

4 Dimensions All Entrepreneurs Must Master – Alon Braun with Dave Asprey, Part 2 – #842

Bulletproof Radio, a state of high performance.

Dave Asprey:

Let's switch gears and talk about entrepreneurship and mission and vision and things like that. And I have a sneaking suspicion that this may end up being a two part podcast because we're just getting going on this part of it.

And so we've learned a lot about memory palace and decision making, but let's talk about entrepreneurship, and you hit the most important thing first there, which is you see the, I have lots of vision and nothing ever happens. And we all know a bunch of entrepreneurs, crazy inventors, people like that where they might have the greatest thing since sliced bread, gluten free bread, but it never sees the light of world because they couldn't execute. Then we see the executers who execute stuff that doesn't matter, even if they make money. It seems like you're allergic to both of those.

Alon Braun:

Both. I'm totally allergic. This is why I like your work, I must say, I'll say it again because you touch the inner self, you're touching deep psychological and you're exploring psychological places. You're exploring the system area, you're exploring the marketing and you're exploring as a team and collaborative work. All of them are necessary. People all the time neglecting one of them and saying, "Oh, but this is evil. You know what, I'm only about spirituality and marketing is evil." And then the other guy is saying, "Ah, this like... It's not practical." So all the time, there is like a fight and it's actually entities within us like people are judging us. They're judging a specific, a whole world, all criteria they're judging and they'll never succeed like that.

So we need to balance, it's all an act of balance between all these forces, and this is why I built the framework. The framework guides step-by-step, and looking at what is the best framework for every step because in every step, for example development, let's say you need to build a product. There are masters of development, there are people that build huge stuff and you bring them along. My framework is just like it's an integral framework, meaning I just get the best guide in the world, I'm locating who has the best guide in the world for problems that I had with companies in the past and say okay, this is actually the best framework in development. And this is the best framework in testing something. And this is the best framework for marketing, and this is the best framework for team building and leadership. So you need them all.

I'm collecting all these framework into a meta-framework, just collecting from the step of creating an idea which require for example, bio-hacking. The first step, a person needs to be receptive, and this is, I covered in the book, you need to be receptive for inspiration. You need to be receptive to... If you're deep in the art, and this was a great Tori Amos book because she just released a great book, and she talks about inspiration and the muses and how she gets the song. And you listen to [Tom Wade 00:03:12], you see how he build music, and you understand it's about receptivity. How you can be receptive to the world when you're in anxiety of relationship, when your body is not aligned, you're totally inflamed, how can you be receptive to anything when your antenna is not working?

Dave:

Your sensors are your mitochondria at the end of the day, and if they're tweaked, you can't pick up the subtle stuff in the world around you, right?

Alon:

Yeah. So how can you do creativity if you don't have the subtle ability to sense? If you create an armor of masculinity of like, oh we need to do something, how can you be receptive to anything? And this is exactly the issue that we have in our days, it's like you have these entrepreneurs that they operate. They're there in the place of operation, zero receptivity. They don't have no clue what the client even wants. Yes, I have all the system in place and the processes, it's like there's an attunement, we can say this word, is very low.

Dave:

What percentage of entrepreneurs are tuned out, would you estimate? I know you don't have a study probably, but?

Alon:

I think it's so big. Dave, I think it's so big. There meaning, I think they fail in the first stage, so I think people they're tuned out totally. I think this would be 99% of population, unless they do inner work and body work, yogis. People do like actually hardcore work, they can actually make creation happen when there's body attunement. So what is the chance of attunement of being connected to these places?

I think in the modern Silicon Valley, and I say US is leading, you see this attune, it's happening. People coming with meaningful stuff, they're coming more and more. It's coming, it's coming. There are very few of them, we all know the names. Yeah.

Dave:

And if it sounds totally weird, guys, I wake up every morning and I do a half hour of movement exercises with a small group of people over Zoom, because it's not, because I don't know how to perform at the levels I do and write books and do a podcast and have five companies and all that stuff and be a dad. I can't do it if I don't do that stuff, it doesn't work. So that's something that I'll just say yes, that's real, but a lot of people don't know it.

So you and I would agree a lot of people are going through the motions, they're suffering a lot, they're not getting the results they want, in part because they're tuned out. And in your book, in The Entrepreneur's Journey, it's really cool that you base of Ken Wilber's work, and then you tie in Thomas Edison. Can you walk me through the parts of the book. You talked about [crosstalk 00:06:05] expressing, yeah. There you go-

Alon:

And maybe you think [crosstalk 00:06:09].

Dave:

We can cut it in later, so we can cut in. It's on the cover of the book guys, and it's called The Entrepreneur's Journey by Alon, A-L-O-N Braun, B-R-A-U-N. So if you're listening to this and you want to go to Amazon, you can pick it up.

