



AWESOME INCORPORATED

Employee/Citizen/Owner's Handbook

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[Note: This section is temporary and is just here to explain what this whole thing is about. None of this would normally appear in a handbook like this]

Hi folks. This actually is a consolidation of a lot of big ideas and dreams some wonderful people have had, but it's being packaged in a very specific way.

At it's core, it's designed to allow anybody who is willing to behave like a civilized person (Don't worry, nothing scary, we're talking 'not ruining other people's days' stuff here, which also means nobody gets to ruin yours) to band together, break away from pretty much all of the things we're complaining about (politics, war, systemic environmental destruction, manufactured scarcity, etc.) and replace it with a customized life that they either chose between or design themselves.

That being said, it's tuned (and is being tuned) to start with three groups of people . . . those who would dedicate their lives to the process of gathering resources for us (the worldminers), those who happen to currently have a lot of resources and would like something that's profitable, rewarding, and noble to contribute to, and those who would like to take a stab at creating a whole new life for themselves in exchange for trying to do something useful.

In the end it's for everyone else too, but we're going to get all of the 'scary' buzzwords out of it and not go on too much about the fact that we're also helping orphans and immigrants and generally exploiting capitalism from within in order to make it irrelevant.

We hope that's recognized, as we think the general approach here gets better results there too (for example if somebody wants to settle in some pristine land untouched by man, we're going to instead lean towards buying the land but preserving it and settling them on some similarly green recovered land. We'd prefer that to them accidentally wiping out a species we haven't discovered that might help us cure a disease in the future)

One other thing that may stand out is a general lack of negativity. Yes, we're aware that there are a lot of crappy things going on, the focus on the attitude is to make it easier for people to avoid getting caught in bitterness traps and slowing our progress. We think this is psychologically advantageous (an effective mind hack that takes on extra power when you're told to cheer up while being given a better job/life) and it doesn't reflect any naivete, rather it's part of the design.

So when reading this . . please keep the following in the back of your mind. It's for us all, but it's only designed to appeal to a select audience.

Basically, lots of people have asked 'why this way? why not just try to appeal to people's desire to save the world' the answer is that we tried that and never got anywhere, if you can help us get it in the hands of somebody who can help without us needing to ask around for help please do so! This is just an attempt to get the same place from another angle.

Temporary Note/request for aid!

This won't be a static document, at least not for a while. The idea is that the better we make this handbook, the more we can demonstrate to people who DO have resources that we can generate some real enthusiasm behind it. We want to work with some people to generate some pitches and other media (as well as make this . . . you know. . . pretty. Also not partly stolen from Fallout.) We're probably close to solid enough, though we'd like some help with setting up some supplemental sections. We want to make sure people have at least three very unique and well thought out options to choose from (voting type systems, internal economic systems, places to live, etc.) right off the bat (along with the usual suspects). We never stop at just one, that's not how we work

Another thing we could definitely use help out is either phraseology or help splitting the message. There are a lot of very world-helping people-saving end results here, but there are a lot of buzzwords in there that are associated with failed projects and we need to avoid them, so it may be that this is a seed to multiple, more specific approaches or something. We really need some help with that part of things. We don't have any good message people/information organizers among our ranks, and this idea's too good to suffer without their absence

As it is, we have

- This document, which is geared towards the tech-friendly MAKEtopian sort who interfaces well with the world as it is and is designed to be brief and support a positive feedback loop between them and those who helped us (who, despite being wealthy, are also people)
- [The Awesome, Incorporated:Seedlings Guide](#), Which is currently very tech friendly but could also be expanded to incorporate more purely humanitarian, eco friendly, and other pursuits as well.
- Other things (must fill in)

We still need

- Help refining and putting new ideas into what's already there
- Other completely different approaches (why not?)
- A good short pitch/presentation and people who'd like to present and/or pitch it.
- Anything else that helps the general cause along.

If you want to help, contact Will at learsfool@gmail.com until we get better organized!

Our shared purpose

We believe that everybody who's willing to behave like a civilized adult (and larval humans in all their forms) should have the option to live. . . not just peacefully and safely . . . but amazingly.

