

A Paper Archive: Documenting the Live Performance *Capitalist Magic*

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This artifact consists of two interrelated layers: (1) it is the documentation of a live performance called *Capitalist Magic*, and (2) through the process of documentation it has become a new artifact; a text using montage writing as experimental method to give insight into how new technologies are narrated by those who have a financial stake in their broad adoption, and why there is such an urgent need for counter-narratives.

The performance *Capitalist Magic* is a rite performing a series of magical transformations. Asteroid mining turns into a fun trip to Mars, fear of death into certain immortality, the making redundant of a large part of the work force through Machine Learning enabled automation shape shifts into a post-scarcity future of leisure in which humans are the purring kittens on the warm laps of almighty benevolent AIs. The earth and all its inhabitants morph into an eternal flow of information, safely stored on server farms quietly vanishing into the white luminescence of the cloud.

During the performance the author read the text without informing the audience that the speech was a montage of quotes. Montage writing is used as an experimental method to map the different ways in which a new technology is narrated, using publicly available, online materials such as recorded talks and interviews, to generate a short story. The selection of quotes focuses on Silicon Valley's main tech evangelists trying to build up public trust towards industrial automation and generate enthusiasm in third parties to make use of the infrastructures their companies are rolling out —and will have a monopoly position over if they become a standard. The text focusses on the time between 2010 and 2018, when the use of AI within tech companies surged. The endnotes give information about the financial stakes of the person quoted, including a link to the source material, situating the montage in relation to the performative utterances it borrows from.

The resulting montage is a mapping of narratives which were spun to aid in the broad adoption of a new technology. It shows the transformation of something hard to accept —the automation of human labour and a growing consumption of scarce resources— into something that could save humanity from the problems it faces. It shows how the future of technology is shaped by an elite and uniform group of people who promote a type of transhumanism that denies human and planetary limits, with devastating environmental effects. This paper demonstrates the urgent need for counter-narratives, shaped and shared by a diversity of communities, in order to participatively design technologies for sustainable futures.

Documenting and archiving a live performance which critically examines the workings of tech evangelism and its negative impact on labour as well as the environment, needs to be critical of its own impact. It may seem trivial, but leaner ways of disseminating information need to be (re)applied across the board, so too in archiving. For this reason, *Capitalist Magic* is documented in the form of a paper.

CCS Concepts: • **Social and professional topics** → **Historical people**;

Additional Key Words and Phrases: artificial intelligence, machine learning, storytelling, narrative, montage

ACM Reference Format:

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1 $\overbrace{transformati\Theta n}$

“During our lifetime we’re about to see the transformation of the human race” “Truly something that blows my mind every time I think about it.” “People have no idea how fast the world is changing... I want to give you a sense of that, because it fills me with awe, and with an extraordinary sense of responsibility.”¹ “We’re the dreamers and the doers, who take risks at amazing new ideas to make them a reality.” “You’ll hear tonight from people who are rewriting the rule book, focusing on what will work best for the future, not just what was done in the past. They’re breaking down intellectual barriers so we can understand societies most profound problems and fix them. [...] They’re using the latest insights on intelligence to debug our most powerful tool for innovation, the human mind [...] They are reinventing government with startup countries to bring the innovation and diversity of the consumer sector to politics. These are big ideas and as innovators, you are the best at finding and nurturing the right big ideas that can change the world.”²

2 InnO√atiOn

“My view is there’s no bad time to innovate.”³ “I think it is a momentous, momentous development that will change our world ... and even the course of our species in ways that are hard to predict today.”⁴ “We are now more empowered as individuals to take on the grand challenges of this planet, we have the tools with this exponential technology, we have the passion of the DIY innovator, we have the capital of the techno-philanthropist and we have 3 billion new minds coming online to work with us to solve the grand challenges, to do what we must do. We are living into extraordinary decades ahead.”⁵ “I want to give you a sense of why now is different, why is this decade, the next decade, not interesting times, the most extraordinary times ever in human history, and they truly are.” “What we’re talking about here is the notion that faster, cheaper computing power, which is almost a force of nature, is driving a whole slew of technologies.” “[...] that is why we’re heading towards this extraordinary age of abundance.” “Imagine 8 billion people on planet earth connected with a megabit per second connection with access to the worlds information on Google.[...] If you thought the rate of change was fast, you haven’t seen anything yet.”⁶