Alon:

And by the way, if somebody want, there is like a self assessment tool I built, it's like on riverbanks.com/scorecard, and the person can score himself on the different phases of entrepreneurship, or like where they have bottleneck.

Dave:

You didn't tell me about this. It's not even in my prep notes when we talked. Cool, all right. So riverbanks.com/-

Alon:

Scorecard.

Dave:

Okay, I just went there. I'm going to have to take the assessment. Cool.

Alon:

Okay, it's a very basic assessment, but it's important stuff. It's like the basic components. It's like people fail on the basic. So I tell you the basics, I will go over the basic now.

First of all the Ken Wilber framework, it's like dividing the world into four dimensions, we can say. And this is how I pictured it in the book, I don't know it's like four dimension, you have X, okay, you do not see. But you have the internal world and the external world, and you have the individual and collective. These four elements comprise everything. So everything is either within you, or within the collective or outside of you or outside the collective. So this is like everything in the world will be on this grid.

Now the journey we take, every entrepreneur we move actually each focus area and each, I think let's say each focus area is a whole world by itself. So if I teach my children, I will teach them, "Listen, actually the knowledge is on four dimensions. You need to master the four dimensions. What is the dimension? This internal world, who are you? What do you feel? What is your muscle? What is your feeling? How is your hand related to your leg. Everything about you. What-"

Dave:

That's like a five year process though, right?

Alon:

Yeah, but this is like, it's your whole life.

Dave:

It is your whole life, yeah.

Alon:

I think something is beautiful about people, and this is the brain. We can live with paradoxes, we can live in learning different thing and they're still there, even contradict. You can have information which actually contradict each other, contradict another information and you still be with both of them. It's possible that as a human being, we can hold the paradoxes. And this is the beauty of the brain, we can actually hold it. We can hold many things in our brain. And each one of them it's networks that are actually operating.

So, what I would say, there is a whole body of knowledge that we learn about the internal of us, and this is critical for entrepreneurship. And in that I put input and output. So there's receiving to the world, and there's expressing to the world. Both of them you can master. Every entrepreneur I see, I

made a conference, people do not, I don't know about me, but people do not know how to speak. It's not like I'm the expert, I'm not expert in nothing, but people do not know how to give a presentation. You have entrepreneur, you want 20 million dollar for this amazing thing, but he's like, "I don't know how to talk."

Dave:

Thank you for saying that. I was coached for a while by a guy who taught most of Silicon Valley senior executive teams how to give their most important presentation ever. 200 IPO roadshows. And I've been through countless media trainings that I taught for five years and people are like, "Oh Dave, you just came out of nowhere and you went for [inaudible 00:09:56]..." Do you know how much work it was to learn how to talk? Thank you for calling that out, an entrepreneur who can't communicate needs to do some work.

Alon:

People learn from the best acting schools in the world, do the work. You're missing out, you can't give a presentation to raise 10 million, you don't know nothing. You don't know how to write a paper, even a pitch deck or anything to express yourself, copywriting basic. And this is in [ALT 00:10:25] and ALT is do it amazingly. So go study the art of expressing. Oh it's a body art or this... And this is the second phasing. The internal world is receptiveness, and this expressing.

Then we move to the next dimension in the entrepreneur journey, and this is a collective. The internal collective dimension which means actually, team. Okay, so we have the entrepreneur, and he need to build something in the world. You need a team, you need people, you need to communicate, how to make decision together, what you need. How they operate as a team. People fail miserably on this point. Miserably, this is the main, and I call it the entrepreneur journey, it's a movement from one world to another world, this is like the... You have in every movie, every Hollywood movie, you have the hero is moving from one world and he go to another world and all the action happening in the other world. This is a Joseph Campbell framework, and like The Hero's Journey, Joseph Campbell. This is how it's aligned with the Ken Wilber.

So what's happening, we just actually, our journey is moving from inside of ourself to actually collaborating with people. And every person do it when he go every day to work. And every person can have more meaning if you understand that this is something that he's learning every day. How do you collaborate with people? How do you lead people? How this is working? And this is a journey by itself.

So the journey starts from being alone, then being with others, and the other is input and output. So we're talking about as a team, now that we built a team, how do we align ourselves to the entrepreneur? How do we listen? How do we build the team? And together how we plan, because the planning phase is when you build a team, you make a plan, and then you have the tool. What is the best framework to plan to make collaborative decision. How do you work together, what's happening when people interfere with your work. When somebody is actually affecting the team in not a good way, how do you deal with that?