We don't believe that everybody has the same favorite color. [Ed: Plaid!] Similarly, we don't believe that there's one government, economic system, legal system, or pretty much anything else that's 'better' than everything else. Different things are better suited to different people at different times.

So we're all about offering up options, as heavily tuned for people as possible. Think of it as [open source life](#). . . where you pick the best of everything from a big buffet. You have to raise the bar a bit to make it work, but once you've limited yourself to those who do, a lot of issues go away.

The better a job we do creating this for ourselves, the easier it becomes to invite others to join in, and the more everybody wins.

Eventually we hope that every year (or other chunk of time), people will be able to do something like this. . . a configurator for life.

Build Your Character | Character Sheet | Profile

Profession: HELPER
Job: NURSE - Rookie
As a HELPER, you do things that need to get done.
You serve the greater good in the most direct manner,
and are entered into the lottery of awesome
As a NURSE, you directly support the health and well
being of the other citizens.
You're just getting started to see if this is your thing.

Life: Self Governing Eco-village
Home: Underground Hobbit-home [Quarter 12]
You live in an environmentally sustainable village
You've chosen an underground community of LOTR fans
This is your 12th quarter there, must be fun!

Sacrifices and Boxes of Fun - 15 Points to start (Job +10, Home +5)

No Eating Criters - +2 points	Bonus Treats! - -1 Point
Gigabit Wireless - FREE (Home)	Housecleaning Help - -1 Point
Ridiculous Gaming System - -2 Points	Zone of Nice - FREE (Home)
Adventure(Great Barrier Reef) - -2 Points	Unlock - Uber Gaming System - -2 Points
Carless - REQUIRED(Home)	Senseless Kindness(Recipient) - -2 Points
Gentle and Peaceful - REQUIRED(Home)	Treasure! (Undecided) - -3 Points

Perks and Quirks

Diet(Vegan) Phobia(Spiders) Skill(Climbing) Skill(Organizing)
Likes(Dancing) Likes(Hugs) Likes(Games-all) Shy Phobia(Chickens)
Likes(lolCats)

This section is used to separate out people based upon the way they're motivated. Jobs can be duplicated between different professions.

This section is used to allow people to choose their lifestyle and the sorts of people they want to be surrounded by on a daily basis. Obviously, more points for more efficient lifestyles.

Links between this section and Sacrifices/Boxes of Fun are also used to illustrate what page the 'other guys' (your community) will be on as well

There's lots of potential in here, including teasing not-yet-available unlocks (technological advances, a new sort of home/life, etc.)

The supply/demand curve is heavily influenced by these values, and there is obviously a big collection of psychologies incorporated.

Note: This has me thinking we'd be better served with a multi-tab setup rather than my earlier 'invisible accordion' thought. I think real estate use should be maximized here in retrospect.

Perks and Quirks are the things that makes a person unique, there's no point value associated with them, people can choose as many or as few as they want, and they'd carry over from quarter to quarter.

Some values may be given by other sources (i.e. certifications), and some may be required for some profession/life combos as well. These also help cluster similar people together naturally.

Or something a whole lot better. That's just one of many options. :)

Raising the bar

Who decides what we mean by 'civilized'?

We just did, by hiring you. You've made it clear that you're not the sort of person who's going to be deliberately misunderstanding that sort of thing.

We do have a couple of values that we're going to apply to all of our citizen/employees.

- 1) Nobody has any power over anybody else that's not given by consent, and that consent can always be immediately revoked.
- 2) Learn how your brain works: By all means, let the child inside you come out and play. . . live a crazy life full of fantasy, we're all for that. But you're responsible for knowing when it's time to act like an adult, and for increasing that effort when you're interacting with or influencing people, especially those outside your [monkeysphere](#).
- 3) Be nice. Kindness is one of our greatest virtues and every kind act [brightens the world a bit](#) for the rest of us.
- 4) Do useful things! We don't care if you're nine or ninety, keep your mind on the big goal. (You still get lots of breaks and vacations and get to retire when you actually want to, we just won't make you or hold you to it)

Of course, all of this should be viewed through the lens of somebody who doesn't need to be reminded. We point it out because the real fun is in the realization that pretty much everybody else you have to deal with is holding themselves to those same standards. They're here because, despite being fallible as all us humans are, they probably will never need reminding either.