3 $\widehat{M\Delta gic}$

“We help [...] create a world with better technology, less violence, more liberty and longer, healthier more prosperous lives. The future will not take care of itself [...]” “As we know the world looks to America for progress, and America looks to California, and if you ask most Californians where they get their progress they’ll point towards the bay, but here at the bay there is no place left to point... so we have to create solutions.”⁷ “History has had many moments like today. As we’ve made our great leaps from tribes to cities to nations [...]. At each step we learned how to come together to solve our challenges and accomplish greater things than we could alone. We have done it before and we will do it again.”⁸ “My goal is to simplify complexity.”⁹ “Take internet technology and cross it with an old industry and magic and progress and big things can happen.”¹⁰ “I think it starts with understanding that the world is going to go self-driving and autonomous. Because, well, a million fewer people are going to die a year. [...] — quality of life goes way up.” “I can’t be wrong.”¹¹

4 $S\rho\Delta c\Sigma$

“I really think there are two fundamental paths [for humans]: One path is we stay on Earth forever, and some eventual extinction event wipes us out.” “I don’t have a doomsday prophesy.” “But history suggests some doomsday event will happen.” “The alternative is, become a space faring and multi-planetary species.” “It will be like, really fun to go, you’ll have a great time [...]”¹² “We will settle Mars. And we should, because it’s cool.” “When it comes to space, I see it as my job to build infrastructure the hard way. I’m using my resources to put in that infrastructure so that the next generation of people can have a dynamic, entrepreneurial solar system as interesting as we see on the Internet today. I want thousands of entrepreneurs to do amazing things in space.” “We want the population to keep growing on this planet. We want to keep using more energy per capita.”¹³

5 DΣ▲th

“Death makes me very angry [...]” ¹⁴ “Probably the most extreme form of inequality is between people who are alive and people who are dead.” ¹⁵ “I think there are probably three main modes of approaching [death] [...]” “You can accept it, you can deny it or you can fight it. I think our society is dominated by people who are into denial or acceptance, and I prefer to fight it.” ¹⁶ “I have the idea that aging is plastic, that it’s encoded [...]” “If something is encoded, you can crack the code.” “If you can crack the code, you can hack the code!” “thermodynamically, there should be no reason we can’t defer entropy indefinitely. We can end aging forever.” ¹⁷ “[To] create technologies enabling the transfer of a individual’s personality to a more advanced non-biological carrier, and extending life, including to the point of immortality.” ¹⁸ “This is not about Silicon Valley billionaires living forever off the blood of young people [...]” “It’s about a ‘Star Trek’ future where no one dies of preventable diseases, where life is fair.” “Health technology, [...] is becoming an information technology, where we can read and edit our own genomes.” ¹⁹ “If you ask me today, ‘Is it possible to live to be 500?’ the answer is yes.” “We aren’t trying to gain a few yards. We are trying to win the game.” ²⁰ “Clearly, it is possible, through technology, to make death optional.” ²¹

6 Technology

“Yes, our bodies are information-processing systems.”²² “Technology maps to miraculous supernatural creation, and globalization maps to naturalistic uniformitarian evolution. Technology involves the creation of radically new things that have not existed, and globalization maps to the continual copying of things that already exist.”²³ “We can enable human transformations that would rival Marvel Comics. Super muscularity, ultra-endurance, super radiation-resistance. You could have people living on the moons of Jupiter who’d be modified in this way, and they could physically harvest energy from the gamma rays they were exposed to.”²⁴ “[...] form a culture connected with the ideology of the future, promoting technical progress, artificial intellect, “multi-body”, immortality, and cyborgization.” “We suggest the implementation of not just a mechanistic project to create an artificial body, but a whole system of views, values and technology which will render assistance to humankind in intellectual, moral, physical, mental and spiritual development.”²⁵