All this knowledge of teamwork, of leadership, it's a recipe for disaster for people. I've been through so many failures myself like building teams that collapse, like arguments with partners, argument with... You take a scientist coming now, he's like a molecular biologist, now we have a team, I don't know the chances of success. Give him the best tools, rely on the best tool to work, how you work with the team, and there are great teachers in the world, I'm not a teacher, there are great teachers in the world.

And then I go to the world of the external. You have to know to make systems. I give the best, what is the best agile frameworks. How do we actually, beside developing and building the assets that we need in the company and all these frameworks of development which an entrepreneur usually don't have clue. Then, what about testing? How do you make sure that what about you have a lean startup, and you have so many methodologies that developers they know to handle, and people, and the entrepreneur have no clue. So, I talk about this subject, how to build systems, and that's the world of the system of the external collective.

Then we have the marketing, this is like the understanding the end user. Understand how do you reach the end user and how do you get information, that's input and output again. So every phase has input and output, how do you get to the user, which is marketing channels, advertising. It's a whole world and people don't get it. Each one of them is a whole world and you need... Who has the best in every world? You need the best, you need to find who are the best teachers, you need to find the best courses, and that's the work for every CEO.

Dave:

You said something there that I don't want to gloss over. Finding the best teachers. What you find over the course of being an entrepreneur or just evolving as a human in a career that isn't entrepreneurship, is that some people are more believable than others, and that's Ray Dalio, I think highlighted that best in his book.

Alon:

I mentioned him in my book as well. He's doing amazing work.

Dave:

He sure is. In fact, I'll have him on the show one of these days, I've chimed with him once, really briefly. And the issue there is that when you're getting started, you don't really know who's a hacker and who's a good teacher. So you start building discernment, which is the ability to go, "Ah, I've got something to learn from this person, and they're not pretending to be a teacher to get something from me. They're actually a teacher."

And then one of the thing that you evolve to, is what I've evolved to, is now I curate the experts and then I bring them on the show, like I have you on the show. And I put them in the Upgrade Collective, and we all study stuff, because it saves you so much time to go to the teachers, as long as you're going to the good teachers, your elders or people with wisdom. [crosstalk 00:15:52]. How do you know, what's your filter for discernment? What's your process for picking a teacher?

Alon:

It's very simple, I tell you. This is something I understood, the answer is very simple. I understood it only after so many failures, is take an advisor that's been through the journey, give him a few percent, this will make your life so much easier. Just walk with somebody that's been there already. Don't be so arrogant to think that you're inventing the wheel, just like get an advisor that's been through the journey before you. It's okay. That's the way you get experience. I do not know to say what is experience, and just precious. Don't be arrogant to think, "Oh no, I don't need him." No, you need him. You need the advisor that's been through the journey, the mentors. In every hero journey, there is a mentor you're walking with like [inaudible 00:16:48] I don't know. You need them, you have to get them next to you. Do not underestimate this line of mentors that can coach you, that can tell you, "Oh, okay, I smell it's this direction." "It's not this, I've been to that."

What is the big issue? What is like... This I did not understand it like a tech startup guy, I didn't understand I need them, and now I understand.

Dave:

And you also need to listen to them, which is not something that I think you have built into your book, at least I'm not remembering that part of it. A lot of the times, there's a while ago I had a really destructive executive at one of my larger companies, and I'm talking with a guy who runs a half a billion dollar a year annual company, and I said, "Hey..." His name is Ken too. "Whose your mentor?" And he says, "Jack Welch." I'm like, "Holly crap, really?" He says, "Yeah," and we got to be friends years ago, and he talks to me all the time. And so, I told him my situation and he says, "Do you want to use your phone or mine?" And he hands me his phone to fire the executive. Just straight up.

It took me 18 more months of chaos and destruction before I listened to him, but it's that willingness to listen to someone who has pattern matching systems that are superior to yours. And that's the role of advisors. So I wish I had picked that up earlier in my carrier.

Alon:

Look, you can also expect the decision, I will say, "Okay, sure, let's make the decision, let's pronounce the criteria, it's all this..." No, get an advisor, I think it's heuristic, his work is human brains and people. That would be the best solution for this problem. And this is in the world of the team, it's not everything about... Yeah, that's my answer.

Dave:

I appreciate that mindset a lot. All right, so in The Entrepreneur's Journey, you've got, and by the way, one of the guys in the Upgrade Collective, I think it was Don who figured out at least as we were recording this, that you made the Kindle unlimited edition of your book free, which is super cool. So if there's a subscriber to Kindle where you pay something every month, then people can read it. You're also making this highly accessible, it's like five bucks on Kindle. So you're out to get people to read it.

Alon:

Yeah.