See? These guys are AWESOME! We're very glad to have you with us, because we feel the same way about you. It can get a little emo out there.

Now, you may at times be dealing with people who aren't held to these standards. We expect you to hold yourself to the same standards regardless. You're representing us, after all.

That means you treat your family, friends, casual acquaintances, and even complete strangers with the same respect you'd treat any of us. You don't hurt anybody on the outside either. You don't recklessly endanger people. [You watch for your own irrationalities](#). You don't even troll.

Yes, we mean it, this is mandatory. We'll be understanding. . . the world is a messy place, after all. That doesn't mean you're not going to have to extract yourself from whatever situations are bringing out the worst in you pretty much immediately or engineer them so you're no longer struggling. We'll help you if you need it, and if this comes up a lot we'll dedicate teams to it, but there won't be any real flexibility here when it comes to the end results.

It's a big planet, and we're not going to run out of people who can handle this concept for a very, very long time. You may be pleasantly surprised.

Your more specific purpose

You, my friend, are a Worldminer. Your job is to play the planet and win.

If we're going to offer up all those golden tickets we're going to need to gather some resources, aren't we? Keep your eyes open and your mind sharp, because the advantage of you living a worry-free life surrounded by amazing people is you're going to be terribly difficult to compete with (it's science!).

That's only half of the equation though, the other half is in reducing costs. And reducing costs is where it gets fun.

Any cost or expenditure we have shouldn't just be looked at as something to be reduced, it should be looked at as something to be replaced with something better. We want to expand as quickly as possible so our priority is setting up more worldminers as quickly as possible. There will however be a percentage of profits spilling over for the following.

- 1) Setting up and supporting seeds that are similarly raising the bar but may not be doing something that's immediately profitable (testing, research, education, etc.) and eventually just so people can have fun or do their own thing.
- 2) Providing benefits to the local communities around us (we want to represent the cause well, after all!)
- 3) Spoiling our sponsors! (They're giving us a helping hand to saving the world!)

How much we dedicate to what . . . well, we plan to be fairly opportunistic here. If we can pull all three off at once then we're going to lean there. We're paying attention to the actual results and keeping a long view, and that gives us some opportunities others can't exploit.

What are these 'seeds'?

As a worldminer, you're a bit of a generalist. You've got to pay attention to a lot of things going on in a world that is pretty mad. You don't have the luxury of focusing on one thing or another to much exclusion and you never really get to avoid hearing about corrupt governments, you have to spend ungodly amounts of time in traffic and lots of people here are kind of . . . jerks. that gets old fast, doesn't it?

For you that awareness is useful, because it helps identify opportunities to get us more money, and we need that to make more seeds. But if you were focused on doing something that DIDN'T require you to deal with this, knowing what we know about how our brains work, how much of that do you really want to have to worry about? Knowing you have people like your co-workers on top of this, wouldn't it be nice to take a break and work on something with people who share passions, hobbies, dreams, and lifestyles?

Seeds are those. They're collections of people scientifically chosen to be a bit less than a third of 150. The group size is 42 (or so). If a group of about that size can be collected that can generally agree on a living arrangement, form of self governance, and resource distribution system. A seed can consist of more than one group of 42 (or so) and groups can always choose toglom onto each other, but you could just as easily have five very different groups (of 42 (or so)) working on the same thing.

(Okay, the 42 bit isn't scientific. We've got lots of Douglas Adams fans here, but IS kind of in the ballpark of what we're shooting for. If you guys eventually decide to change it nobody will complain, we've already had our say)

Most often, you're going to find more than 42 (or so) people who have the general collection of skillsets and the right basic attitude you're looking for, but most of them would really prefer something specific, right? What if you can find a few hundred that all have the same passions and hobbies? [How motivated would they be?](#)

What if they all love studying butterflies, home cooked meals, and randomly stopping during work to break into musical numbers? What if sharing those passions inspires them to write excellent musicals, invent masterful recipes, and restore a lost species?