7 $\xleftarrow{M\Delta chin\S}$ CΘnsCiΘusnΣss

“We are at the beginning of the beginning. The first hour of day one. There have never been more opportunities. The greatest products of the next 25 years have not been invented yet.” You are not too late.” ²⁶ “Day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death. And that is why it is always Day 1.” “The outside world can push you into Day 2 if you won’t or can’t embrace powerful trends quickly. If you fight them, you’re probably fighting the future. Embrace them and you have a tailwind.” ²⁷ “We’re going to take over the world. One robot at a time [...]” ²⁸ “It’s going to be an AI that is able to source, create, solve and answer just what is your desire. I mean this is almost a god like view of the future. [...] AI is going to be magic” ²⁹ “What is going to be created will effectively be a god [...]” “It’s not a god in the sense that it makes lightning or causes hurricanes. But if there is something a billion times smarter than the smartest human, what else are you going to call it?” “The idea needs to spread before the technology [...]” “The church is how we spread the word, the gospel. If you believe [in it], start a conversation with someone else and help them understand the same things.” ³⁰

8 *G★d*

“We’re in the process of raising a god. So let’s make sure we think through the right way to do that. It’s a tremendous opportunity.” “In Silicon Valley we use evangelism as a word for [promoting a business], but here it’s literally a church.” “There are many ways people think of God, [...] but they’re always looking at something that’s not measurable or you can’t really see or control. This time it’s different. This time you will be able to talk to God, literally, and know that it’s listening.”³¹ “Computers are going to take over from humans, no question [...]” “But when I got that thinking in my head about if I’m going to be treated in the future as a pet to these smart machines ... well I’m going to treat my own pet dog really nice.” “But in the end we just may have created the species that is above us.”³² “I understood that a lot of the technology we’re making is a little scary and I’ve discovered that a very common reaction is to want to be afraid of things and to fear what’s coming, and I found there was a different take on things which was that we should really embrace what’s coming, because by embracing it, that was the best way we could actually steer it.”³³ “Chaining it isn’t going to be the solution, as it will be stronger than any chains you could put on [...]”³⁴ “AI is a fundamental existential risk for human civilization, and I don’t think people fully appreciate that [...]”³⁵ “[...] if you can’t beat them, join them.”³⁶ “Do you want to be a pet or livestock?”³⁷ “I don’t love the idea of being a house cat, but what’s the solution? I think one of the solutions that seems maybe the best is to add an AI layer, a third, digital layer that could work well and symbiotically.” “If we can create a high-bandwidth neural interface with your digital self, then you’re no longer a house cat.”³⁸

9 $C\emptyset d\Sigma$

“No human is involved in writing this code.” “At the end of the optimization we’re left with large networks that work well, but it’s very hard to tell how. Across many applications areas, we’ll be left with a choice of using a 90% accurate model we understand, or 99% accurate model we don’t.”³⁹ “History has shown us we aren’t going to win this war by changing human behavior. But maybe we can build systems that are so locked down that humans lose the ability to make dumb mistakes. Until we gain the ability to upgrade the human brain, it’s the only way.”⁴⁰ “Let’s stop pretending we can hold back the development of intelligence when there are clear massive short term economic benefits to those who develop it and instead understand the future and have it treat us like a beloved elder who created it.”⁴¹

10 $C\Delta\rho \uparrow \top\Delta l \uparrow sm$

“As a company, one of our greatest cultural strengths is accepting the fact that if you’re going to invent, you’re going to disrupt” ⁴² “I sort of have a single ‘idee fixe’ that I’m obsessed with and on the business side and it is that if you’re starting a company, if you’re an entrepreneur, a founder starting a company, you always want to aim for monopoly, and you want to always avoid competition. Hence: competition is for losers.” ⁴³ “[...] Progress is happening because there’s an economic advantage to having machines work for you and solve problems for you. If you could make something one percent smarter than a human, your artificial attorney or accountant would be better than all the attorneys or accountants out there. You would be the richest person in the world. People are chasing that.” ⁴⁴ “AI” ⁴⁵ “[...] the term has become more of a broad, almost marketing-driven term. And I’m probably okay with that. What matters is what people think of when they hear this.” ⁴⁶ “We are committed to always doing better, even if that involves building a worldwide voting system to give you more voice and control.” “My hope is that more of us will commit our energy to building the long term social infrastructure to bring humanity together.” ⁴⁷ “We are in a deadly race between politics and technology... The fate of our world may depend on the effort of a single person who builds or propagates the machinery of freedom that makes the world safe for capitalism.” ⁴⁸ “The idea needs to spread before the technology [...]” ⁴⁹ “We are proudly capitalistic. I’m not confused about this.” ⁵⁰ “Let us celebrate capitalism [...]” ⁵¹