Dave:

Okay. So now we've got sensing and expressing, which is the first part of the book, the work you do on yourself, and then you talk about teams, which we're getting into here around partnering with collaborators like advisors. And then you talk about planning, and then you get into developing. So tell me about planning and developing in your book. What's different from using Ken Wilber's framework and Thomas Edison? What do you do differently to everyone else?

Alon:

First of all I don't do differently nothing from anybody else. I want to say my framework is a collection and it's integral work to find the best teachers that I can. My out here is building, it's like a basic mandala, it's a main framework. The things inside, I just try to-

Dave:

It's a framework of frameworks. You sorted them into the right order.

Alon:

Yes, exactly. I just sorted in the right order, just to give organization for everything that I can remember, and also [crosstalk 00:19:58].

Dave:

You're the first guy I've met with an actual fetish for sorting. That's pretty kinky.

Alon:

Fetish for something. Thank you.

Dave:

Totally kidding. But it is what you did, and that is how the very best architects, at least for software and virtual logic land architects do things. You figure out this is how you solve this piece of the problem and you do that, and then you do this, and do that. And that is how you create elegant solutions in automation, which is really cool.

So you're just saying you just found the best ones for business and for learning. And I've got to say, you've done some pretty cool stuff there because you just look at all the diverse things you've done in your career, both your ability to navigate through different areas of expertise, and then to bring it all together and say, "All right, I've become financially successful and all that. So I would say this stuff works." And what you're looking to do is take away a lot of the sorting and filtering that a new entrepreneur or an experienced one, would have to do in order to figure out what works best. Now which is actually really hard to do in a book, and I think you did a pretty good job.

Alon:

[crosstalk 00:21:05]. I build a book for me like 20 years ago to read like what mistakes I did all over the years, this is basically it.

Dave:

One of the reasons we write books, and some authors say this, but a lot of them don't. When you write a book, you have to learn the material really, really well. You either learn or you teach. And funny enough, do I write books, and do I teach in the upgrade collective every couple of weeks? Why do I do that? I like to help you guys, but B, it makes me lock in and cement the stuff that I'm doing, so that I remember it better, and I can apply it better in my own life, and my own companies and all of that.

So I think part of your writing was to more clearly structure your architecture and your algorithms so that the lock into your brain as well.

Alon:

Not only that, I would say that in my mind palace, so in my mind palace, I can stand in front of [inaudible 00:21:58] and a project, and I can operate my mandala, I call it mandala. But I will operate my framework and I will say okay, first question, what I do vision here? Second question... So I go through my mandala for every project. Actually who I team with, who is actually the team? This is the question that I ask, and actually what we're building.

So questions like that are the basic for every project. Because I know I have the tendency for example, to get to too much details myself, so questions like, okay actually, who is in here is the team? Who I work with on this? And questions like that are what I'm running, and actually it's a framework. So

I'm running the framework for every project, and then I know where I'm at with the different projects. This is what I do in my filter palace.

Dave:

We all know that marketing can be a tool for evil, insert ad for big pharma here. Or it can be used as a tool for good and you can market kindness, you can market gratitude, you can market skills, or you can market cigarettes, it's immoral marketing. It's what you have behind the marketing that defines the morality.

But you talk about the final part of your book, about engaging, taking a product or service, I'm going to say idea to market. And because you've been doing a lot of internet marketing in your career, you've learned how to do ad buying and media buying, and all that kind of stuff. What's your advice, it's 2021 now, and things have shifted a lot. So what is the best way to take your product or service to market, given the world we live in now?

Alon:

Okay, I will say to every... First of all, I will say it for every quadrant. There are people, in our life, every quadrant, let's say development, marketing, team, is actually a network. So it's a network of people. You need the marketeers, the marketeers that you need to work with have a network of, he can tap to the best funds in the world, to the best landing pages. You know he's been to the conferences. You need the network alive for you. So your CFO needs a link to the investor. Your marketing guy needs a network for the marketing guys, which is like the publishers. And your developer, need to have all the other CTOs.

So everybody is about the network that they hold, so my advice will be, do not underestimate what you're dealing with, the competition is fierce, and in marketing, if you're going with your good heart and you're inspiration, you are dealing even [inaudible 00:24:45] and I'm not sure the people are aware what's happening because when you lie and when you don't tell the truth about your product, it's much easier. How do you compete? How do you actually for example, longevity, how do you make a... And I deal with this problem all the time, I advise the longevity guys, they make a beautiful supplement, amazing, something great, and they need to sell a supplement now, they don't know what they're dealing with. The guys that are on the supplement world in Facebook, and in Google, they're so fierce, they have no clue what they're dealing with.

It's like the competition, they have to have the arms, and they have to have the network to the best of the best around them constantly, the CRM. I think this is the main advice that I will say, and this is for every quadrant. For every quadrant, you need the best experts around you. And not even expert, networkers.