In a way, you are match.com for life, and you help them make their passions into new things. Seeds are just a semi-formalized way to set up as many moments of zen as is possible.

Every time they do something awesome, it's a new opportunity to sell to the world and make more seeds. You have a very, very cool job.

For more information, we refer you to the [Awesome, Incorporated, Seedlings Guide](#)

Everything is an option

How do we work economically? How do we govern ourselves? How do we prioritize? What do we vote on? What if we want to create something new? What kind of voting system do we use?

We're going to provide a few possible starting points to choose from, but you're encouraged to see if you can come up with something better. Each group of 42 gets to choose, and for decisions that impact multiple groups we're going to lean towards consensus and arbitration first and throw in as many creative solutions as we can before people start voting on how other people's lives are influenced.

As a last resort we'll do some sort of combined vote, where each group uses the methods of all groups involved to decide how to handle the issue, and a consensus would be generated based upon those results. We just want to keep that to a minimum and generally allow groups to do their own things.

We do resource distribution on a group level, but nobody can ever be left without a very high standard of living . . and we need that in order to allow people to take risks without fear. .but everything else is a mutual agreement with the group you join

We also want people to be able to move freely wherever they're welcome. We do realize this may require some sort of university/makerspace/daycare/recovery areas for people that don't currently have a good fit anywhere. Perhaps they'll use that very fact to create something together for others like themselves, or to expand that imaginary facility in directions that make it a far better landing place for people. . . we won't know until they have the chance.

The faster we grow the more options we can create for everyone, yourself included.

We want you to create a better job/life for yourself. . one you simply can't resist.

We also want you to create ones for those you love, using your new powers and expectations for responsible thinking.

That's also your job.

Exploiting the rich by spoiling them.

Spoiling who? But they're already rich!

Yes, we know.

We're holding ourselves to a different standard, right? And these guys are helping us out. We really need to appreciate that . . . if not for ourselves than for everybody we help down the chain.

So why not get creative?

Sure, we're already going to make them some money . . . whatever industry you Worldminers focus on is going to be in for some serious asymmetric competition. They probably realize that.

But how about we raise the bar there too? Let's have a few of us focus on getting creative? There's a lot money can't buy.

Let's talk with them, we can come up with amazing things to do that share our passions, or even shower them and/or those they love with random acts of senseless kindness.

If we find out he fancies himself on the bridge of the Starship Enterprise, our DIYers could put together something that would completely blow his mind, and they'd have a blast doing it. . . because they love doing things like that. We could let him come and play or even build him one for himself. We get better at doing something we want to do either way, right?

If we find out they have a passion for cures for a disease or circumstance that hurt or killed somebody they loved then there's a good chance it's something that hurts others as well. We can create a seed dedicated to taking our research there to the next level.

If they cut us loose and tell us to get creative, then we'll find ways to catch loved ones when they fall . . . we'll be there for them when they need us the most. We'll do whatever we can come up with to show them, by example, that we were the best investment that they've ever made.

Eventually, we want to set up a seed that they can't resist joining either. We want others to see how spoiled OUR sponsors are and jump on that bandwagon. We want them and all of their resources just like we want you and all of yours. The more they help the faster this all goes, the more we help them the more they help us. Besides, they're people too, right? Most of 'em can be pretty cool.

It's subversive and it's honest, and we like that sort of thing.

That's also your job.

Priorities

We've got a lot to do, so how do we prioritize?

Our first priority is expansion; we want to offer up the chance to join us (and also raise the collective bar on civilization) as quickly as possible. While we expect moving people onto better designed campuses will have big benefits for our environment and our health as well, but expansion takes precedence over all else. It's not fair to focus on offering this up just to part of the planet, that's rude.

Our second priority is research; Once we've got people in situations where they can work together it's time to not just get ourselves to 'sustainable and healthy' but take us all the way to 'ecologically positive and absurdly happy and fit'. We don't just want to make up for whatever messes we made during our lives but we want to completely turn things around for the poor planet that spawned us.