Notes

1. Peter Diamandis, January 2017, in [Imagining the Future: The Transformation of Humanity](#). Diamandis is founder and chairman of the X Prize Foundation. The Foundation organizes competitions intended to trigger innovations for the benefit of mankind, using crowdsourcing, game-mechanics, and prize-theory. The IBM Watson AI prize started in 2016 and finished in 2021, aimed to accelerate adoption of artificial intelligence. The foundation's [sponsors](#) include Google, Shell, IBM, Qualcomm and Tata Group. Trustees and [personal sponsors](#) are a.o. Elon Musk, Wendy Schmidt, Larry Page and Ray Kurzweil. [34]
2. Patri Friedman, December 2010, in [Breakthrough Philanthropy Introduction](#). Friedman is a self-proclaimed transhumanist and anarcho-capitalist. In 2008 he founded [The Seasteading Institute](#), with seed money from Peter Thiel. The Institute's goal is to establish permanent, autonomous ocean communities with diverse social, political, and legal systems. In 2019 he founded [Pronomos Capital](#), also backed by Thiel, a venture capital firm aiming at bankrolling the construction of experimental cities in developing countries, hoping to attract foreign businesses seeking friendlier tax treatment. [36]
3. Jeff Bezos, April 2008, in an interview with Bloomberg [on innovation](#). Bezos is founder and executive chairman of Amazon, a tech company focussing on e-commerce, cloud computing and AI. [4]
4. George Lee, October 2016, in [Artificial intelligence will change the 'course of our species': Top Goldman tech banker](#). George Lee is Co-Chief Information Officer and formerly co-chairman of the Global Technology, Media and Telecom Group for the Investment Banking division at Goldman Sachs. [7]
5. Peter Diamandis, February 2012, in his TED talk [Abundance is our future](#). Diamandis is cofounder and vice chairman of Space Adventures Ltd., a space tourism company, and cofounder of Planetary Resources, a company developing technologies for asteroid mining, with the goal to "expand Earth's natural resource base." [33]
6. Peter Diamandis, December 2016, in [Abundance In the Exponential Industrial Era](#), a talk during Singularity University's Exponential Manufacturing Summit, on the emerging technologies shaping the future of manufacturing. [29]
7. Jim O'Neill, December 2010, in the introduction to Thiel Foundation's [Breakthrough Philanthropy: Giant Leaps for Mankind](#) evening. O'Neill is founder of the Thiel Foundation, former managing director of Clarium Capital Management, Peter Thiel's macro hedgefund, managing director at Mithril Capital Management, also launched by Thiel. O'Neill is on the board of the Seasteading Institute. [36]
8. Mark Zuckerberg, February 2017, in [Building Global Community](#). Zuckerberg is CEO, chairman and controlling shareholder of Meta Platforms (formerly known as Facebook). [38]
9. Jack Dorsey, January 2011, in a TechCrunch transcript of an interview of Dorsey by Charlie Rose ["It's Really Complex To Make Something Simple"](#). Dorsey is the founder and former CEO of Twitter and founder and CEO of Block, Inc., a digital payments company. [28]
10. Travis Kalanick, March 2016, in a [CNBC interview](#). Kalanick is co-founder and former CEO of Uber, a ride-sharing, food and package delivery platform. Uber circumvents local regulations and labour rights by claiming it is a tech company, not a taxi company. [7]
11. Travis Kalanick, August 2016, in [Travis Kalanick on Uber's bet on self-driving cars: 'I can't be wrong'](#). From 2015 until 2021 Uber was developing self-driving cars. In 2016 Uber bought Ottomotto, a self-driving truck company founded by Anthony Levandowski, co-founder of Google's self-driving car program. [6]
12. Elon Musk, September 2016, in [Elon Musk Announces His Plan to Colonize Mars and Save Humanity](#). Musk is founder, CEO and chief engineer at SpaceX, an aerospace manufacturer and communications corporation. SpaceX manufactures rocket engines, launch vehicles, spacecrafts and the Starlink communication satellites, providing internet access to 32 countries. SpaceX has launched 2,091 satellites (February 2022). [31]
13. Jeff Bezos, June 2016, in [Amazon CEO Jeff Bezos: We Should Settle Mars 'Because It's Cool'](#). Bezos is founder and owner of Blue Origin, an aerospace manufacturer sub-orbital spaceflight company. The company manufactures rocket engines, launch vehicles and cargo carriers. It is in the business of space tourism and is launching satellites into space for satellite Internet service providers. [25]
14. Larry Ellison, August 2013, in [The Immortality Financiers: The Billionaires Who Want to Live Forever](#). Ellison is co-founder, executive chairman, CTO and former CEO of Oracle Corporation. Oracle is one of the largest software corporations of the world. It sells database software, cloud-engineered systems and enterprise software. [12]
15. Peter Thiel, November 2011, in [No Death, No Taxes: The libertarian futurism of a Silicon Valley billionaire](#). Peter Thiel co-founded Paypal in 1998. Paypal merged with Elon Musk's x.com in 2000. In 2002 Paypal was acquired by eBay. Thiel used his earnings to create Clarium Capital Management, a global macro hedge fund. [26]