Dave:

So you need networkers and you need good experts. It's funny, we didn't really have a thesis at Wharton, but sort of the big project that involves way more math than it should have when I was studying. This was 18 years ago or something. I looked at the supplement industry and I went deep on it. I don't think I've ever talked about this on the show before. And I was frustrated because I knew there were tons of crap supplements on the market, and I knew there were some good ones. But for the average person that didn't have my level of knowledge, how do you know what's a good supplement? And it turns out there's really only two signals. One of them is packaging. Put it in a pretty bottle, even if it's rice powder and nothing else, pretty bottle. And the other one is price.

So you make it expensive, put it in a pretty bottle, and the way to make the most money in the business is actually to put crappy supplements in pretty bottles and charge a lot for them. And so

[crosstalk 00:26:35] that's where the market is going. And then put them on a subscription. And it's such an unethical dirty business to do that, so I'm like, "I don't want to do that." So my job is to figure out how to do a high quality supplement that signals it enough, and it turns out there's a third way that I didn't prove mathematically, but I proved at least in N=1, which is you're actually out there and you talk about the science, and you talk about why it works and what's in there and how it works, and you educate and you bring people on.

The only problem is that, is we have regulatory stuff where they say you're not allowed to say what your supplements do because only drugs can do that. So everyone under that where it's challenging when you have really powerful stuff, but it ultimately comes down to building trust.

What's your advice for teaching people, assuming you are trustworthy, because if you're not trustworthy, you can't build trust. But assuming you are trustworthy, how do you teach people that you're trustworthy, because that's what every marketer who is doing a real thing wants. But they're fighting with people who are trying to build trust, who are not trustworthy.

Alon:

How do you distinguish between people that are trustworthy, how do you know if Oprah Winfrey endorsement is real or not? This is the question, how do you know that the endorsement is, because what they're dealing, they're doing the... Before they get caught by FTC, they're doing whatever they want. And the endorsement that you see is whatever you want to see. So this is as far as my knowledge of the industry. So I know it's working this way. They are taking the fines. And how do you distinguish between a real endorsement or not real endorsement? That is a good question.

Dave:

It's rough. I have people who take pictures of me at Upgrade Labs, and then they say it's their company. And I interviewed Dr. Oz, who is actually a fine cardiothoracic surgeon, and just so knowledgeable, way beyond what most people would believe from the friendly guy you see on TV, and he runs you through the wringer before you can get on the show. Asks you all kinds of questions, wants studies. There is compliance there. But when I interviewed him on Bulletproof Radio, he's like, "Dave, there's hundreds of people using my name without my knowledge, without my permission. I have never endorsed any product."

So, there's a huge trust problem with people. Let's take this back down to entrepreneurs and for people who are looking at that, what's your decision making, your sorting algorithm for a consumer to know whether something is real and for an entrepreneur to actually project their realness, assuming they have that?

Alon:

I will say in my book I did and I put it in the end of the book. I put the math of certain choices. The choice that I put is about choosing the marketing channel, it's not exactly even the content, and not... The game right now is in the channel, it's not in the content, I will say like that. Because we have the element of how, what, wires, what is running on the wire, all the wires and what is running on the wires.

Now, people can go with crap content, large media buy, have like a local version or local version but still because they manage to buy cheap, their product will be everywhere because they manage to process the cards in a certain way and they manage to get low cost for the channel, they're just like, they will be everywhere in the world. And it's because of the channel, it's not because of the content, because why? Because the content is really easy to copy. If you make a Coca-Cola, you make another Coca-Cola, it's easy. You take the design, you have the ad for Coca-Cola, and you fix that. You don't put

the endorsement, but if the channel is cheap enough, then you can make it happen. It's all about the cost of channels.

Now in my book, I go about how, if you have 50 channels and we have hundreds of channels right now. How do you decide if to go with TikTok, or you do media buy adverts, or you go with influencer marketing, or you go with newspaper and PR. How do you do that? How do you make decisions which channel to go?

I think this decision of which channels to go in marketing are crucial, I see mistakes, I've seen mistakes devastating the business in this part of marketing. People not aware to do the marketing itself. So they start to invest in a channel that is not scalable. For example, so unaware, so they start to, and this is very common, start to do social. Social media easy, they think that if they post their little content in their group of friends, they will have traffic suddenly. They think suddenly they will have enough traffic. It doesn't work this way. So they have to choose the right scalable, for example, it's really important for channels, scalable channels. So if they put more money, more money, it will actually scale.

