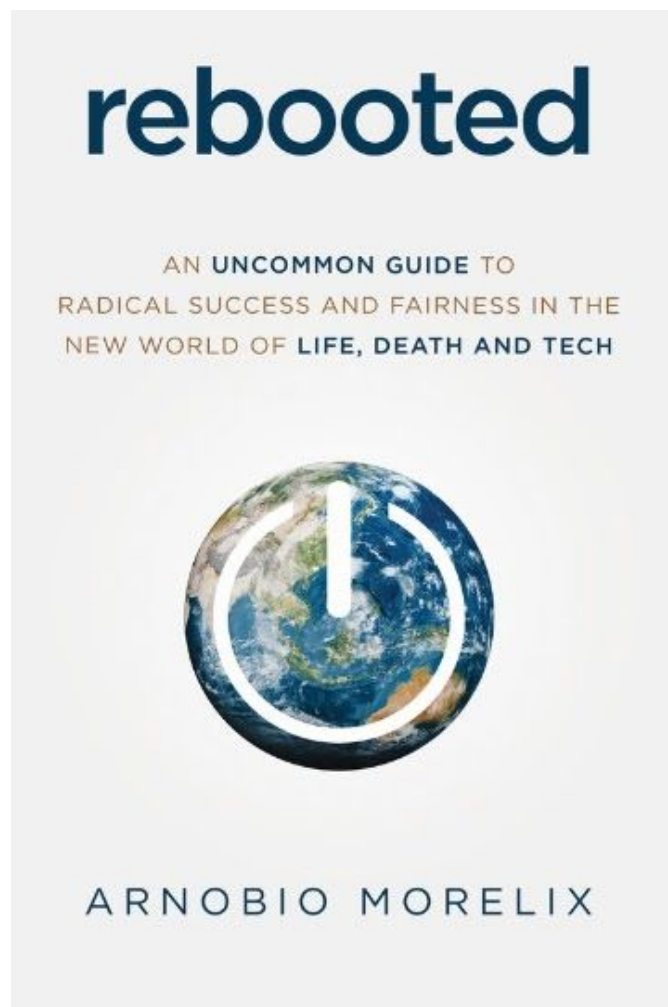


Rebooted

An Uncommon Guide to Radical
Success and Fairness in the New
World of Life, Death and Tech

Launching Thursday, January 28, 2021



OVERVIEW

For the first time in 100 years, the world economy was literally shut down and forced to start again. Like a computer with a new operating system, the rebooted post-COVID-19 economy will function in fundamentally different ways. This book is a guide on how to survive and thrive in the decades following the pandemic.

Rebooted decodes the collective wisdom of founders, tech executives, investors, policymakers, and scientists from every continent of the world. From the tech butterfly effect to the economics of pandemics to inclusion and explainable AI, this book takes readers on a journey of the historical impact of the Great Reboot and how to navigate what is to come after it. This toolkit includes external contributions from tech luminaries like Vint Cerf, the father of the internet; and Martin Cooper, the inventor of the first mobile phone; as well as insights from interviews with people at Google, Amazon, Netflix, and more. *Rebooted* is a handbook about how tech companies, creators, and founders can build radical success and fairness in the post-pandemic world of life, death, and tech.

INSIGHTS FROM THE AUTHOR

In this book, you'll learn about the ways in which technology and society are shaping each other, including insights around:

- A framework for understanding the economics of pandemics and how the post-vaccine economic changes are likely to unfold
- Why I think we are in for a roaring 2020s decade (an idea that has gained prominence since I first wrote about it in April 2020)
- What most predictions about Silicon Valley and the future map of innovation miss
- Why the future of work is not remote, it is hybrid
- What Vint Cerf, one of the fathers of the internet and Chief Internet Evangelist at Google, thinks tech creators need to take into account today that they did not in the past; and how the all-new framework of the Four Quadrants of Unintended Consequences of Tech can help you address Vint's challenge (with a mention of the tech butterfly effect)

...and much more.

You will love this book if you are a founder or technology creator (or are interested in these worlds), and you deeply care about the broader impact of technology on society: no matter if you are in a startup or a big corporation.

There were many inspirations for this book, but an event on February 2, 2020, still sticks in my mind. On that day, I received a strange message from a business contact in China. We had a trip to Beijing scheduled 10 days later to discuss a business partnership, and our hosts sent an email of a couple of lines saying something to the effect of "Do not come to Beijing now due to the coronavirus situation, and we urge you to reconsider your trip to Seoul." South Korea was our stop before China. The dates all blur in our minds today, but on February 2, there were fewer than 200 reported COVID-19 cases confirmed in the world outside of China. The United States (the country with most cases at the time of this writing) had fewer than 10 confirmed COVID-19 cases in total, versus the millions it has today.

This event got me on the path of digging deep into the topic, and I started the Great Reboot Project, along with a website and early writing, in March 2020. I am continuing on this journey to make sense (and take action) around major global changes in historic proportions. It has been thrilling, and I hope you join me.