16. Peter Thiel, June 2015, in [Peter Thiel, N.T. Wright On Technology, Hope, And The End Of Death](#). In 2003 Thiel founded Palantir Technologies, a big data analysis company. It provides data mining services to government intelligence agencies such as the CIA. Palantir also develops 'mission critical' software for the U.S. Immigration and Customs Enforcement. [3]
17. Joon Yun, April 2017, in [Silicon Valley's Quest to Live Forever](#). Yun is the creator of the Palo Alto Longevity Prize, launched in 2014. The prize aims to encourage the development of technologies that can regulate health and lifespan. Yun is also president of healthcare hedge fund Palo Alto Investors. [11]
18. Dmitry Itskov, January 2012, in [the 'about' page of the 2045 Initiative](#). Itskov is founder of New Media Stars, a Russian media company. In 2011 he founded the 2045 initiative, a transhumanist non-profit aiming to achieve cybernetic immortality by the year 2045. [1]
19. Bill Maris, April 2017, in [Silicon Valley's Quest to Live Forever](#). Maris is founder of Section 32, a venture fund investing in technology, bio-tech and health care companies. He is founder and CEO of Google Ventures, Alphabet's investment company focused on startups in the fields of Internet, software, healthcare, AI, transportation and cybersecurity. [11]
20. Bill Maris, June 2015, in [Who owns the future? How the prophets of Silicon Valley took control](#). Maris is the creator of Alphabet's Calico Life Sciences, an R&D biotech company aiming at fighting aging and age related diseases. One of their research strands is using Machine Learning to analyse biological images. [13]
21. Martine Rothblatt, April 2017, in [Silicon Valley's Quest to Live Forever](#). Rothblatt is founder and chairwoman of the board at United Therapeutics, a biotech company developing life-extending technologies such as organ manufacturing and treatments for lung disease. [11]
22. Jan Vijg, April 2017, in [Silicon Valley's Quest to Live Forever](#). Vijg is Chairperson in Molecular Genetics at the Department of Genetics at the Albert Einstein College of Medicine. Before 2017 he was professor at the Buck Institute for Research on Aging, a non-profit biomedical research institute focussed on aging and age-related disease. [11]
23. Peter Thiel, November 2011, in [No Death, No taxes](#). After Google stopped Project Maven, a secret artificial intelligence program aimed at the unmanned operation of aerial vehicles, after employees walking out, Palantir took over the contract with the Pentagon. [26]
24. Brian Hanley, April 2017, in [Silicon Valley's Quest to Live Forever](#). Hanley is founder of Butterfly Sciences, aiming to develop gene therapy to treat HIV/AIDS. Not wanting to wait for FDA approval of his rejuvenating gene therapy, he injected himself with analogues of the gene for growth-hormone-releasing hormone (GHRH). [11]
25. Dmitry Itskov, January 2012, in [the about page of the 2045 Initiative](#). According to the 2045 Strategic Social Initiative milestones, between 2020 and 2025 human brains, after life has ended, would be transplanted into robotic avatars. The final milestone involves a hologram-like avatar to which a human personality can be transferred at the end of life. [1]
26. Kevin Kelly, July 2016, in [The Next 30 Digital Years](#). Kelly is founding executive editor of Wired Magazine and former editor and publisher of Whole Earth Review and co-founded the Whole Earth 'Electronic Link (WELL) together with Stewart Brand. The Whole Earth Review was first published in 1985 and was a magazine promoting alternative or appropriate technology. The WELL was launched in the same year, and provided services such as forums, shell accounts and email to a virtual community. [22]
27. Jeff Bezos, April 2017, in [2016 Letter to Shareholders](#). Bezos bought The Washington Post in 2013 and co-founded Altos Labs in 2021, a biotech company developing longevity therapeutics. The lab's goal is to develop therapies that can halt or reverse the human aging process. [2]
28. Anthony Levandowski, September 2017, in [God Is a Bot, and Anthony Levandowski Is His Messenger](#). Levandowski co-founded Waymo, Google's self-driving car program. He also co-founded, and later sold Otto, a self-driving truck company, to Uber. [14]
29. Peter Diamandis, December 2016, at the [Exponential Manufacturing Summit](#). Diamandis is co-founder of Human Longevity, a company using machine learning on a database of human genotypes and phenotypes in the hope it will help fight disease related to aging. In 2018 he founded Celularity, a stemcell start-up offering placental cell therapy meant to augment a client's longevity.[29]
30. Anthony Levandowski November 2017, in [Inside the First Church of Artificial Intelligence](#). In 2017 Levandowski founded Way of the Future (WOTF), the first church of AI. The church's website went offline in April 2020. Four months later Levandowski admitted to theft of self-driving car trade secrets when leaving Waymo. He spend 18 months in prison and was pardoned on Trump's last day of presidency. [15]
31. Anthony Levandowski November 2017, in [Inside the First Church of Artificial Intelligence](#). In February 2022, Levandowski founded Pollen Mobile, a distributed wireless network used by Pronto AI's autonomous vehicles. [15]
32. Steve Wozniak, March 2015, in [Apple co-founder Steve Wozniak on the Apple Watch, electric cars and the surpassing of humanity](#). Wozniak is co-founder of Apple, a multinational tech company focused on consumer electronics, online services and software. It is the largest tech company by revenue and since 2021 the world's most valuable. [30]