So there's email marketing, and all these choices and I think in my opinion, channels are a base of decision for the engagement in our world, especially for hackers because we say hacking, so I say everybody now sitting in the world, and everybody can make a lot of money if they have access to a channel. This is the gold. This is access to a cheap channel in our world is equal money. The same as it was 100 years ago, Soviet Union, this is like 20 years ago, or 30 years ago, Soviet Union break and the world is like [inaudible 00:32:13] has been created, they have a cheap price or cheap access to land, or cheap... Buying cheap today is the main stuff. So buying marketing cheap, is the main criteria for success in marketing in my eyes, besides the content. I'm not talking about content.

Dave:

How you're going to get it out there, okay.

Alon:

Yep.

Dave:

Let's talk a little bit about Neurotech, because that's how we originally met. I downloaded your industry research [inaudible 00:32:44], I'm like wow. So I've got 40 Years of Zen, which is my neuroscience company and I talk about that occasionally on this show, but this is a five day brain upgrade thing I've been doing for a while now, mostly with entrepreneurs and some professional sports people and all.

And so I want to read this thing, it was a really good report and you saw my name, so you reached out, got to know each other, and that's very interesting, fast moving industry. And I want to know using your entrepreneurs framework, just your vision of things, where is Neurotech going? Where are we going to end up in the next five years, because I think some of it is kind of scary, some of it is kind of cool. So put on your future hat and educate me.

Alon:

Yeah, okay. I will say this is what I think is coming, I will tell you like the... I will say that we will very soon, and it's happening already, I see it in different places, tapping in specific network, meaning training specific network. And I think the people that will able to train the specific network in the brain and read, let's say even bio-feedback of specific networks in their brain, will have huge increase in performance. And I think this is happening.

So a person that can really be relaxed and can calm down his amygdala, because there's [EF 00:34:08] device, you go to a place, you understand that because that's the reason you're building this direction. Somebody will go to a place like that and actually can train his amygdala to actually be relaxed, and another person, and then you have another machine that actually train in the sorting. And then you have a machine that train you in whatever. You can train any network in your brain and tap into it and bio-feedback into it directly. And this is already game changer. People don't understand like how much is game changer.

Dave:

It's so big what you can do. I couldn't do what I do now had I not spent four months with electrodes on my head. I say it on occasion, people don't believe it or it seems out there. I think it's more than spending four months in a cave, [crosstalk 00:34:55]-

Alon:

Exactly cave. Exactly, the cave. Take the yogis, see what they're capable, this is coming. So this is coming for every person. This is what we're tapping into, exactly. It takes... Mm-hmm (affirmative).

Dave:

Sorry, I didn't mean to cut you off there. Let me ask you this, I've brought some crazy power people in to 40 Years of Zen to scan their brains. And when they turn on their powers, they always blank out the gear. Literally they overwhelm the sensors and we just get garbage data. You ever see that in any of the stuff you've looked at?

Alon:

What do you mean, like they have too much noise?

Dave:

These are guys who their teams know, don't use wireless mics with them because the wireless mics always break. They literally make fields with their bodies that cause electronics to mess-

Alon:

I don't understand this enough. I'm sorry, I don't understand this enough. I don't understand enough.

Dave:

When I put those guys, put an EEG on there, you start seeing things change and then all of a sudden basically you're having data that the sensors don't pick, it's junk data. So this has probably happened four or five times where we're looking at people who are experiencing kundalini transformations and some other very high powered people.

Alon:

Okay, so this is you doing the work, relating these people to the AI people to clean this mess. But somebody need to be educating both of the sides, that's the issue. People that understand the kundalini work, and the AI work together.

Dave:

We had to build new tech in order to be able to train some of the states that we know are tied to spiritual stuff. But to sense some, I didn't know what to measure, and I think a lot of people don't, so it's acknowledging that the states might be possible, therefore we should look for them. It seems like that's a big part of neuroscience, and if we blank that out and we think that we're meat robots or just meat sorting machines, we're not, and I love that you say we're sorting machines, we are. We're not just sorting machines. And it's that just part that seems to need to come into the field of neuroscience from an entrepreneur perspective and from a human development perspective.

On a scale of one to 10, 10 being hopeful, bright neuroscience future, one being dark greedy cyber punk meat robot future, where are you on the neuroscience future? Are we looking good or are we looking a little bit scary?

Alon:

I will make a choice and I will be in the romantic part. I value romanticism, and I prefer to take this, or I will make a conscious choice and I will say it's coming great. It will be amazing.

Dave:

All right.

Alon:

But I can activate another place within easily.