It's our job to make it up to our home, and that requires understanding what we're doing. So yes, lots of research.

Once we've got a grasp on our ecological impact it's time to look at really, really big projects as a priority. The ones that take us all to the next level, whether it's a Tall Tower to give us the Solar System, virtual realities that allow us to live hundreds of lives in the space of a heartbeat, letting people engineering themselves to become better suited for a favorite passion, or something new. There are lots of amazing dreams to look forward to, but they don't start until we've given people the chance to break some tethers.

A note for our Sponsors.

That's right, this bit's really for you. We want everybody to know what we're saying to everyone else.

First of all. We're going to start by making you money. Lots and lots of money. We're going to play the same game everybody else does, but by different rules . . . and we're going to shred the competition.

Go have your people run numbers and stuff, this is just the science of making people more productive and basic supply chain logistics. We're just doing things in a fairly unique way.

So you've already got that assurance. This will be a good investment.

We're doing a lot more here that we hope you appreciate. These people, the ones that we'd be hiring for the Worldminers . . . they're the ones who don't know how to treat you like anything other than a human being. People can be kind of weird when they think you have something they want or they blame you for something others have done, can't they?

We can trust them to be exactly the sort of person that's not going to miss sight of the big goal and be pretty much impossible to corrupt, and you can trust them to be completely sincere in all their interactions with you and really believe (like we do) that you're *gasp* people too.

Crazy talk, right?

We must warn you in advance that they might be occasionally irreverent, politically incorrect, or may even seem completely mad at times . . . but some people appreciate that sort of thing, and you've got enough of the other sort of person around, don't you?

And as a bonus, we're going to really help people, save actual lives, and just might raise the entire bar on civilization to a place we all agree it should be, and for those few who don't we'll be so far away we might as well not exist. It's a VERY large planet and we're not tied to any chunks of dirt.

We'd love you to be the first to sponsor a whole collection of Orphanage/University/Community/Think Tanks where we do everything we can to give back those who've lost some of the most of any of us, and then let them give it back to us in ways only they can because they have so much less to UNLEARN than the rest of us.

See how we think? Sure, there's a patent factory in there, and sure, you can reap some benefits there . . . not in ways that prevent people from being helped, but that really doesn't limit the field very much for people like us.

If you like, we'll have people visit you, interview you, research you, hang out with you . . . really whatever works. We want to find out if there are any other mutually awesome ideas, because that's us working together on something really good, right? If you have loved ones you wish us to spoil we'll do so, or we'll help them. We want to figure out what makes people like you happy too, so we can speed this whole

process along.

Similarly, we'll happily give you lots of credit and fame and such, we might even name kids after you or make fun stories where you're all heroic, you never get to be more than just another human being, but there are LOTS of 'just another human beings' who we all think are pretty awesome. We'll still be pointing out if you've got spinach in your teeth (what are friends for)

We do expect you to treat them with respect too, and we give all of our people the same rights, which means you can't ever have any power over them either . . . but honestly, this isn't going to be an issue. It's not going to be possible not to respect the ones we send your way.

But hey, if you don't want to be bothered, we'll just go back to making you lots of money. It's cool.

You'll still have a standing offer to join us. We do hold people within our campuses to the same standards, but if that's not comfy for you (we're pretty sure it would be, but we're all too old to be expected to change everything, right? Options!) then we'll probably have plenty of projects going on outside them that you could work with as a trial run of some sort. We think you'll find the idea of being surrounded by people who don't act like idiots around you habit-forming

In the end. . we want you to join us, give us all your money and resources, and dedicate some of your life to the same cause we are until we've finally turned this mess around.

You don't HAVE to, and we won't pressure you, but know we're always thinking it.

Either way, whether you believe in our cause or not. . . if we pull this off then you'll forever know you're part of what made it happen. If we succeed everybody will look at this generation as the ones who finally got it right. . . they'll be pointing at us . . . and we've already established that we'll be more than happy to give out some credit. We'll even give you a cool title!