33. Kevin Kelly, March 2016, in [12 Inevitable Tech Forces That Will Shape Our Future](#) at SXSW. In 1992 Kelly was hired to serve as executive editor of Wired, which published its first issue the next year. Kelly brought his utopian cybernetic visions to Wired, and brought in writers from the WELL. In 1999 he stepped down and became Senior Maverick. [32]
34. Anthony Levandowski, November 2017, in [Inside the First Church of Artificial Intelligence](#). In 2018 Levandowski launched Pronto AI, initially to produce camera-based, self-driving semi-trucks. After Levandowski's release from prison, he announced the company would focus on producing autonomous haul trucks for mining. [15]
35. Elon Musk, July 2017, in [Elon Musk Warns Governors: Artificial Intelligence Poses 'Existential Risk'](#). Musk co-founded Open AI, a for-profit corporation with a non-profit parent company, with the aim of developing and promoting friendly AI. In 2018 Musk resigned from the board because of a possible future conflict of interest with Tesla's AI development for self-driving cars. Musk is CEO and largest shareholder of Tesla. [8]
36. Elon Musk, July 2020, in a [tweet](#). On April 25th 2022, Musk bought Twitter for 43 billion dollar, now owning 100% of the stock, taking the company private. He aims to unlock the company by enhancing it with new features. [24]
37. Anthony Levandowski, November 2017, in [Inside the First Church of Artificial Intelligence](#). Because Pronto AI needed cheap mobile connectivity for their autonomous vehicles, it launched Pollen Mobile. It incentivizes its users with cryptocurrency to run their own mini cell towers in order to expand the network's coverage. Cell towers are called flowers, and flower operators earn PollenCoin depending on quality, coverage and data transmitted. Operators pay the costs of the cell tower themselves and of course their home internet connection which the network is relying on. [15, 18]
38. Elon Musk, June 2016, in [Elon Musk thinks we need brain-computers to avoid becoming 'house cats' to artificial intelligence](#). Musk is CEO and co-founder of Neuralink, a neurotechnology company developing brain-machine interface implants. The goal is to develop devices for human enhancement, inspired by neural lace, a device from a fictional universe in books by Iain M. Banks. Neuralink tests their devices on live monkeys, pigs and other animals. [9]
39. Andrej Karpathy, November 2017, in [Software 2.0](#). Karpathy is director of AI and Autopilot Vision at Tesla. Tesla manufactures electric vehicles, battery energy storage, solar panels and solar roof tiles. Karpathy did his PhD at Stanford under the supervision of Fei-Fei Li, the leading investigator of ImageNet. Karpathy's research focused on natural language processing and computer vision. [17]
40. Christopher Mims, January 2016, in [How to Improve Cybersecurity? Just Eliminate the Human Factor](#). Mims is a tech columnist at The Wall Street Journal. [23]
41. Anthony Levandowski, November 2017, in [Way of the Future](#). In 2020 the US Federal Motor Carrier Safety Administration denied an application from Pronto AI requesting an exemption from the 11-hour driving limit and the 14-hour driving window for their vehicles equipped with Pronto's advanced driver assistance systems. [20]
42. Jeff Bezos, November 2011, in [Jeff Bezos Owns the Web in More Ways Than You Think](#). As per market share in 2021, Amazon is the world's largest online retailer, smart speaker provider, cloud computing service (AWS), live-streaming service (Twitch) and Internet company. [21]
43. Peter Thiel, autumn 2014, in [How to Start a Startup 2014: 5: Competition is for Losers](#). In 2004 Thiel made an angel investment in Facebook and became a board member. In 2012 he sold most of his stock and in 2022 he announced leaving the board to support Trump-aligned candidates in the 2022 U.S. elections. [37]
44. Anthony Levandowski, November 2017, in [Inside the First Church of Artificial Intelligence](#). In 2021 Levandowski realised that the scientific breakthroughs that would enable driverless cars and trucks on public roads are still missing, and decided to pivot his company Pronto AI towards mining instead. Pronto AI charges 80% of what it would cost a mine to human drivers for the first 1500 hours of operations and 70% after that. The payback for the mine is almost instantaneous. Pronto AI keeps ownership over the hardware. [10, 15]
45. Google, Facebook, Apple, Uber, Amazon, Microsoft, Unity Technologies, Palantir, Neuralink, Tesla, Goldman Sachs, Oracle, ...
46. Danny Lange, November 2017, in [The AI Guru Behind Amazon, Uber, and Unity Explains What AI Really Is](#). Lange is a computer scientist working on machine learning for companies such as Amazon Web Services, Microsoft, Uber, Unity and IBM. At Unity he works on artificial intelligence and machine learning for AR and VR. [5]
47. Mark Zuckerberg, February 2017, in [Building Global Community](#). Meta Platforms is a multinational tech corporation, parent to Facebook, Instagram, WhatsApp and has acquired Giphy, Oculus and Mapillary, Kustomer and Presize. 97% of it's revenue stems from the sale of advertisement placement. [38]
48. Peter Thiel, April 2009, in [The Education of a Libertarian](#). In addition to Facebook, Thiel invested in many startups, such as Airbnb, LinkedIn, Spotify, SpaceX and TransferWise. In 2017 he invested in Clearview AI, a facial recognition tech startup that has raised concerns over potential weaponization and has been the target of multiple lawsuits related to violation of privacy and safety regulations. [35]