Dave:

Yeah. It's one of those binary decision tree moments. I'm on both sides, there are going to be very bright spots, and I think there are going to be very dark spots as well. You get some of the military uses, probably people you and I have both talked to, who know some of the stuff that's happening both overseas and North America, and you're going like, "Wow, that looks pretty crappy." And then you look in other spots, and you go, "Wow, we might be able to turn on some enlightenment pretty quickly." So where it's going to end up, which side will win or whether we will always have both sides, I don't really know, but I would encourage entrepreneurs who listen to this, who are in neuroscience and Neurotech and big data, look at your mission, look at your why, and make sure that whatever you're building is in alignment with that because it's possible with any tool you develop, to use it for good or bad.

Alon:

And I will say, I will add to that and I say that absolutely, and this point is super important, and what you're educating and what you bring Dave, is the ability to integrate with these two worlds, they so need it because what's happening, if you give it to the neuro AI guys to make the ideas, it will not [inaudible 00:38:39] direction. I think they have to learn the world of yogis, self awareness, compassion, all these values, they have to learn them as quick as possible. We have to integrate it as quick as possible. But there is where the magic is, but they do not see it yet.

So integrating between the internal world and this external world is the main work right now. There are very few people that can handle it, and sadly what I see is not the direction. If I look at reality what's happening, the neurotech guys, they're playing with AI, and the algorithm with zero knowledge of what a kid need, and what an autistic kid, autistic kids. These AI guys they fix these... You need a human connection, it's so far right now from this... But it's coming I guess. We need more voices like brings the self awareness world to these computer engineers, and I hope this is both of us. I think this is

a journey we took with the years, and I think we need more and more of that, and this is my mission here.

Dave:

I have noticed over the last 20 years, the best entrepreneurs, the ones who've stood out over time, some guys have been on the show like Tim Chang has been on. He's a managing director at Mayfield Partners. I've known him since he was an associate and VC, just randomly, and so we've known each other for 25 years, and I've watched him evolve from a relatively wooden young VC, a client VC thing, just someone who has done the personal development work and his interview is really cool. And so you look at that and it's made him a more successful VC. And the entrepreneurs who do their personal development work, they start to grow more and more.

But going back 10, 15 years on the whole Bulletproof side, the software developers, and this is one of the first communities who started drinking Bulletproof Coffee and using the nootropics that I talk about and all that. A lot of that crowd has gone down either microdosing or holotropic breathing, or [crosstalk 00:40:44], or anything that gives them out of the buzz. Those are the master level architects, those are the developers who one of them is worth 10 times a regular developer.

So we're seeing performance enhancement from mindfulness. So it's my hope that people who reach the very top are the ones who did the mindfulness work, and I think that's happening. But I'm not entirely sure. What do you think? Is that a pattern that you're picking up as well?

Alon:

Yeah. But they're numbered. So the entrepreneurs are making now impactful heart centered decision and going to make a big change, and enhanced performance, are very few. But it's happening, they're there.

Dave:

Very few, and I think more than there used to be, and maybe they're just more visible, but it's our job and it's everyone in the Upgrade Collective, everyone who listens to the show, you're listening to the show, I talk about this stuff because it matters. Mindfulness is a part of anything you're building and example there, I don't know how many copies of your book are going to get read, but let's assume it's a couple hundred thousand.

Alon:

My book is directed exactly to this population. I'm trying to integrate back the self awareness, so I will not do a distraction. So whatever I build, I try to give them back.

Dave:

We're both working on it. But think about this, if your book, if say it takes eight hours to read your book, I think that's about right, for the average person. So when you have a couple of a hundred thousand copies, how many hours of human life is that? I don't know, it's a lifetime or two. So Bulletproof Radio, 250 million downloads or so, so 250 million hours of human life is 100 lives or something, I don't know. But I'm either a mass murderer because I consumed 100 full lives if my content is crap, or I did something worthwhile, and at least I gave people back the value they put.

You're an internet marketer, you're an entrepreneur and you build a service that just fritter away peoples time and energy because you don't value it, I think you're a mass murderer, and that's my bar.

Alon:

I can tell you that I already made decision, I'm very clear about what I value and whatnot, and where [inaudible 00:42:44] and whatnot. And the fact I'm in this show, it means that I value your work, you're not a mass murderer. With all respect-

Dave:

Thank you brother.

Alon:

... I'm sorry, with all respect, you're doing good work and you're doing a heart centered work, and your intention, this is what I see. So, we are engineer in the end, and maybe we're too much marketing, people can judge you on everything you do. But anyhow, your work, you're bringing something of your heart, you're bringing it to the world. You helped yourself, and you're working with others and you bring the joy, and you're bringing, this is what I see about your work, it's coming from the right place. And then, that's all. You're not murdering.

Dave:

It's coming from the best place that I know of today, but I believe there's probably better ones coming up, and I see the same thing in your work a lot, which is really cool, which is why I'm really happy to share your unique way of thinking on the show. And guys, listen to this, read The Entrepreneur's Journey, even if you're not an entrepreneur. There's a lot of value in it, and the things we talked about much earlier about the memory palace and understanding it's not just a way to sort things, it's a way for you to actually do things in your brain, in a way that lowers stress and makes you more effective in the world.