Rebooted is the fruit of the collective wisdom of founders, tech executives, academics, investors, policymakers, and technologists from every continent of the world. To write this book, I have talked with hundreds of leaders around the globe and conducted dozens of in-depth interviews with people currently or formerly at places like Google, Facebook, Amazon, Netflix, Stanford University, Singularity University, unicorn startups, and many others. I am also thrilled to include in this book external contributions from:

- Vint Cerf (father of the internet and chief internet evangelist at Google) and David Nordfors (founder of Innovation4Jobs, together with Vint, and senior data researcher at BOLD)
- Frances West (author of the book *Authentic Inclusion* and former C-suite executive at IBM)
- Krishna Gade (founder and CEO of Fiddler, a human-centered AI startup, formerly at Facebook and Pinterest) and Anusha Sethuraman (head of marketing at Fiddler)
- Cosmin Gheorghe, MD (psychology professor and therapist to tech founders)
- JF Gauthier (founder and CEO of Startup Genome, an innovation policy firm, where I served as CIO)

- Martin Cooper (inventor of the mobile phone) and Dane Stangler (senior advisor at the Global Entrepreneurship Network)
- Keyur Desai (Silicon Valley executive, former Managing Director and Chief Data Officer at TD Ameritrade)

A HANDBOOK FOR THE DECADES AFTER THE PANDEMIC

If you are a founder, technology creator, or leader in the technology industry (or are interested in these worlds) and you deeply care about the broader impact of technology on society, this book is for you—no matter if you are in a start-up or a big corporation.

The book comes in three parts:

Part I: Two Economies

Provides an economic framework for understanding the impact of the pandemic on markets (and your business or job) and how trends will unfold in years to come, including:

- The (surprisingly) simple economics of pandemics and how they will affect you
- The three waves of the Great Reboot, and the shifts that characterize each one of them
- Why we are in for a Roaring 2020s decade
- Ten years in ten weeks: how a global pandemic triggered the fastest recession on record and the most dramatic shift from analog to digital in history
- Why asking if the economic recovery will be V-shaped, L-shaped, or W-shaped is the wrong question

Part II: Circles of Impact

Discusses the macro context we will all operate in during the coming decades and the Great Reboot impact on the spheres of the home, work, city, and world. Historical events have historical consequences, and this section is about those, including insights surrounding:

- The two I's of loneliness, and how they will be affected by machine-intermediated socialization
- The strangest story of the interaction of social media, elections, and inequality (if you think Russian bots are the worst, you have not heard about what is happening in the developing world)

- What the modern Holy Trinity of Despair is and how it is changing society (with lessons from a Nobel Prize winner)
- The vicious cycle of cities, and why it matters
- What the many people predicting a version of “the end of cities” get wrong
- Why the future of work is probably less remote than you think

Part III: New Operating System Toolkit

Explores actionable insights and tools to navigate the post-pandemic world. Covers both the positive and negative unintended consequences of technology so we can build more responsibly.

The toolkit includes lessons on:

- Why the creator of the world wide web thinks the internet is broken and what he is doing to fix it
- How the shadow twin of technical debt affects society, and why you should learn about it
- The tech butterfly effect, and why the same things making tech beautiful can also make it ugly
- Understanding the puzzle of why good people create bad technology (and why Silicon Valley, one of the most liberal clusters of people in the US, help make the tools that helped bring about the right-wing presidency of Donald Trump)
- The all-new framework of the Four Quadrants of Unintended Consequences of tech (Flywheel, Hijack, Black Box, and Uncharted Zone)—with actionable tools on how to use it to build tech more responsibly
- The threats of unequal digital access, the six E’s of inclusion, and how to build more inclusive companies and products
- Why innovation policy is the new industrial policy, and takeaways for policymakers to act in the new world of life, death, and tech
- The three critical opportunities for traditional companies to adapt to the new economy

WHAT PEOPLE ARE SAYING

"Arnobio is one of the **foremost thinkers about how technology is shaping our society.**"

– Jonathan Ortmans, Founder & President of the Global Entrepreneurship Network (GEN)

"Arnobio is a leading global voice about the intersection of tech and policy. His work is **required reading for founders and tech companies navigating the post-pandemic world of technology and society.**"

– Maria Maso, Founder & CEO of the Business Angel Minority Association (baMa)

"Rebooted is an outstanding guide to navigating and **thriving in the rough waters of economic change.** Arnobio distills a complex world into a user-friendly blueprint for the future."

– Collin West, Founder and Managing Partner, Ensemble Ventures

"**Truly a must-read:** Rebooted shines a light on the future impact of technology like no other book."

– Claudia Alarco Alarco, Author of *The Changing Face of Power*

"If you're looking for a detailed account of **how to future-proof yourself and your business,** look no further."

– Jeremie Gluckman, Author of *In the Shadow of Big Tech*

ABOUT THE AUTHOR

Arnobio Morelix is a Silicon Valley-based leader working at the intersection of technology, economics, and policy. His work has been featured in national and global media, including the *New York Times*, *The Economist*, *Wall Street Journal*, and the *BBC*, among others. Morelix has authored research and analysis with Stanford University, the World Economic Forum, the Inter-American Development Bank, the Kauffman Foundation, and others. A frequent public speaker and presenter at South by Southwest, Facebook, and the Federal Reserve Bank, Morelix has also advised and worked with CEOs, founders, and current and former government ministers.

Morelix is the Chief Data Scientist at Inc. Magazine. He also serves as senior advisor to the Global Entrepreneurship Network and the Business Angel Minority Association. Previously, Morelix served as Chief Innovation Officer at Startup Genome, leading a global team researching and advising governments and private organizations across 35 countries on their innovation policies.



CONTACT

E-mail: media@morelix.com

Website: <https://www.morelix.com/>

LinkedIn: <https://www.linkedin.com/in/arnobiomorelix/>

Twitter: <https://twitter.com/amorelix>