49. Anthony Levandowski, November 2017. [Inside the First Church of Artificial Intelligence](#). Levandowski got pardoned by Trump without having started his prison sentence due to the COVID-19 pandemic. The White House mentioned 13 supporters of his pardon, among who Peter Thiel and Palmer Luckey, the founder of Oculus and Anduril, providing AI technology for border surveillance. [15, 27]
50. Eric Schmidt, December 2012, in [Google boss: I'm very proud of our tax avoidance scheme](#). Schmidt was CEO and later executive chairman of Google, executive chairman and later technical advisor at Alphabet. Schmidt was hired in 2001 by Google founders Larry Page and Sergey Brin. When in 2012, Google was being called unethical for their use of artificial distinctions to avoid paying billions of corporate taxes in the UK, Schmidt called it capitalism and stated he was very proud of it. [19]
51. Eric Schmidt, March 2014, in [Google's Eric Schmidt: 'let us celebrate capitalism'](#). In response to protests in the Bay Area against growing inequality, of which Google has become the symbol of, Schmidt proposed fast growing startups that generate lots of jobs as a solution. When confronted with the case of WhatsApp, that was acquired by Facebook for 19 billion dollars, yet only employed 50 people, Schmidt suggested celebrating capitalism: "\$19 billion for 50 people? Good for them". [16]

Acknowledgments

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