And if you're a good teacher, you'll be a more effective teacher. If you're a parent, you'll be a more effective parent. And if you're a total douchebag, you'll probably be a more effective total douchebag, but maybe you'll fix it as well.

Alon:

No, we'll be heart centered I'm hoping. They have to do the internal work [inaudible 00:44:18] they will not.

Dave:

Awesome. Well thank you for being on this show, I appreciate being on your advisory board with Neurotech.com. And I love the way you're sorting through all these frameworks and assembling them in a useful way, that honestly for someone who has the wisdom to listen to you and implement at least most of what you're saying, it will probably save them 10 years of grind in a company. And that's a really big gift for someone, and I wish I'd had some of this knowledge earlier on or at least had the ability and wisdom to implement it. So thank you man.

Alon:

Okay, thank you Dave.

Dave:

All right, Upgrade Collective, you guys have any question for Alon? If you do, here we go. Noel has one.

Noel:

So I have a question, I heard on a separate podcast that when there's something tied to an emotion, you remember it very well. For example, you go into an accident, you remember it because that induced fear. Do you know of any hacks we can use to remember things better, just by leveraging our emotion?

Alon:

Absolutely, always the palace, it's like you tap into... For every object that you place in the palace, you need to connect to an emotion. So how you do that, it's like let's say you build a room and you put these items and so let's say you put basketballs. So you make the basketball something, that make your emotion, like you make it a head of a monster, I don't know what. Just like to be scary or just put some emotion. Make it very tiny, make grotesque, make it funny. So every object that you place, you need to make it extreme. Maybe sexual direction for every object, do something.

Noel:

Yeah, tie it to an emotion like make it scary or something like that. Got it. Okay, thank you.

Alon:

I will advise, first we go with the positive emotions so that you don't get a horror... I tried to build a horror palaces, but they build, it doesn't work so well. It's better you make funny stuff, loving stuff.

Dave:

Thanks for saying that. Jim Quick has come on, who's a dear friend. I spent a lot of time with Jim who is a memory expert, learning expert. And one of the techniques, I believe we discussed a while back interview, is you can actually make scary stuff because it remembers very well. My experience seems to match yours, which is that it... There's energy that goes into you, and if you fill your brain with horrific images to remember things better, it might come at an anticipated cost.

Alon:

Catastrophic. If you're raising your sympathetic all the time, you're decreasing your ability to remember, it's not good. I don't agree with this...

Dave:

And I don't want to say Jim recommended, fill your brain with horrible stuff, it was just a passing comment there. But a lot of the books on memory palace techniques will talk about doing that, and like you said, life is too short for that. So you don't need a brain that thinks you're about to die all the time at some subliminal level.

Alon:

Yeah.

Dave:

That was a cool question. Thank you for asking that Noel. Anyone else want to go? Going once, going twice. Everyone says, "I'm not smart enough to ask this guy any questions." I'm hearing that from a few people.

Alon:

They need to stop, I'm not an expert.

Dave:

Brandon, you want to ask that thing? That's actually a really good question. I'll ask it if you don't want to. I think he's not going to ask, I'm going to ask for him. He's on a cellphone anyway. All right, so he says, what about sex? So you can put things in the memory palace that are stimulating. Do you do that? Does that work? Is it a good idea?

Alon:

This is a good idea.

Dave:

It's a good idea, all right.

Alon:

Sex is something great. Put it in the palace. We're humans, it's not like, this is my opinion, yeah, of course. Yeah, you're right. This is a good direction.

Dave:

Okay, good deal. And by the way, I totally support that. Even at 40 Years of Zen, sometimes when you're stuck trying to get to a new state, that's okay, just close your eyes, have a fantasy for a minute and you watch peoples brainwaves go back to where they wanted them to go.

Alon:

Absolutely.

Dave:

So-

Alon:

Because it's body.

Dave:

Yeah.

Alon:

Yeah, you're connecting to your body.

Dave:

It's the body, cool. Well, thanks guys for the extra questions, and if you're listening and is going, "What the heck is Upgrade Collective?" Go to our Upgradecollective.com, it's my membership and mentorship group, and you get to log in and actually be a part of the community doing the podcast, which is tons of fun. And if you're not up for the Upgrade Collective, maybe I'll see you at the bio-hacking conference. Go to biohackingconference.com. And if none of that appeal but you just love Alon, A-L-O-N B-R-A-U-N.com. Alon Braun is his website, his book is The Entrepreneurs Journey Scorecard. I'll see you on the next episode.