though. Because a reporter said, "This whole internet, whatever it is thing," no one had heard of it. I said, "Look, within five years, we can end junk mail. Can you imagine opening up your mailbox and ..." And okay, we still haven't ended junk mail. So my timing was off. I was young. And as I've aged, and I'm only ... I just had my 25% birthday. I'm gonna live to at least 180, so I'm a quarter of the way through that number. But I look at that. My ability to pick timing has improved with age, where I'm maybe less aggressive like, "Can't you see where it's gonna go?" How would you recommend young people today assess timing? Because they don't have the benefit of falling on their face a few times the way you and I have.

Peter: You have to love what you're doing. Guys, if there's one formula for everything and anything, love what you're doing. Don't do it for a quick moneymaker. Don't do it

because your mom or dad told you. Love what you're doing. Because if you love what you're doing, you're gonna stick with it long enough to become successful. So many people have things that fail because they give up before it's time. And if you love it at 2:00 a.m. in the morning, or at 6:00 a.m. in the morning, you're gonna pick up the gauntlet and attack again. So for me, that's super, super critical.

Dave: Well, 33 in Game Changers came from a variety of experts. But it says, "Wealth is a symptom of happiness." And the big three things that people who change the world, that they do, they do things to be smarter about what they do. For instance, your newsfeed habits. It actually does make you smarter. They do things to be faster. They don't like to waste time. And like you said, they're away of the fact that time is a limiting factor. And they're happy. And there are a few miserable wealthy successful people. But they're much less common than ... Well, they're more common than I'd like, but the people who really go to the levels where you go, they're generally not miserable people. And there are exceptions to that rule. But they've somehow figured out how to love what they do, and love it so much that they can be happy even if today was a shitty day."

Peter: And I think that's part if it is, so that some of these individuals who are wealthy and not happy are those who are second generation wealth, or made it so easy quickly in the beginning of their life that they were lucky not to work for it. And part of what I'm really kind of pissed off about, bluntly, I'm gonna shout it from the rooftops, is what the hell are you doing with your money? You know, if you're multi-billionaire, listen, you still can't take it with you. Do something risky. Set aside \$20-30 million for your rainy day fund. And then go and attack and kill all the biggest problems. Have fun. Back the craziest entrepreneurs. Go and just change the world. Because we can. Anyway.

Dave: I love that you're saying that, and yeah, that righteous anger is a part of it. And there's nothing more fun, at least to me, than breaking stupid things. And it's not for the joy of seeing the fall. It's for the joy of seeing something much better grow. I guess part of evolution. But a lot of people don't resonate with that. But if you're one of those people, you listen to this, and you're saying, "I really just don't like stuff that wastes my time and my energy. Maybe there's a better way." That's why you hang out with a community of people who think the same way. And it just pours gas on the fire. And that's what happened to me with Abundance 360. And that's why I'm making this substantial gift to listeners. That code, if you didn't write it down earlier, "Bulletproof 800" at AbundanceDigital.info, which is me buying you a \$700 discount, and you get a free copy of Game Changers as well. And I love getting inside your head, Peter. Because you kind of have an alien brain in there. And I've told Naveen Jain, who's also an XPRIZE guy, Abundance guy, and a good friend of both of ours, the same thing. You think so radically different than most humans. I know you had the righteous sort of Sixties motivation for your space stuff. What are the other things that make your brain weird?

Peter: Oh God Almighty. I'm clear that there is nothing that's not possible. And I put that in the positive, right? I'm clear that everything, given the right combination of talent, treasure, and technology, can be done. I've just convinced myself that there are very few physical limitations. That we're heading towards a future where the best education, the best healthcare, access to the best food, access to all the energy you want, all the clear water

you want, we're effectively demonetizing all of that, and we're heading in that direction. And people have no clue how quickly that's happening, that our digital devices, our cell phones give us access to millions of dollars of free apps that we have spent trying to collect that money two years ago, and it's Alphabet's ... You know, Google's Alphabet CEO Larry Page has the same information on Google that anybody does on the planet.

Peter: I also think about that in the next 20 or 30 years, we're making humanity a multi-planetary species, that there are billions of dollars being spent every year right now to connect your neocortex to the cloud so that we're literally connecting brain computer interfaces, that the ability to sequence an individual's genome was \$100 million in 2001, 17 years ago. And it's now expected to be down to \$100 next year, a million times cheaper. We can now edit all 3.2 letters of your life. I mean, we're living in a science fiction world. It's crazy. And we're numb to how fast things are changing. But one of the things I remind my community about it that there are few limits. I won't say no limits. There are few limits. As an individual, each of us have access to all the information on the planet, on Google and Baidu. We have access to as much computational power as you want. There was an all-time high in seed capital, venture capital, crowd funding, sovereign investments last year, will probably hit all new highs this year. There's more capital from anytime before.

Peter: And so ultimately, what is something you wanna change in the world? That you truly, in your heart, want to change? And you can? It's not easy. There's no guarantees. But you can do it. And it's that. Reminding myself of that, as I reflect it into my community, into my life, is what keeps you vibrant and young and excited about the world.

Dave: I think everyone listening who hears that understands why I love getting a chance to interview you, and why you've been on the show a couple of times, Peter. Because I always learn something. And just to share your mindset, and to share how communities launched your career and all of that is valuable. And I don't think it's something that you've talked about that way, at least in no interviews that I've seen before.

Peter: I haven't. No, no. Thank you for ... And actually, it's funny, Dave. I appreciate you so much. As you were teasing this conversation out, I was like, "Oh yeah, SEDS, my first organization ever, was really about building a community, and it's really the playbook that I've used for everything else I've done. It's always been about community." So thank you for that.

Dave: You're so welcome. It's beautiful. And I didn't pick that up either until I ran the data to write Game Changers and I saw that, and like, "Oh, of course you go in that law." But thanks for being on the show. Thank you for putting together a powerful curated community and personally being involved as an elite global impact guy, to be involved with your community, through your app, that's accessible to most listeners of the show, I think that's particularly noteworthy, interesting, and cool. Which is why there's that sizeable gift for people. Just check out AbundanceDigital.info. Use code "Bulletproof 800". This is not a plea for me to make a nickel. It's not. It's for me to give you \$700 and a copy of my book. And I'm grateful to you, Peter, for your work in the world, grateful for our friendship, and thank you for this interview.

Peter: Thank you, pal. And please, I'd love to help promote Game Changers to my whole ecosystem as well. So let's work on doing that. Let's get ... Because at the end of the day, as our friend Tony Robbins says, and a few others say, "Success leaves clues." And that's what you've built here, is an amazing book, and reading the right Game Changer ninja trick at the right time will either save you life, change your life, transform your life, and definitely just not leave you the same as you were.

Dave: Beautiful. Thanks.

Peter: Thanks, brother. Be well.